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## A study on social media marketing

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### Abstract

Social media becomes an important communication tool that people use to connect to other people or organization. In recent years, social media is everywhere and has become most important for social networking, sharing contents and online accessing. Because of its alluring highlights, internet based life opens a wide spot for organizations such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for organizations to reach prospective customers effectively. Media like Facebook, WhatsApp, Twitter, etc. create a loyal connection between product and individual which leads to large advertising opportunities. This research paper emphasizes on the concept of social media marketing and perception of the buyers towards it.

**Keywords:** Social media, social media marketing

### Introduction

Social media marketing is a new trend and is rapidly growing. Social media marketing can be easily defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a division of online marketing activities. By this new approach of marketing, new tools are being developed. Social media marketers are now going better and more effective insight through the introduction of analytic applications by official social network site platforms. There are different social media sites, and they take many different forms and contain different features. Social networking sites such as Twitter, Google plus, and LinkedIn may differ in some ways, but essentially they work using the same principles.

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to create content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually create content that attracts attention and encourages readers to share it with their social networks. SMM helps a company get direct feedback from customers while making the company seem more personable. Some parts of social media give customers the opportunity to ask questions or voice complaints as well. There are certain advantages as well as disadvantages of SMM. These are as follows:

### Advantages

- Increased brand awareness
- Better customer satisfaction
- Cost effective
- Decreased Marketing Costs
- Helpful in gaining market insight
- Powerful tool for brand engagement
- Targeting specific audience, etc.

### Disadvantages

- Time Consuming
- Risk of negative comments
- Hackers' Threat
- Trademark and Copyright Issues
- Trust, Privacy and Security Issues, etc.

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### Literature review

- Monica Ramsunder, (2011) <sup>[1]</sup> "The Impact of Social Media Marketing on Purchase Decisions in the Tyre Industry." The research study investigates impact of social media marketing on a consumer's purchase decision in the South African tyre industry. It addresses traditional marketing strategies, the consumer's purchase decision journey and Social media marketing strategy.
- Bruno Schivinski, Dariusz Dąbrowski, (2013) <sup>[3]</sup> "The Effect of Social Media Communication on Consumer Perceptions of Brands." In recent years, brand management has been confronting two opposite tendencies: the loss of brand authenticity and the increasing influence of empowered consumers on brand communications. The social Web is changing traditional marketing communications.
- Ayda Darban, Wei Li, (2014) <sup>[2]</sup> "The impact of Online Social Networks on Consumers' Purchasing Decision." The purpose of this study is to examine the impact of

online social networks. The authors are trying to find which steps online social networks influence consumers' purchasing decision when it comes to food retailers; and why are these steps influenced by online social networks.

### Objectives of the study

- To identify the impact of social media on purchasing decisions of consumers
- To study the gap between consumer expectation from social media and its performance.

### Research methodology

The methodology used in this research was both primary as well as secondary. Data was collected from 80 respondents using questionnaire. For secondary data various research papers, journals and magazines.

### Data Analysis

**Table 1:** Analysis of data collected from 80 respondents

Particulars	No. of Respondents	Percentage
<b>Gender</b>		
Male	53	66
Female	27	34
<b>Age</b>		
Below 20 years	07	09
21-30 years	39	49
31-40 years	19	24
40 & Above	15	18
<b>Qualification</b>		
Under Graduate	30	38
Graduate	29	36
Post Graduate & Above	21	26
<b>Which is the most effective media of brand promotion?</b>		
Online Media	64	80
Print Media	16	20
<b>Which social networking are you familiar with most?</b>		
Face book	28	35
Whatsapp	39	49
Twitter	09	10
LinkedIn	02	03
Other	02	03
<b>How much time do you spend on social networking sites?</b>		
Less than 3 hours	39	49
3-7 hours	40	50
More than 7 hours	01	01
<b>Do you think that social media is a successful marketing tool?</b>		
Mostly	42	53
Rarely	28	35
Not at all	10	12
<b>Do you follow your favourite brand on social media?</b>		
Yes	62	78
No	18	22
<b>Do you think social media marketing helps in finding potential buyers?</b>		
Mostly	56	70
Rarely	18	23
Not at all	06	07
<b>Have you purchased anything by seeing it on social media?</b>		
Yes	56	70
No	24	30
<b>Rate your buying experience from social media.</b>		
Good	41	51
Average	32	40
Not satisfactory	07	09

**The above table reveals the following**

- 66% of the respondents are males.
- 49% of the respondents belong to the age group of 21-30 years.
- 38% of the respondents are undergraduates.
- 80% of the respondents are of the opinion that online media is effective for brand promotion.
- 49% of the respondents are familiar with WhatsApp.
- 50% of the respondents spend 3-7 hours on social networking sites.
- 53% of the respondents think that social media is a successful marketing tool.
- 78% of the respondents follow their favourite brand on social media.
- 70% of the respondents think social media marketing helps in finding potential buyers.
- 70% of the respondents have purchased things by seeing it on social media.
- Average buying experience of the respondents is good (51%).

**Conclusion**

Social media can be established anywhere with an internet connection, and it should be considered by marketers, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the internet. This study has attempted to identify the major advantages and disadvantages determined by the development of internet technology in the area of social media marketing. An organization has to be perfect in basic principles and tactics of using social media as it is an effective tool in order to survive in the field of social media marketing.

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