

FEEDBACK STUDY ON FACEBOOK LIVE AS A PROMOTIONAL TOOL WITH SPECIAL REFERENCE TO THE YOUTH OF BHOPAL

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ABSTRACT

In recent times, Facebook is continuously increasing its reach among different parts of India. It is continuously expanding its horizon among urban and rural parts of the country. Through this study the researcher has tried to study the impact of Facebook as a promotional tool as well as to find out how effective and famous are the tools of Facebook like Facebook Live among the youth of Bhopal (M.P.) for promotional purposes.

KEYWORDS: Facebook, Facebook Live, Promotional Tool.

INTRODUCTION

With the rise of digital media, the world has become a platform for the various technologies. There are so many communication technologies which are making the lives of people very easy. In the year of 2004, a new era of social networking sites began when a young man named Mark Zuckerberg developed a website to communicate with his friends. This website is now known as Facebook and it has created and established a new milestone in the field of social networking sites. According to a report, currently there are more than 1.5 billion people around the world who are actively using Facebook. Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the web, play games, chat live, and even stream live video. Shared content can be made publicly accessible, or it can be shared only among a selected group of friends or family, or with a

single person. It is a very effective medium in maintaining good relations and Facebook has various different kinds of tools for expressing oneself to others.

Facebook Live is the latest addition in the long list of Facebook tools. It provides all new dimensions to the Facebook user by streaming live content through Facebook page or Facebook profiles. It is a basic feature that offers live stream icon; you can start broadcasting video live from your smartphone, and write an optional description for the event. Any users following you will have the ability to "tune in" to the broadcast. At the end of the video, you can tap "finish" to complete the video, at which point it will be posted as a permanently available feature on your timeline. The maximum time limit for a broadcast is currently 30 minutes, and you can block specific users if you desire.

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Facebook has always been a great tool of promotion with tools like Timeline, Pages, Community, Buy and sell groups, Shops, Events, Groups, etc. but Facebook Live provides whole new horizons to promotion through various ways as it provides the facility of simultaneous streaming of video content as it is happening live and subscribed users can see it, for example, the launch event of I phone 7 used this technology for promotion and worldwide users of Facebook were able to see it through Facebook Live feed.

THEORETICAL FRAMEWORK

Diffusion of Innovation is the best suited theory for this study as Facebook Live is a new innovative step by Facebook and researchers are trying to find its benefits and effectiveness as a tool of promotion.

OBJECTIVES

1. To study Facebook as a promotional tool
2. To study the popularity of Facebook Live
3. To study the effectiveness of Facebook Live as a promotional tool

ANALYSIS AND INTERPRETATION

DEMOGRAPHIC DETAILS

Table 1. Gender of the Respondents

S. No.	Gender	Frequencies
1	Male	97
2	Female	63
	Total	160

From Table 1, it is clear that the total number of male respondents is more than female respondents. Out of all, there are 97 male

4. To study impact of Facebook Live on the popularity of Facebook

RESEARCH METHODOLOGY

The present study is done by using survey method and the universe of the sampling is Bhopal. The tool for collecting the data was a self-made questionnaire. The study was done in three malls (D. B. Mall, Aura Mall, and Ashima Mall) situated in different locations of Bhopal and Chowk Market of old Bhopal area from 24th to 27th December 2016.

The number of questions in the self-made questionnaire was 13.

SAMPLING

The sampling technique used for the feedback study was Purposive Sampling under Non-Probability Sampling Technique. The respondents chosen were according to the purpose of the study. The planned sample framework was 160 and the researchers got back complete 160 questionnaires from respondents.

respondents (60.6%) followed by 63 female respondents (39.4%).

Table 2. Age of the Respondents

S. No.	Age (years)	Frequencies
1	18-22	93
2	23-26	49
3	27-30	18
	Total	160

The number of respondents as per the age groups has been shown in Table 2. Maximum number of respondents i.e. 58.1% belong to 18-22 years age group, followed by 30.6% which

belong to 23-26 years age group, and very few respondents (11.3%) belong to 27-30 years age group.

Table 3. Occupation of the Respondents

S. No.	Occupation	Frequencies
1	Students	117
2	Others	43
	Total	160

In Table 3, it is revealed that out of all, maximum number of respondents are students (73.1%) and

rest (26.9%) respondents belong to other professions.

Table 4. Respondents who think Facebook is a Tool of Promotion

S. No.	Opinion of Respondents	Frequencies
1	Very Effective	63
2	Effective	61
3	Can't Say	12
4	Up to Some Extent	16
5	Ineffective	8
	Total	160

As is shown in Table 4, 39.40% of respondents think that Facebook is a very effective tool of promotion, 38.10% consider Facebook to be an effective tool of promotion, 7.50% were unable

to comment, 10% think that it is effective up to some extent & 5% think that it is an ineffective tool of promotion.

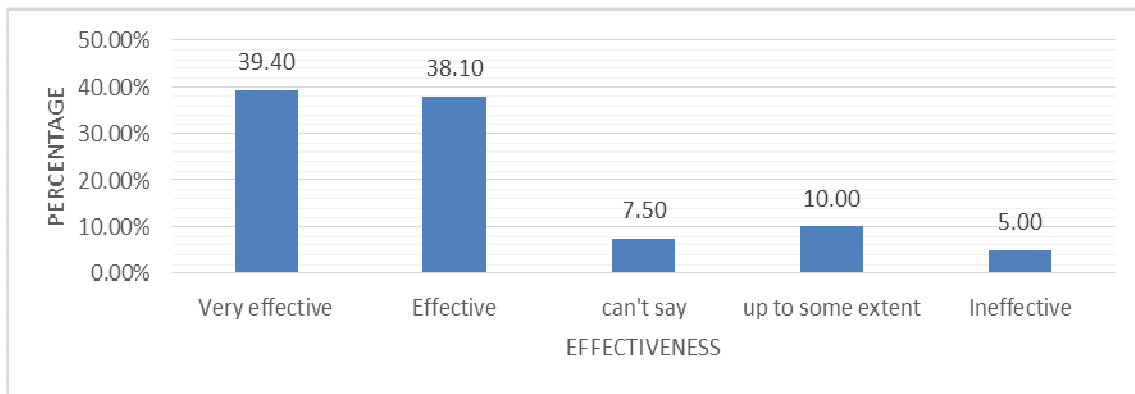


Chart 1. Opinions of Respondents regarding Facebook as a Tool of Promotion

Table 5. Opinions of Respondents regarding Features of Facebook that help it to be a More Effective Tool of Promotion

S. No.	Features of Facebook	Frequencies
1	Page	60
2	Share	53
3	Timeline	34
4	Other features	13
	Total	160

In Table 5, it is revealed that out of all 160 respondents, 37.50% think that the Page feature of Facebook is a more effective tool for marketing and promotion than the other features of Facebook, 53 respondents (33.10%) think that the Share feature of Facebook is a more effective tool of promotion than other tools of Facebook,

34 respondents (21.30%) opine that the Timeline feature of Facebook is a more effective tool of promotion as compared to the other tools of Facebook and 13 respondents (8.10%) consider other features of Facebook apart from Page, Share and Timeline to be more effective tools of promotion.

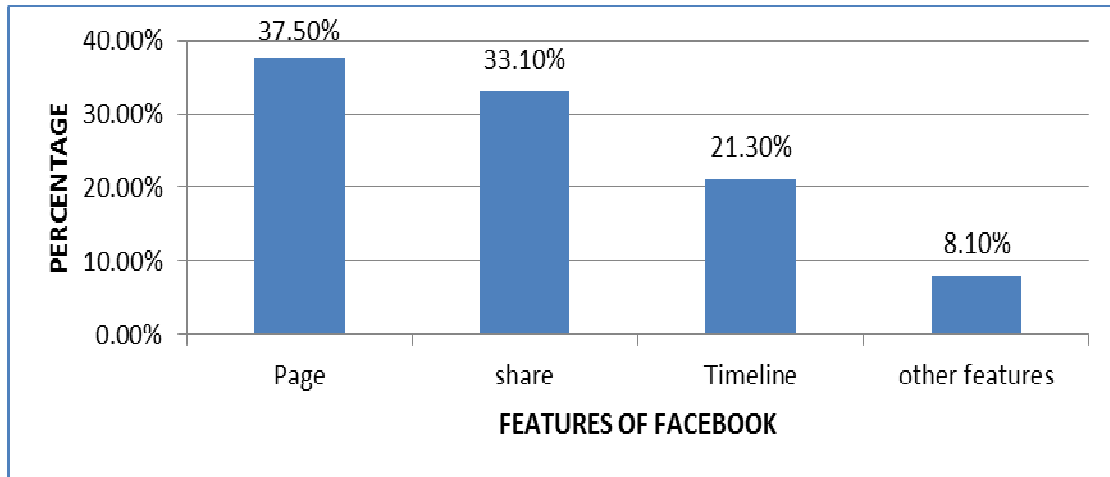


Chart 2. Opinions of Respondents regarding which Features of Facebook help it to be a More Effective Tool of Promotion

Table 6. Respondents who use Facebook Live Feature

S. No.	Options	Frequencies
1	Yes	95
2	No	65
	Total	160

As shown in Table 6, 95 respondents (59.40%) say that they use Facebook Live feature whereas 65

respondents (40.60%) know about Facebook Live but don't use it yet.

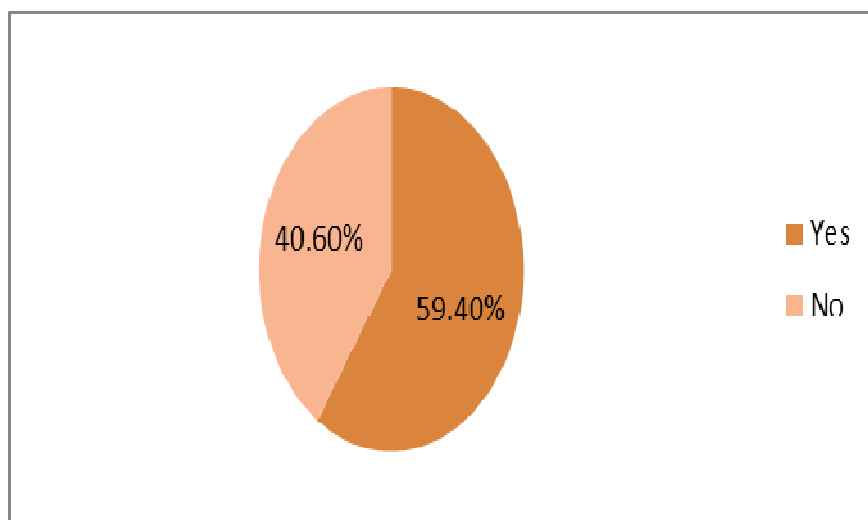


Chart 3. Respondents who make use of Facebook Live Feature

Table 7. Frequency of Respondents of using Facebook Live Feature

S. No.	Frequency of using Facebook Live Feature	Frequencies
1	Once in a Day	39
2	Once in a Week	25
3	Twice in a Month	16
4	Once in a Month	15
5	Don't Use It	65
	Total	160

In Table 7, the researcher has shown how frequently respondents use Facebook Live. 39 respondents (24.4%) use Facebook Live at most once in a day, 25 respondents (15.6%) use it at most once in a week, 16 respondents (10%) use it

at most twice in a month, 15 respondents (9.4%) use it at most once in a month and 65 respondents (40.6%) never use this feature of Facebook.

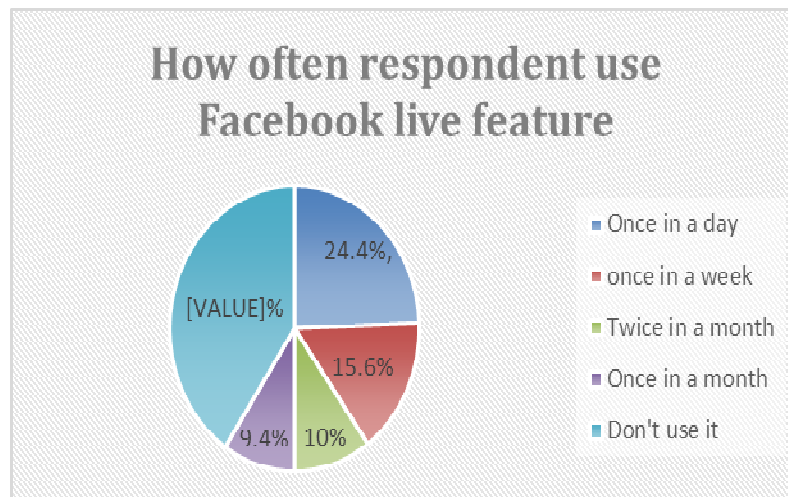


Chart 4. Frequency at which Respondents use Facebook Live Feature

Table 8. Respondents who think Live Feature is an Effective Medium of Communication

S. No.	Opinions of Respondents	Frequencies
1	Very Effective	51
2	Effective	65
3	Can't Say	27
4	Up to Some Extent	15
5	Ineffective	2
	Total	160

In Table 8, the researcher has shown the percentage of respondents who think Live feature is an effective medium of communication. 51 respondents (31.9%) think that Facebook Live is a very effective medium of communication, 65 respondents (40.6%) think

that it is an effective medium of communication, 27 respondents (16.9%) were unable to comment on its effectiveness, 15 (9.40%) think that it is effective up to some extent, and 2 respondents (1.3%) think that it is an ineffective medium of communication.

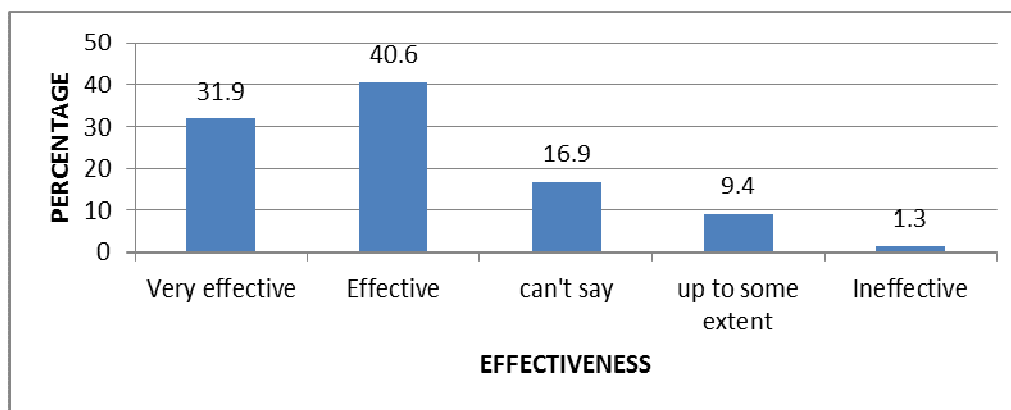


Chart 5. Respondents who Consider Live Feature to be an Effective Medium of Communication

Table 9. Respondents who think Live Feature is a Useful Tool for Promotion

S. No.	Opinions of Respondents	Frequencies
1	Very useful	62
2	Useful	65
3	Up to Some Extent	27
4	Less Useful	3
5	Useless	3
	Total	160

As shown in Table 9, 62 respondents (38.8%) consider Facebook Live to be a very useful tool of promotion, 65 (40.6%) think that it is as a useful tool of promotion, 27 (38.8%) think that it is

useful up to some extent whereas 3-3 respondents (1.9%) think that it is less useful or a useless tool of promotion.

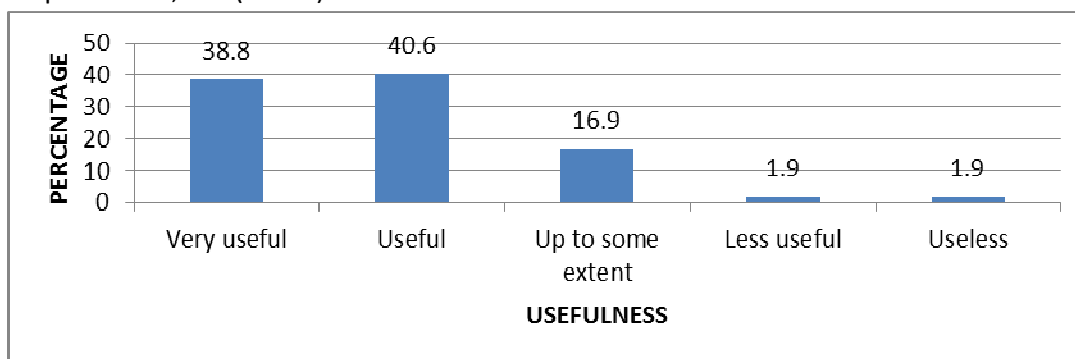


Chart 6. Respondents who consider Live Feature to be a Useful Tool for Promotion

Table 10. Opinion of Respondents regarding for What Kind of Promotion Facebook Live Feature could be Effective

S. No.	Opinions of Respondents	Frequencies
1	Personal	72
2	Group	44
3	Organizational	35
4	Personal & Group	1
5	Personal & Organizational	2
6	Organizational, Group & Personal	6
	Total	160

In Table 10, the researcher has shown the opinions of various respondents regarding for what kind of promotion Facebook live feature could be effective. 72 respondents (45%) find it more effective for personal promotion, 44

respondents (27.5%) think it is more effective for group promotion, 35 respondents (21.9%) think it is more effective for organizational promotion, whereas 9 respondents (5.7%) think it is more effective for more than one type of promotion.

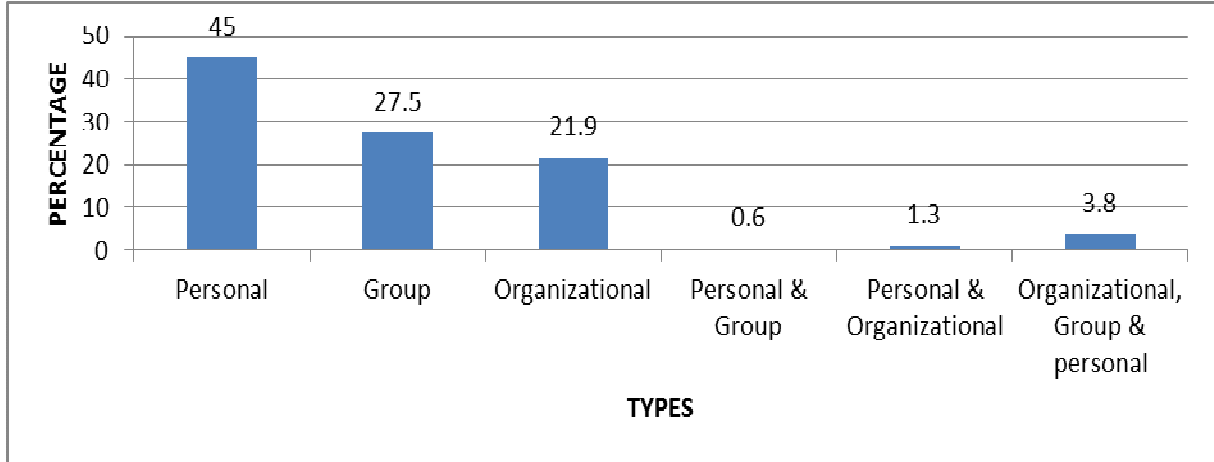


Chart 7. Opinion of Respondents regarding Which Kind of Promotion could be Effectively done by Facebook Live Feature

Table 11. Opinion of Respondents regarding what kind of initiative is Facebook live

S. No.	Opinions of Respondents	Frequency
1	Excellent	48
2	Very good	35
3	Good	55
4	Up to some extent	18
5	Not at all	4
	Total	160

It has been shown in Table 11 that 48 respondents (30%) think that Facebook Live is an excellent initiative, 35 respondents (21.9%) think that it is a very good initiative, 55 respondents (34.4%) think that it is a good initiative, 18

respondents (11.3%) think that it is a good initiative up to some extent whereas 4 respondents (2.5%) think that it is not a good initiative.

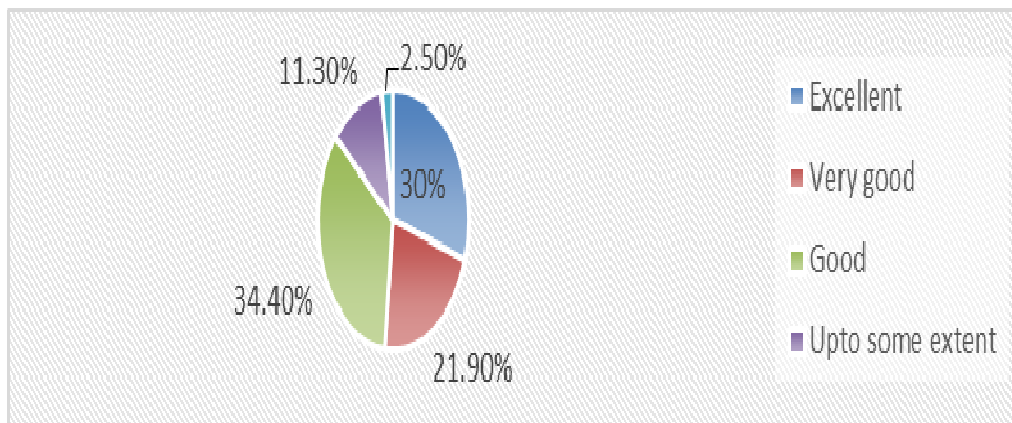


Chart 8. Opinion of Respondents regarding how good an initiative is Facebook

Table 12. Effect of Facebook Live on the popularity of Facebook as per the Respondents

S. No.	Effect of Facebook Live	Frequency
1	Very Positive	46
2	Positive	90
3	Neutral	22
4	Negative	00
5	Very Negative	2
	Total	160

Table 12 shows the effect of Facebook Live on the popularity of Facebook. 46 respondents (28.7%) think Facebook Live very positively affects the popularity of Facebook, 90 respondents (56.3%) think Facebook live positively affects the

popularity of Facebook, 22 respondents (13.8%) think Facebook’s popularity remains unaffected by Facebook Live and 2 respondents (1.3%) think Facebook Live affects Facebook’s popularity very negatively.

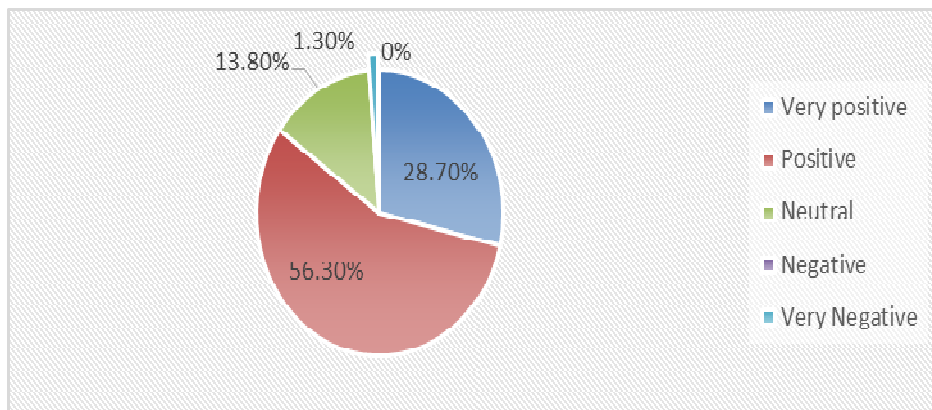


Chart 9. Opinion of Respondents regarding Effect of Facebook Live on the Popularity of Facebook

FINDINGS

The present article has dealt with the perception of people towards Facebook Live as a promotional tool. The respondents have expressed their views on the particular topic. The major findings of the study are as follows:

- Maximum respondents think that Facebook is a very effective promotional tool.
- The data also revealed that respondents think that Pages are the most effective tool of promotion.
- Maximum respondents think that Facebook Live is an effective promotional tool.
- The data also revealed that maximum number of respondents think that Facebook Live is most effective for personal promotion followed by group and organizational

promotion.

- Most of the respondents consider Facebook Live to be a good initiative by Facebook.
- Most of the respondents think that Facebook Live has positively affected the popularity of Facebook.

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