

IMPACT OF SOCIAL MEDIA MARKETING

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ABSTRACT

The popularity of social media marketing has been skyrocketing, as millions of people worldwide are sharing and creating content on an unprecedented scale. It is imperative for companies to capitalize on this opportunity. Although numerous studies are conducted on how social media can be used to enhance consumer behavior, a survey of 22 participants was undertaken to determine their perception of social media marketing. Instagram was found to be the most widely used platform, with 63.6% of the total participants having an account, and 70% of them spending more than an hour on social media. The survey revealed that online visibility has a significant impact on consumer behavior, and customer engagement is the most crucial element for companies adopting social media. The least significant factor, in contrast, is the time of posts. Additionally, 75% of respondents said social media was the best channel for contacting a company's target market, while 95% thought doing so would improve customer loyalty and revenues. The survey also discovered that customers are more likely to recommend a business than promotional deals that the company offers. The positive effects social media platforms may have on brand awareness, consumer loyalty, and foot traffic are highlighted in the research as evidence of the effectiveness of social media marketing.

INTRODUCTION

In the past, the internet served mainly as a platform for sharing information. However, in recent years, it has become increasingly social. Individuals now rely on the habits and behaviors of their peers to make informed decisions, whether it be a purchasing decision or choosing what article to read. Social networking sites like Facebook have made communication between peers faster and more convenient. But this is just the beginning. Social websites have been developed to bring together individuals who share similar interests. These include social news sites that are influenced by the collective opinions of the masses, social bookmarking sites that allow individuals to discover websites that have been highly ranked by a large number of people, and niche social networks that bring together people with common interests. Consequently, a new field has emerged, called social media optimization, also known as social media marketing.

STATEMENT OF PROBLEM

The widespread usage of social media among young people nowadays has provided businesses with an opportunity to target their marketing methods, but also poses a challenge in terms of how best to reach out to potential customers. The reputation and earnings of a company can be favourably or negatively impacted by the growing in numbers. This has had a profound effect on how businesses operate. Studies by Edosomwan in 2011 and Taneja in 2014 have demonstrated that social media engagement by businesses can boost client loyalty, stave off hostile online attacks, and considerably boost sales and foot traffic. Due to the extensive usage of social media, it is crucial for businesses to keep up with this development if they want to succeed in the twenty-first century.

OBJECTIVES

This study will examine the social media marketing perspectives and how they impact purchasing choices. Despite the fact that there have been many studies on the effects of social media marketing on financial gains, the study is specifically interested in the examined effects of social media use on brand awareness and customer loyalty, which in turn could result in an increase in business revenue. For the project, surveys about a company's social media presence will be used to gather data. The results of this study may support businesses' future social media marketing efforts and help them be successful.

ASSUMPTIONS

This given study was based on several assumptions, including the belief that:

1. The majority of people have access to some form of social media.
2. People use social media platforms to search for new products or service providers.
3. Social media has an impact on people's purchasing decisions.

SUMMARY AND OVERVIEW

The purpose of this study is to investigate customer purchasing patterns and to spot areas where firms can enhance their social media marketing plans. The study's goal is to ascertain the effect of social media marketing on purchasing decisions, which is the research problem that is outlined in Chapter I of the study. A historical overview of social media and its impact on marketing and enterprises is given in Chapter II. The methods and techniques utilised to gather the data required to complete the study are covered in Chapter III. Chapter IV presents the study's findings, and Chapter V provides a summary of the findings, conclusions, and suggestions.

LITERATURE REVIEW

ABOUT SOCIAL-MEDIA

The history of social media discussed in this study shows that social networking has been in existence for centuries, starting with telegraphs in the late 1700s. The internet, which enabled the modern-day social networking that we know today, was not introduced until the 1990s. The use of email, which allowed for communication over the computer, became popular in the 1990s, even though most people found it to be extremely costly. In 1969, the World Wide Web (WWW), a primitive network of sharing time on computers that served as the foundation for the internet, was established. This development allowed for the emergence of several viral communities. Many social media platforms, including The WELL, GENIE, Listserv, and the IRC, were developed in the 1980s. Numerous well-known social media platforms. These websites have assimilated into people's daily lives and have grown to be well-liked venues for networking and viral communication on a global scale. Social media has altered many facets of interpersonal communication, which has an effect on business.

SOCIAL MEDIA MARKETING

In addition to building relationships, social media marketing offers numerous advantages over traditional marketing methods. Social media marketing is affordable and enables a greater reach with less money. It also allows for direct engagement with customers and real-time feedback, which helps businesses to understand and respond to their customers' needs and preferences quickly (Zhu, 2015).

However, despite the potential benefits, some businesses may struggle to effectively utilize social media marketing due to a lack of familiarity or comprehension of social media sites and users. Additionally, social media marketing requires constant monitoring and updating to stay relevant, which can be time-consuming and challenging for businesses with limited resources.

Overall, social media marketing has become a crucial aspect of contemporary company, and its significance is anticipated to increase going forward. Businesses that effectively utilize social media marketing will have a competitive advantage in reaching and engaging with their target audience, building relationships, and ultimately increasing their sales and profitability.

IMPACT OF SOCIAL MEDIA ON BUSINESS

These are all valid points on how social media is impacting businesses. With the rise of digital marketing, social media has developed into a crucial tool for helping firms successfully contact their target markets and build their brand reputation. Social media offers a platform for easy communication between brands and customers, increasing the frequency of interactions and providing real-time feedback about products or services. However, brands need to be cautious about offensive posts on social media, as they are difficult to erase and can have a lasting impact on their reputation. Customers also have more power in social media marketing, with the ability to publicly share their views and influence others. Finally, social media marketing enables businesses to attract a global audience, expanding their reach at a lower cost.

6. Targeted advertising social media approaches have a wealth of data regarding their users, including demographics, interests, and behaviors. This data can be used by businesses to create targeted advertisements that are shown to users who are most likely to be interested in their products or services.

7. an elevated sense of brand Businesses can expand their audience and raise brand awareness via social media. By creating engaging content and interacting with users on social media, businesses can attract more followers and increase their reach. More website traffic, better conversion rates, and eventually more revenues may result from this enhanced visibility.

8. Cost-effective marketing More website traffic, better conversion rates, and eventually more revenues may result from this enhanced visibility. Unlike early marketing methods like TV or print ads, social media marketing is affordable and accessible to businesses of all sizes. Social media platforms also offer a range of advertising options, including pay-per-click ads, sponsored posts, and influencer marketing, which can be tailored to fit any budget.

9. Competitive advantage social media can provide businesses with a competitive advantage by allowing them to be aware of the most recent trends, engage with customers in real-time, and provide better customer service. By staying ahead of the curve, businesses can differentiate themselves from their competitors and establish themselves as leaders in their industry.

10. Using influencers Influencer marketing, a well-liked strategy for advertising on social media, entails teaming up with social media influencers to market a good or service. Influencers can assist firms in reaching a larger audience because they have sizable social media followings. Businesses may raise their brand awareness, enhance their reputation, and boost sales by collaborating with the right influencer.

SOCIAL MEDIA TODAY

In the past, data was challenging to obtain, but with the development of technology, information is now easily accessible in the present era. The current time is called Information Age, where people can transfer information freely and instantly access data that was once (Asur, 2012) Difficult or hard to locate. Being flexible has gotten harder as technology has advanced so quickly, especially in the fields of business, marketing, communication, research, and content (Lalwani, 2012). Due to its widespread user base, social media has grown to be a well-liked medium for users all over the world (Hunsinger, 2013). Utilising social media marketing opportunities is crucial for businesses if they want to engage with niche audiences and expand their reach.

SUMMARY

In Chapter II, we reviewed how social media are evaluated as well as how they affect modern business and society. Social media can influence how customers see a business, which ultimately influences their purchasing decisions. This has been shown to have a considerable effect on company. The practises utilised to gather the data needed to complete the study will be covered in Chapter III. The research issue that will be addressed by this approach is: How do consumers' attitudes and views of companies that engage in social media marketing change as a result of social media?

METHODOLOGY

A descriptive correlational survey method was used to examine how social media marketing affected people's attitudes and views. The demographic profiles of the participants, including their age and gender as well as how frequently they used social media, were assessed using this technique. Additionally, a survey questionnaire was given to each participant to complete in order to determine the variables that may affect their attitudes and views when connecting with businesses on social media. The following research questions were addressed by the study.

RESEARCH QUESTIONS

- Time spent on Social-media?
- Most frequently used platform of social media?
- Primary use of social media?

PARTICIPANTS

There were 22 participants between the age of 10-30 years, they were asked to do a survey online. This was done by taking small sample of the individuals. All of them were asked to accept or to deny the survey they All agreed to take part and provide accurate responses to the questions. .

COLLECTION OF DATA

All data was collecting by the survey through online survey and participants were collected by sampling method. In case of any query in the questionnaire, online guidance is provided .22 participants were chosen for data and rest process is followed on that data.

DATA ANALYSIS

Following the collection of the questionnaires, and all the responses were organized and compiled. The data was then analyzed to identify any social behaviors or social media marketing-related considerations. The

impact of social media marketing on the participants' attitudes and perceptions was investigated using descriptive analysis. The compiled survey results were utilized to draw observations during the analysis process.

The chosen research design that was used to address the research topics was thoroughly discussed in Chapter III of this study. The research strategy used to evaluate the participant demographic profiles, including age and gender as well as usage patterns of social media, was a descriptive correlational survey method. Each respondent was requested to complete a survey questionnaire in order to gather data for the analysis of the variables that might affect the attitudes and perceptions of the participants towards social media marketing. 22 students were chosen to participate in the study and the research was conducted on them. The participants' data was gathered using the survey research approach, which was then used to construct the findings. A descriptive study was used to determine how social media marketing has affected.

FINDINGS

This study aimed to examine the connection between social media and consumer purchasing behaviour and equity. by reviewing the responses of 22 participants, ranging in age from 18 to 30, who were invited to respond to a survey regarding their opinions on companies using social media marketing. The study had a 100% response rate. The questionnaire responses are analysed and thoroughly described in the section that follows.

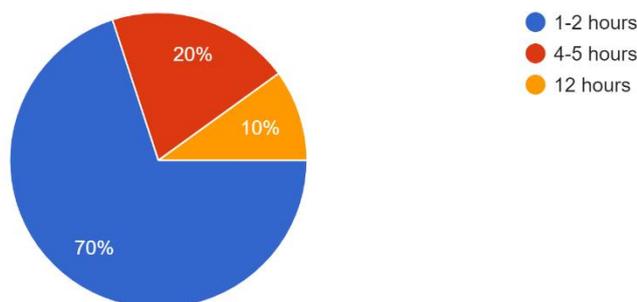
RESULT

AND

RESPONSES

How much time do you spend on social media per day ?

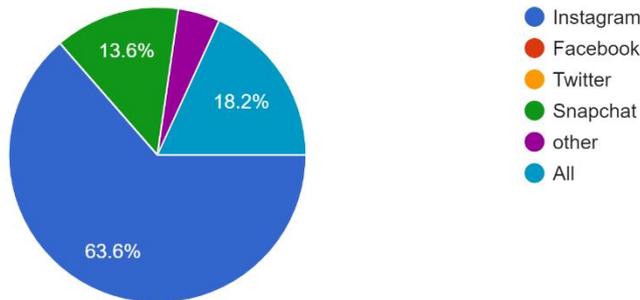
20 responses



Out of the total 20 participants responded for this question. In which 20% uses social media for 4-5 hours. 10% uses for 12 hours and 70% of the total sample uses social media for 1-2 hours.

Which social media do you use ?

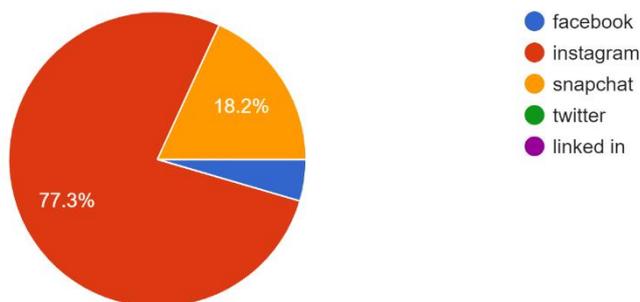
22 responses



We are reported that people use Instagram frequently and more than other social media platforms that is 63.6%

Which social media do you use most often ?

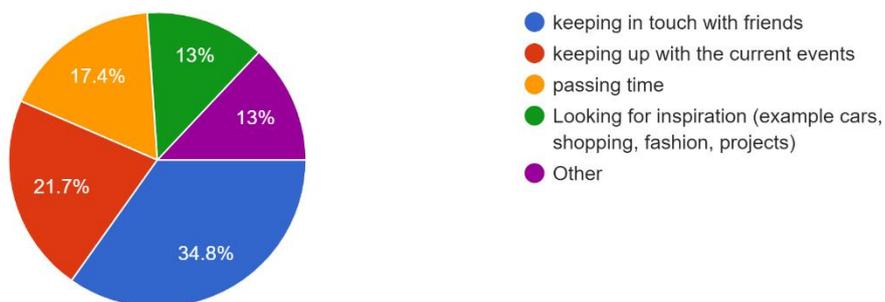
22 responses



The most often used social media platform is Instagram so there is maximum scope for the business to expand here.

What is your primary use of social media ?

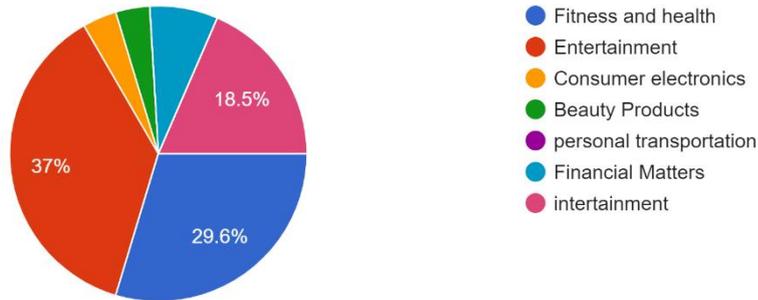
23 responses



34.8% participants uses social media for keeping themselves in touch with friends, 21.7% people keeping up with the current events, 17.4% passing their time on social media ,13% are looking for inspiration.

When on social-media i commonly see advertisements for the following categories ?

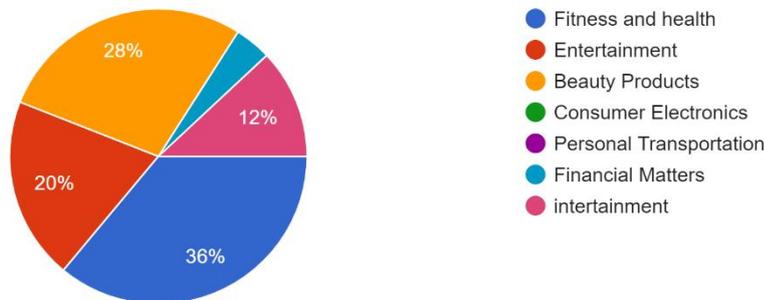
27 responses



29.6% see advertisement related to fitness and health, 37% see related to entertainment 3.7% fall under consumer electronics category, 3.7%see related to beauty products, 7.4% related to financial matters.

When on social media i see advertisements for the following categories more often?

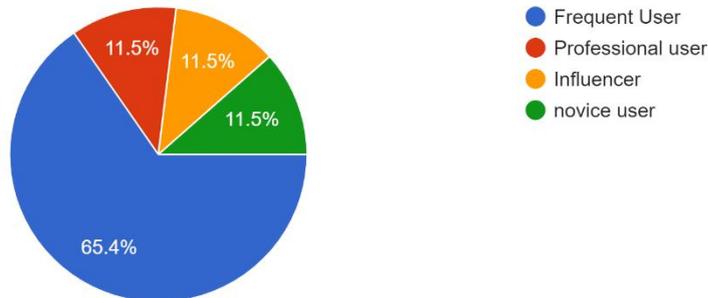
25 responses



36% see fitness and health more often.

Please categorize your social media user status .

26 responses



65% participants are frequent users 11.5% are influencers on social media and do social media marketing, 11.5% are professional users that means they also contribute in social media marketing one or the other way and 11.5% are novice.

CONCLUSIONS AND RECOMMENDATIONS

The responses were arranged and summarised after the completed questionnaires were collected. The information was then examined to discover any social traits or practises connected to social media advertising. The effects of social media marketing on consumer perceptions and sentiments the participants were investigated using descriptive analysis. During the analysis process, observations were made using the combined survey results.

The chosen research design that was used to address the research topics was thoroughly discussed in Chapter III of this study. The research strategy used to evaluate the participant demographic profiles, including age and gender as well as usage patterns of social media, was a descriptive correlational survey method. Each and every respondent was requested to the completion of a survey questionnaire gather data for the analysis of the variables that might affect the attitudes and perceptions of the participants towards social media marketing. 22 students were chosen to participate in the study and the research was conducted on them. The participants' data was gathered using the survey research approach, which was then used to construct the findings.

This study analysed the responses of 22 participants, ages 18 to 30, who were asked to fill out a survey about their perspectives on companies which use social media marketing in order to investigate the connection between social media and consumer purchase decisions and equity. The study had a 100% response rate. The questionnaire responses are analysed and thoroughly described in the section that follows.

This study sought to understand how social media marketing impacts consumers' perceptions of and attitudes towards brands. The results of Chapter IV demonstrate that social media marketing has a benefit for boosting brand recognition. 95% of participants said they used social media frequently, and 70% said they used three or more social media platforms, the survey specifically indicated that social media is an effective method for contacting clients. In addition, 75% of respondents thought social media was the best channel for businesses to connect with their target market.

These results support the notion that social media marketing significantly influences consumer attitudes and perceptions of firms. Businesses should make an effort to keep an active and interesting in order to benefit from the potential benefits of social media marketing, one must be present on social media platforms.

Future studies may find it useful to look into how social media marketing affects customer behaviour, including both intended and actual purchases. Furthermore, it could be interesting to investigate how various social media content types, such user-generated content and influencer marketing, influence customer attitudes and perceptions of brands.

CONCLUSIONS

It is important for businesses to recognize the potential social media's impact on their revenue. By focusing on content, timing, engagement, and customer feedback social media advertising is beneficial for businesses. It is also important to continue researching the effects regarding social media marketing, such as its impact on financial matters, different industries and sectors, and different demographics. With this knowledge, businesses can continue to improve their social media strategies and achieve success in the ever-changing digital landscape.

- Find out what social media marketing has done to different industries and sectors.
- Examine the differences in social media usage and attitudes between different age groups and demographics.
- Conduct a longitudinal study to observe changes in attitudes and perceptions towards social media marketing over time.
- Analyze the effectiveness of different social media platforms for business marketing purposes.

These recommendations for future research can help businesses gain a improved comprehension of social media's effects on their specific industry or target audience. By increasing the sample size and including participants from diverse backgrounds, businesses can obtain a more representative sample of their customer base and make more informed decisions regarding their social media marketing strategies. Additionally, exploring the Businesses can calculate the return on investment (ROI) of their social media initiatives by looking specifically looking at social media marketing's impact on financial matters.

Examining the differences in social media usage and attitudes between different age groups and demographics can also be beneficial for businesses in tailoring their marketing messages and targeting specific audiences. A longitudinal study can provide valuable insights into how attitudes and perceptions towards social media marketing change over time, which can help businesses adapt their strategies accordingly.

Finally, analyzing the effectiveness of different social media platforms for business marketing purposes can help businesses determine which platforms are most effective for reaching their target audience and achieving their marketing objectives. Overall, these recommendations for future research can help businesses improve their social media marketing strategies and ultimately drive business success.

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