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A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN PERAMBALUR

Dr. P. DEEPA

Assistant Professor

Srinivasan College of Arts and Science

(Affiliated to Bharathidasan University, Tiruchirappalli), Perambalur.

S. KEERTHIVASAN

III B.Com

Srinivasan College of Arts and Science

(Affiliated to Bharathidasan University, Tiruchirappalli), Perambalur.

ABSTRACT

The rise of social media has revolutionized marketing strategies across the globe, including in smaller towns like Perambalur. This study explores the impact of social media marketing on businesses and consumers within the Perambalur district. It examines how platforms such as Facebook, Instagram, WhatsApp, and YouTube are being used by local entrepreneurs, small businesses, and service providers to reach their target audience. The research analyzes the effectiveness of various social media tools in promoting products and services, building brand awareness, and engaging customers. A survey-based methodology was employed to collect primary data from local business owners and consumers. The findings reveal a growing reliance on social media for marketing due to its cost-effectiveness, wider reach, and real-time communication capabilities. However, challenges such as lack of technical knowledge, inconsistent engagement, and limited content creation skills were also identified. This study concludes that social media marketing holds significant potential in transforming the local business landscape in Perambalur when supported with the right strategies and training.

Key Words: Social Media Marketing, Local Entrepreneurs, Brand Awareness, Customer Engagement, Cost-Effectiveness, Digital Literacy and Survey-Based Research.

INTRODUCTION

Along with incessant Globalization social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products. For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to examine how social media marketing will affect the final consumer behavior among persons who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer.

The Social media has changed the entire structure as to where the goods should be sold and where to purchase online. Social media like Facebook Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organizations to engage direct and end-user contact. The choice of social media marketing organization creates an influential impact of brands by recommending personalized consumer choice.

Market

The place where two or more parties interact to exchange goods or services is called the market. The parties involved in such an interaction are known as buyers and sellers.

Marketing

Marketing is an activity or set of activities to promote a product or services. Marketing includes advertising, selling, and delivering products to consumer or other businesses.

Social Media Marketing

Social media marketing (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 website traffic.

Impact of Social Media Marketing

As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of the customer. It also has an impact on the attitude of the customer. Social media networking sites provide an environment that enables the consumers to communicate on the web which will have an important impact on consumer socialization concepts.

What the major search engines seek for in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages.

Benefits of Social Media Marketing

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

Increased Exposure:

Now a days the importance of Social Media Marketing has increased. Consumers and Marketers are using Social Networking too much. The exposure increased now a day's which is showing 92%.

Increased Traffic:

With the introduction of web based marketing the users are increasing day by day. The Research says that consumers and even marketers use social networking sites too much and Due to that site the traffic has increased day by day which is showing the research that traffic.

Social Media Marketing Techniques

The main purpose of social media marketing is communicating about the product to the consumer and making it accessible to people who doesn't know about the product. Social media is used by companies to promote the product to the prospective customers. Social media marketing helps the consumers at various stages of the buying process.

There are large no of users in Facebook, Twitter and Google and there is huge exchange of information which made the business firms use Social media to Interact with prospective customers.

Instagram has hundred thirty million users monthly and twitter has two hundred ten million monthly users and the average communication rate ranges from 1.46 percent on Instagram and 6.03% in the case of twitter. The cost involved in social media marketing is very less when compared to ancient modes of advertisements using TV/Radio/Print channels. In Fact there is no price involved when using social networking sites, it also covers a wide range of people.

Some Social Media Marketing Tools

1. Social Media.
2. Blog Marketing.
3. Social Bookmarking and Tagging
4. Social Analytics and Reporting
5. Social Aggregation.

STATEMENT OF THE PROBLEM

The social experience in their search guides the components of the consumers buying

behavior through Online Platforms and the Impact of Social Media in Marketing. Many Social Media Marketing techniques like search engine optimization campaigns are used by businesses to boost their businesses. There are many Data Analysis that shows Social Media is affecting the Marketing behavior of customers.

- Social networking is used by about 76% of businesses in order to achieve their marketing objectives.
- Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
- 40% of online shoppers from the US use the Smartphone for in-store shopping.

OBJECTIVES OF THE STUDY:

- To evaluate the various channels preferred by consumers for buying decisions over Traditional Channels.
- To analyses the impact of Social media on consumer buying behavior.
- To study the growth of the E-Commerce industry in India along with the factors responsible for it.

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 behaviour.
- Traditional methods 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.
- Blogs, Twitter, Facebook fans, Diglinks, Skype are various tools Adopted by customers as well as marketers too.

PURPOSE OF THE STUDY

The purpose of this present study is to investigate the impact of Social media marketing on individual attitude and perception. More specifically, this study will examine the perception of social media marketing and how it affects purchasing decisions. Although several researches that have been conducted on the effects of social media marketing on financial gains, the study's interests are specifically towards the examined effects of the use of social media on brand awareness and customer loyalty, which essentially could lead to an increase in business.

REVIEW OF LITERATURE

Literature review is among the most important steps in the process of any research work. Literature review is to find out and understand the main objective of a particular subject or research which has been taken by their searcher. It is a record which shows what has been done in this regard in the recent past. Thus, it is the current trend in the selected subject when the review of literature is made by the researcher.

Bikhchandani et al., (2018) In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

JiXiaofen et al., (2019) This paper has created a model of on-line spoken and opinion people have influence on consumer's shopping intentions. The study has known that the message impression of on-line spoken and leader's comments have lot of influence on consumer's temperament of shopping garments, the data of online spoken influence sits receiver's attitude towards brand and consumer's temperament of buying clothes completely at the end.

Williams et al., (2020) In his study, Social media marketing influences perception, shopper selection behavior. Buying decision and attitude from pre-purchase data phase to post-purchase behavior.

Hacifendioglu (2021) His study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the

opinions of their friends in social media direct the consumers to take decisions for purchase of a specific product or from a specific company.

Mir et al., (2022) Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Garima Gupta (2023) In her paper analysed the influence of social media on product buying. The results proved the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media.

Aindrila Biswas et al., (2024) In her paper, aims to look at the influence of social media on consumer selection behavior. The results state that users of social media inclined to have more purchase intention than the occasional users.

NimaBarhemmati et al., (2025) In their study, they found that Social Network Marketing is becoming the most successful model in advertising. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

The researchers had found that the consumers who are using Facebook, twitter, WhatsApp are maintaining their attitude towards social websites

RESEARCH DESIGN

Descriptive Research design has been used which clearly indicates that the study is about the characteristics of individuals or investors towards their investments.

SAMPLE DESIGN

The sampling design is the definite plan for obtaining a sample from a given population consists of number of items such as sample size, sampling unit, sampling technique, sampling area. In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts: whereas secondary data collected among various Social Websites, various Literature Review, National. International Journals and various Theses. Probability sampling design technique has been used in this study.

SAMPLING TECHNIQUE

The sampling technique used in the project is Stratified Random Sampling. Stratified random sampling is the procedure of dividing the population into different strata and choosing one among them for analysis.

SAMPLE SIZE

The survey will be conducted on the basis of sampling methods. The total population is 200 customers. The researcher is going to develop sample design, the respondents will be collecting the information from 200 customers that is 1% of the population were selected for the present study in Perambalur city.

AREA OF STUDY

The selected area of study is Perambalur Town (Tamil Nadu).

PERIOD OF STUDY

The study was conducted for a period of three months from January 2025-February 2025.

SOURCES OF DATA

The study used both primary data and secondary data.

Primary Data

The primary data was collected through 128 respondents.

Secondary Data

The secondary data was collected from reviewing various literature, internet and my related books.

ANALYTICAL TOOLS

Various tables and charts are used as a means for easy representation of data analyzed

through Percentage Analysis.

SOFTWARE USED

Microsoft Excel SPSS Statistical Package for the Social Science.

HYPOTHESIS TESTING

The hypothesis will be tested by the following techniques.

CHI-SQUARE TEST

Chi-square is the measure which checks or evaluates the extent to which a set of the observed frequencies of a sample deviates from the corresponding set of expected frequencies of the samples. It is the measure of aggregate discrepancies actual and expected frequencies. This distribution is called χ^2 distribution. It was first introduced by helmet in 1875. It is also known as "goodness for fit. It is used as a test static in testing hypotheses that provides the theoretical frequencies with which observed frequencies are observed.

FINDINGS

- Majority of the respondents are between 20-30 years old i.e 75%.
- In find that 93% of all marketers indicated that their social media efforts have generated more exposure to their business, increased traffic was the second major benefit, with 87% reporting positive results.
- Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e 64.1%.
- Majority of consumer shows the respondents to often use internet for shopping is occasionally le 40.6%.
- Majority of the members respondents how much involved in the decision making process for buying any product at his family level to moderate extent i.e 36.7%.
- Majority of the members Shows the Respondents ever had online shopping for other reason ile 53.9%.
- Majority of the member responds that they sometimes rely on information available on social media if they have uncertainties regarding a purchase i.e 37.5%.
- Majority of the members are showing sometimes they change their initial after searching relevant information via social media sites ie 47.7%.
- Majority of members are agree to show the Respondents have higher credibility than Advertisements/editorials/other marketing means on mass media i.e 45.3.
- Majority of the members are getting responds that social media have highest media potential le 78.9%.

SUGGESTION

Social media is an essential piece of your business marketing strategy. Social platforms help you connect with your customers, increase awareness about brand and boost your leads and sales. 52% of social media marketers believe social media positively influence their companies revenue and sales.

- Identify the right social media channel
- Make the most of live video
- Create your brand store
- Leverage user-Generated content
- Use social friendly images
- Utilize the power of employee advocacy
- Get your timing right.

CONCLUSION

Social media is creating a great influence on the business all around the global. From creating a clear image of their brands by sharing their pages on social platforms. And its consuming valuable time. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on Social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get

customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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