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**The Role and Impact of Social Media Performance in Digital India**

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**Abstract**

In the current business environment, the vast influence of social media can be observed. The main objective of every firm is to be present where there customers exist. To achieve it, social media can act as a very beneficial platform. Firms often look to customers for their critical opinions, mostly regarding what they look for in products and their preferences are. Social media marketing has deviated from the traditional marketing practices. It gives a whole new dimension to marketing as it also offers ready interaction with ultimate customers. Nowadays, major social media platforms such as Facebook, Instagram, twitter, pin interest, snap chat, etc. provide various features like Facebook ads, promoted posts, sponsor stories, page post ads, etc.

**Keywords:** Social Media, Instagram, Facebook, twitter, Internet etc.

## **I. INTRODUCTION**

According to Technology Media the term ‘Online Advertising’ can be defined as, “an Advertising strategy that involves the use of the Internet as a medium to obtain website, traffic and target and deliver marketing messages to the right customers”. In other words, Online Advertising can be defined as, ‘the advertisement for a product or service through electronic networks’. Online Advertising is otherwise known as ‘Internet Advertising’. Online advertising is any form of commercial content available on the Internet, delivered by any channel, in any form, designed to inform customers about a product or service at any degree of depth. Online Advertising includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher’s content. Other potential participants include advertising agencies that help to generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

### **Review of Literature**

**Brendan James Keegan and Jennifer Rowley (2017)** Contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making.

**Rodney Graeme Duffett (2017)** Examines the influence of interactive social media marketing communications on teenagers’ cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers’ attitudes toward social media marketing communications

**Shweta Bansal et al (2014)** Study explored the consumer satisfaction and scope of social networkings sites which has opened a wide communication base for online users to virtually interact, share and meet other people which is greatly expanded now a days, Marketers have now tapped it as effective medium for communicating with their

consumers by providing them continuous access to all the information which they were looking for through innovative ways to retain and maintain positive relationship with the consumers.

**Ateş Bayazıt Hayta (2013)** studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviour of consumer's.

### **Statement of the Problem**

In the modern era of technological advertisement most of the business organizations are depending on online mode of advertisement especially via social media platforms. So in this study the researcher would like to learn the effectiveness of online advertisement among students.

### **Significance of the Study**

With the introduction of internet in our daily life, it has become a need for everyone people use internet for everyday tasks. Internet is no longer just a medium of getting information for people. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. This study is significance since the role and importance of online advertising in marketing the products and services is increasing day by day.

### **Objectives**

- To understand the consumer perception about social media advertising.
- To identify the factors which are more influential in determining the consumers perception towards online advertising
- To find out which type of online advertising is more effective viz text, banner, or video as per the respondents' preference.
- To offer suitable suggestions for improving the consumer perception towards social media advertising.

### **Nature of study**

The study is exploratory and descriptive in nature since the study intends to venture into new and less explored areas.

### **Nature of data**

The nature of data used here are either primary data or secondary data

### **Source of data**

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### **Sample Design**

A sample design is the framework or roadmap. That server as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. The sample size is 50.

### **Data Analysis and Interpretation**

#### **Gender of the Respondents**

<b>Gender</b>	<b>Number of respondent</b>	<b>Percentage</b>
Male	26	52%
Female	24	48%
Total	50	100%

The above table shows the breakdown of respondents on the basis of gender. Out of the 50 respondents 48% are female were 52% are males.

#### **Time Spend on Social Media by the Respondents**

<b>Time spend on social</b>	<b>No. of responders</b>	<b>Percentage</b>
Less than one hour	17	34%
1-2 hours	22	44%
Morethan2hours	11	22%
Total	50	100%

The above table shows the time spend by the respondents on social media.34% of respondents spent time less than one hours, 44% spend time1-2 hours and 22% spend time more than 2 hours in social media.

**Active in online by the respondents**

<b>Response</b>	<b>No of responders</b>	<b>Percentage</b>
Daily	48	96%
Once a week	2	4%
Once a month	0	0%
Once in few month	0	0%
Rarely	0	0%
Total	50	100%

From the above table it is clear that 96% respondent's daily use the online and 4% once a week active in online.

**Online Advertising Help to Keep Up-to-Date about Product S/Services Available in the Market Places**

<b>Response</b>	<b>No of responders</b>	<b>Percentage</b>
Strongly agree	19	38%
Agree	22	44%
Neutral	8	16%
Disagree	1	2%
Strongly disagree	0	0%
Total	50	100%

The above table we can understand that 38% of the responders strongly agreed that social media helps to keep up-to-date about product/service available in the market place, 44% agree to the statement, 16% of the responders are neutral for the statement, 2% of the responders disagree for the statement they say the statement is wrong.

## **An Analysis of Social Media Usage**

**Table 1 – frequency table of social media accounts**

<b>S.No</b>	<b>Social Media</b>	<b>Frequency</b>	<b>Percent</b>
1	Facebook	396	88.99
2	Twitter	12	2.70
3	Instagram	79	17.75
4	Linkedin	214	48.09
5	Youtube	79	17.75
6	Pinterest	13	2.92
7	Tumblr	9	2.02
8	Flickr	7	1.57
9	Snapchat	289	64.94
10	Whatsapp	428	96.18
11	Others	12	2.70

The most chosen social media account by respondents is shown in the figures above. According to the research, 96 % of the respondents identified whatsapp, as their preferred social media account. The second – placed facebook is favoured by 89 % of respondents. While snap chat is the third – placed choice. Accordingly, whatsapp is the most popular social media account among respondents because it enables users to share messages. Photographs, Documents, locations and more. It now offers its customers an online payments system.

**Table 2 – frequency table of time spend on social media**

How Much Time Do You Spend On Social Media? (Per Day )					
Parameters		Frequency	Percent	Valid Percent	Cumulative
Valid	More Than Six Hours	28	6.3	6.3	6.3
	Five To Six Hours	22	4.9	4.9	11.2
	Four To Five Hours	31	7.0	7.0	18.2
	Three To Four Hours	111	24.9	24.9	43.1
	Two To Three Hours	97	21.8	21.8	64.9
	One To Two Hours	84	18.9	18.9	83.8
	Less Than An Hours	72	16.2	16.2	100.0
	Total	445	100.0	100.0	

The replies to question of how much time respondent spend each day on social media are show in the graph above. The majority of responder 25 % spend 3- 4 hours every day on social media, above. According to data gathered. 22 % of people were found to spend 2 – 3 hours, whereas 19 % spent 1 – 2 hours. This suggests that the majority of respondents spend 1 – 4 hours per day on social media. These statistic are encouraging an increasing number of business to go digital in order to build a sizable consumer base through social media. Marketer of social media marketing firms already in existence can also take advantage of these numbers. Customers spend 1 – 4 hours a day on social media, which means that social media can be used to influence their purchasing decisions.

### Findings

Whatsapp was ranked as the most popular social media account by respondents. According to analysis of their responses, with 96 % of them choosing it as their favorites. The second – placed facebook is favoured by 89 % of respondent, while snapchat is the third –placed choice.

When questioned about how frequently they post on social media. The findings shown show that 31.5 % of the respondents post frequently. 26.1 % make multiple posts each month. Additionally , numerous people ( 8.3 % ) , ( 10 . 3 % ) , ( 16 % ) , etc .post once a week , several times a week ,or even once a day .

When questioned about how much time people spend each day on social media. The majority of responders (25%) ) spend each day on social media . The majority of responders (

25 %)spend 3 – 4 hours every day on social media ,according to data gathered . 22 % of people were found to spend 2 – 3 hours , whereas 19 % spent 1 – 2 hours .this suggests that the majority of respondents spend 1 – 4 hours per day social media .

The analysis's findings indicate that social media marketing is significantly used to influence consumer brand preference across a range of respondent age, gender, marital status and educational groupings. This can also be seen as a unanimous agreement among all respondents, regardless of their age, gender, education level, or marital status, that social media marketing can be utilized to influence consumer brand preferences.

### **Suggestions**

Researches may further investigate the effect of various social media campaign formats, including the effects of electronic word –of-mouth ( e -Wom ) analysis , on brand recognition , brand commitment , and brand loyalty . Social media will continue to develop annually, so it is important to investigate and assess the effectiveness of new technology in the field .social media will continue to develop annually, so it is important to investigate and asses the effectiveness of new technology in this field. Social media has the power to change the way businesses run. The effects of big data analytics, cloud computing, artificial intelligence on brand awareness, brand engagement, and brand loyalty in India's servicing companies can be further investigated by practitioners and researchers.

Only 445 Indians participated in the survey, and the Tiruchirappalli district was chosen as the study location. It only performed an intersectional analysis once, and it did not calculate this variable across time .this research did not examine any potential purchasing intentions, which could be a result of brand loyalty on social media.

By examining each social media networking site separately, the impact can be thoroughly examined in order to investigate their significance and effect on service sector firms. Big data in the context of social media provides a wealth of insight. Businesses must make advantage of their customers better. You ought to be aware of your points, interest, and influencing sources. This aids in improved product and service development as well as more effective feedback deliver.



## **II. CONCLUSION**

A growing and inevitable market is social networking. Businesses perceive social media as a marketing opportunity to cut out the conventional middlemen (traders, dealer, wholesalers and retailers) and create direct relationships with customers. As a result , almost every company in the world ---- from large corporations like reliance trends to independent coffee shops --- is searching for social media marketing strategies to use in their advertising campaigns The expansion of internet access for the nation's inhabitants is anticipated to increase at the same rate as the internet revolution, which began in the early 1980s .with the advent of 4g , it is now more convenient for people to participate in social networking on their smart phone , and businesses are exploiting this to market their products on social media .

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