

Module Name: QUALITATIVE RESEARCH

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Part 3: Presentation

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Marketing via social media: analysis of the
impacts of social media on SMEs in London.

Introduction

- The aim of this study is to analyse the impact of marketing through social media on SMEs in London.
- The paper will analyse in detail the role of social media for Small and Medium-Sized Enterprises (SMEs).
- The paper will also explore the relationship of customers and SMEs that use social media and the strength of the relationship.

Literature Review

- At the beginning of the 21st century the use of social media and internet has been on the rise and part of the strategies that are used to market products and services that are sold by SMEs (Yin, 2015).
- Social network marketing has increased the connection of customers and the marketing team and this has increased the customer base (Usha et al., 2017).
- Customers that are on social media platforms are able to give their reviews and also compare the products that serve the same role before deciding the one to use (Ross, 2016).
- Customers that use social media platforms are able to share their shopping experiences with each other through the electronic word of mouth and this increases the products and services that are sold by SMEs (William et al., 2016).

Research Question and Objective

1. To find out relationship between customers and SMEs by using social media.
2. To determine the strength of relationship between customers and SMEs by using of social media tactics

RQ: How social media tactics used by SME's impact on customers perception?

Research Philosophy

- The philosophy provides an opportunity to the researcher to come up with new theories and have an in-depth understanding of the topic under study (Saunders et al., 2013).
- To find out the research question and objective therefore, different people has their own views of customers perception of social media tactics.
- To identify the relationship between social media tactics by SME's and customer perceptions the researcher will use interpretivism research philosophy.

Research Methodology

- The inductive research approach will be used for this study.
- Primary data that will be used in the study by using a well-structured questionnaire.
 - Data collection.
 - Sampling and Sampling Technique.
 - Survey/Research Instrument.
 - Interview.

Findings

- The study found out that the use of social media marketing among the SMEs has been on the increase and this is the ability to reach out to a wide range of customers and saves on the marketing costs.
- The study also found out that social media has increased the search-ability of a brand and this has created a good relationship with the marketing team and improved performance.
- The findings also indicate that the number of SMEs that use social media has been on the increase and this has created an opportunity for users to connect with customers.

Analysis and limitation

- Analysis

- The researcher will use thematic data analysis method for analysing the qualitative data and two step coding process.

- Limitations

- Time
 - Lack of research
 - Fund
 - Limited Participants
 - Difficulties to getting data from participant

Conclusion

- SMEs that use social media as a marketing tool are able to connect with their customers and this has improved the customer's relationship.
- Firms are able to connect with the customers and share ideas that improve service delivery.
- Customers that use social media platforms are able to ask SMEs marketer's questions and receive instant feedback and this improves their purchase decisions making.
- SMEs also use social media platforms to create brand awareness and to conduct research and the results from the study are instant.
- Social media platforms create an opportunity where users are able to connect with each other and share their shopping experiences.

Reference

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