



A Study on Social Media Marketing

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ABSTRACT

Marketing is a form of communication used to present and advertise the benefits of a specific good or service. The two words that make up the term "social media" can be used to deduce its meaning. Media, in general, discusses to advertisements and the dissemination of information or ideas via books or channels. In this study we investigate the discrepancy between what consumers expect from social media and how well it performs. A quantitative descriptive research design underlies the study. Social media marketing results in a bigger marketing impact. Social media marketing is not only essential for contact centers, but it is also a significant phenomenon that affects the entire company.

Keywords: Digital marketing, Marketing, Social media advertising

1 Introduction

Marketing is a method of communication used to present and advertise the benefits of a specific good or service. The two words that make up the term "social media" can be used to deduce its meaning [1]. Media, in general, discusses to advertisements and the dissemination of information or ideas via journals or channels [2]. Social refers to how members of a group or community interact with one another. Social media has emerged as a new channel for communication between companies looking to market their goods and customers researching a particular product on social media [3]. Due to the growing popularity of social media, marketers recognized a fantastic chance to connect with customers and spread their message [4]. The goal of SMM is to advertise a company on social media and use this platform to reach out to potential customers. While advertising is the primary objective, social media marketing has a lot of other advantages for both businesses and individuals. It is the procedure of attracting customers through social media platforms [5]. Indian marketers are moving quickly to seize the new chance. Social networking has gained popularity, giving businesses a previously unheard-of marketing opportunity that cuts out conventional intermediaries and links businesses with customers directly [6]. The major goal of Indian marketers is still consumer acquisition. The three most significant online investment channels, according to India's top marketers, are social networking, email marketing, and program marketing [7]. 52 percent of top marketers believe that social media and email marketing integration is absolutely essential. Because of this, almost all businesses worldwide are experimenting with social media



marketing [8]. Most consumers now have daily spending and purchasing power in their pockets all across the world [9]. Shoppers no longer need to visit stores to find new items; instead, they may get inspired by skimming through their social media feeds [10].

The study is to comprehend the benefits and how it affects customers' purchase decisions. Customers are happy when they use brand pages for online purchasing and take a keen interest in integrating the brand culture. This study helps internet marketers understand consumer tastes, beliefs, preferences, and purchasing habits.

2 Recent Works

Karni, A [2021] [11] says the effect of social media and online impacts on consumer behavior, their main objective in performing this study was to ascertain how digital marketing influences consumer behavior in the Greek market. The study found that he was utilizing social media not simply to connect with individuals but also for commercial purposes, and that social media does have an impact on customer behavior.

Yadav, R. A., et al [2021] [12] explains consumer involvement and social media marketing. Social media has an impact on consumers' perceptions of social media applications. The study's final finding was that social media advertising and marketing has an effect on consumer purchasing behavior and saves time. Consumers are searching for reviews and recommendations. As a result, it's crucial to have a strong online presence across several social media platforms.

Chopra, C., et al. [2020] [13] says Social media's effects on consumer behavior. Their study shows how social media influences consumer decision-making, and as customers are busy making decisions, they will call for more information on social media. As an outcome, it is found that social media has an impact on customer decisions. Social media has the ability to sway potential customers from the beginning of the purchasing process all the way through to the finish line and beyond.

Rabbanee, F. K., et al. [2020] [14] analysis the goal of this study is to one's tendency to extend oneself strengthens one's self-attachment orientation, which in turn influences consumers. The study also found a relationship between consumers' participation on social networking sites, particularly liking, sharing, and commenting. Making money is now just as important as having a conversation on social media. Social factors have always affected consumer purchasing decisions, but the rising use of cell phones and social media has increased the power of word-of-mouth to unprecedented heights.

Liu, G. F., et al. [2019] [15] Short videos have recently emerged as a new internet trend. Study on the impact of social media short cinematic promotion on customer brand attitude. The goal of this little movie is to impact consumers' brand attitudes through marketing, and by fusing strong entertainment value with the company's culture, we may do just that. The brief video draws viewers in so they can discover the brand's visual and aural perception. Social media



advertising is the procedure of attracting customers through platforms. Indian marketers are moving quickly to seize the new chance.

3 Research methodology

A research design provides a thorough description of how an investigation will be carried out. It often contains details about the methods that will be used to collect the data, the tools that will be used, how they will be used, and the methods utilized to examine the data. The research methodology in this work is descriptive research.

3.1 Objective of the study

- To research how social media affects how people shop.
- To examine how social media may affect how consumers decide what to buy.
- To detect consumer purchasing trends on media brand pages

3.2 Scope of the Study

This study is to comprehend the benefits and how it affects consumers' purchase decisions. Customers are happy when they use brand pages for online purchasing and take a keen interest in integrating the brand culture. This study helps internet marketers understand consumer tastes, beliefs, preferences, and purchasing habits.

3.3 Sampling Technique

The Techniques for probability sampling were used. Due to the size of the target population and the researcher's usage of a simple random sampling approach, samples were chosen at random with a 50/50 chance.

3.4 Hypothesis of the study

- H_{01} - The respondent's age has no significant influence on their shopping behaviors.
- H_{02} - The age of the responder has no discernible impact on their buying habits.

4. Results and Discussion

4.1 Data analysis

Table 1: Advertisement in daily life

Particulars	Frequency	Percent
Agree	187	58.6
Disagree	20	6.3
Neutral	31	9.7
Strongly Agree	66	20.7
Strongly Disagree	15	4.7
Total	319	100.0

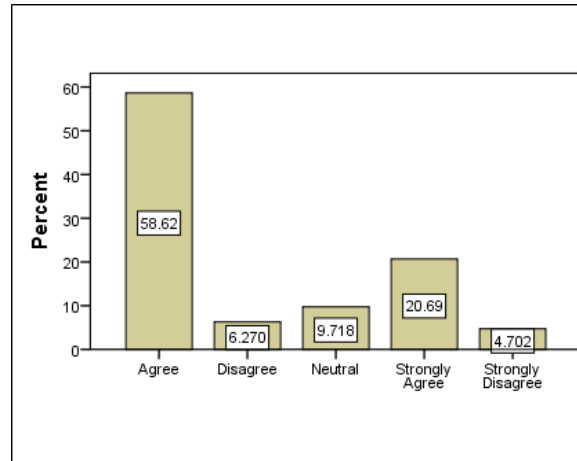


Figure 1: *Advertisement in daily life*

Out of 319 respondents, it was discovered that 58.6% agreed, 6.3% disagreed, 9.7% were neutral in their assessment, 20.6% strongly agreed, and 4.7% strongly disagreed the conclusion.

Good source of product information

Table 2: *Good source of product information*

Particulars	Frequency	Percent
Agree	181	56.7
Disagree	15	4.7
Neutral	36	11.3
Strongly Agree	63	19.7
Strongly Disagree	24	7.5
Total	319	100.0

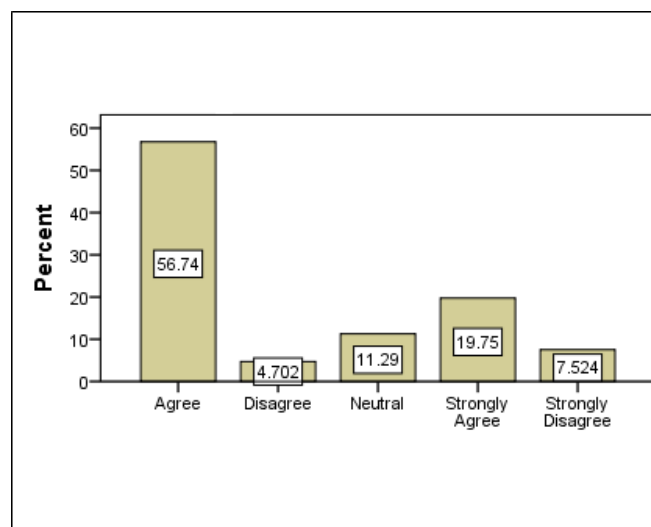


Figure 2: *Good source of product information*



It is said that 56.7% of 319 respondents, 4.7% of respondents disagree, 11.2% of respondents are neutral in their decision, 19.7% of them strongly agree, and 7.5% of respondents strongly disagree.

Advertising make the individual to buy the product

Table 3: Advertising make the individual to buy the product

Particulars	Frequency	Percent
Agree	137	42.9
Disagree	15	4.7
Neutral	63	19.7
Strongly Agree	95	29.8
Strongly Disagree	9	2.8
Total	319	100.0

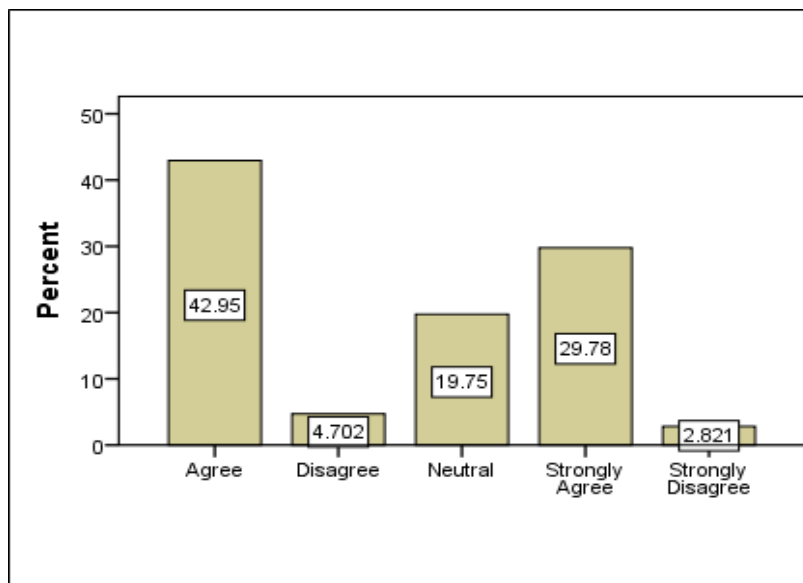


Figure 3: Advertising make the individual to buy the product

It is evident that, of the 319 respondents, 42.9% agree that they buy things on social media, 4.7% disagree, 19.75% are neutral in their choice, 29.7% strongly agree, and 2.8% strongly disagree with the choice.



Promoted on advertisements

Table 4: *Promoted on advertisements*

Particulars	Frequency	Percent
Agree	177	55.5
Disagree	23	7.2
Neutral	46	14.4
Strongly Agree	64	20.1
Strongly Disagree	9	2.8
Total	319	100.0

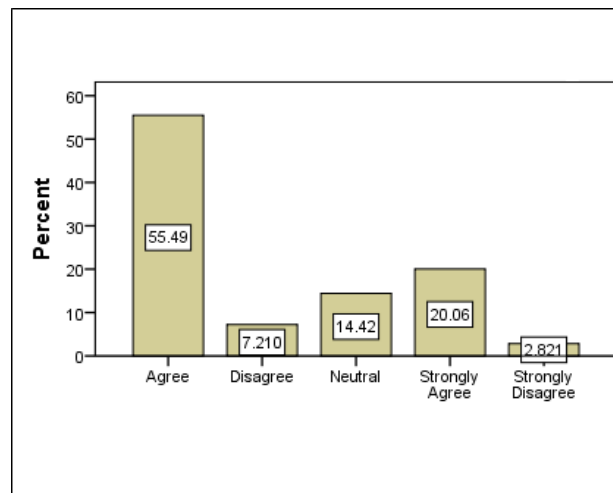


Figure 4: *Promoted on advertisements*

Out of 319 respondents, it can be seen that 55.5% of them agree that they want to buy things that are advertised in social media ads, 7.2% of them disagree, 14.4% are neutral in their choice, 20.06% of them strongly agree, and 2.8% of them strongly disagree.

Attention towards certain brand on media advertising

Table 5: *Attention towards certain brand on media advertising*

Particulars	Frequency	Percent
Agree	195	61.1
Disagree	15	4.7
Neutral	35	11.0
Strongly Agree	55	17.2
Strongly Disagree	19	6.0
Total	319	100.0

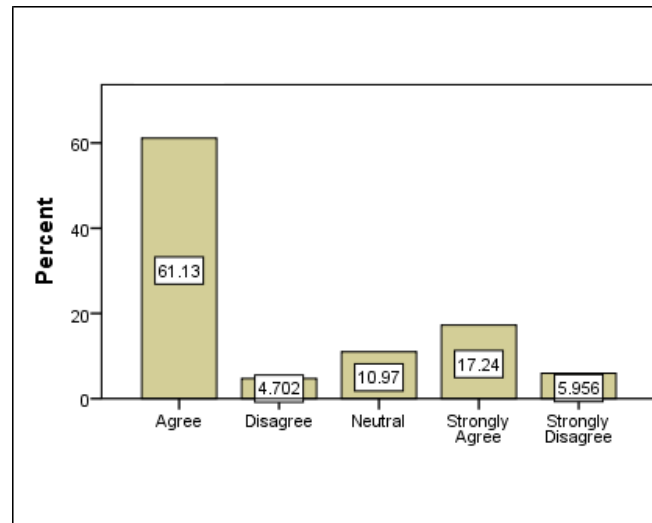


Figure 5: *Attention towards certain brand on media advertising*

It is evident that out of 319 respondents, 61.13% believe that social media marketing make them more interested in particular products, 4.7% disagree, 10.9% are neutral in their judgment, 17.24% strongly agree, and 5.9% strongly disagree.

4.2 Findings

- It was discovered that 58.6% agreed that social media advertising is useful in daily life, 6.3% disagreed, and 9.7% were neutral in their assessment.
- 4.7% of respondents disagree, 11.2% of them are neutral in their decision, 19.7% of them strongly agree, and 7.5% of them strongly disagree.
- It is evident that, of the 319 respondents, 42.9% agree that they buy things that are advertised on social media, 4.7% disagree, and 19.75% are neutral in their choice.
- It can be seen that 55.5% of them agree that they want to buy things advertised in online media ads, 7.2% of them disagree.
- It is evident that out of 319 respondents, 61.13% believe that social media marketing make them more interested in particular products.

4.3 Suggestions

- Advertising has a significant influence on consumer behavior and plays a important role in both the choice to buy a product also brand loyalty.
- It was discovered that respondents remembered and paid attention to all types of commercials.
- The fact that respondents are using advertisements to learn more about products and to regard commercials as a source of information is encouraging for marketers that use advertisements to spread brand recognition and information about their products.



5. Conclusions

This study demonstrates how social media significantly affects customer purchase decisions. Numerous elements, such as social media sales and promotions, product likes and comments, social media influencers, and product evaluations on media, have an effect on consumer behavior. The study demonstrates additional benefits of social media above conventional media. Most individuals use the information on social media in cases where they have questions about a product. We can draw the conclusion that social media marketing have the ability to sway potential customers from the beginning until the point of a purchase and beyond. Additionally, it improved consumers' knowledge of the goods and services.

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