

Emperor Journal of Marketing

ISSN:2583-0686

Mayas Publication®

www.mayas.info

Volume-V

Issue-II

February-2025

A Study on Social Media Advertising of Marketing Strategies in Over View

Dr. M. Shajahan

Assistant Professor

PG & Research Department of Commerce

Jamal Mohamed College-Trichy (Affiliated to Bharathidasan University)

Tiruchirappali-24

S. Sharil Ikshan

PG & Research Department of Commerce

Jamal Mohamed College-Trichy (Affiliated to Bharathidasan University)

Tiruchirappali-24

Abstract

Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media. In recent times, consumer behavior and satisfaction has become an important asset for any organization to attain its position in the market and to increase its profitability. For this purpose, organizations are employing social media technique. From research, it is evident that companies are employing social media marketing in order to interact with the consumers. Social media marketing has given organizations a new way of dealing and changing the buying behavior of the consumers. The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking

has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers.

I. INTRODUCTION

It is termed as the collection of online communication of various inputs which may be community based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Consumers use the technology now a day too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behaviour is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behaviour.

Review of Literature

BidyanandJha et al., (2015) This study makes an analysis on how social media impacts on buying intentions on adults. This study analysed the information in 3 parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modeling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behavior with respect to the brand image.

Harshini C S (2015) This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer"s shopping behavior. This study provides a cluster of consumer"s response towards Social Media Advertisements with reference to customer buying Intention.

S. Bion Aldo Syarief et al., (2015) This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at

president University. A sample of 140 students of PresidentUniversity was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likertsacle were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

WaqarNadeem et al., (2015)This study was conducted on how consumers buy goods online via peer recommendations and Face book. This study also tested whether the website 63 service quality have an influence on shopper trust, attitudes, and loyalty intentions. A survey was conducted with Italian teenage customers who uses Face book to buy clothes .various hypothesis was framed and these hypotheses were tested by structural equation modeling. The result of the study indicate that online service quality and use of Face book for on-line buying have a great impact on consumer trust.

Nick Hajli (2015) Indicated in his paper that Social commerce could be a new technology in e- commerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

Statement of the Problem

There are a big retail stores and many different shops are there in the various cities of this south Indian part, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly.Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving.

Objectives of the Study

To study the impact of Social media marketing on consumer buying decision process.

- To measure the change in perception of the consumers through the content and engagement on Social medias.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

Scope of the Study

- The Scope of this research is ultimately to understand many features, advantages of social media marketing.
- Understand the behavior of the consumer, factors affecting consumer behavior.
- Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.
- Many progressive business owners are dabbling in social media Marketing
- The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
- Bloggs, Twitter, Facebook fans, Dig links, Skype are various tools Adopted by customers as well as marketers too.

Source of Data

The data are collected from the primary data and data collection is the term used to describe a process of data collecting.

1. Primary Data – Questionnaire was prepared and given to 105 respondents
2. Secondary Data – online journals and websites & review of literature from published articles.

Data Analysis and Interpretation

Preference of online/Offline respondents

S.No	Particulars	No.of respondents	Percentage
1	ONLINE	41	39.4
2	OFFLINE	63	60.6
	TOTAL	104	

	ONLINE SHOPPING	OFFLINE SHOPPING	Marginal Row Totals
16–25	39(31.14)[1.98]	40(47.86)[1.29]	79
above35	2(9.86)[6.26]	23(15.14)[4.08]	25
MarginalColumn Totals	41	63	104 (GrandTotal)

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

You'll notice we've also calculated a chi-square statistic with the popular Yates correction. There's probably a consensus now that the correction is over-cautious

in its desire to avoid a type 1 error, but the statistic is there if you want to use it.

The chi-square statistic is 13.6077. The p-value is .000225. Significant at $p < .01$.

The chi-square statistic with Yates correction is 11.9307. The p-value is .000552. Significant at $p < .01$.

Association Between Gender and Preference Shopping Online or Offline

FEMALE	MALE	Marginal Row Totals	
Offline shopping	47	16	63
Online shopping	30	11	41
Marginal Column Totals	77	27	104

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red,

independent.

You'll notice we've also calculated a chi-square statistic with the popular Yates correction. There's probably a consensus now that the correction is over-cautious in its desire to avoid a type 1 error, but the statistic is there if you want to use it.

FEMALE	MALE	Marginal Row Totals	
Offline shopping	47(46.64)[0]	16(16.36)[0.01]	63
Online shopping	30(30.36)[0]	11(10.64)[0.01]	41
Marginal Column Totals	77	27	104(Grand Total)

The chi-square statistic is 0.0265. The p-value is .870654. Not significant at $p < .01$.

The chi-square statistic with Yates correction is 0.0044. The p-value is .947369. Not significant at $p < .01$.

Hypothesis

- Association between age and preference of shopping online and offline .
- Null hypothesis: there is no relationship between age and preference of shopping online or offline
- Alternative hypothesis: there is a relationship between age and preference of shopping online or offline
- Association between gender and preference of shopping online or offline null hypothesis there is no relationship between gender add preference of shopping online or offline.
- Alternative hypothesis there is a relationship between gender and preference of shopping online or offline
- Association between preference of shopping online or offline and number of times visiting the favorites brands social media profile Null hypothesis: there is a relationship between preference of shopping online or offline and number of times visiting favorites branch social media profile.
- Alternative hypothesis there is no relationship between preference of shopping online or offline with number of times visiting their favorites brands social media profile for content.
- The chi-square statistic is 0.0265. The p-value is .870654. Not significant at $p < .01$.
- The chi-square statistic with Yates correction is 0.0044. The p-value is .947369.

Not significant at $p < .01$

A hypothesis is a research-based statement that aims to explain an observed trend and create a solution that will improve the result.

Current research shows that an effective social media campaign will promote the business and its brand along with its products and services while encouraging the and target market to engage with the business and its brand through comments, images, videos and a range of other multimedia.

Finding

- According to the response from the Questionnaire reveals Majority 85.3% of respondents are from age group 16-25.
- Majority 59.8% of respondents prefer offline shopping Majority 78.8% of respondents are active on Instagram.
- Majority 70.4% of respondents purchasing decisions is influenced by YouTube.
- Majority up to 66.7% of respondents are accepting that “may be Social media marketing advertisements influence my purchase .
- Majority 41.2% of respondents think that only 5-15% of Social media marketing advertisements are influencing their purchasing decisions.
- Majority 41.2% of respondents are also accepting that it’s neutral about the Social media marketing helping their Purchasing decisions.
- Majority 49% of respondents somewhat likely will buy the product which is recommended online. Majority 50% of respondents Sometimes do watch / read their favorites product
- services content that influences their purchasing decisions.
- Majority 58.8% of respondents yes they are relying on feedback of online customers before making their purchase.
- Majority 69% of respondents chose Instagram as their Social media handle that is helping them to engage with their favorites product /services online.

Sugession and Conclusion

In conclusion, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important” The above results show that people are aware about this brand through social channels because of their strong presence on such sites. Their products are very famous amongst the people as they are naturally made while causing no harm to the environment.

This helped them in establishing a name in the industry within 4-5 years. All this happened because of their efforts and ideas they put in, mainly on social media considering as a golden opportunity which was life-changing one for the brand. After data analysis we conclude that Null hypothesis (H0) is rejected i.e. there is no significant relationship between marketing the products on web through social media channels and the mentioned brand. Hence, Alternate Hypothesis (H1) is accepted i.e. there is a significant relationship between marketing the products on web through social media channels and the mentioned brand.

III. REFERENCES

- [1] Alzyoud, Mohammad. (2018). Social media marketing, functional branding strategy and intentional branding. *Problems and Perspectives in Management*. 16. 102-116. 10.21511/ppm.16(3).2018.09.
- [2] Chivandi, Abigail & Samuel, Olorunjuwon & Muchie, Mammo. (2018). Social Media, Consumer Behaviour, and Service Marketing. 10.5772/intechopen.85406.
- [3] Ge, X., Brigden, N., & Häubl, G. (2015). The Preference-Signalling Effect of Search. *Journal of Consumer Psychology*, 25(2), 245-256
- [4] Gopinath, R. (2011). A study on Men's perception in buying decisions on branded shirts in Tiruchirappalli District. *Asian Journal of Management Research*, 1(2), 600-617.
- [5] Gopinath, R. (2019a). Online Shopping Consumer Behaviour of Perambalur District, *International Journal of Research*, 8(5), 542-547.
- [6] Gopinath, R. (2019b). Factors Influencing Consumer Decision Behaviour in FMCG. *International Journal of Research in Social Sciences*, 9(7), 249-255