

Effects of Social Media Marketing of Customers in Kanniyakumari District

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Abstract

In India, the journey towards cashless economy has started in recent days. In the digitalization of India economy, social media has played a key role. Social media has led to revolutionary changes in the distribution channels of companies and the shopping behaviour of the people. Most of the companies are running their online portals to sell their products or services using social media. In social media marketing, the marketers empowered to reach more people, to reach farther, to personalize and be more credible. This study shows effect of social media marketing and find out the level of customers satisfaction on social media marketing and problem faced by social media marketing.

1.1 Introduction

Social media marketing is considered a very important tool and technique in marketing. The major reason behind this success is the time required to reach the customers. Social media marketing requires a very short period to reach its respective audience and low expenses. The advertisements through this mode can easily attract customers and influence their buying decision. Now a day, companies use social media as an important tool for increasing the sales of their products. Technology changes from time to time and greatly influences consumers' buying behaviour. Social media helps customers to buy products through communication between the stakeholders. Customers can change their purchasing decision online.

1.2 Review of literature

Rini Johnson (2022) in her journal entitled “Impact of Social Media Marketing on Consumer Buying Behaviour with Special Reference to Kollam District in Kerala”. Social

media is an inexpensive platform that gives a wide reach to the brand. The study is conducted in the Kollam district of Kerala. After the study, it is clear that social media marketing impacts consumer buying behaviour, and consumers think that social media marketing is a good thing and is perceived positively. The number of internet users is increasing every day, and they have admitted that social networks are a new dimension that has become a part of the business.

Shajitha (2022) in her journal entitled “problems faced by consumers on social media marketing” social media marketing is having a vast scope and plays a major role in the study area. Consumers can purchase anything at any time on anywhere easily with the help of the internet. Online buying has become a trend and was increasing every day. Social media marketing should take necessary steps to popularize the trend and develop appropriate strategies and feasible solutions to solve the problems of consumers.

Rameshkumar (2022) in his journal entitled “Impact of Social Media Marketing on Buying Decisions among Young Digital Customers” Positive comments of previous users, Easy access, Discounts and promotion, inclusion of celebrities in advertisement, Photos, videos and content of the products posted have positive influence on purchase intention of the young digital customers. Hence the companies should focus and use more on Social media networks to reach their consumers especially young digital customers.

1.3 Objectives of the study

- To find out the socio-economic status of the respondents.
- To analyse the effects of social media marketing.
- To know about the problem faced by social media marketing.
- To examine the level of satisfaction of customers towards social media marketing.

1.4 Statement of problem

Social media marketing is a constantly changing process. As time goes, people are getting more smarter and marketers have to find new ways to attract customers to their businesses. Each time social media trends changes, marketers need to change their strategy accordingly. It is very hard to be successful in social media marketing without tracking current trends and changes that happen in each platform.

1.5 Methodology

The present study is based on primary and secondary data. Primary data were collected from 120 respondents in Kanniyakumari district. The data were collected with the help of using random sampling method. The secondary data were collected through various journals, magazines, books, internet etc.

1.6 Tools of Analysis

The present study were used to analyse with the help of percentage, weighted average score and chi-square test.

1.7 Social economic status of the respondents

Social economic status is an important criteria in determining various variable in the social media marketing it gives different point of perspective to the researcher and help to gain different ways of conclusion. The social economic status of the respondents are given below in the table 1.1.

Table 1.1

Relationship between social economic status and level of satisfaction

| Variable | DF | Table value | Calculated value | Level of significance |
|-------------------|----|-------------|------------------|-----------------------|
| Age | 12 | 21.026 | 23.077 | 5% |
| Gender | 4 | 9.488 | 13.442 | 5% |
| Educational level | 8 | 15.507 | 19.621 | 5% |

Source: Primary Data

The above table clearly shows that 1.1 there is no significant relationship between Age, Gender, Educational level.

1.8 Level of consumers satisfaction on social media marketing

Satisfaction of buyers is an important factor as customer delight. It is considered a key factor for success of any business. The level of satisfaction of customers in online shopping are stated in the table 1.2

Table 1.2

Level of consumers satisfaction on social media marketing

| Satisfaction level | No of respondents | percentage |
|---------------------|-------------------|------------|
| Highly satisfied | 18 | 15 |
| Satisfied | 37 | 31 |
| Neutral | 29 | 24 |
| Dissatisfied | 24 | 20 |
| Highly dissatisfied | 12 | 10 |
| Total | 120 | 100 |

Source: Primary Data

The above table 1.2 clearly shows that 31percent of the respondents are satisfied, 24percent of the respondents are neutral, 20percent of the respondents are dissatisfied, 15 percent of the respondents are highly satisfied, 10 percent of the respondents are highly dissatisfied.

1.9 Effects of social media marketing

Social media marketing is having an enormous effect on business and market as it helps business to grow and perform at an astronomical rate. Effect of social media marketing are stated in the table 1.3

Table 1.3
Effects of social media marketing

| Variables | No of respondents | Percentage |
|-----------------------------|-------------------|------------|
| Attention of customers | 8 | 7 |
| New media and technologies | 2 | 2 |
| Opportunity | 4 | 3 |
| Variety of medium | 18 | 15 |
| Generates more loyalty | 7 | 6 |
| Adds credibility | 5 | 4 |
| Delivering a mass audience | 19 | 16 |
| Cost effective | 10 | 8 |
| Effects on competition | 6 | 5 |
| Make purchase decision | 14 | 12 |
| Less expensive | 15 | 12 |
| Effects of customer service | 12 | 10 |
| Total | 120 | 100 |

Source: Primary Data

The above table 1.3 clearly shows that 16 percent of the respondents are Delivering a mass audience, 15 percent of the respondents are variety of medium, 12 percent of the respondents are Make purchase decision and Less expensive, 10 percent of the respondents are Effects of customer service, 8 percent of the respondents are Cost effective, 7 percent of the respondents are Attention of consumers, 6 percent of the respondents are generates more

loyalty, 5 percent of the respondents are Effects on competition, 4 percent of the respondents are Adds credibility, 3 percent of the respondents are Opportunity and 2 percent of the respondents are New media and technologies.

1.10 Popular social media sites

Social media has emerged has an effective marketing communications in the recent years and has influenced the way of living of the individual all over the world. Popular social media marketing are stated in the table 1.4

Table 1.4
Popular social media sites

| Websites | No of respondents | Percentage | Rank |
|------------|-------------------|------------|------|
| Amazon | 10 | 8 | VI |
| Facebook | 22 | 18 | I |
| Instagram | 16 | 13 | II |
| YouTube | 13 | 11 | IV |
| Twitter | 11 | 9 | V |
| LinkedIn | 5 | 4 | X |
| Google+ | 14 | 12 | III |
| Snapchat | 4 | 3 | XI |
| Classmates | 1 | 1 | XIII |
| Pinterest | 2 | 2 | XII |
| Myspace | 9 | 7 | VII |
| Flipkart | 6 | 5 | IX |
| Nykaa | 7 | 6 | VIII |

Source: Primary Data

The above table 1.3 clearly shows that Facebook has first rank, Instagram has second rank, Google+ has third rank, YouTube has fourth rank, Twitter has fifth rank, Amazon has sixth rank, Myspace has seventh rank, Nykaa has eighth rank, Flipkart has ninth rank, LinkedIn has tenth rank, Snapchat has eleventh rank, Pinterest has twelfth rank and Classmates has thirteenth rank. The majority of the customers prefer Facebook.

1.11 Problem faced by social media

The consumers are facing problems in social media marketing of the respondents are shown in the table 1.5.

Table 1.5
Problem faced by social media

| Variable | Mean score | Rank |
|------------------------------|------------|------|
| Not enthusiastic | 2.8 | VII |
| Issues related with security | 3.6 | I |
| Still traditional better | 3.3 | IV |
| Financial risk | 2.5 | IX |
| Lack of physical approach | 3.5 | II |
| Fear | 3.4 | III |
| Lack of privacy | 2.7 | VIII |
| Legal issues | 2.9 | VI |
| Lack of personal touch | 3.0 | V |
| Dependency on the websites | 2.4 | X |

Source: Primary Data

The above table 1.5 clearly shows that problem faced by consumers in social media marketing, Issues related with security contributes first rank with mean score of 3.6, Lack of physical approach contributes second rank with mean score of 3.5, Fear contributes third rank with mean score of 3.4, Still traditional better contributes fourth rank with mean score of 3.3, Lack of personal touch contributes fifth rank with mean score of 3.0, Legal issues contributes sixth rank with mean score of 2.9, Not enthusiastic contributes seventh rank with mean score of 2.8, Lack of privacy contributes eighth rank with mean score of 2.7, Financial risk contributes ninth rank with mean score of 2.5 and Dependency on the websites contributes tenth rank with mean score of 2.4.

1.12 Suggestions of the study

- Social media marketers are able to raise the advertisement to the awareness of social media marketing.
- Social media marketers should focus on customers safety regarding using credit card, debit card and e-payments also.
- Social media marketers give right and accurate information to their customers.
- Marketers should take necessary steps to introduce new product line.

1.13 Conclusion

Social media marketing is emerging as a very powerful tool for marketing product and services and convincing the customers over the internet. Most of the customers are satisfied in social media marketing. The major effect of social media marketing is Delivering a mass audience.

References

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