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Consumer Perception Towards Social Media Marketing Among The Youth At Belthangady Taluk

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ABSTRACT

Social Media Marketing is the use of social media platforms and website to promote a product or service. It can help in building company's brand, driving website traffic and increasing sales. Social marketing is best for business as it develops good brand awareness among the people. Social marketing can be performed between a broad audience, and a company can explain it by having an excellent social marketing strategy, which will not only develop interest between people, but it will also boost up the advertisement. Social marketing is one of the marketing campaigns, where one can easily reach to the public. Social marketing aims to change behaviour. This often requires a focus on changing additional factors that contribute to or support positive social behaviour. Social media and social networks like Facebook, twitter, WhatsApp, telegram, you tube, Instagram and Quora. Social media marketing involves creating content that engages with the target audience, sharing the content on social, media platforms and measuring the results. It can used to promote and online store by generating brand awareness, interest in products or services, and sales. The focus of the present study is to find out the perception of youth at Belthangady taluk about social media marketing. It is an empirical study and the study is based on primary as well as secondary data. The population of the study is the youth of Belthangady taluk belongs to the age group of 17 years to 30 years. Tables, percentages and other required statistical tools are used for the analysis in the study.

KEY WORDS: Consumer, perception, marketing, social media, youth.

1.Introduction

Social media marketing is also known as digital marketing and E- Marketing is the use of social media- the platforms on which users build social networks and share information to- build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ounces', Social Media Marketing has purpose – build data analytics allows marketing tools. It includes planning, pricing, communication, distribution and market research. Its platforms are Facebook, Instagram, WhatsApp,twitter, snapchat YouTube,Pinterestetc. Social media platforms provide a powerful channel for reaching and engaging with a large audience, which can help increase brand awareness and recognition. Another important factor that influences consumer perception of social media marketing is credibility. Social media platforms enable marketers to engage and connect potential customers. Social media platforms allow uses to openly express their opinions and participate in discussions with other users, offering businesses the opportunity to develop

advertising instruments that stand out from traditional approaches and inspire clients.

Social media marketing is a mechanism that empowers people through online social networks to advertise their websites, goods or services and to engage with and tap into a much wider audience has compared to conventional advertising channels. Overall, understanding consumer perception toward social media marketing is crucial for developing effective marketing strategies that align with consumer preferences and expectations. Social media platforms allow users to openly express their options and participate in discussions with other users, offering the businesses opportunity to develop advertising instruments that standout from traditional approaches and inspire clients.

2.Literature Review

Consumer perception towards social media marketing is a complex phenomenon that is influenced by arrange of factors, including the nature of the content, the perceived authenticity and trust worthiness of the marketing messages, and the perceived value and relevance of the content to

consumer interest and preferences. To successfully engage with consumers on social media platforms, business need to develop a deep understanding of consumer behaviour and attitudes towards social media marketing and tailor their marketing efforts accordingly (Suraj Kumar – 2023). Social media marketing is the use of social media platforms to connect with customers to build the brand image, increase sales and drive website traffic. Social media is creating strong craving for the product. Marketer can use this intermediate for effective positioning of their product and services in the mind of customer. (Poonkothai M-2020). Marketers now have the opportunity to engage in boarder and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interest, home towns, employees, schools and other commonalities. Social networking is also significant target for marketers seeking to engage users. (Thirumagal Vijaya M- 2018). Social media advertising helps consumers make decisions about purchasing products, encourages them to buy useful products, and draws them to a brand by clicking on an advertisement (Kavitha

A, Yuvaraja R, Eandhizhai, P, G-2023). Social media advertising is positive for gaining knowledge about the product available in the market. People watch social media advertisement to entertain themselves (Sivaranjini S and Sivakumar V - 2022).

3.Objectives Of The Study

- ❖ To analyses the perception towards social media.
- ❖ To study the time devoted by the respondents on the social networking side.
- ❖ To understand the influence of social media on customers.
- ❖ To understand the perception of the respondents about the reliability of product information available on the social media.

4.Hypothesis

- ❖ H₀₁: Gender and social media marketing don't differ significantly.
- ❖ H₀₂: There is no significant difference between age and perception on social media marketing.
- ❖ H₀₃: There are no appreciable differences between income

and social media marketing.

- ❖ H₀₄: There is no significant difference between place of domicile and social media marketing.
- ❖ H₀₅: Occupation of the respondents has no significant impact on the social media marketing.
- ❖ H₀₆: There is insignificant difference between the marital status and social media marketing.

5.Scope of The Study

The focus of the current study is to understand the perception of consumers about social media marketing at Belthangady taluk. The study is conducted during October-November 2023.

6 Data Analysis And Interpretation

Table 1: Gender of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	102	63.8	63.8	63.8
Male	58	36.3	36.3	100.0
Total	160	100.0	100.0	

Source: Primary data

It is found from Table 01 that majorities (63.8%) of the respondents are Female and rest are of the Male.

6.Research Methodology

It is a descriptive study. It is based on both primary and secondary data. Primary data is collected through structured questionnaire prepared using Google form and send to the respondents via WhatsApp. The secondary data is collected through various sources like books, journals and websites. The questionnaires are being served to the youth between the age group of 18 to 30 years. The sample size of the study is 100 respondents. Convenient sampling is used for the selection of sample. Table, percentages, and chi-square test are used for the analysis and testing of hypothesis. SPSS is used for the analysis of data.

Table 02: Age of the respondents

Age group (Year)	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 18	18	11.3	11.3	100.0
18 to 20	82	51.3	51.3	51.3
20 to 22	21	13.1	13.1	64.4
22 to 24	17	10.6	10.6	75.0
Above 24	22	13.8	13.8	88.8
Total	160	100.0	100.0	

Source: Primary data

According to Table 02, 51.3% respondents belong to the age group of 18 to 20 years. 13.8% of respondents belong to the age group of above 24 years. 13.1% of respondents belongs to

the age group of 20 to 22 years, 11.3% of them belongs to the age group of less than 18 years and only 10.6% them belongs to the age group of 20 to 24 years.

Table 03: Family income of the respondents

Income (Rs)	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 100000	120	75.0	75.0	100.0
100000 to 200000	14	8.8	8.8	8.8
200000 to 300000	10	6.3	6.3	15.0
300000 to 400000	8	5.0	5.0	20.0
Above 500000	8	5.0	5.0	25.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 03, 75.0% of respondents belongs to the Family income less than Rs.100000. 8.8% of respondents belongs to the family income of Rs.100000 to Rs.200000. 6.3% of respondents belongs to family

income Rs.200000 to Rs.300000, 5.0% of them belongs to income of Rs.300000 to Rs.400000 and 5.0% them belongs to the income of above Rs.5 lakh.

Table 04: Place of the domicile of the respondents

Area	Frequency	Percent	Valid Percent	Cumulative Percent
Rural	134	83.8	83.8	83.8
Semi urban	9	5.6	5.6	89.4
Urban	17	10.6	10.6	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 04, 83.8% of respondents belong to the rural area. 10.6% of respondents belong to the urban area. 5.6% of respondents belong to the semi-urban.

Table 05: Marital status of the respondents

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	23	14.4	14.4	14.4
Unmarried	137	85.6	85.6	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 05, 85.6% of respondents are unmarried. 14.4% of respondents are married.

Table 06: Occupation of the respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Govt. Employee	5	3.1	3.1	3.1
House Wife	7	4.4	4.4	7.5
Private Employee	29	18.1	18.1	25.6
Student	119	74.4	74.4	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 06, 74.4% of the respondents are students, 18.1% of respondents are private employees, 4.4% of respondents are house wives, 3.1% are Government employees.

Table 07: Having Social Media Account

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	154	96.3	96.3	96.3
No	6	3.8	3.8	100.1
Total	160	100.0	100.0	

Source: Primary data

According to Table 07, 96.3% (majority) of the respondents have social media account.

Table 08: Number of Social Media sites

Number	Frequency	Percent	Valid Percent	Cumulative Percent
1	16	10.0	10.0	10.0
2	30	18.8	18.8	28.8
3	47	29.4	29.4	58.1
4	33	20.6	20.6	78.8
More than 4	34	21.3	21.3	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 08, majority of the respondents (29.4%) have 3 social media accounts. 21.3% of them have more than 4 accounts. 20.6% them have 4 social media accounts, 18.8% them have only 2 accounts and only 10% of them have only 1 social media account.

Table 09: Social Media platforms used by the respondents

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Face Book	16	10.2	10.2	10.2
Instagram	30	18.6	18.6	28.8
Twitter	3	1.6	1.6	30.4
WhatsApp	48	30.2	30.2	60.6
YouTube	41	25.5	25.5	86.1
Snap chat	22	13.9	13.9	100.0
Total	160	100	100	

Source: Primary data

According to Table 09, majority of respondents (30.2%) are using WhatsApp, 25.5% of them are using YouTube, 18.6% of them are using Instagram, 13.9% of them are using Snapchat, 10.2% of them are using Facebook and 1.6% of them are using Twitter.

Table 10: Impact of online visibility of a business on purchase decision

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Always	34	21.3	21.3	21.3
Often	22	13.8	13.8	35.1
Sometimes	76	47.5	47.5	82.6
Rarely	13	8.1	8.1	90.7
Never	15	9.4	9.4	100.1
Total	160	100.0	100.0	

Source: Primary data

It is clear from Table 10, majority (47.5%) of the respondents opine that sometimes the online visibility of a business has an impact on their purchase decision, 21.3% of them opine that always it has an impact on their purchase decision, 13.8% opine

that often it has an impact, 8.1% of them opine that rarely it has an impact and the remaining 9.4% of the respondents agreed that online visibility of a business never had an impact on their purchase decision.

Table 11: Keeping up to date with sales and promotions by using Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Always	24	15.0	15.0	15.0
Often	26	16.3	16.3	31.3
Sometimes	70	43.8	43.8	75.1
Rarely	19	11.9	11.9	87.0
Never	21	13.1	13.1	100.1
Total	160	100.0	100.0	

Source: Primary data

It is clear from Table 11 that 43.8% of the respondents (majority) sometimes keep up to date with the sales and promotions by using Social Media,

16.3% of them often keep update, 15.0% of them always keep update, 13.1% Of them never update.

Table 12: Likeliness to post the experience with business on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Very likely	45	28.1	28.1	28.1
Somewhat likely	76	47.5	47.5	75.6
Not likely	25	15.6	15.6	91.2
Never	14	8.8	8.8	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 12, majority (47.5%) of the respondents somewhat likely post their experience with business on social media, 28.1% of

them very likely post the experience, 15.6% of them not likely post their experience, only 8.8% of them never post any experience.

Table 13: Opinion on fake news spread by a Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Always	29	18.1	18.1	18.1
Often	30	18.8	18.8	36.9
Sometimes	83	51.9	51.9	88.8
Rarely	6	3.8	3.8	92.6
Never	12	7.5	7.5	100.1
Total	160	100.0	100.0	

Source: Primary data

According to Table 13, majority (51.9%) of the respondents opine that only sometimes social media will spread the fake news, 18.8% them opine that often social media spread the fake news, 18.1% of respondents

opine that it always spread the fake news, 3.8% of them opine that it is rare, remaining 7.5% of them opine that social media never spread fake news.

Table 14: Frequency of use of Social Media platforms

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	119	74.4	74.4	74.4
Weekly	19	11.9	11.9	86.3
Monthly	8	5.0	5.0	91.3
Rarely	11	6.9	6.9	98.2
Never	3	1.9	1.9	100.1
Total	160	100.0	100.0	

Source: Primary data

According to Table 14, majority (74.4%) respondents use the social media platform daily, 11.9% use it once in a week, 5% of them use it once

in a month, 6.9% of them rarely use it and remaining 1.9% of them never use the social media.

Table 15: Number of hours spent per day on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour	38	23.8	23.8	96.3
1 to 2 hours	66	41.3	41.3	41.3
2 to 4	36	22.5	22.5	63.8
4 to 6 hours	14	8.8	8.8	72.5
More than 6 hours	6	3.8	3.8	100.0
Total	160	100.0	100.0	

Source: Primary data

According to Table 15 majority (41.3%) of the respondents using Social Media in a day 1 to 2 hours, 23.8% of the respondents using Social Media in a day less than 1 hours, 22.5% of the respondents using Social

Media in a day 2 to 4 hours, 8.8% of the respondents using Social Media in a day 4 to 6 hours and 3.8% of the respondents using in a day more than 6 hours.

Table 16: Status of following or engage with brands on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Always	35	21.9	21.9	21.9
Often	28	17.5	17.5	39.4
Sometimes	66	41.3	41.3	80.7
Rarely	13	8.1	8.1	88.8
Never	18	11.3	11.3	100.1
Total	160	100.0	100.0	

Source: Primary data

According to Table 16, it is fact that majority (41.3%) of the respondents sometimes follow or engage brands on social media, 21.9% of the respondents always follow or engage brands on social media, 17.5 % of the

respondents often follow or engage brands on social media, 11.3% of the respondents never follow or engaged brands on social media and 8.1% of the respondents rarely follow or engaged social media.

Table 17: Perception on quality of content shared by brands on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Excellent	30	18.8	18.8	18.8
Good	97	60.6	60.6	79.4
Fair	17	10.6	10.6	90.0
Poor	4	2.5	2.5	92.5
Don't know	12	7.5	7.5	100.0
Total	160	100.0	100.0	

Source: Primary data

Table 17 reveals the fact that majority (60.6%) respondents opine that quality of content shared by brands on social media is good, 18.8% opine that it is

excellent, 10.6% opine that it is fair, 2.5% of them says that it is poor and remaining 7.5% have no comment on the quality of the content.

Table 18: Frequency of notice and remembering Social Media adds from various brands

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	23	14.4	14.4	14.4
Often	47	29.4	29.4	43.8
Sometimes	66	41.3	41.3	85.1
Rarely	13	8.1	8.1	93.2
Never	11	6.9	6.9	100.1
Total	160	100.0	100.0	

Source: Primary data

According to the Table 18, majority (41.3%) of the respondents opine that sometimes they notice and remember the social media adds from various brands. 29.4% of the respondents opine that often they notice and remember the social media adds from various brands, 14.4% of the respondents opine that very often they notice and

remember the social media adds from various brands. 8.1% of the respondents opine that rarely they notice and remember the social media adds from various brands and 6.9% of the respondents opine that never notice and remember the social media adds from various brands.

Table 19: Opinion on relevancy of Social Media Marketing content to respondents' interest

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Very relevant	45	28.1	28.1	28.1
Somewhat relevant	85	53.1	53.1	81.2
Not relevant	18	11.3	11.3	92.5
Don't know	12	7.5	7.5	100.0
Total	160	100.0	100.0	

Source: Primary data

According to the Table 19, majority (53.1%) of the respondents opine that social media marketing content is somewhat relevant their interest. 28.1% of the respondents opine that social media marketing content is very relevant their interest, 11.3% of the

respondents opine that Social Media Marketing content is not relevant their interest and 7.5% of the respondents are non-aware about the relevancy of social media marketing content to their interest.

Table 20: Faith in the information provided by brands on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Always	33	20.6	20.6	20.6
Often	29	18.1	18.1	38.7
Sometimes	68	42.5	42.5	81.2
Rarely	22	13.8	13.8	95.0
Never	8	5.0	5.0	100.0
Total	160	100.0	100.0	

Source: Primary data

According to the Table 20 majority (42.5%) of the respondents sometimes trust with the information provided by brands social media, 20.6% of the respondents always trust, 18.1% of the

respondents often, 13.8% of the respondents rarely and 5.0% of the respondents never trust with the information provided by brands social media

Table 21: Factors affecting to trust a brand's Social Media contents

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Transparency	28	17.5	17.5	17.5
Reviews and ratings	72	45.0	45.0	62.5
Celebrity endorsements	16	10.0	10.0	72.5
Other consumer's comments	25	15.6	15.6	88.1
None	19	11.9	11.9	100.0
Total	160	100.0	100.0	

Source: Primary data

According to the Table 21, majority (45.0%) of the respondents trust the brand's social media content based on reviews and rating, 17.55 based on its

transparency, 15.6% based on other consumer's comments, 10.0% of them based on celebrity endorsements but 11.9% them trust it without any base.

Table 22: Satisfaction towards Social Media Marketing efforts of followed by brands

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	25	15.6	15.6	15.6
Satisfied	86	53.8	53.8	69.4
Neutral	41	25.6	25.6	95.0
Dissatisfied	6	3.8	3.8	98.8
Highly dissatisfied	2	1.3	1.3	100.1
Total	160	100.0	100.0	

Source: Primary data

According to the Table 22, majority (53.8%) of the respondents are satisfied with social media marketing efforts of followed by brands, 25.6% of the respondents neutral in their

opinion, 15.6% of the respondents are highly satisfied, 3.8% of the respondents are dissatisfied and 1.3% of the respondents are highly dissatisfied.

Table 23: Concerned about the privacy when interacting with brands on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Very concerned	59	36.9	36.9	36.9
Somewhat concerned	70	43.8	43.8	80.6
Not concerned	17	10.6	10.6	91.3
Not sure	14	8.8	8.8	100.1
Total	160	100.0	100.0	

Source: Primary data

According to the Table 23 majority (43.8%) of the respondents somewhat concerned about the privacy when interacting with brands on social media, 36.9% of the respondents very concerned about the privacy when interacting with brands on social

media, 10.6% of the respondents not concerned about the privacy when interacting with brands on social media and 8.8% of the respondents not sure concerned about the privacy when interacting with brands on social media.

Table 24: Source of information about products or service on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Official brand pages	30	18.8	18.8	18.8
Influences recommendations	16	10.0	10.0	28.8
Friends and family	66	41.3	41.3	70.1
Online reviews and forms	36	22.5	22.5	92.6
Other	12	7.5	7.5	100.1
Total	160	100.0	100.0	

Source: Primary data

The main source of information about products or services on social media for majority (41.3%) of the respondents is friends and family, for

22.5% of the respondents it is online reviews and forms, for 18.8% of the respondent it is official brand pages, 10.0% of the respondents' informed by

influencers’ recommendations and other sources.

7.5% of the respondents depend upon

Table 25: Frequency of interaction with the brands on Social Media

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	57	35.6	35.6	35.6
Occasion	46	28.8	28.8	64.4
Rarely	43	26.9	26.9	91.3
Never	14	8.8	8.8	100.1
Total	160	100.0	100.0	

Source: Primary data

According to the Table 25, majority (35.6%) of the respondents frequently interacting with the brands on social media, 28.8% of the respondents occasionally, 26.9% of the respondents rarely and 8.8% of the respondents never interact with the brands on social media.

Table 26: Likeliness to buy product recommended by Social Media platform

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Very likely	57	35.6	35.6	35.6
Somewhat likely	81	50.6	50.6	86.2
Very unlikely	13	8.1	8.1	94.3
Quite unlikely	9	5.7	5.7	100
Total	160	100.0	100.0	

Source: Primary data

According to the Table 26, majority (50.6%) of the respondents somewhat likely to buy products recommended by social media platforms, 35.6% of the respondents very likely to buy, 8.1% of the respondents very unlikely to buy and 5.7% of the respondents quite unlikely to buy products recommended by social media platforms.

7. Testing of Hypotheses

Chi-square test is used for testing the hypotheses H₀₁, H₀₂, H₀₃, H₀₄, H₀₅ and H₀₆. The test is conducted at 5% level

of significance. The result of the hypotheses tested is presented in table 27:

Table 27: Chi-Square values *Level of significance 5%*

Factors	Gender	Age	Income	Area of domicile	Occupation	Marital Status
Online visibility of a business on purchase decision.	14.64*	18.905	14.439	3.137	12.862	8.832
Up to date with sales and promotions using Social Media.	10.08*	16.863	9.595	4.028	15.663	8.945
Post the experience with business on Social Media	2.331	10.832	12.764	8.718	6.102	0.196
Opinion on fake news spread by a Social Media	7.756	12.093	14.656	16.84*	13.768	8.738
Frequency of use of Social Media platforms	3.591	22.977	4.914	9.279	7.587	1.258
Number of hours spent per day on Social Media.	3.835	31.26*	14.665	5.404	9.143	4.726
Status of following or engage with brands on Social Media.	5.526	21.632	8.798	11.390	22.94*	15.84*
Perception on quality of content shared by brands on Social Media.	6.550	21.036	14.616	10.343	14.160	5.225
Frequency of notice and remembering Social Media adds from various brands	9.60*	33.53*	13.658	11.006	15.326	4.313
Opinion on relevancy of Social Media	2.273	15.853	14.283	8.018	1.715	3.608

Marketing content to respondents' interest.						
Faith in the information provided by brands on Social Media	6.928	17.367	7.250	7.672	18.909	6.015
Factors affecting to trust a brand's Social Media contents.	4.477	15.588	17.843	5.886	12.466	2.286
Satisfaction towards Social Media Marketing efforts of followed brands	6.955	8.243	20.887	6.697	6.911	0.888
Concerned about the privacy when interacting with brands on Social Media.	00.397	22.882	14.966	3.029	8.063	1.431
Source of information about products or service on Social Media	3.672	15.145	20.873	8.513	17.039	1.360
Frequency of interaction with the brands on Social Media	2.502	21.71*	19.36*	12.210	9.956	3.012
Likeliness to buy product recommended by Social Media platform	0.345	15.471	36.90*	10.533	15.758	8.83*

Source: Authors Compilation

** indicates significant at 5% α*

As majority of the Chi-square values related to H_{01} , H_{02} , H_{03} , H_{04} , H_{05} and

H_{06} are insignificant, all the hypothesis is accepted.

8. Findings, Suggestions And Conclusion

It is found in the study that majority (68.8%) of the respondents are female, 51.3% of them belong to the age group of 18 to 20 years. 75% of the respondents belong to the income range of less than RS.1,00,000. 83.8% of the respondents belong to the rural area. 74.4% of the respondents are students.

96.3% of the respondents are having social media accounts, majority of the respondents are having 3 social media accounts. WhatsApp is the major social media used by the respondents. It is found that some time online visibility of brand on social media will impact the buying decision. Majority of the respondents keep up date with the sales and promotion by using social media. Majority of the respondents' daily use the social media and they spend at least one to two hour per day on social media. It is found from the study that the quality of content shared by brands on social media is good. It also true that sometimes the users of social media notice and remember the ads from various brands. Online reviews and ratings are the main reason for having trust with the brands on social

media. Majority of the respondents are satisfied with social media marketing efforts of followed by brands. Majority of the respondents frequently interact with the brands on social media. Majority of the respondents are somewhat likely to buy the products recommended by social media platforms. Result of the hypothesis tested shows that the demographic characteristics of the respondents have no significant impact on their perception towards social media marketing.

Social Media Marketing is one of the easy methods of marketing. As it is cost less sources and wide spread media, business houses could use it very widely for promoting their brands. As majority of the respondents keep up date with the sales and promotion campaigns of the brands, companies should exploit these benefits to update the developments in brands/products

9. Bibliography

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