

A STUDY ON SOCIAL MEDIA MARKETING STRATEGIES OF E-COMMERCE BRANDS

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ABSTRACT

Social media marketing has emerged as an essential strategy for e-commerce brands to attract customers, promote products, and influence purchasing decisions. This study analyses the effectiveness of social media marketing strategies adopted by e-commerce brands from the consumer perspective in Chennai District. The research focuses on customer engagement, content influence, purchasing decisions, and satisfaction levels. Primary data was collected from 185 respondents through a structured questionnaire. Statistical tools such as percentage analysis, chi-square test, and weighted average method were used for analysis. The findings reveal that social media platforms significantly influence consumer awareness, brand perception, and buying behaviour. However, issues such as excessive advertisements, misleading promotional content, and privacy concerns negatively affect consumer trust. The study concludes that effective and transparent social media marketing strategies can enhance customer engagement and improve business performance when implemented responsibly.

Key Words: Social Media Marketing, E-commerce, Consumer Behaviour, Digital Marketing, Brand Engagement

1. INTRODUCTION

In the modern digital era, e-commerce brands increasingly depend on social media platforms as an important marketing tool. Social media enables brands to directly interact with consumers, promote products, create awareness, and build a strong brand identity. Popular platforms such as Instagram, Facebook, YouTube, and Twitter play a significant role in influencing consumer behaviour and purchase decisions.

Social media marketing strategies include content marketing, influencer promotions, paid advertisements, customer engagement campaigns, and personalized communication. These strategies help e-commerce companies improve visibility, customer relationships, and brand loyalty.

Previous studies indicate that social media significantly affects consumer perception and buying behaviour (Ngai et al., 2015). However, excessive promotional content and misleading advertisements may reduce consumer trust (Amin & Mansoor, 2016). Therefore, evaluating the effectiveness of these strategies from a consumer perspective becomes highly important.

This study focuses on analysing how social media marketing strategies of e-commerce brands influence consumers in Chennai District.

2. OBJECTIVES OF THE STUDY

1. To analyse the influence of social media marketing on consumer purchasing decisions.
2. To identify effective marketing strategies used by e-commerce brands.
3. To evaluate consumer engagement and satisfaction levels.
4. To identify major challenges in social media marketing.

3. REVIEW OF LITERATURE

Social media has become a powerful marketing tool that enables brands to connect with consumers effectively. Research shows that social media platforms enhance brand communication and customer engagement (Ngai et al., 2015).

Studies also highlight that social media marketing influences consumer satisfaction and purchasing behaviour through interactive content and personalized advertising (Basilisco & Jin, 2015). Additionally, digital marketing strategies such as influencer marketing and targeted advertisements play a crucial role in shaping consumer attitudes (Goel & Singh, 2016).

Further research indicates that user engagement on social media platforms is driven by accessibility, convenience, and content quality (Sanmamed et al., 2019). However, excessive advertising and lack of authenticity may negatively impact consumer trust (Amin & Mansoor, 2016).

In the business context, social media significantly improves customer experience and brand loyalty in e-commerce (Mhlanga & Tichaawa, 2023).

4. RESEARCH METHODOLOGY

The study adopts a descriptive research design to understand consumer opinions regarding social media marketing strategies of e-commerce brands.

1. Data Source : Primary Data
2. Sample Size : 185 Respondents
3. Sampling Method : Convenience Sampling
4. Area of Study : Chennai District
5. Research Tool : Structured Questionnaire

Statistical Tools Used:

1. Percentage Analysis
2. Chi-Square Test
3. Weighted Average Method

5. DATA ANALYSIS AND INTERPRETATION

Table 1: Influence of Social Media on Purchase Decisions

1. Highly Influenced – 42%
2. Moderately Influenced – 38%
3. Slightly Influenced – 12%
4. Not Influenced – 8%

Interpretation:

The majority of respondents stated that social media highly influences their purchasing decisions.

Table 2: Preferred Marketing Strategy

1. Visual Advertisements – 35%
2. Influencer Promotions – 28%
3. Discount Campaigns – 22%
4. Product Reviews – 15%

Interpretation:

Visual advertisements and influencer promotions are the most effective strategies preferred by consumers.

6. KEY FINDINGS

1. Majority of respondents are active social media users.
2. Social media advertisements influence purchasing decisions.
3. Visual content and influencer promotions attract more consumers.
4. Consumers rely on social media for product information.
5. Respondents show moderate to high satisfaction with social media marketing.
6. Privacy concerns reduce trust in certain online advertisements.

7. MAJOR CHALLENGES

1. Overexposure to advertisements.
2. Misleading promotional content.
3. Privacy and data security concerns.
4. Reduced trust in sponsored promotions.

8. SUGGESTIONS

1. Focus on authentic and transparent marketing practices.
2. Reduce excessive advertisements.
3. Improve data privacy and security measures.

4. Use engaging, informative, and creative content.
5. Leverage influencer marketing responsibly.
6. Maintain consistent customer interaction through social platforms.

9. CONCLUSION

The study concludes that social media marketing strategies play a vital role in influencing consumer behaviour in the e-commerce sector. These strategies significantly improve engagement, product awareness, and purchase intention. However, their success depends on transparency, authenticity, and responsible implementation.

Balanced and customer-centric marketing approaches can help e-commerce brands build trust, improve customer loyalty, and achieve long-term business success.

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