

# Exploring the Impact of Social Media Marketing on Consumer Behaviour: With Reference to Ernakulam District

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**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. Social media marketing has given organizations new way of dealing and changing the buying behavior of consumers. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their "connection" or friends. Face book, google, twitter, instagram, whatsapp, yahoo, pinterest are the most commonly used social networking tools. Social media has a great impact on marketing which affects the brand and consumer relationship. Social media is also extensively used by almost all companies to advertise and promote themselves. Big brands also make use of the social media to convey their strong animation and friendly relationship. Consumer socialization theory predicts that communication among consumers affects their cognitive, affective and behavioral attitudes. Also, the advertising on social media page has built new consumer's behavior Consumer tend to make purchases or conduct business on social media. **Objective:** To analyse level of satisfaction of different consumer groups in terms of gender, usage of social media, availability of information and attitude of the consumer

**Keywords:** Reach, Social networking sites, Level of satisfaction, Convenience, SME, SMM

## 1. What is Social Media Marketing?

Social media marketing is a technique that enables people and organizations to advertise their websites, goods, or services through online social networks as well as to connect with and engage a far bigger population. The social media marketing offers its unique advantage such as targeted communication, quick and cost - effective research while comparing to tradition media advertising and promotion. Ad spending in the Social Media Advertising segment is projected to reach US\$1.06bn in 2022. Social Media includes Instagram, Facebook, YouTube, Twitter etc. Instagram and Facebook are two such platforms which are used for social media marketing a lot. Facebook is most commonly used by people to build connections with strangers whereas Instagram is associated with flashing a lifestyle and showcasing a higher standard of living. Both Facebook and Instagram are different platforms with a different user base, although some users are available on both the sites their behaviour differs on each platform. Taking this point of view, the Authors believe that one marketing strategy cannot work on both the platforms thus marketers should keep their campaigns different on both of these platforms.

## 2. Purposes of Social Networking Sites

Social Networking provides advancements especially in communication and self expression and the use of social networking is expanding. Social Networking Sites are used by diverse categories of users for variety of purposes. The main goal or motive of the Social Networking Sites is to provide an interactive environment to communicate with peers and get useful information. The major purposes of Social Networking Sites are given below,

- **To Find Useful Information:** Social Networking Sites are a new platform for information sharing and

communication, where users can read, download and upload valuable as well as up to date information and share it with others.

- **To Get Opinions on Different Subjects:** Social Networking Sites users post their comments on a subject matter for open discussion and get diverse views of peers. The users community give their feedback in the form of comments regarding the topics posted.
- **For Entertainment:** Many people admit that these sites are merely a form of entertainment.

### Social Networking Sites

There is an innumerable number of social networking sites empowered with various technological affordances. Besides, the cultures that emerge around these sites are varied. In this study various Social Networking Sites are identified for a brief explanation. They are; Face book, Orkut, Google plus, My space, Twitter etc.

### Facebook

Facebook is the most popular and frequently used social networking site. It is basically an online social networking site which derives its name from the colloquial name for the book given to students at the start of academic year by some American University administrations to help them to get to know each other. Facebook was founded in February 2007 by Mark Zuckerberg with his college roommates and fellow Harvard University student Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes

### Orkut

Orkut is a Social Networking Site which is owned and operated by google. This service designed to help users meet new and old friends and maintain existing relationships. Orkut was launched on January 22, 2004 by Google. Yet it was Orkut Buyukokten, a Turkish software engineer, who

developed it as an independent project while working at Google. The word Orkut was written in Devanagiri script and was coloured in Indian national colours. However, the actual members of Orkut have decreased to 33 millions in the year of 2013.

### Google plus

Google plus is another social networking and identity service that is owned and operated by Google Inc. It is the second - largest social networking site in the world, having surpassed Twitter in January 2013. It has approximately 359 million active users. As of May 2013, it had a total of 500 million registered users, of whom 235 million are active in a given month. Google+ aims to make sharing on the web more like sharing in real life. Google + integrates social services such as Google profiles, and initially introduced new services identified as Circles, Hangouts, and speaks. Two main strengths of Google+ social site are photography and its "Hangout" feature

### Myspace

Myspace is a social networking site with a strong music emphasis which is owned by Specific Media LIC and pop music singer and actor Justin Timberlake. Myspace was launched in August 2003 and is headquartered in Beverly Hills, California. Myspace was founded in 2003 and was acquired by News Corporation in July 2005 for \$580 million. In April 2008, Myspace was overtaken by Facebook in the number of unique worldwide visitors, and outshone the number of unique U. S. visitors in May 2009.

### Twitter

Twitter is an online Social Networking Site with micro blogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets while unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app, Twitter Inc. is based in San Francisco and has offices in New York City, Boston, San Antonio

## 3. Review of Literature

Waad Assad, Jorge Marx Gomez (2011) conducted a study titled "Social Network Marketing opportunities and risks" reveals that social networking sites are the source of almost inexhaustible views of clients and situations and the challenge is to control this information in an appropriate manner and in a meaningful way for the company and that bring real benefits for them. This study indicates that one of the key success factors of social software is involving its customers and determining their needs on a personal level through encouraging customers to participate enthusiastically and listening to their desires.

Malin Fridolf and Alem Arnatovi (2011) made a project work titled " Social Media Marketing - A case study of Saab Auto Mobile AB". The main purpose of this study is to obtain knowledge and describe how companies use social media in their marketing communications. This study reveals that it is important to integrate the use of social media into the company's marketing communication mix.

Shilpa H. Chheda (2014) conducted a study on "Impact of Social Media Marketing on performance of Micro and Small Businesses". This study indicates that social media marketing is important because it aligns with the way consumers make purchasing decisions. Increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions. Social media marketing enhances to build relations with customers and prospect through regular, low cost personal communication, reflecting the move away from mass marketing.

Abdulwahab Al - Sadani (2015) conducted a study "How effective is social media as the main marketing tool for small and medium sized enterprises?" Findings of the study suggest that with the right method, approach and tools when using social media marketing as the main marketing tool, it can be extremely successful and cost efficient for SME.

### Hypothesis

**Ho: There is no significant relationship between gender and level of satisfaction in terms of convenience.**

## 4. Methodology

### Data Collection

In order to accomplish the research objectives both primary and secondary were used.

### Primary data

For the purpose of the study only primary data were used. Primary data was directly collected from the people of Ernakulam District. Survey method was used to collect data and a developed questionnaire was distributed to 100 randomly selected respondents.

### Secondary data

Secondary data includes published summaries and sources. It was collected from books internet, journals and other publications.

- Sampling: - Users of Social Media sites taken as the population for the purpose of the study. Since the population spread across the country the sample units were selected from various parts of Ernakulam District by using random sampling. The sample size for this survey was 100.
- Tools of Analysis: The study was carried out with the help of a well designed questionnaire. The analysis of data was done through different mathematical and statistical techniques. In other words, the collected data were analyzed with the help of statistical techniques like percentage. Necessary charts, diagrams and tables are prepared to simplify the complex data and to convey it in more understandable manner.

### Testing of Hypothesis

Conditions for applying  $\chi^2$  test

The total frequencies (N) must be reasonably large

Expected frequency of less than 5 is pooled with the preceding or succeeding frequency so that no expected

frequency is less than 5. Then the degree of freedom is based on number of frequencies

The distribution should not be proportions or percentages. It should be of original units

a) An analysis is made to know whether there is significant relationship between gender and level of satisfaction in terms of convenience by testing of hypothesis using chi square test. It is tested below:

#### Hypothesis:

Ho There is no significant relationship between gender and level of satisfaction in terms of convenience

HI: There is significant relationship between gender and level of satisfaction in terms of convenience

Gender	Level of Satisfaction			
	Highly Satisfied	Satisfied	Dissatisfied	Total
Male	14	26	4	44
Female	16	38	2	56
Total	30	64	6	100

#### Rearranged Table of Chi Square Calculation

O	E	(O - E) 2	(O - E) 2/2
14	13.2	7.84	0.5939
26	28.16	4.6656	0.16568
20	19.44	0.3136	0.01613
40	39.2	0.64	0.016326
TOTAL			0.7920

$$\chi^2 = (O - E)^2 / 2 = 0.7920$$

$$\text{Degree of freedom} = (c - 1)(r - 1) = (2 - 1)(3 - 1) = 2$$

$$\text{Level of Significance} = 0.05$$

$$\text{Table Value} = 5.991$$

From this study it is found that the calculated value is less than the table value. So, the null hypothesis is accepted. Alternative hypothesis is rejected. Therefore, it is realized that there is no significant relationship between gender and level of satisfaction in terms of convenience.

## 5. Result Analysis and Implications

Social Media Marketing is a form of internet marketing that has spread rapidly in the present scenario. The goal of SMM is to produce content that users will share with their social network to help a company to increase brand exposure and broaden customer reach. The customers can be attracted to SMM Sites depending on its convenience, availability of information, easiness and promptness. These factors affect customer behavior when using social media marketing sites. It also very essential to build a strong relationship with the customers in order to retain them. The present study was conducted to know the effectiveness of social media marketing. My study reveals that the customers are satisfied with the various aspects of social media marketing and reveals the factors which influence them for choose SMM. Even on account of limitation Social Media Marketing has a bright future in a highly work oriented and busy life culture increasing at faster pace. The digitalization policies and privacy policies helps to increase Social Media Marketing in the country.

## 6. Conclusion

In today's digital age, social media marketing has become an essential tool for businesses to reach a wider audience and engage with customers more effectively. Platforms like Facebook, Instagram, and Twitter offer unique ways for marketers to connect with users, tailoring strategies to suit the distinct characteristics of each site. The study demonstrates that social media marketing can be a cost efficient and powerful method for boosting brand visibility and customer interaction. With the increasing use of the internet and evolving digital practices, businesses can continue to leverage these platforms for long term success, ensuring customer satisfaction and retention. The findings also highlight that despite certain challenges, the future of social media marketing looks promising, particularly with supportive digitalization and privacy policies.

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