# EFFECTIVENESS OF SOCIAL MEDIA MARKETING

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**ABSTRACT:**

An emergent issue that made the case for the importance of digging deeper into the social and psychological factors that influence the thoughts of the consumers of the products. The instructions for the study were followed by our subject of study, "Effectiveness of Social Media Marketing," and our team conducted the study using a sample size of 30 PES University students. The primary goals of the research were to recognize potential, take advantage of opportunities, and safeguard consumer perceptions of value. We wanted to be aware of the variables that influence consumers to purchase a product because, as we all know, the internet has greatly increased their chances. Our hypothesis is that these two factors—the efficiency of social media advertising and the positive correlation between consumer engagement and content quality, user experience, and frequency of visit—have a beneficial impact on one another.

Our research was ended by testing the hypotheses, and we then entered our suggestions based on the results.

**INTRODUCTION:**

A social media is a huge medium that people use to develop social networking sites or social relationships with others who have comparable personal or professional interests, hobbies, backgrounds, or connections in real life. With blogs, microblogs, wikis, networking sites, photo and video sharing websites, instant messaging, podcasts, widgets, virtual social worlds, and more, social media comes in a variety of formats. Social media is used on a daily basis by billions of individuals all over the world to interact and exchange information. Currently, consumer interaction is one of the primary purposes for which the organization uses social media. Social media users express their opinions through like, commenting on, and reviewing

items and services. Branding is made simple and successful by social media.

As a result, more clients and consumers are involved and people express theiropinions about the items to their neighbors, family, and co-workers. The business achieves its ultimate goal. Boost brand awareness and credibility.

**OBJECTIVES OF RESEARCH:**

Understanding the legitimacy of social media advertising is the aim of this study. The psychological factors that influence the minds of the individuals whothe items are marketed to must be examined in greater detail. Companies must have the capacity to grasp opportunities, take advantage of advantages, and safeguard consumer perceptions of value. Understanding the marketing strategies' media vehicles, their effectiveness, and any shortcomings is also crucial.

**HYPOTHESIS:**

Success in social media marketing isn't solely based on the amount of followers a company has; it also hinges on how the followers engage with the company, how they spread its content among their friends, how many fans and friends the company can amass and maintain, as well as a whole lot more. So, it was necessary for us to comprehend the way each of these items worked. We made the following assertions in order to illustrate the value of social media:

- Customer involvement and the efficacy of social mediaadvertising are positively associated.
- Customer engagement is positively impacted by the quality ofthe content, the user experience, and the frequency of visits.

## REVIEW OF LITERATURE:
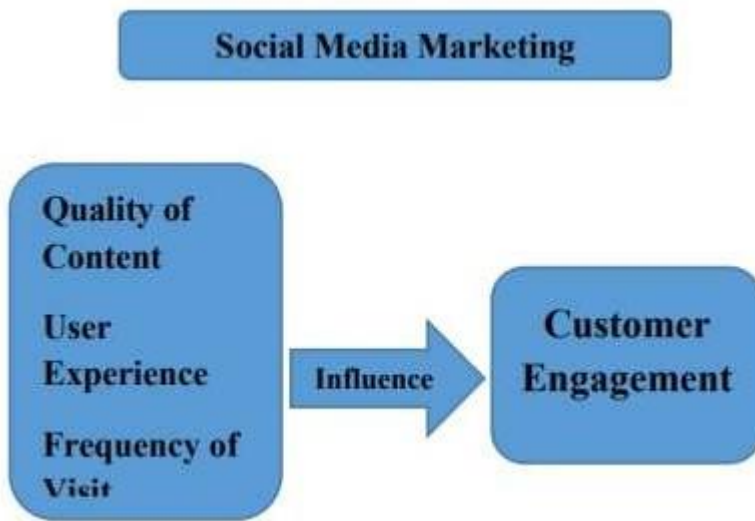


**Customer Engagement is a Dependent Variable**

Consumer engagement refers to the business relationship that develops via multiple channels of communication among consumers and a firm or brand. Customers and businesses can connect in both online and physical settings through responses, interactions, or overall customer experiences. Customer-to-customer interaction about a good, service, or brand is referred to by this word.But the diffusion that came later from a consumer-to-business encounter was subconsciously repeated.

**Unrelated factors**

High Level of Content:

Understanding your audience is the first step in creating engaging content thatemphasizes the idea your business is trying to get through to them. Since it fosters trust, content quality is crucial.

Regularity of visits:

How frequently individuals visit your website and how lengthy they waitbetween visits can be used to gauge customer loyalty and identify the behavioral traits that set frequent visitors apart from infrequent ones.

User encounter:

User experience in a digital environment refers to how a person feels while using a website or social media platform, particularly in terms of how simple oraesthetically pleasant it is to use. People will simply avoid a social media or website platform if the user experience is too negatively impacted.

**Variables and Hypothesis Correlation**

The Consumer Engagement it offers to businesses and their individual social media pages serves as evidence of social media's effectiveness because one of the key goals of businesses on social media is to engage with consumers with their business. Engagement is influenced by three factors: consumer experience,information quality, and consumer visit regularity.

We may thus conclude that these three factors have a significant impact on customer involvement and that consumer engagement demonstrates the efficacy of social media. Therefore, the description above demonstrates the relationship between the variables as well as the assumption plainly.

**RESEARCH METHODOLOGY:**

**Research Approach**

In order to perform causal research, we need to know what factors are the effectand what the functional causal is like. This causal has two factors: independent variables (content quality, useful technology for surveys, and niche market acquisition) that reflect the cause, and dependent variables (efficiency of digital marketing) that represent the result of marketing research.

We hope to learn more about the impact of social media advertising and people's either positive or negative responses from this study. For this study, weused a scale with three possible response options: yes, no, and maybe. The PES University students that participated in the survey were surveyed online. 30 students of PES University were used as a sampling by us.

## COLLECTION OF DATA:

Marketing that uses a variety of social networks and media to accomplish communication and branding objectives. It also includes actions that involve themarketing-related sharing of information, films, ideas, and images. Our initial target population will be urban students between the ages of 18 and 40. 30 persons will make up the sample size for our study data collection, which will be done using real findings from our research.

### Basic Investigation:

Instead of using any multiple data, we shall address this problem using first- hand information. For the research, we would go to digital agencies and speakwith people who worked in digital marketing or who created content.

### Second-level study:

We would look through magazines, newspapers, and online sources for secondary research; we would conduct comprehensive investigation to determine the reliability and authenticity of the sources. We will also get data about websites, Facebook pages, and other links from various internet platformsfrom various digital marketing companies.

To increase marketing personalization at mass and to increase the effectiveness of their media spending, we will look for the advertising and promotional tools and technologies. It will support our work as proof of our research.

## Organizational Structures for Social Media Marketing Management

- Centralized
- Organic
- Honeycomb
- Coordinated
- Dandelion
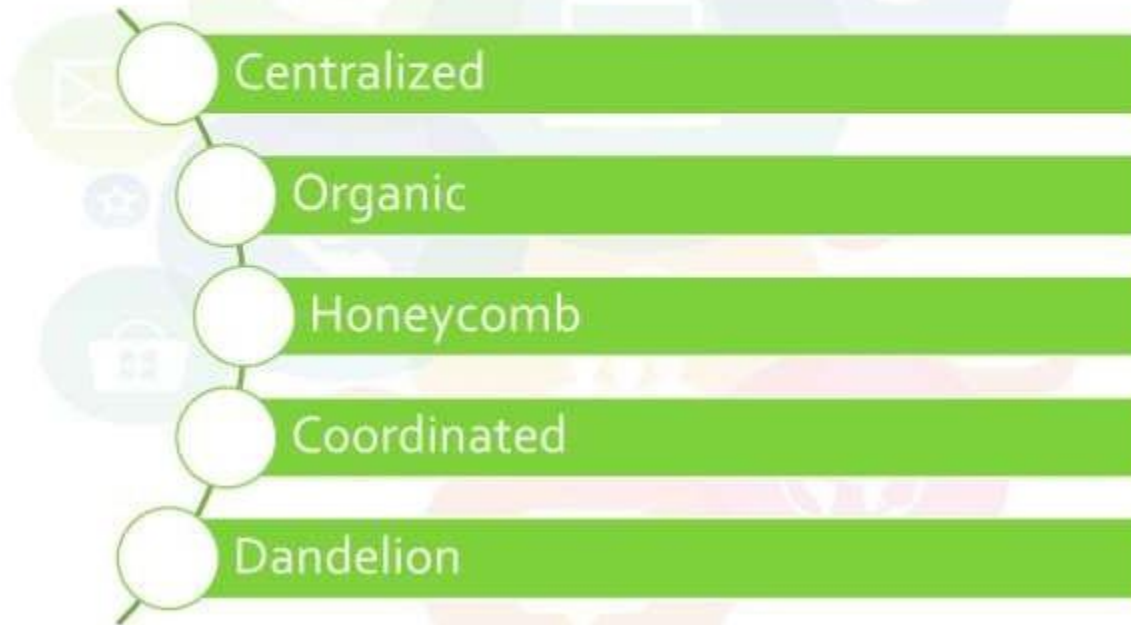
### DATA ANALYSIS:

**Table: 1**

Have you ever used social networks? (Twitter, YouTube, Facebook, etc.)

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| YES | 26 | 86.7% |
| NO | 3 | 10% |
| MAYBE | 1 | 76.7% |
| **TOTAL** | **30** | **100%** |

**INTERPRETATION:-**

There are 26 respondents who uses social media accounts and 3 respondents who does not use any type of social media and 1 respondents who may use ormay not use any type of social media accounts.

**Graph Representation:-**
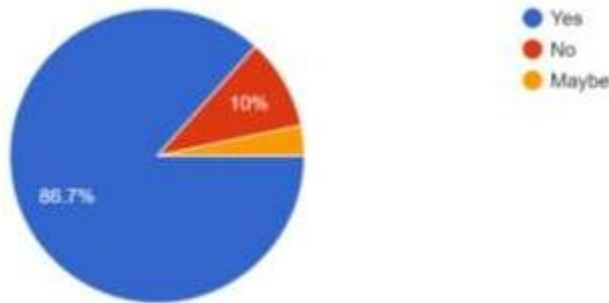


| SUMMARY OUTPUT | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| *Regression Statistics* | | | | | | | | | |
| Multiple R | 0.654773249 | | | | | | | | |
| R Square | 0.428728008 | | | | | | | | |
| Adjusted R | -0.142543984 | | | | | | | | |
| Standard E | 0.499298416 | | | | | | | | |
| Observatic | 3 | | | | | | | | |

| ANOVA | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | *df* | *SS* | *MS* | *F* | *Significance F* | | | | |
| Regressior | 1 | 0.187094 | 0.187094 | 0.75048 | 0.545528236 | | | | |
| Residual | 1 | 0.249299 | 0.249299 | | | | | | |
| Total | 2 | 0.436393 | | | | | | | |

| | *Coefficients* | *andard Err* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
|---|---|---|---|---|---|---|---|---|
| Intercept | 0.408317662 | 0.379646 | 1.075523 | 0.476845 | -4.415538717 | 5.232174041 | -4.41553872 | 5.232174041 |
| 26 | 0.018883736 | 0.021798 | 0.866302 | 0.545528 | -0.258087265 | 0.295854736 | -0.25808727 | 0.295854736 |

**Table: 2**

Age?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| 15-20 | 24 | 6.7% |
| 20-25 | 2 | 80% |
| 25-30 | 2 | 6.7% |
| 30 and above | 2 | 6.7% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 24 respondents 15-20 years who uses the social media, 20-25 years 2respondents, 25-30 years 2 respondents and 30 and above 2 respondents who uses social media.

**Graph Representation:-**

SUMMARY OUTPUT

| Regression Statistics | |
|---|---|
| Multiple R | 0.705869 |
| R Square | 0.498252 |
| Adjusted R Square | 0.247377 |
| Standard Error | 0.423198 |
| Observations | 4 |

ANOVA

| | df | SS | MS | F | Significance F |
|---|---|---|---|---|---|
| Regression | 1 | 0.355696 | 0.355696 | 1.986062 | 0.29413061 |
| Residual | 2 | 0.358193 | 0.179096 | | |
| Total | 3 | 0.713889 | | | |

| | Coefficients | Standard Err | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | 0.262143 | 0.263525 | 0.994755 | 0.424674 | -0.871714449 | 1.396 | -0.87171 | 1.396 |
| | 24 | 0.024595 | 0.017452 | 1.409277 | 0.294131 | -0.050496296 | 0.099687 | -0.0505 | 0.099687 |

**Table: 3**

How many social media sites do you use?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| 1 | 2 | 6.7% |
| 2 | 9 | 30% |
| 3 | 10 | 33.3% |
| More than 3 | 9 | 30% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

One social networking site is used by two respondents, two sites by nine respondents, three sites by ten respondents, and more than three social media sites by nine respondents.

**Graph Representation:**



| SUMMARY OUTPUT | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| Regression Statistics | | | | | | | | |
| Multiple R | 1 | | | | | | | |
| R Square | 1 | | | | | | | |
| Adjusted R Square | 1 | | | | | | | |
| Standard Error | 0.000195 | | | | | | | |
| Observations | 4 | | | | | | | |
| | | | | | | | | |
| ANOVA | | | | | | | | |
| | df | SS | MS | F | Significance F | | | |
| Regression | 1 | 0.356767 | 0.356767 | 9348743 | 1.07E-07 | | | |
| Residual | 2 | 7.63E-08 | 3.82E-08 | | | | | |
| Total | 3 | 0.356767 | | | | | | |
| | | | | | | | | |
| | Coefficien | Standard E | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.( | Upper 95.0% |
| Intercept | -0.00015 | 0.000186 | -0.81302 | 0.5016 | -0.00095 | 0.000649 | -0.00095 | 0.000649 |
| 2 | 0.033338 | 1.09E-05 | 3057.571 | 1.07E-07 | 0.033291 | 0.033385 | 0.033291 | 0.033385 |

**Table: 4**

Which social media platforms and/or services did you frequently use?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Instagram | 17 | 56.7% |
| Twitter | 1 | 3.3% |
| Facebook | 1 | 3.3% |
| Snapchat | 2 | 6.7% |
| You tube | 9 | 30% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 17 Instagram users who uses regularly, 1 Twitter app users, 1 Facebook users in my research, 2 snapchat users and out off 30 only 9 of themusers you tube.

**Graph Representation:**

SUMMARY OUTPUT

| Regression Statistics | |
|---|---|
| Multiple R | 0.999999783 |
| R Square | 0.999999566 |
| Adjusted R Square | 0.999999421 |
| Standard Error | 0.000315064 |
| Observations | 5 |

ANOVA

| | df | SS | MS | F | Significance F | | | |
|---|---|---|---|---|---|---|---|---|
| Regression | 1 | 0.685968902 | 0.685969 | 6910446 | 1.21398E-10 | | | |
| Residual | 3 | 2.97797E-07 | 9.93E-08 | | | | | |
| Total | 4 | 0.6859692 | | | | | | |

| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | -0.00010661 | 0.00017818 | -0.59833 | 0.591781 | -0.00067366 | 0.00046 | -0.0006737 | 0.00046044 |
| 17 | 0.033337978 | 1.2682E-05 | 2628.773 | 1.21E-10 | 0.033297618 | 0.033378 | 0.0332976 | 0.03337834 |

**Table: 5**

Are there any companies you presently are following on social media?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Yes | 9 | 30% |
| No | 16 | 53.3% |
| Maybe | 5 | 16.7% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 16 respondents who currently does not follow any type of business accounts, 9 of the respondents who are following the businesses in social mediaand 5 are saying they maybe following.

**Graph Representation:**
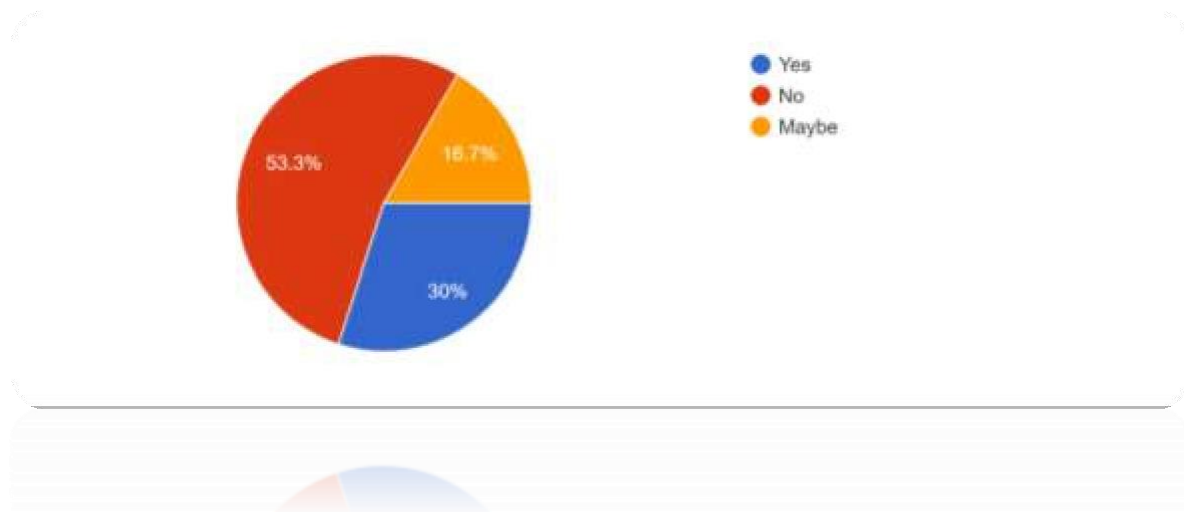


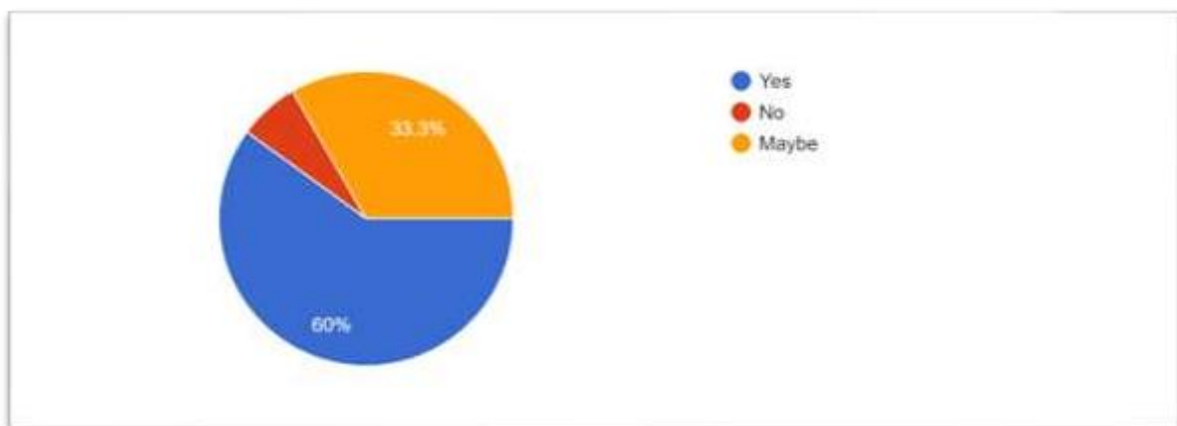| SUMMARY OUTPUT | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| *Regression Statistics* | | | | | | | | |
| Multiple R | 0.999999743 | | | | | | | |
| R Square | 0.999999485 | | | | | | | |
| Adjusted R Square | 0.999998971 | | | | | | | |
| Standard Error | 0.000423563 | | | | | | | |
| Observations | 3 | | | | | | | |
| | | | | | | | | |
| ANOVA | | | | | | | | |
| | *df* | *SS* | *MS* | *F* | *Significance F* | | | |
| Regression | 1 | 0.348644487 | 0.348644 | 1943332 | 0.000456674 | | | |
| Residual | 1 | 1.79406E-07 | 1.79E-07 | | | | | |
| Total | 2 | 0.348644667 | | | | | | |
| | | | | | | | | |
| | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 0.000198514 | 0.000474261 | 0.418575 | 0.747634 | -0.00582754 | 0.006225 | -0.0058275 | 0.00622457 |
| 9 | 0.033321656 | 2.3903E-05 | 1394.034 | 0.000457 | 0.033017939 | 0.033625 | 0.0330179 | 0.03362537 |

**Table: 6**

Do you think using social media to communicate with a company's targetmarket is the best approach?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Yes | 18 | 60% |
| No | 2 | 6.7% |
| Maybe | 10 | 33.3% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

One social networking site is used by two respondents, two sites by nine respondents, three sites by ten respondents, and more than three social media sites by nine respondents.

**Graph Representation:**

SUMMARY OUTPUT

| Regression Statistics | |
|---|---|
| Multiple R | 0.999999778 |
| R Square | 0.999999556 |
| Adjusted R Square | 0.999999112 |
| Standard Error | 0.000452911 |
| Observations | 3 |

ANOVA

| | df | SS | MS | F | Significance F |
|---|---|---|---|---|---|
| Regression | 1 | 0.462044462 | 0.462044 | 2252467 | 0.000424181 |
| Residual | 1 | 2.05128E-07 | 2.05E-07 | | |
| Total | 2 | 0.462044667 | | | |

| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | 8.97436E-05 | 0.00040623 | 0.220918 | 0.861582 | -0.0050719 | 0.005251 | -0.0050719 | 0.00525139 |
| 18 | 0.033326923 | 2.22058E-05 | 1500.822 | 0.000424 | 0.033044772 | 0.033609 | 0.0330448 | 0.03360907 |

**Table: 7**

How inclined are you to talk about a company encounter on social media?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Very Likely | 7 | 23.3% |
| Somewhat Likely | 17 | 56.7% |
| Not Likely | 6 | 20% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 7 respondents who says very likely they had experience with businesson social media, 17 respondents had somewhat likely and 6 respondents who says not likely.

**Graph Representation:**
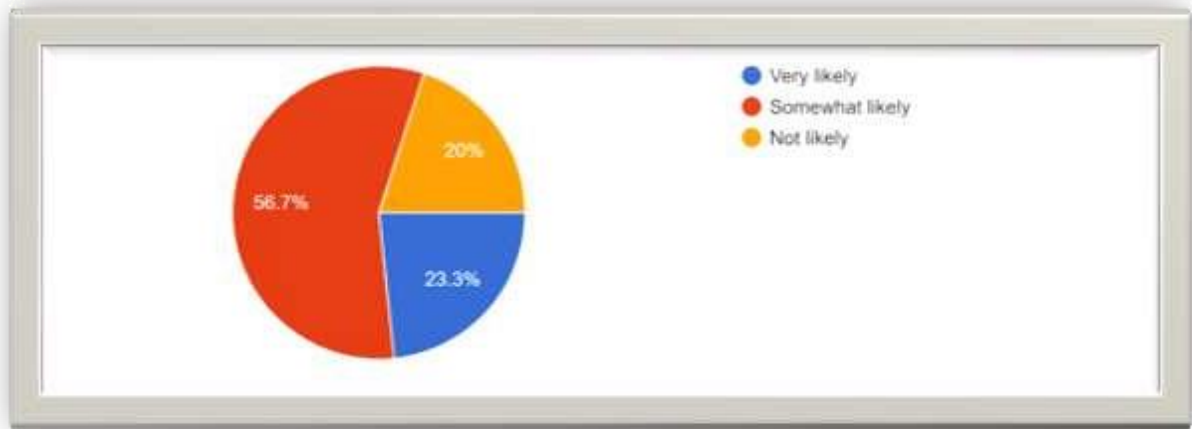


| SUMMARY OUTPUT | | | | | |
|---|---|---|---|---|---|
| | | | | | |
| *Regression Statistics* | | | | | |
| Multiple R | 0.999999885 | | | | |
| R Square | 0.99999977 | | | | |
| Adjusted R Square | 0.999999539 | | | | |
| Standard Error | 0.000271851 | | | | |
| Observations | 3 | | | | |
| | | | | | |
| ANOVA | | | | | |
| | df | SS | MS | F | Significance F |
| Regression | 1 | 0.320725926 | 0.320726 | 4339823 | 0.000305593 |
| Residual | 1 | 7.3903E-08 | 7.39E-08 | | |
| Total | 2 | 0.320726 | | | |

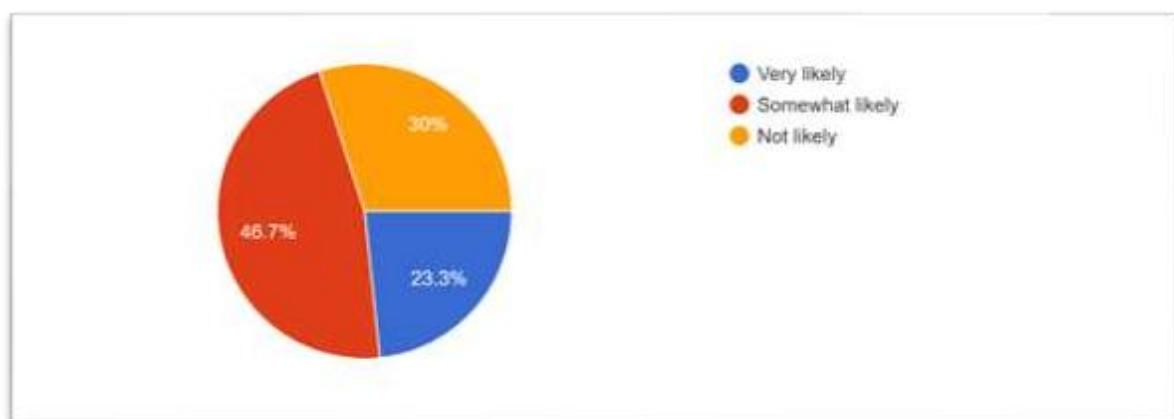| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | 0.000124711 | 0.000323326 | 0.385714 | 0.765641 | -0.00398353 | 0.004233 | -0.0039835 | 0.00423295 |
| 7 | 0.033332564 | 1.60005E-05 | 2083.224 | 0.000306 | 0.033129258 | 0.033536 | 0.0331293 | 0.03353587 |

**Table: 8**

How likely are you to share a bargain or promotion code with your friends viaTwitter or resubmit?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Very likely | 7 | 23.3% |
| Somewhat likely | 14 | 46.7% |
| Not likely | 9 | 30% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

In the survey, 7 respondents said they would be very likely to repost or tweet an offer or promotion code to their acquaintances, 14 said they would be somewhat likely to do so, and 9 said they would not be very likely to do so.

**Graph Representation:**

SUMMARY OUTPUT

| Regression Statistics | |
|---|---|
| Multiple R | 0.999999873 |
| R Square | 0.999999746 |
| Adjusted R Square | 0.999999492 |
| Standard Error | 0.000260513 |
| Observations | 3 |

ANOVA

| | df | SS | MS | F | ignificance F |
|---|---|---|---|---|---|
| Regression | 1 | 0.267325932 | 0.267326 | 3938966 | 0.000321 |
| Residual | 1 | 6.7867E-08 | 6.79E-08 | | |
| Total | 2 | 0.267326 | | | |

| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | 0.000200831 | 0.000332621 | 0.603784 | 0.65419 | -0.00403 | 0.004427 | -0.0040255 | 0.00442718 |
| 7 | 0.033328255 | 1.67927E-05 | 1984.683 | 0.000321 | 0.033115 | 0.033542 | 0.0331149 | 0.03354163 |

**Table: 9**

Do you use social media to stay current on sales?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Yes | 7 | 23.3% |
| No | 8 | 26.7% |
| Maybe | 15 | 50% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 7 respondents who says that they are keeping up to date with salesand promotions by using social media, 8 respondents says they are not up todate and 15 respondents says that they maybe.

**Graph Representation:**
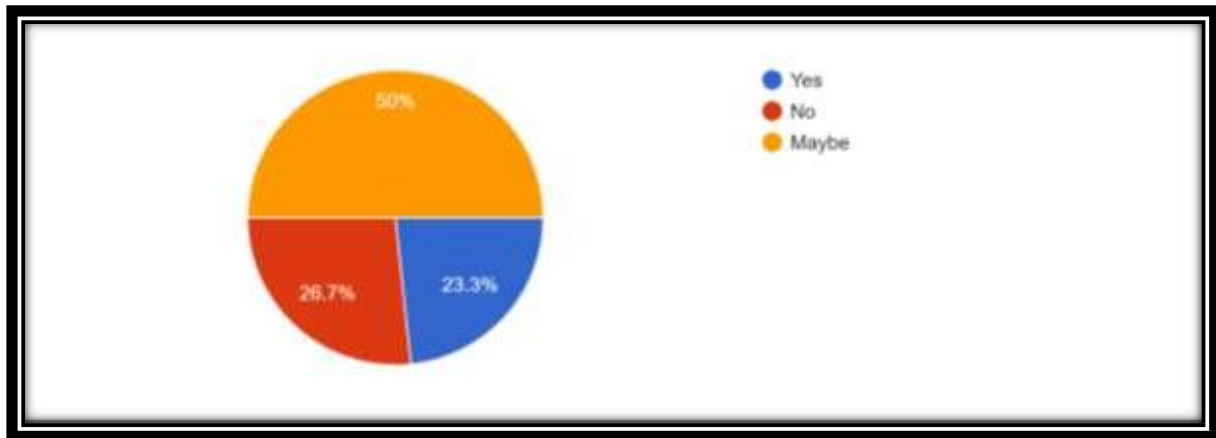


| SUMMARY OUTPUT | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| *Regression Statistics* | | | | | | | | |
| Multiple R | 0.999999941 | | | | | | | |
| R Square | 0.999999882 | | | | | | | |
| Adjusted R Square | 0.999999765 | | | | | | | |
| Standard Error | 0.000181608 | | | | | | | |
| Observations | 3 | | | | | | | |
| | | | | | | | | |
| ANOVA | | | | | | | | |
| | *df* | *SS* | *MS* | *F* | *ignificance F* | | | |
| Regression | 1 | 0.280525967 | 0.280526 | 8505547 | 0.000218 | | | |
| Residual | 1 | 3.29815E-08 | 3.3E-08 | | | | | |
| Total | 2 | 0.280526 | | | | | | |
| | | | | | | | | |
| | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 0.000336412 | 0.000227453 | 1.479038 | 0.37848 | -0.00255 | 0.003226 | -0.0025537 | 0.00322648 |
| 7 | 0.03332058 | 1.14251E-05 | 2916.427 | 0.000218 | 0.033175 | 0.033466 | 0.0331754 | 0.03346575 |

**Table: 10**
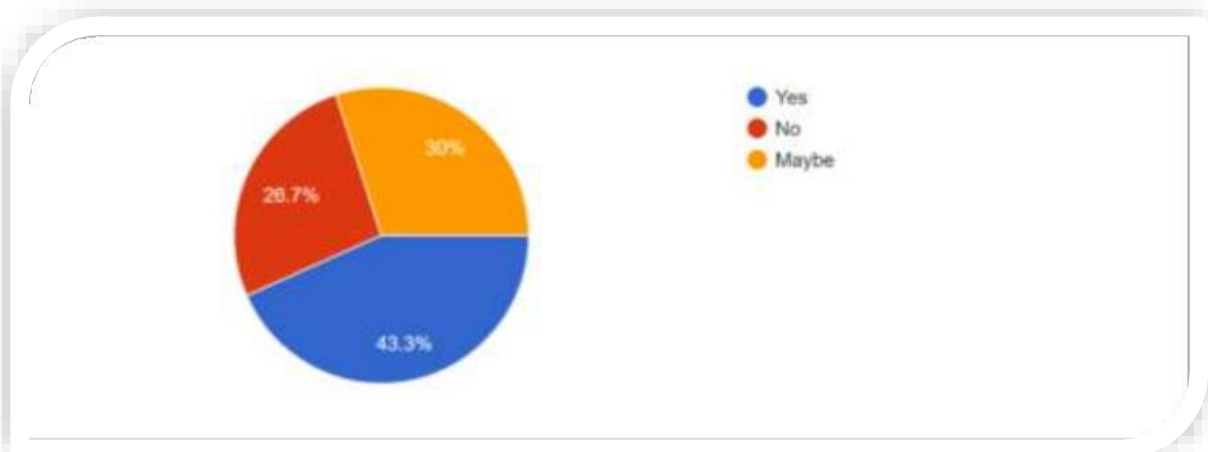
Have you ever bought something after hearing about it on social networks?

| Particulars | No of Respondents | Percentage(%) |
|---|---|---|
| Yes | 13 | 43.3% |
| No | 8 | 26.7% |
| Maybe | 9 | 30% |
| **Total** | **30** | **100%** |

**INTERPRETATION:**

There are 13 respondents who have taken advantage on a sale that they have heard about via social media, 8 respondents who is not taken any advantage of any sale via social media and 9 respondents who is saying that they are advantage or maybe.

**Graph Representation:**

SUMMARY OUTPUT

| Regression Statistics | |
|---|---|
| Multiple R | 1 |
| R Square | 1 |
| Adjusted R Square | 65535 |
| Standard Error | 0 |
| Observations | 2 |

ANOVA

| | df | SS | MS | F | ignificance F |
|---|---|---|---|---|---|
| Regression | 1 | 0.0005445 | 0.000544 | #NUM! | #NUM! |
| Residual | 0 | 0 | 65535 | | |
| Total | 1 | 0.0005445 | | | |

| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---|---|---|---|---|---|---|---|---|
| Intercept | 0.003 | 0 | 65535 | #NUM! | 0.003 | 0.003 | 0.003 | 0.003 |
| 13 | 0.033 | 0 | 65535 | #NUM! | 0.033 | 0.033 | 0.033 | 0.033 |

## CONCLUSION:

After running the test, we have come to the conclusion that, based on the correlation test, we have supported the hypothesis for Visit Frequency and Content Quality, while accepting the null hypothesis for User Experience. Therefore, consumer engagement is positively influenced by the quality of the content and the number of visits, but not by the user experience. We developeda few unique suggestions that could help you target the right clientele. Use the appropriate social networking tools that are accepted and well-liked.

Finally, we can state that social media advertising is booming and, like the restof the globe, highly successful in Bangladesh. However, it still requires to be more effective in order to cut through the noise and attract customers.

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