A STUDY ON SOCIAL MEDIA MARKETING AMONG USERS

Kaushika R*   Manoj kumar M**
MBA student Jerusalem College of Engineering, Chennai.
***Professor and Head MBA, Jerusalem College of Engineering, Chennai.*

Abstract
Social media have become the most used internet platform in today's revolving life. Social media have become an important part of life. This study will further help you to understand the user pattern of social media, to identify how online advertising helps social media users in buying the product, and to know whether online advertising platforms give the right information about the product. To undertake this investigation, data was gathered from a diverse sample of 100 respondents representing various segments of society, including employees, private sector workers, students, business professionals, and homemakers. These statements pertained to factors such as their current brand usage, pricing considerations, available features, brand expectations, satisfaction levels, and accrued benefits. The data amassed was meticulously organized, coded, and subsequently subjected to thorough analysis using statistical tools like chi-square tests, one-way ANOVA, correlation assessments, and frequency tabulations, all facilitated by SPSS software.

Keywords: Advertising, Social Media, User Perception.

Introduction

Social media advertising offers several benefits for businesses. Firstly, it helps in increasing brand and product awareness. Through social media advertising, companies' social media advertising allows companies to reach a wide audience and make their brand known to potential customers. Additionally, social media advertising enables businesses to engage with their customers on a personal level and build lasting relationships. According to Mangold and Faulds, social media should be considered an inseparable part of an integrated marketing strategy for organizations, as it provides numerous advantages that should not be ignored. Furthermore, social media advertising has been found to improve SEO ranking. This means that when companies utilize social media platforms for advertising, it can positively impact their search engine optimization efforts, making it easier for potential customers to find their website and products. Moreover, social media advertising has a stronger impact than traditional advertising methods. It allows for targeted advertising, reaching specific demographics and individuals who are more likely to be interested in the product or service being promoted.

Review of Literature

Lempert (2006) says that customers are turning away from traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions. Gil, Andres, and Salinas (2007) suggested that the information provided by a family can affect the formation of brand equity. A person can receive recommendations to buy certain brands from a family that influence his action based on the facts of how well the family establishes contacts with a number of brands used by the family. Consumers often think of the family as a reliable reference in relation to the purchase of certain products. The study also reveals that purchase decisions among young generation consumers in particular are influenced by the

Research Paper
Impact Factor: 6.304
Peer Reviewed & Indexed Journal
www.ijbarr.com

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

recommendations of their virtual friends who serve as opinion leaders. They also refer to the communications on the internet in determining the product's quality prior to their purchases.

Methodology
The primary objective is collected by providing questionnaires to friends, relatives, and colleagues, through emails, WhatsApp, etc. The secondary objective is collected by analyzing websites, vlogs, etc. Advertising can be in any form video, posters, posts, reels, etc.., In today's life, social media is an important part of everyone's life. Through this study, you will get to know about the users and gain the right information that is shared by the social media platform. This research intended to describe and analyze user perception and information that are shared by social media advertisements. A descriptive research design is used in the study. Descriptive research includes surveys, findings, and enquiriesProbability sampling is a technique in which the researcher chooses samples from a larger population using a method based on probability theory. For a participant to be considered as a probability sample, he/she must be selected using a random selection. Probability sampling uses statistical theory to randomly select a small group of people (sample) from an existing large population and then predict that all their responses will match the overall population. The sample collected from Target respondents are users, Populations are infinitely, Sample size is 100. Both descriptive statistics and inferential statistics methods were used in the study for analysis purposes.

Analysis
1. **Percentage Analysis for Age Variable**

Table 1

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	80	77.7	77.7	77.7
	26-35	17	16.5	16.5	94.2
	36-45	2	1.9	1.9	96.1
	46-55	4	3.9	3.9	100.0
	Total	103	100.0	100.0	

Interpretation: The above table represent the age of the respondent 77.67% range between 15-25, 16.50% of them range between 26-35, 3.88% of them range between 46-55, and 1.94% range between 36-45.

2. **Percentage Analysis for Gender Variable**

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	48	46.6	46.6	46.6
	FEMALE	55	53.4	53.4	100.0
	Total	103	100.0	100.0	

Interpretation: The above table represent the gender of the respondent 53.40% of them are female and 46.60% of them are male.

3. **Percentage Analysis for the most Used Social Media Variable.**

Table 3

Most Used Social Media				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	INSTAGRAM	74	71.8	71.8	71.8
	TWITTER	4	3.9	3.9	75.7
	YOU TUBE	23	22.3	22.3	98.1
	SNAP	2	1.9	1.9	100.0
	Total	103	100.0	100.0	

Interpretation: The table shows the most used social media platforms with 71.84% Instagram, 22.33% YouTube, 3.88% Twitter, and 1.94% of them snap Chat.

4 Anova Test
One-Way Analysis of Variance (ANOVA) is a statistical technique used to compare means across multiple groups. It's commonly used when you have one independent variable (also known as a factor) with more than two levels, and you want to determine if there are any significant differences in the means of a dependent variable among those levels.

Null Hypothesis
H0: There is no association between the time spent on social media in a day and social media and motivations you to buy the product.

Alternative Hypothesis
H1: There is an association between the time spent on social media in a day and social media and motivations you to buy the product.

Table 4

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.025	3	1.675	1.836	.146
Within Groups	90.315	99	.912		
Total	95.340	102			

Inference: From the test, it is found that the significant value is 1.46 which is higher than the table value of 0.5, Null hypothesis is accepted. There is no association between the time spent on social in a day and social media and motivation to buy the product.

4. Chi-Square Test
The Chi-Square test is a statistical method used to determine if there is a significant association or relationship between categorical variables. It's commonly used to analyse data in the form of frequency counts or proportions in contingency tables. The Chi-Square test assesses whether the observed frequencies in the table differ significantly from the expected frequencies, assuming that there is no association between the variables. To find the relationship between quality services and customer satisfaction.

Null Hypothesis: H0: There is no association between age and being active online.

Alternative Hypothesis:

H1: There is an association between age and being active online.

Table 5		
	Gender	**Being Active In Online**
Chi-Square	.476[a]	91.350[a]
df	1	1
Asymp. Sig.	.490	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.		

Inference: From the test, it is found that the significant value is .490 which is lower than the table value 0.5, the Null hypothesis was accepted. That is no association between age and being active online.

Findings: The above table represent the age of the respondent 77.67% range between 15-25, 16.50% of them range between 26-35, 3.88% of them range between 46-55, and 1.94% range between 36-45. The above table represent the gender of the respondent 53.40% of them are female and 46.60% of them are male. The table shows the most used social media platforms with 71.84% Instagram, 22.33% YouTube, 3.88% Twitter, and 1.94% of them snap Chat. From the test, it is found that the significant value is 1.46 which is higher than the table value of 0.5, Null hypothesis is accepted. There is no association between the time spent on social in a day and social media and motivation to buy the product. From the test, it is found that the significant value is .490 which is lower than the table value 0.5, the Null hypothesis was accepted. That is no association between age and being active online.

Suggestion
Social media platforms attract more people under the age group of 15 – 25 with a percentage of 77.67% from this we can conclude that any new product that aims within the age group of between 15 and 25 can look for social media platforms to advertise or the end consumer in-between the age group of 15-25. In regard to gender both males and females use social media from this, any product can be advertised through social media advertising. The most used social media platform is Instagram with 71.84% followed by YouTube, Twitter, and Snapchat. From this one can use Instagram as a platform to advertise which can help reach the users at a faster rate. Perceptions of social media advertising have been widely studied in recent years.

References
1. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & Marketing, 32(1), 15–27.
2. Bilton, N. (2014). Social media bots offer phony friends and real profit. Tiny URL website, Retrieved from https://tinyurl.com/y93z3wdj
3. Blackshaw, P., & Nazzaro, M. (2004). Consumer- Generated Media 101: Word of Mouth in theage of the Web-Fortified Consumer. Neilsen Buzz Metrics.
4. Chan, Y.Y. & Ngai, E.W.T. (2011). Conceptualizing electronic word of mouth activity. An input-process-output perspective, Marketing Intelligence & Planning, 29(5), 488-516.