

# A STUDY ON CONSUMER AWARENESS ON SOCIAL MEDIA MARKETING

\*Dr.V.Sridevi, Associate Professor,  
 Department of Commerce with Banking & Insurance,  
 Sri Krishna Adithya College of Arts and Science, Coimbatore, Tamilnadu, India.  
 \*\* Pradeep. G, III B.Com Banking & Insurance, Sri Krishna Adithya College of Arts and Science,  
 Coimbatore, Tamilnadu, India.

## ABSTRACT

This study aims to find out the consumers awareness on social media marketing, to ascertain the consumer awareness and the variables that are associated with consumer awareness about social media marketing. To analyze the awareness of the consumers in using the social media marketing, a sample of 100 respondents were selected and a structured questionnaire was issued and collected. The study reveals that majority of the respondents are using social media marketing for the discount offers, designs and other offers. Majority of the respondents agree with the reliability of the social media marketing.

Key words: Consumer Awareness, Social media marketing

## INTRODUCTION

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Social Media Marketing is a method by using social media site to attain the attention of people. These programs concentrate on developing a content which will attract the attention of the readers in social media and make them to share the contents in their social networking site. Any statement that is shared in the social networks, which included short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes appositive promotion for the product than the promotion done through paid sources.

Social media affects users' behavior and decisions, primarily because of the way information is presented. Social media innovations have made it possible for brands to establish lasting intimate relationships with their customers. YouTube, Facebook, and Instagram have mainly been at the forefront in allowing vloggers and bloggers to share tips, secrets, and reviews of their favorite brands to global audiences. YouTube acts as a platform for content providers to target specific markets with their products and services. Marketers use influential figures on the platform to gain insights, attract and retain more customers, and improve sales. Thus, social media marketing is beneficial to marketers in collecting opinion data and targeted or personalized advertising. Another purpose of social media marketing to marketers is to establish and maintaining customer relations. Social media has also allowed marketers to develop, maintain, and strengthen social and professional relationships. Marketers have taken advantage of this role and have used social media to build and maintain long-term strategic marketing relationships with primary stakeholders such as customers

## OBJECTIVES OF THE STUDY

- To study the influence of social media on consumer behaviour
- To evaluate social media targeting consumers as a key part of digital marketing
- To find out the social media helps to choose the right products.

## SCOPE OF THE STUDY

- The scope of the study is confined to Coimbatore.
- The main aim of the study is to evaluate the consumer awareness of social media marketing.
- The sample of the study is 100.
- This study is help the companies to increase the social media marketing techniques.
- The data was collected from all social media consumers in Coimbatore.

## RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The research design adopted for the studies is descriptive design. The study basically uses primary and secondary data. In this research the research has followed Non-probability sampling method and used the convenience sampling technique. Total number of sample taken for the study is 100 respondents. Sampling unit is in Coimbatore city.

Convenience sampling techniques were used for the study. The commonly used statistical tools for analysis of collected data are Simple percentage analysis.

#### LIMITATIONS OF THE STUDY

- The study of customer behavior towards social media marketing is a very vast subject consisting of a number of dimensions. Only a few dimensions / aspects were studied in this study.
- Only 100 customers have been selected and studied due to limited time & resources.
- The sampling technique was convenient sampling because of knowledge of social websites was necessary for responses. Hence, the conclusion drawn is specific and cannot be generalized.

#### REVIEW OF LITERATURE

**Sonali Gaur (2020)** social media is the most important and popular marketing tool at the current time. Social media marketing adopted by various businesses for marketing for their product and services as compare to the traditional marketing it is very cheapest, fastest and most effective marketing. Social media marketing sites are: facebook, linkdin, instagram and twitter. By the using of social media peoples are more aware about the new brands and products. The purpose of social media knows the interest and need of customer which are affecting their purchasing decision. Social media marketing for startups and small business is very beneficial. The main objective of the research is to understand the effect of social media marketing on the Business, which social networking site is more popular. And compare the social media marketing to traditional marketing. In this study, both primary and secondary methods are used to collect the data. A sample of 77 respondents were collected through an online questionnaire and get it filled by respondents these are friends, family and known people.

**Hafez (2021)** social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behavior, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities.

**Khalid Jamil (2022)** The aim of this study is to explore social media marketing activities (SMMA) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction. The participants in this study were experienced users of two social media platforms Facebook and Instagram in Pakistan. A self-administered questionnaire was used to collect data from respondents. We used an online community to invite Facebook and Instagram users to complete the questionnaire in the designated online questionnaire system. Data were collected from 353 respondents, and structural equation modeling (SEM) was used to analyze the data. Results show that SMMA have a significant impact on the intentions of users. Furthermore, social identification mediates the relationship between social media activities and satisfaction, and satisfaction mediates the relationship between social media activities and the intentions of users. This will help marketers how to attract customers to develop their intentions. This is the first novel study that used SMMA to address the user intentions with the role of social identification and satisfaction in the context of Pakistan.

#### ANALYSIS AND INTERPRETATION GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	55	55%
Female	45	45%
Total	100	100

Source: Primary Data

#### Inference:

The above table shows that 55% of respondents are male and 45% of the respondents are female

#### AGE OF THE RESPONDENTS

Age	No. of Respondents	Percentage
Below 20 years	25	25%

21 - 30 years	40	40%
31 - 40 years	14	14%
41 - 50 years	10	10%
Above 50 years	11	11%
Total	100	100

**Source: Primary Data**

**Inference:**

The above table shows that 25% of respondents are in the age group of below 20 years, 40% of the respondents are in the age group of 21 - 30 years, 14% of the respondents are in the age group of 31 - 40 years, 10% of the respondents are in the age group of 41 - 50 years and 11% of the respondents are in the age group of above 50 years.

#### OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage
House wife	13	13%
Business	20	20%
Student	38	38%
Employee	21	21%
Others	8	8%
Total	100	100

**Source: Primary Data**

**Inference:**

The above table shows that 13% of respondents are house wife, 20% of respondents are doing business, 38% of respondents are student, 21% of respondents are employee and 8% of respondents are doing other occupation.

#### EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational Qualification	No. of Respondents	Percentage
Illiterate	2	2%
Under Graduate	33	33%
Post Graduate	32	32%
Professional	28	28%

Others	5	5%
Total	100	100

Source: Primary Data

**Inference:**

The above table shows that 2% of respondents are illiterate, 33% of the respondents have completed under graduate, 32% of the respondents have completed post graduate, 28% of the respondents have completed professional degree and 5% of the respondents have completed other educational qualification.

**INCOME OF THE RESPONDENTS**

Income	No. of Respondents	Percentage
Below Rs.10,000	6	6%
Rs. 10,001 - 15,000	11	11%
Rs. 15,001 - 20,000	39	39%
Rs. 20,001 - 25,000	29	29%
Above Rs. 25,000	15	15%
Total	100	100

Source: Primary Data

**Inference:**

The above table shows that 6% of respondents have below Rs.10,000, 11% of the respondents have Rs.10, 001-15,000, 39% of the respondents have Rs. 15,001 - 20,000, 29% of the respondents have and 15% of the respondents have above Rs. 25,000 as their income level.

**TYPE OF SOCIAL MEDIA USING**

Social Media	No. of Respondents	Percentage
Facebook	29	29%
Instagram	22	22%
Whatsapp	21	21%
Youtube	10	10%
Snapchat	8	8%
<b>Pinterest</b>	7	7%
Others	3	3%
Total	100	100

Source: Primary Data

**Inference:**

The above table shows that 29% of respondents using social media is Facebook, 22% of respondents using social media is Instagram, 21% of respondents using social media is Whatsapp, 10% of respondents using

social media is Youtube, 8% of respondents using social media is Snapchat, 7% of respondents using social media is **Pinterest** and 3% of respondents using social media is others.

#### ENGAGE IN SOCIAL MEDIA

Opinion	No. of Respondents	Percentage
Daily	51	51%
Three times a week	34	34%
Once a week	10	10%
Rarely	5	5%
Total	100	100

**Source: Primary Data**

#### Inference:

The above table shows that 51% of respondents said that daily, 34% of respondents said that three times a week, 10% of respondents said that once a week and 5% of respondents said that rarely they use social media.

#### SPENDING TIME IN SOCIAL MEDIA

Opinion	No. of Respondents	Percentage
Less than 30 minutes	10	10%
30 minutes to an hour	33	33%
1-2 hours	45	45%
3 and more than 3 hours	12	12%
Total	100	100

**Source: Primary Data**

#### Inference:

The above table shows that 10% of respondents said that less than 30 minutes, 33% of respondents said that 30 minutes to an hour, 45% of respondents said that 1-2 hours and 12% of respondents said that 3 or more hours spending time in social media.

#### SOCIAL MEDIA IS THE BEST WAY TO REACH A BUSINESS'S TARGETED AUDIENCE

Level of Agree	No. of Respondents	Percentage
Strongly agree	41	41%
Agree	37	37%
Neither agree nor disagree	6	6%
Disagree	9	9%
Strongly disagree	7	7%
Total	100	100

**Source: Primary Data****Inference:**

The above table shows that 41% of respondents are strongly agree, 37% of the respondents are agree, 6% of the respondents are neither agree nor disagree, 9% of the respondents are disagree and 7% of the respondents are strongly disagree towards social media is the best way to reach a business's targeted audience.

**BUSINESS WILL ACHIEVE BETTER RESULTS WHEN IT COMES TO CUSTOMER LOYALTY AND PROFITS IF SOCIAL MEDIA IS INTEGRATED INTO MARKETING**

Level of Agree	No. of Respondents	Percentage
Strongly agree	28	28%
Agree	17	17%
Neither agree nor disagree	23	23%
Disagree	19	19%
Strongly disagree	13	13%
Total	100	100

**Source: Primary Data****Inference:**

The above table shows that 28% of respondents are strongly agree, 17% of the respondents are agree, 23% of the respondents are neither agree nor disagree, 19% of the respondents are disagree and 13% of the respondents are strongly disagree towards business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing

**KEEP UP TO DATE WITH SALES AND PROMOTIONS BY USING SOCIAL MEDIA**

Level of Agree	No. of Respondents	Percentage
Strongly agree	24	24%
Agree	19	19%
Neither agree nor disagree	26	26%
Disagree	14	14%
Strongly disagree	17	17%
Total	100	100

**Source: Primary Data****Inference:**

The above table shows that 24% of respondents are strongly agree, 19% of the respondents are agree, 26% of the respondents are neither agree nor disagree, 14% of the respondents are disagree and 17% of the respondents are strongly disagree towards the influenced by social media for buying decision.

**SOCIAL MEDIA STIMULATES TO BUY MORE PRODUCTS VIA ONLINE**

Level of Agree	No. of Respondents	Percentage
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Strongly agree	40	33%
Agree	19	15%
Neither agree nor disagree	16	14%
Disagree	20	16%
Strongly disagree	25	22%
Total	120	100

**Source: Primary Data**

**Inference:**

The above table shows that 33% of respondents are strongly agree, 15% of the respondents are agree, 14% of the respondents are neither agree nor disagree, 16% of the respondents are disagree and 22% of the respondents are strongly disagree towards the social media stimulates to buy more products via online.

**MARKETING COMPANIES REGULARLY UPDATE RELEVANT DIGITAL MARKETING CONTENT**

Level of Agree	No. of Respondents	Percentage
Strongly agree	10	10%
Agree	15	15%
Neither agree nor disagree	16	16%
Disagree	39	39%
Strongly disagree	20	20%
Total	100	100

**Source: Primary Data**

**Inference:**

The above table shows that 10% of respondents are strongly agree, 15% of the respondents are agree, 16% of the respondents are neither agree nor disagree, 39% of the respondents are disagree and 20% of the respondents are strongly disagree towards marketing companies regularly update relevant digital marketing content on its social media that connects with target consumers.

**BEFORE BUYING A PRODUCT, COLLECTING INFORMATION VIA SOCIAL MEDIA**

Level of Agree	No. of Respondents	Percentage
Strongly agree	26	21%
Agree	55	45%

Neither agree nor disagree	13	12%
Disagree	7	7%
Strongly disagree	19	16%
Total	120	100

**Source: Primary Data**

**Inference:**

The above table shows that 21% of respondents are strongly agree, 45% of the respondents are agree, 12% of the respondents are neither agree nor disagree, 7% of the respondents are disagree and 16% of the respondents are strongly disagree towards the before buying a product, collecting information via social media.

Thus, the majority of the respondents are agreed towards the before buying a product, collecting information via social media.

**SEARCHING PRODUCT INFORMATION VIA SOCIAL MEDIA IS EASIER**

Level of Agree	No. of Respondents	Percentage
Strongly agree	35	35%
Agree	27	27%
Neither agree nor disagree	21	21%
Disagree	12	12%
Strongly disagree	5	5%
Total	100	100

**Source: Primary Data**

**Inference:**

The above table shows that 35% of respondents are strongly agree, 27% of the respondents are agree, 21% of the respondents are neither agree nor disagree, 12% of the respondents are disagree and 5% of the respondents are strongly disagree towards searching product information via social media is easier.

**SOCIAL MEDIA IS A GOOD MARKETING TOOL**

Level of Agree	No. of Respondents	Percentage
Strongly agree	41	41%
Agree	32	32%
Neither agree nor disagree	10	10%
Disagree	11	11%



Strongly disagree	6	6%
Total	100	100

**Source: Primary Data**

**Inference:**

The above table shows that 41% of respondents are strongly agree, 32% of the respondents are agree, 10% of the respondents are neither agree nor disagree, 11% of the respondents are disagree and 6% of the respondents are strongly disagree towards social media is a good marketing tool.

**FINDINGS**

- 55% of respondents are male
- 40% of the respondents are in the age group of 21 - 30 years
- 38% of respondents are student
- 33% of the respondents have completed under graduate,
- 39% of the respondent's income is Rs. 15,001 - 20,000
- 29% of respondents more using social media is Facebook
- 39% of respondents are using 2-4 social media
- 51% of respondents are using social media daily.
- 45% of respondents said that 1-2 hours they spending time in social media.
- 41% of the respondents are strongly agree towards social media is the best way to reach a business's targeted audience.
- 28% of the respondents are strongly agree towards business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing
- 26% of the respondents are neither agree nor disagree towards the influenced by social media for buying decision.
- 27% of the respondents are strongly agree towards repost or retweet a sale or promotion codes to friends
- 33% of the respondents are strongly disagree towards the social media stimulates to buy more products via online.
- 39% of the respondents are disagree towards the marketing companies regularly update relevant digital marketing content on its social media that connects with target consumers.
- 45% of the respondents are agree towards the before buying a product, collecting information via social media.
- 38% of respondents are strongly agree towards social media is the appropriate method adopted by entrepreneurs in the field of marketing and brand promotion
- 28% of the respondents are strongly disagree towards the consumer's perceptions of a brand changes by social media marketing activities.
- 31% of the respondents are agree towards the purchase after watching some sort of review in social media.
- 35% of the respondents are strongly agree towards searching product information via social media is easier

**CONCLUSION**

Businesses should partake in social media marketing for a number of reasons. Some of the reasons may include online exposure, brand awareness, customer-to-business communication, valuable feedback, and the ability to see what customers, prospects, peers, and competitors are saying. The findings of this study revealed that social media not only provides direct interaction with customers, but it also rewards businesses with customer loyalty. It can be concluded that social media can help maintain the relationships built between businesses and their prospective customers and guide them into profitable ventures. By participating in the social media movement, businesses can communicate and engage with potential consumers all around the globe and make word-of-mouth promotion profitable. Social media sites such as Facebook, Twitter, and Instagram can be useful as they provide businesses with targeted exposure within their social network. The more social media exposure a business creates, the higher the potential of attracting more customers. It concluded that Most consumers look to social media for products or services a business offers and Social media marketing is an important factor for customer loyalty and purchasing decisions.

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