

## **A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL WITH SPECIAL REFERENCE TO MADURAI CITY**

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### **Abstract**

Social Media its cover all relevant Digital transparency it used in social media with depends upon all the commercial sectors, industries, telecast, Broad caste media in the year of 2023 there are 15 lakhs population, out of this population many people using media to share their views. Social media platform is an impact of promoting pleased on a social media users. The Researcher was to analyses information provided by a marketer was influence the media platform for fix the awareness of its user. Many people attracting and sharing with each other with the help of social media. The researcher explain that social media is importance for every

enterprise to promoting their tools. The instant work of this study 150 respondent are taken from social media users. The survey was conducted well-groomed questionnaire with twenty statement. It was used both open and close ended questions apply to analyze of researcher. The researcher said that advertising is not fulfil the details require of its user. It was conclude that social media scheme will change in finance of promotional pleased on social media.

**Keywords:** Online Promotion Social Media Tools, Advertisement.

## Introduction

Social media marketing can be narrate as the ways through which media tools are used by marketers to exercise the information of customer behavior and gain insights about customer's likes and preferences. The programs focus basically on the satisfied the attention by providing require information and encourages readers to share in their networks. The result of electronic word of mouth i.e. any declaration of the consumers share via social networks, websites, etc. about an product, service, event, company or brand to boost the customer brand awareness and marketing of products and services. The message layout from user to user and vibrate because it appears to come from a trusted, third-party source, as opposed to the brand or company itself and hence build up trust in the customers mind. These platforms and created for the individuals relate to one another and build relationships. When companies connect the social channels, consumers started interacting with them. The options of "retweet" or "repost" on Social sites and report helps in reaching more people. These social networking sites act as an oral because the information about the product put out gets repeated leading to more traffic brought to the product/company

## Statement of the Problem

The Current state of knowledge and the gap in understanding for various deviation, distraction and social networking activities. Inside of the more emotional and Technical tools for used in day today operation in all the virtual life. Almost they are used the social media cannot restricted for time band. Hence the conceptual problems and influence the purchase intension of customers need to be affect the social media through digital transparency for buyer decisions however there is more much of contribute to cost of operations of a companies in particular offers and trade fair, discounts can be purchased perfection and time valuation in customer by in digital modernization for current scenario. But researcher is something behind this rapid development for and foremost conceptual boom period for social emotional tools in Madurai city.

## Review of Literature

(Dwivedi et al. (2020)) in their paper explained the opportunities and issues in social media marketing specially related to ethical issues, electronic word of mouth, B2B Marketing, mobile marketing ,digital content management and artificial intelligence. This study show there are many opportunities of technology like VR and AI in the field of marketing.

Lai, J., Cheng, T., & Lansley, G. (2017) in this paper every user information on social media with the choice of promotion and placed. It show that the importance of GIS as well as data usage for creating temporospatial data.

Chen & Lin (2019) studied the crash of activities of social marketing on purchase Participation and continuance intention of consumer. This study show that activities of social media marketing indirectly influence the Perceived value and identification of goods.

## Objectives of the Study

1. To examine how much social media helps or influence consumers in making buying decision.
2. To study the gap between expectation of customer from Social media and its actual performance.
3. To suggest strategies and improve their effectiveness by bridging the gap between expectation and performance.

## Methodology Sample Design

Primary data is collected using with random sampling method. A inter directed questionnaire was send to the respondents through Google form

## Source of Data

This study is used both primary and secondary data. The primary data is the get back questionnaire collected through Google form, Secondary data necessary for the study was collected through website, magazines, reviews, journals and so on.

## Sample Size

The Primary data was collected using questionnaire method from 150 respondents

## Tools for Analysis

- ✓ Simple Percentage Analysis
- ✓ Chi-Square Test

## Data Analysis and Interpretation

### A. Gender Wise Respondents

Gender wise respondents is a factor for identifying the socio-economic background. Hence this categorization has been attempted.

**Table 1: Gender Wise Respondents**

Gender	No. of Respondents	Percentage (%)
Male	90	60
Female	60	40
Total	150	100

**Source: Primary Data**

Table 1 shows that majority (60%) are male and 40% are female. Therefore majority of the respondents are male.

## B. Age Wise Respondents

Age is the major factor for the influence social media in current scenario. Hence this categorized has been attempted

**Table 2: Age Wise Respondents**

Age	No. Of Respondents	Percentage (%)
18-25	60	40
25-30	40	27
30-40	30	20
40 and above	20	13
Total	150	100

**Source: Primary Data**

Table 2 shows that majority (40%) are 18-25 years followed are 25-30 years, 20% are 30-40 years remaining 13% are above 40 years. Therefore most of the respondents are 18-25 years

## C. Marital Status of the Respondents

Marital status of the respondents is a factor for identifying the socio-economic background. Hence this categorization has been attempted.

**Table 3: Marital Status of the Respondents**

Marital Status	No. of Respondents	Percentage (%)
Married	60	40
Un married	90	60
Total	150	100

**Source: Primary Data**

Table 3 shows that majority (60%) of the people are unmarried and 40% are married. Therefore most of the respondents are unmarried.

## D. Education Qualification of the Respondents

Education Qualification is a factor for identifying the socio-economic background. Hence this categorization has been attempted.

**Table 4: Education Qualification of the Respondents**

Education Qualification	No. of Respondents	Percentage (%)
Below Graduation	20	13.3
Graduate	80	53.4
Post-Graduate and Above	50	33.3
Total	150	100



## Source: Primary Data

Table 4 shows that majority (53.4%) of the respondents are Graduate and more followed by 33.3% of Post Graduate and 13.3% are below graduation. Therefore most of all Post Graduate

## E. Occupation of the Respondents

Occupation is a factor for identifying the socio-economic background. Hence this categorization has been attempted.

**Table 5: Occupation of the Respondents**

Occupation of the Respondents	No. of Respondents	Percentage (%)
Govt. Employee	30	20
Private employee	40	26.6
Professional	30	20
Self employed	50	33.3
Total	150	100

## Source: Primary Data

Table 5 shows that majority (33.3%) are Self-employed and followed by 26.6% of are Private employee and 20% are Govt employee

and remaining 20% are professionals. Therefore most of the respondents are self-employed.

## F. Usage of Social Media

Usage of Social Media among the respondents affects the digital transparency in current scenario. Hence this categorized has been attempted

**Table 6: Usage of Social Media**

Usage of Social media	No. of Respondents	Percentage (%)
Yes	150	100
No	0	0
Total	150	100

## Source: Primary Data

Table 6 show that all (100%) are using social media. Therefore all of the respondent use social media.

## G. Time Spend on Social Media

Time spend on Social Media of the respondent in current scenario. This categorized has been attempted

**Table 7: Usage of Social Media**

Usage of Social Media	No. of Respondents	Percentage (%)
More than 3 hrs	80	53.3
2-3	40	26.6
1-2	20	13.3
Less than 1 hrs	10	6.6
Total	150	100

**Source: Primary Data**

Table 7 .The table shows that around 53.3 percent of the people spent more than 3 hours on the Social Media platforms hence it can be used beneficially to promote the products and services on these platforms by the marketers.

## H. Preferred Social Media Platform Tools

Preference to use of social media is a most important factor. Hence this categorized has been attempted

**Table: 8 Preferred Social Media Platform Tools**

Social media Tools	No. of Respondents	Percentage (%)
You tube	25	16.6
Facebook	20	13.3

WhatsApp	50	33.3
Twitter	19	12.6
Instagram	26	17.3
Linked in	10	6.6
Total	150	100

**Source: Primary Data**

Table 8 shows that majority (33.3%) are used whats app followed by 17.3% are used Instagram.16.6% are used you tube, 13.3% are used face book, 12.6% are used Twitter and 6.6% are used Linked in. Therefore the majority of the respondents

## I. Social Media Marketing Help in the Success of a Company/Brand

Social Media tools help in success of a company/brand. Hence this categorized has been attempted

**Table: 9 Social Media Marketing Help in the Success of a Company/Brand**

Social media Tools helps success of an company/brand	No. of Respondents	Percentage (%)
Strongly agree	40	26.6
Agree	55	36.6

Neutral	10	6.6
Disagree	30	20
Strongly Disagree	15	10
Total	150	100

It concluded that about 36.6% of the user agree that Social Media tools contributes to the success of a company/brand and 26.6% percent strongly agree to the same. Hence, marketers have an opportunity that used effectively through these platforms.

## Chi Square Analysis

The Relationship of Age and satisfaction towards social media tools

## Hypothesis

**H<sub>0</sub>:** There is no significant relationship between age and satisfaction towards social media tools

**H<sub>a</sub>:** There is a significant relationship between occupation and satisfaction towards social media tools

	Satisfied	Highly satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
18-25	20	35	5	0	0	60
25-30	15	20	2	1	0	38
30-40	10	15	2	2	1	30
40 and above	5	10	5	1	1	22
	50	80	14	4	2	150

## Interpretation

In the above analysis the calculated value (0.1915) are lower than the table value (21.04) at the level of 0.05 significance. Hence there is no significant relationship between age occupation and satisfaction towards social media tools.

## IV. Findings

- ✓ Total 150 respondents, it was found that around 53.3% people spent more than 3 hours on the Social Media Platforms.
- ✓ WhatsApp is the most popular Social Media platform as per the respondents followed by YouTube.
- ✓ Has we suggest that Social Media networks help in buying decision making.
- ✓ The online purchasers are more among the 150 respondents.

## Suggestions

From that point of the customers pay out around 2-3 hours on an average in a day, the marketers must make the best of this time by promoting their advertisements in form of little-clips, charts, etc. on these platforms. WhatsApp must be used by the marketers as the platform to promote their products as it has emerged as the platform were most of the respondent's spent their time these days The

reviews and advice provided by the customers on the Social Media Channels must be considered by the companies to improve their products and services from time to time. The advertisements and commitments made over these Media platforms must be strictly kept to by the marketer on delivery of products so as to the trust of the customer on the brand or company.

## Conclusion

The process has tried the customer's perspective about the Social Media Marketing techniques and its effectiveness in meeting their requirements. Clearly seen that Social platforms is an main role in today's world and influence the buying decisions of the customers through numerous promotional activities like videos, pictures, blogs and articles. Most of the users spent more than 2 hours a day on these Social Media stage. It has been found that WhatsApp and YouTube are more popular among the masses these days as compared to Facebook and Instagram. Social Media networks are also useful in influencing and assisting in the buying decision making process of the customers by helping them in finding the right set of products, comparing them with other products, providing reviews and recommendations and also by answering their queries from time to time. It is also seen that though these platforms are informative in

nature but still the content on the platforms and that in reality available are contradictory in nature as per the customer's point of view. Most of the customers thus prefer not to buy online because of the improper sizing or the products received through that. Thus, it concluded that Social Media Marketing techniques are effective in the market among the customers.

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