



## **SOCIAL MEDIA MARKETING AND ITS IMPACT AMONG CONSUMERS WITH REFERENCE TO COIMBATORE CITY**

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### **Abstract:**

Social media has given us great ways to protect and build our digital reputations. Today we have the ease of searching conversations, the ability to set alerts to help us monitor our names, the constant availability of learning opportunities and more ways to communicate and interact with others. The main objective of the study to know about the perception of customers towards social media and to identify whether social media networks can create brand awareness better than offline advertisements. Primary data has been collected from 102 respondents who are using social networking in Coimbatore region and percentage analysis was used as a tool to analyse the data. The conclusion is that the respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time and the respondent feel that the advertisement page I not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.

**Key Words:** Social Media Marketing, Consumers and Coimbatore city

### **Introduction to the Study:**

The advent of social media has provided us with wonderful opportunities to safeguard and enhance our online reputations. Today, we have the capacity to search discussions more easily, we can set up notifications to assist us keep track of our names, there is a continual availability of possibilities to learn new things, and there are more methods to communicate and connect with other people. All of these technologies, which were not accessible to us only a few short years ago, now make it feasible for us to be proactive in preserving, growing, and defending your personal brand, as well as contributing to the spread of word-of-mouth about our publications.

According to Fauser et al. (2011), there is a divergent impression that social networks are most ideal for the purposes of communication and the exchange of information. There are only a select few networks that are suitable for marketing purposes; the others are not suitable tools for marketing. The primary use of social networking sites is only for interpersonal contact. According to Gummesson [2002], social networking sites simplified the process of frequent contact, which is why they play such an important part in the first dialogue that takes place between a company and a consumer. When they first become acquainted with one another, a firm foundation is laid for their connection.

Janal (1998) This will result in loud member engagement, and it will also deepen the relationship between the member and the brand. On the other side, the company may create a brand community page and begin conversation with the staff, friends, and family. Through this connection between the brand and the online consumer, the online customer may better comprehend the goods and services offered by the company, hence increasing their likelihood of becoming a brand loyalist. Therefore, this will demonstrate for us that there is no chance for the real engagement for the brand if there is not the exchange of knowledge and the initial dialogue about the brand. Nevertheless, the challenge that businesses have when preparing for appropriate involvement with social networks is figuring out how to properly manage the communication environment in the community so that it can assist in protecting their brand image. According to Palmer and Lewis (2009), an ideal network should have bonding and be able to hunt down the lead head with the potential to utilise the member network in a way that is both helpful and effective. If this is the case, then that will be an effective network for the company or brand. It is important to have precise planning and execution if you want to accomplish the extreme.

### **Marketing Through Social Media:**

People are now more connected, more likely to discover new knowledge, and more likely to share it thanks to social media. The technology known as social media links users, whether they are looking to exchange material or simply have a conversation with one another. The areas where people communicate with one another socially are social networks. Examples of such networks include Facebook, Twitter, LinkedIn, and Pinterest (discovering & sharing). Social media marketing is a means to utilise technology to cultivate connections, generate repeat business, and bring in new consumers through the word-of-mouth recommendations of existing clients to their own social networks. Chadwick Martin Bailey Consumer Sentiment Index for 2010 (n = 1024).

It is required to first identify the meaning of the phrase "marketing" referred to in the title. The focus of the analysis will be on group press as a method of generating item attention and promotion in larger contexts; nevertheless, it will also be necessary to do so. According to the America Marketing Organization, marketing is both a function of an organisation and a collection of approaches for producing, conveying, and giving value to customers, as well as for maintaining customer connections in ways that are beneficial to the firm and its stakeholders. The search criteria are "organisational function and procedures for producing, discussing, offering, and trading unique offerings that have value for clients," as stated in the previous sentence. When seen through the lens of an organisation, the aspects of these strategies that are recognised to be important include item attention, promotion, and so on. Therefore, for the sake of this analysis, we will only be focusing on one aspect of promotion, which is item attention or item management as a method of communicating with customers or providing value to customers, as already demonstrated in the value of promotion by the America Marketing Organization. According to Chaffey et al. (2003), internet promotion is defined as making use of the internet along with the necessary digital specific development in order to accomplish promotion-related goals. Utilizing various social networking platforms allows one to keep track of these promotion goals.

Promoters have a good instrument at their disposal in the form of social networking tactics. This suggests that social networking websites such as Facebook, Twitter, and others like them are methods for achieving promotional goals via the internet. Therefore, it is quite necessary for promoters to discover acceptable methods that are tailored to the promotion goals they have set. Marketers are able to attract new customers as well as keep the clients they now have through the provision of customer care if they have an excellent advertising target.

#### **Statement of Problem:**

The technique of drawing attention or driving traffic to a website by making use of various social media platforms is referred to as social media marketing. Trattner, C., Kappe, F. (2013). Attempts to generate content that is engaging to readers and encourages them to share the information with their own social networks are typically an important component of programmes that are designed to sell a product or service through social media. The phrase "electronic word of mouth," abbreviated as "eWoM," refers to any feedback provided by consumers about an event, product, service, brand, or company that is transmitted over the internet. This feedback may be positive or negative. Canhoto, A., and J.H. Kietzmann, "Kietzmann" (2013). In recent years, Social Media Marketing, often commonly referred to as SMM, has developed to become an important component of all marketing operations undertaken via the internet. This change occurred as a direct result of the proliferation of social media platforms. Platforms for social media such as Facebook and Twitter have the potential to produce a major effect on the marketing efforts that a company puts forth, which may lead to an increase in the overall brand awareness of the business. On Facebook, which has more than 500 million active users, you are able to target certain user groups with your marketing efforts. These user categories could be targeted depending on criteria such as the user's location, age, gender, marital status, educational background, and 'likes,' among other things. Even if it shows a sluggish growth each and every day, the viewpoint and awareness towards using social media is changing each and every day. This is something that has been deemed to be a problem for the study because of the same thing because of the same thing. Because of social media, people are now more linked to one another, more inclined to learn new information, and more willing to share what they have learned. Users can connect with one another using a technology known as social media, whether they are interested in exchanging content or just wanting to have a chat with one another. The major purpose of this study is to analyse the viewpoints of participants regarding the ease or difficulty of discovering clients that use social media marketing as a search engine. The research will be beneficial to advertising organisations in acquiring knowledge about the viewpoints of customers, which will be useful for these firms in gaining knowledge regarding the investment amount that will need to be invested as well as the influence on customers.

#### **Objectives of the Study:**

- To study the role of social media networks in Coimbatore.
- To know about the perception of customers towards social media.
- To analyse about the awareness and level of satisfaction on service provided by social media.
- To identify whether social media networks can create brand awareness better than offline advertisements.

#### **Significance of the Study:**

The study is about analyzing the perception of customers towards social media. The main significance of the study is to analyse about whether the respondents are perceiving

#### **Scope of the Study:**

Social Media has changed the way people connect, discover, and share information. Social media is the technology that connects people whether it's to share content or just to chat. The main scope of the study is to analyse about the perception of identifying the customers who use social media marketing as a search engine. The study will help the advertising companies to know about the perception of customers so that it will be useful for them in knowing about the investment amount to be invested and the prospectus on customers.

**Research Methodology:**

- Research Design: A plan of study or blue print for study is called a research design. According to Pauline Y. Young, a research design is, “the logical and systematic planning and directing a piece of research.
- Research Gap: The study is to find out the gap between the service provided by the company and the level of satisfaction of the respondents who are using the social media.
- Type of Research Design: Descriptive researches are those which are concerned with describing the characteristics of a particular individual or a group. The descriptive research describes the demographic characteristics of the dealers and is typically concerned with determining frequency with which something occurs or how the variables vary together.

**Method of Data Collection:**

- Primary Data: The validity and reliability of the data collected mainly depends upon the sources selected. Taking this into account, care had been taken to collect the first hand information through form of structured questionnaires from the customers.
- Secondary Data: Secondary data is the information that has been gathered in some other context and is already available. Secondary data provides the case and the starting point for the research. It provides leads and clues for getting primary data required for further analysis and have a great half in completion of the project company files former projects, reports and periodicals were reviewed for gathering secondary information.
- Sampling Design: Descriptive Research technique is adopted to undergo the study. Descriptive research includes a survey and fact-finding enquiries of different kinds. The major purpose of this research is description of the situation as it exists at present.
- Sample Size: In this research work, Sample Size is 102.
- Sampling Area: The research was done in Coimabtoe.
- Statistical Tools: Percentage Analysis
- Statistical Package: SPSS Software 16.0 Version

**Limitations of the Study:**

- Due to time constraint, the sample size is limited to 102 & the study area is restricted to Coimbatore.
- Only those who have policy in a particular company are included in the sample size.
- Respondent may fail to express their opinions and beliefs.

**Analysis and Interpretation:**

**Demographic Variables:**

Demographic variables	Particulars	Frequency	Percent
Gender	Male	65	63.73
	Female	37	24
	Total	102	100
Age	Below 18	55	53.92
	18-25	37	36.27
	26-35	6	5.88
	Above 35	4	3.92
	Total	102	100
Occupation	Self employed	11	10.78
	Student	52	50.98
	Employee	37	36.27
	Employer	2	1.96
	Total	102	100

The above table shows about the demographic variables of the respondents were out of 102 respondents 63% are male and 24% are female. 53.92% are from the age group of below 36.27% are from the age group of 18-25, 5.88% are from the age group of 26-35, 3.92% are from the age group of above 35. 10.78% are self employed, 50.98% are students, 36.27% employer, and 1.96% are employer.

**Preference on Media for Getting Information:**

	Frequency	Percent
Social media	88	86.27
Traditional media	14	13.73
Total	102	100.00

The above table shows about the preference on media for getting information were out of 102 respondents 86.27% are getting information from social media, 13.73% are getting from traditional media.

**Type of Social Media Having Account:**

	Frequency	Percent
Face book	67	65.69
Twitter	32	31.37
YouTube	1	0.98
LinkedIn	2	1.96
Total	102	100.00

The above table shows about having account in social media were out of 102 respondents 65.69% are having account in face book, 31.37% are having in Twitter, 0.98% are having in you tube, and 1.96% are having in LinkedIn.

**Hours Spent for Social Media:**

	Frequency	Percent
0-10 hours	33	32.35
11-20 hour	46	45.10
21-30 hour	19	18.63
More than 30 hour	4	3.92
Total	102	100.00

The above table shows about hours spent for social media were out of 102 respondents 32.35% said that they are spending 0-10 hours per week, 45.10% said that they are spending 11-20 hour per week, 18.63% said that they are spending 21-30 hour per week, 3.92% said that they spending more than 30 hours per week.

**Advertising on Social Media:**

	Frequency	Percent
Strongly agree	1	0.98
Agree	1	0.98
Neutral	4	3.92
Disagree	57	55.88
Strongly disagree	39	38.24
Total	102	100.00

The above table shows about acceptance of advertising on social media were out of 102 respondents 0.98% said that they strongly agree for advertising on social media, 0.98% agree, 3.92% are neutral, 55.88% disagree, and 38.24% strongly disagree on social media advertising.

**Acceptance on Fast Updates:**

	Frequency	Percent
Strongly agree	70	68.63
Agree	32	31.37
Neutral	0	0.00
Disagree	0	0.00
Strongly disagree	0	0.00
Total	102	100.0

The above table shows about acceptance on fast updates were out of 102 respondents 68.63% strongly agree, 31.37% agree, 0% are neutral, 0% disagree, and 0% strongly disagree on fast updates which shows that most of the respondents strongly agree on fast updates on social media.

**Awareness on Social Media:**

	Frequency	Percent
Highly aware	72	70.59
Aware	30	29.41
Neutral	0	0.00
Slightly unaware	0	0.00
Highly unaware	0	0.00
Total	102	100.0

The above table shows about acceptance of awareness on social media were out of 102 respondents 70.59% said that they highly aware for awareness on social media, 29.41% agree, 0% are neutral, 0% are slightly aware, and 0% are highly aware on social media which shows that most of the respondents are highly aware on awareness on social media.

**Awareness on Traditional Media:**

	Frequency	Percent
Highly aware	65	63.73
Aware	35	34.31
Neutral	2	1.96
Slightly unaware	0	0.00
Highly unaware	0	0.00
Total	102	100.0

The above table shows about acceptance of awareness on traditional media were out of 102 respondents 63.73% said that they highly aware for awareness on traditional media, 34.31% agree, 1.96% are neutral, 0.0% are slightly aware, and 0.0% highly unaware on awareness on traditional media which shows that most of the respondents are highly aware on awareness on traditional media.

**Satisfaction on Loyalty of Brand Advertised:**

	Frequency	Percent
Highly satisfied	35	34.31
Satisfied	65	63.73
Dissatisfied	2	1.96
Highly dissatisfied	0	0.00
Total	102	100.0

The above table shows about satisfaction on loyalty of brand advertised were out of 102 respondents 34.31% said that they are highly satisfied on loyalty of brand advertised, 63.73% are satisfied, 1.96% are dissatisfied, 0.00% are highly dissatisfied, and 0% are highly dissatisfied which shows that most of the respondents are satisfied about satisfaction on loyalty of brand advertised.

**Satisfaction on Effectiveness of Social Media:**

	Frequency	Percent
Highly satisfied	76	74.51
Satisfied	26	25.49
Dissatisfied	0	0.00
Highly dissatisfied	0	0.00
Total	102	100.0

The above table shows about satisfaction on effectiveness of social media were out of 102 respondents 74.51% said that they are highly satisfied on effectiveness of social media, 25.49% are satisfied, 0% are dissatisfied, 0% are highly dissatisfied which shows that most of the respondents are highly satisfied about satisfaction on effectiveness of social media.

**Age \* Acceptance on Fast Updates:**

- H0: There is no relationship between age and acceptance on updates
- H1: There is a relationship between age and acceptance on updates

Crosstab							
Count		Acceptance on fast updates					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Age	Below 18	13	8	2	2	2	27
	18-25	3	4	0	1	1	9
	26-35	22	13	8	5	6	54
	Above 35	3	2	1	2	4	12
Total		41	27	12	10	13	120

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.428 <sup>a</sup>	12	.172

The above table shows about the relationship between age and acceptance on updates were the significance level is at 0.173 which is higher than 0.05. While taking decision on age and acceptance on updates cannot be taken for the decision-making process of the company.

**Age \* Acceptance on Reliability of Information:**

- H0: There is no relationship between age and acceptance on reliability of information
- H1: There is a relationship between age and acceptance on reliability of information

<b>Crosstab</b>							
Count		Acceptance on reliability of information					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Age	Below 18	1	14	3	3	5	27
	18-25	1	4	1	1	3	9
	26-35	5	30	3	6	9	54
	Above 35	2	6	1	2	1	12
Total		10	54	8	12	10	102

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.433 <sup>a</sup>	12	.893

The above table shows about the relationship between age and acceptance on reliability of information the significance level is at 0.893 which is higher than 0.05. While taking decision on age and reliability of information cannot be taken for the decision making process of the company.

**Findings:**

- Maximum of the respondents are male in our survey.
- Most of the respondents are from the age group of below 18 in our survey.
- Maximum of the respondents are student in our survey.
- Most of the respondents are from social media in our survey.
- Maximum of the respondents are from face book in our survey.
- Most of the respondents are spending 11-20 hours per week in social media.
- Maximum of the respondents disagree on advertising in social media.
- Most of the respondents strongly agree on fast updates on social media.
- Maximum of the respondents agree on reliability of information.
- Most of the respondents agree on visuals.
- Maximum of the respondents agree on easy to access.
- Most of the respondent's engagement agree on engagement.
- Maximum of the respondents agree on advertisement page.
- Most of the respondents agree on encouraging friends towards the brand.
- Maximum of the respondents agree on creating brand awareness by social media.
- Most of the respondents are highly aware on awareness on social media.
- Maximum of the respondents are highly aware on awareness on traditional media.
- Most of the respondents are aware on advertisements in social media.

**Suggestions:**

- The survey revealed that most of the respondents are from Face book which shows that face book is the effective media to know about customers and the companies can choose this particular media for marketing their products.
- The respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time.
- The respondent feel that the advertisement page I not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.



**Conclusion:**

The conclusion is that the respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time and the respondent feel that the advertisement page is not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.

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