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Impact of Social Media Marketing on Consumers

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ABSTRACT

Marketing is all about satisfying the needs and wants of consumers. The marketing activities underwent changes because of the impact of external environmental factors. The 21st century witnesses drastic changes in the marketing services because of the impact of technological factors. As a result social media marketing play a very dominant role. In modern era, it become big platform for marketers and consumers. The consumers by using social media like whatsapp, facebook, twitter etc are availing all marketing services at their convenient place. For marketer global reach of consumer is possible.

In present world communicating marketing information all over the world made easy with the help of social media. In recent days the number of social media user's is more than the population of some of the countries today.

My present paper throws a light on the impact of social media marketing on buying behaviour and spending pattern on the consumer of the Shikaripura taluk by adopting questionnaire as a survey method by taking 50 samples.

Key words: Needs and wants, technological factors, social media marketing, Global reach.

1 Introduction

Social media marketing is also known as digital marketing and e -marketing. It is a powerful tool for businesses of all sizes to reach all consumers. With the help of social media, the companies can post pictures, videos, stories and live videos that represent companies brand and attract a relevant audience. This is the way of communicating and reaching all target consumers with the help of facebook, whatsapp, twitter etc.

Social media has become an essential part of modern business. The companies in order to build their goodwill they are communicating all information through online platform. This is customer-centric business strategy to attract customer all over the world. This may be the platform for building relationship with consumers. It is benefit to both marketer and consumers. The scope of social media marketing is wider when compared to traditional marketing.

Now a days because of the more use of social media like whatsapp, Twitter, facebook etc. Marketed related information are communicated quickly using social media platforms to interact with customers to build brands, increase sales and drive website traffic

2 Review of Literature

- ❖ Kaplan and Haenlein (2010, 61) define social media as a group of internet based application that build on the ideological and technological foundations of web 2.0 and allow the creation and exchange of user generated content
- ❖ Sinclair and Vogus (2011,294) cite O'Reilly's (2005) definitions " Social media is a broad term that describes software tools that create user generated content that can be shared "However, there are some basic features necessary for a website to meet the requirements as a social network website. The site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other's pages and join virtual groups based on common interest such as fashion or politics (Gross and Acquits 2005;Ellison,Steinfeld and Lampe 2007;Winder 2007,Boyd and Ellison 2007 as cited in (ox 2010).

The above 2 literature review explains the interconnection between organisation and consumers and how social media become the reason for the success of marketing campaign

3 Objectives of the study

- ❖ To analyze the impact of social media on the spending pattern of consumer.
- ❖ To understand the awareness of social media marketing on the consumers of Shikaripura Taluk.

4 Importance of social media marketing

- ❖ **Wide access to target customer**
- ❖ Fast and wide access to target consumers is one of the big advantages of social media marketing. This help the businesses reach a wider audience and engagement through shares, likes, comments and other forms of interaction.
- ❖ **Builds brand reputation and loyalty**
Goodwill and reputation is everything in today's challenging economic environment. Social media is used as a tool to build reputation and loyalty. Social media allows brands to connect with their audience on a more personal level.
- ❖ **Satisfaction of consumer needs**
Social media become a meeting space for two way conversation and also it is a successful key tool to resolve user issues and deliver excellent customer service.

❖ Comprehensive marketing

Social media marketing is helpful to identify the target audience, understands and their needs and create a strategy to meet those needs.

❖ Increased website traffic

Social media expands company's outlets for attracting inbound traffic to the website. Every social profile becomes a potential path for the company's website. Each post is a new opportunity to provide value and show visitors and followers why they should visit your website. Ultimately, these visits can result in more leads and conversions.

❖ Customer insight

With the help of social media the companies can collect tremendous amount of customer data through active social media users. Based on the collected information companies can make various decisions regarding product, price and promotion. Consumer engagement is also possible with the help of social media.

❖ Research methodology

For making this research successfully and worthy, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. Informal interviews have

been taken by 50 respondents. The research also includes secondary data which has been collected from various websites, books, journals.

Present status of different Social Media

1. Facebook

- ❖ Over 800 million people globally use facebook market place every month to search for items to buy.
- ❖ Currently, there are 385.7 million facebook users in the India. It represents 22.1% of the population.
- ❖ 76% male and 24% female in India uses facebook.
- ❖ 81% of businesses share videos on facebook.
- ❖ Over 70% of facebook users view local business page at least once every week.
- ❖ People are 53% more likely to shop from a business they can manage.

2. Whatsapp

- ❖ Currently there are more than 535.8 million whatsapp users in India.
- ❖ Whatsapp business has also grown into a popular business solution.
- ❖ As per a report by whatsapp a total of 50 million businesses use the whatsapp business application

out of which 15 million are Indian businesses.

- ❖ 50 million companies around the world use whatsapp as a marketing channel,39% of users prefer using whatsapp as a customer service channel.

3. Instagram

- ❖ In India total 229 million instagram users, the largest instagram audience in the world..73% are male and 27% are females.
- ❖ Instagram is one of the most used social media platforms in India.
- ❖ In the present world with the help of instagram business related photo and video are uploaded to sell companies products and services.
- ❖ Instagram becoming increase popular, it's no wonder that there are over 200 million businesses marketing their products on the instagram, as many as 70% of consumers turn to instagram to find inspiration for their next purchase.
- ❖ There are over 200 million business profiles using instagram world wide.

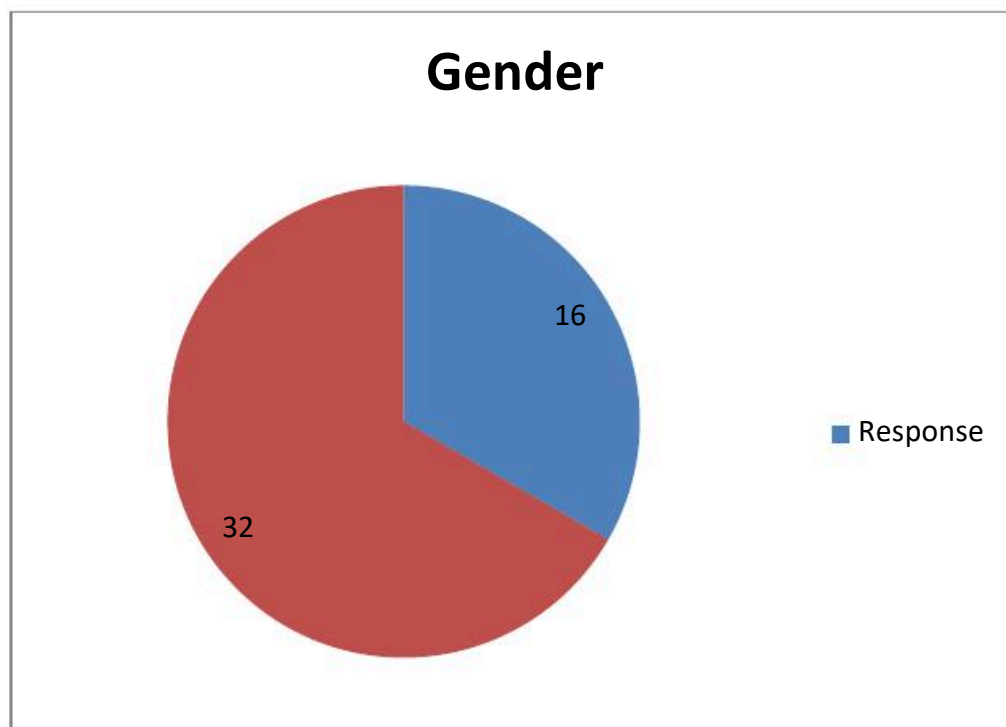
❖ Fashion, tech industry, Travel and other industries use instagram for promoting products. Meta owned platforms are increasingly influencing consumer’s purchasing decision. In India there

were 650 million Internet users and meta platforms are at the forefront of this, whether it’s through facebook, whatsapp, instagram etc

6 Analysis of Data Table No.1: Gender of the Respondents

Gender	Response	Percentage
Male	16	32
Female	34	68
Total	50	100

Source: Field Survey



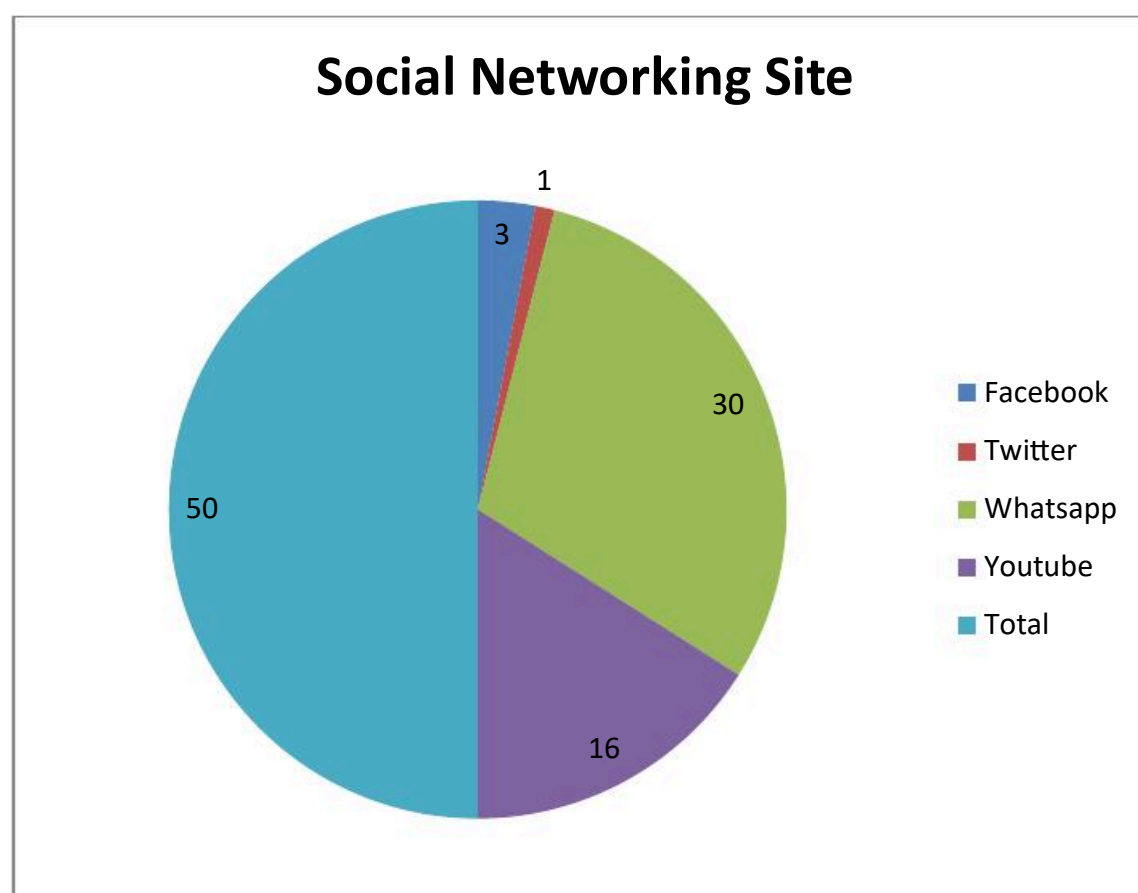
Interpretation

The above table shows the most of the respondents who are engaged in networking sites are females.

Table No.2: Preference to social networking sites

Social Networking Site	Response	Percentage
Facebook	3	6
Twitter	1	2
Whatsapp	30	60
Youtube	16	32
Total	50	100

Source: Field Survey



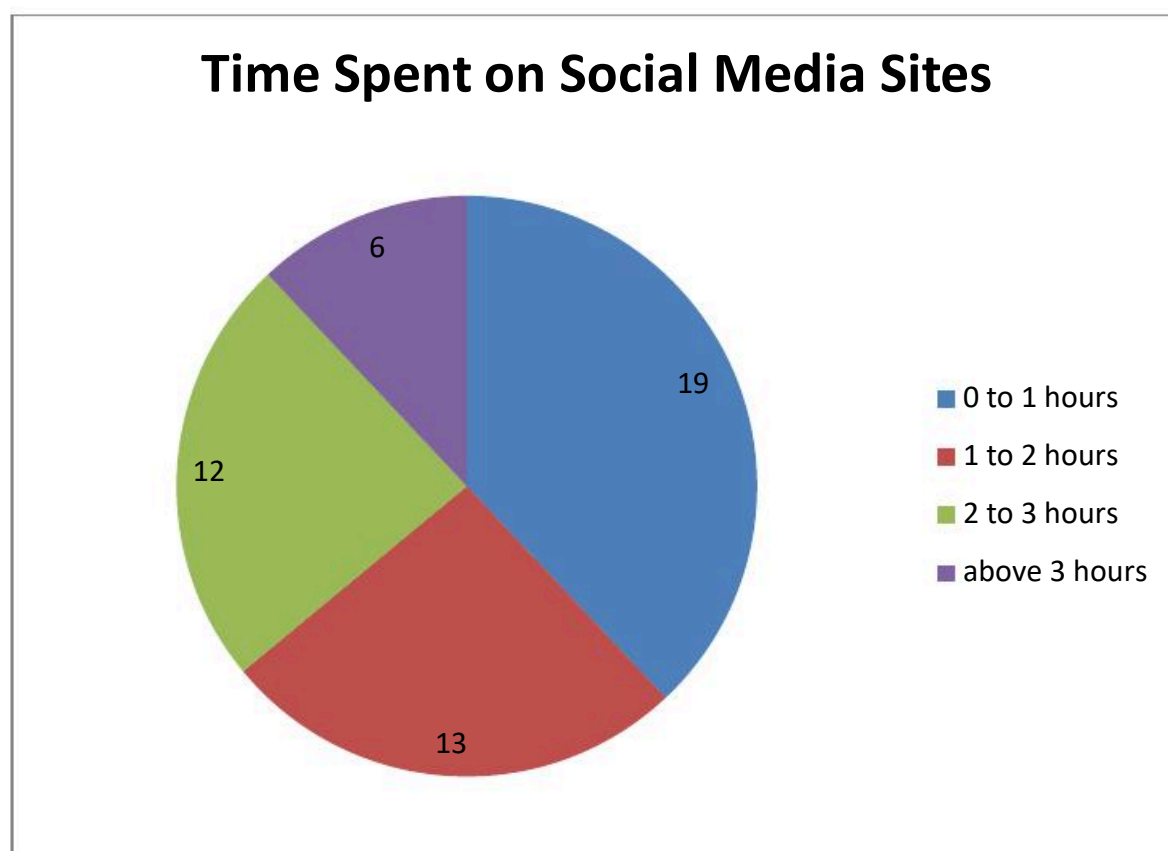
Interpretation

The above table represents more than 30% of people preferred Whatsapp for communication and shopping purposes.

Table no 3;-Time spent on social media networking sites (per day)

Spending time	Response	Percentage
0 to 1 hours	19	38
1 to 2 hours	13	26
2 to 3 hours	12	24
above 3 hours	6	12
Total	50	100

Source: Field Survey



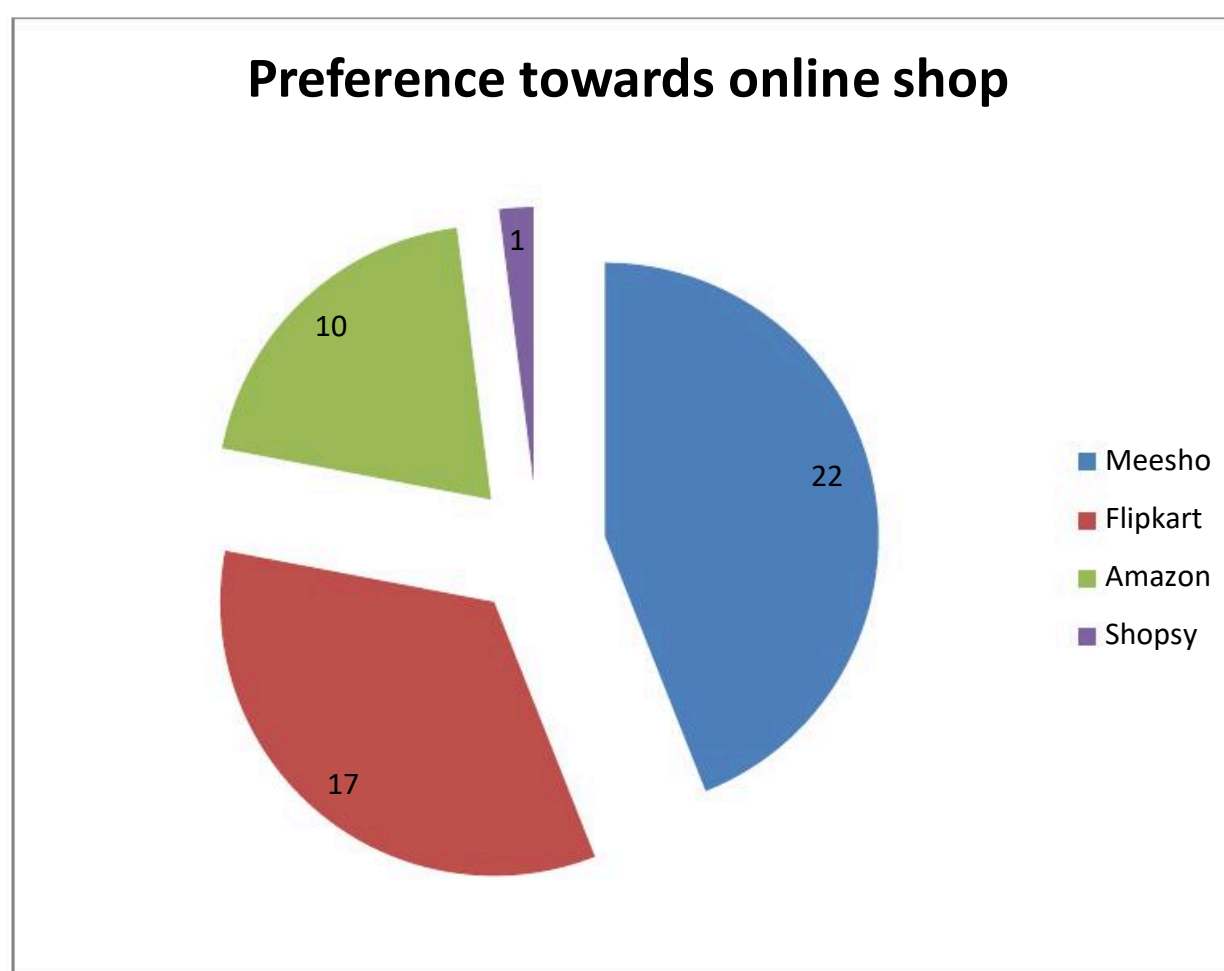
Interpretation

The above table indicates most of the respondents prefer to spend 0 to 1 hours on social media sites.

Table No.4: Preference towards Online shop

Preference towards online shop	Response	Percentage
Meesho	22	44
Flipkart	17	34
Amazon	10	20
Shopsy	1	2
Total	50	100

Source: Field Survey

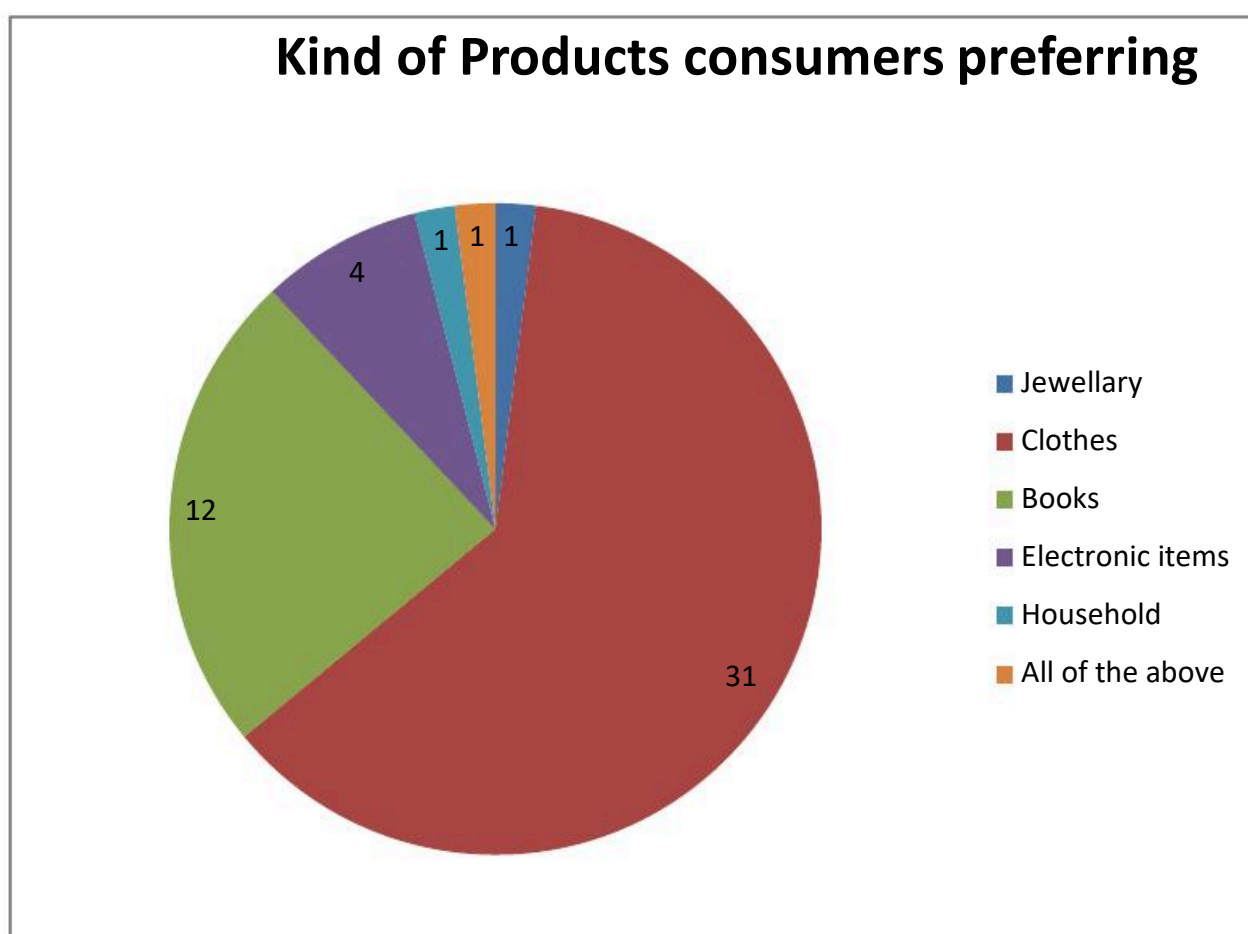
**Interpretation:**

The above table represents Meesho online shop is preferred by most of the respondents

Table no 5: Type of product which influence the most

Types of product	Response	Percentage
Jewellery	1	2
Clothes	31	62
Books	12	24
Electronic items	4	8
Household	1	2
All of the above	1	2
Total	50	100

Source: Field Survey



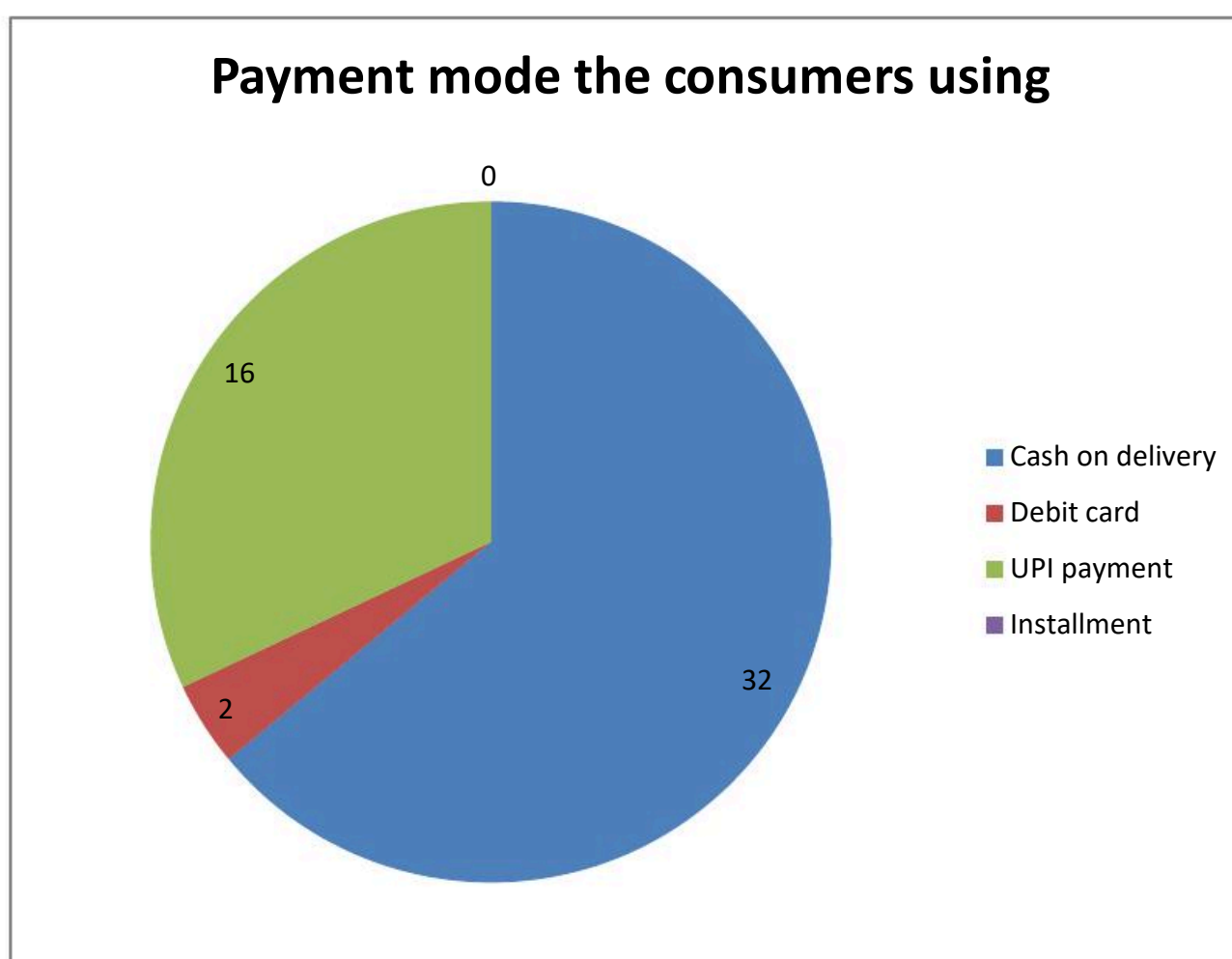
Interpretation:

The above table represents most of the respondents preferred to purchase clothes from different social media network.

Table no 6: Types of payment mode they prefer

Payment Mode	Response	Percentage
Cash on delivery	32	64
Debit card	2	4
UPI payment	16	32
Installment	0	0
Total	50	100

Source: Field Survey

**Interpretation:**

The above table shows the most of the respondents choose cash on delivery as a payment mode.

7 Findings

- ❖ Respondents opined that social media marketing helpful to find variety of products.
- ❖ Most of the respondents preferred Meesho app for purchasing products. because of its reasonable pricing policy.
- ❖ Some respondents opined that social media is become the part of human being.
- ❖ Respondents opined that social media marketing should follow business ethics.
- ❖ According to the suggestions of respondents social media influencing youngsters to purchase unnecessary items.

8 Conclusion

Earlier social media used only for communication purpose but now a days it become big platform for both market or and consumers. It has become a major factor in influencing

various aspects of consumer behaviour which leads to brand commitment. It takes less time to reach out to customers and has endless possibilities. The businesses with the help of social media can advertise their products through facebook, whatsapp and youtube and reach nook and corner of the country.

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