

EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON BRANDED JEWELLERY BRANDS: STUDY WITH REFERENCE TO ANANTAPUR DISTRICT

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ABSTRACT

Social media marketing refers to the use of social media platforms and websites to promote a product or service. It involves creating and sharing content on social media networks to engage audiences, build brand awareness, drive website traffic, and ultimately, increase sales or achieve other marketing goals. Social media marketing can encompass various strategies, including creating text posts, images, videos, and other multimedia content, as well as interacting with users through comments, messages, and other forms of engagement. The goal is to connect with the target audience in a meaningful way and encourage them to take desired actions, such as making a purchase or sharing content with their own networks. This is the study trying to give information on how effectively social media marketing is for branded jewellery products. At the same time attempting to give useful suggestions on bases of findings in the study to the promotors of branded jewellery.

Key words: Social media, brand awareness, branded jewellery

INTRODUCTION

Social media marketing is the use of social media platforms to promote products, services, or brands. It involves creating and sharing content on social media networks like Facebook, Instagram, Twitter, LinkedIn, and others to engage with audiences, build brand awareness, drive website traffic, and ultimately, achieve marketing goals.

Social media marketing encompasses various strategies and tactics, including:

1. **Content creation:** Developing and sharing content such as posts, images, videos, and infographics that resonate with the target audience.
2. **Community engagement:** Actively participating in conversations, responding to comments and messages, and fostering relationships with followers to build a loyal community around the brand.
3. **Paid advertising:** Utilizing paid social media advertising options offered by platforms to target specific demographics, interests, and behaviors with ads, sponsored posts, and promoted content.
4. **Influencer marketing:** Collaborating with influencers—individuals with significant followings on social media—to reach their audience and promote products or services.

5. **Analytics and optimization:** Monitoring social media metrics such as engagement, reach, and conversions, and using insights to refine strategies and improve performance over time.

Social media marketing offers businesses a powerful way to connect with their target audience on platforms where they already spend time. When executed effectively, it can drive brand awareness, generate leads, increase website traffic, and ultimately contribute to business growth.

Here are jewellery brands in Anantapur town selected for the study.

1. Tanishq
2. Kalyan Jewellers
3. Malabar Gold & Diamonds
4. Joyalukkas
5. GRT Jewellers
6. Lalitha Jewellers

This list includes both traditional jewellery brands as well as newer, online-focused brands.

REVIEW OF LITERATURE

1. **Dr. M. Saravanakumar 1 , Dr.T.SuganthaLakshmi (2012):** Social media isn't about money or institutions. It isn't about stockholders making billions of dollars. It isn't about corporate ownership. Social media is about ordinary people taking control of the world around them and finding creative new ways to bring their collective voices together to get what they want. Social Media Marketing (SMM) is primarily internet-based but has similarities with non-internet based, marketing methods like word-of mouth marketing. SMM is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers through the channels of social media. Facebook, Twitter and Youtube are the most popular social media that are widely used by the companies and the celebrities in promoting themselves and their brands. With the number of users rising each day in Facebook and other social networking sites, it is bound to bring in more customers for the business and much more promotions and marketing thus making social media, the better platform for marketing.
2. **Helena Alves, Cristina Fernandes, Mário Raposo (2016)** study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analyzed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analyzed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and

perceptions. The studies focusing on the firm's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results.

3. **Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin (2015)** Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitised living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organisations, consumers, communities, forums, and the like. This subject has received increased attention in the literature with many of its practical applications including *social media marketing* (SMM) being elaborated, analysed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy-one articles that will bring together the many facets of this rapidly blooming media marketing form. The surfacing limitations in the literature on social media have also been identified and potential research directions have been offered.

OBJECTIVES

1. To study the impact of social media advertisements on branded jewellery customers before buying.
2. To know the effectiveness of Social media marketing on brand promotion.

HYPOTHESIS

1. **H₀:** There no impact of social media advertisement on branded jewellery customers before buying.
H₁: There an impact of social media advertisement on branded jewellery customers before buying.

RESEARCH METHODOLOGY

Primary Data: The primary data was collected from a structured questionnaire given to the respondents who purchased jewellery in branded stores in Anantapur town.

Secondary Data: The secondary data was collected from the sources of articles, books, research projects and digital contents.

SAMPLE SIZE

The respondents are the buyers who had experience by visiting the branded jewellery shops in Anantapur town of Andhra Pradesh state. The total selected population for this study is 100, but responded only 87.

Segment	Particulars	Respondents	Total
Gender	Male	14	87
	Female	73	
	Third Gender	0	
Age	18-25	18	87
	26-35	29	
	36-45	32	
	46 & Above	8	
Occupation	Home maker	34	87
	Student	18	
	Employee	20	
	Business	5	
	Professionals	10	
Annula Income	Less than 3 Lacs	12	87
	3 to 5 Lacs	36	
	5 to 7 Lacs	19	
	Above 7 lacs	20	

From the above table it is evident that the researcher has obtained demographic values of the respondents which clearly tells that Male are trailing in terms of gender, majority of the respondents are from the age group of 36-45. Whereas , most of them are home makers with an earnings of about 3 to 5 lacs per annum.

DATA ANALYSIS USING HYPOTHESIS TESTING

Hypothesis:

1. **H₀**: There no impact of social media advertisement on branded jewellery customers before buying.
H₁: There an impact of social media advertisement on branded jewellery customers before buying.

Table:1. DESCRIPTIVE ANALYSIS ON IMPACT OF SOCIAL MEDIA ON CUSTOMERS BEFORE BUYING

Attributes	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
More effective	15	1.2667	.45774	.11819	1.0132	1.5202
Not much effective	68	2.2941	.45903	.05567	2.1830	2.4052

No influence	4	1.0000	.00000	.00000	1.0000	1.0000
Total	87	2.0575	.63532	.06811	1.9221	2.1929

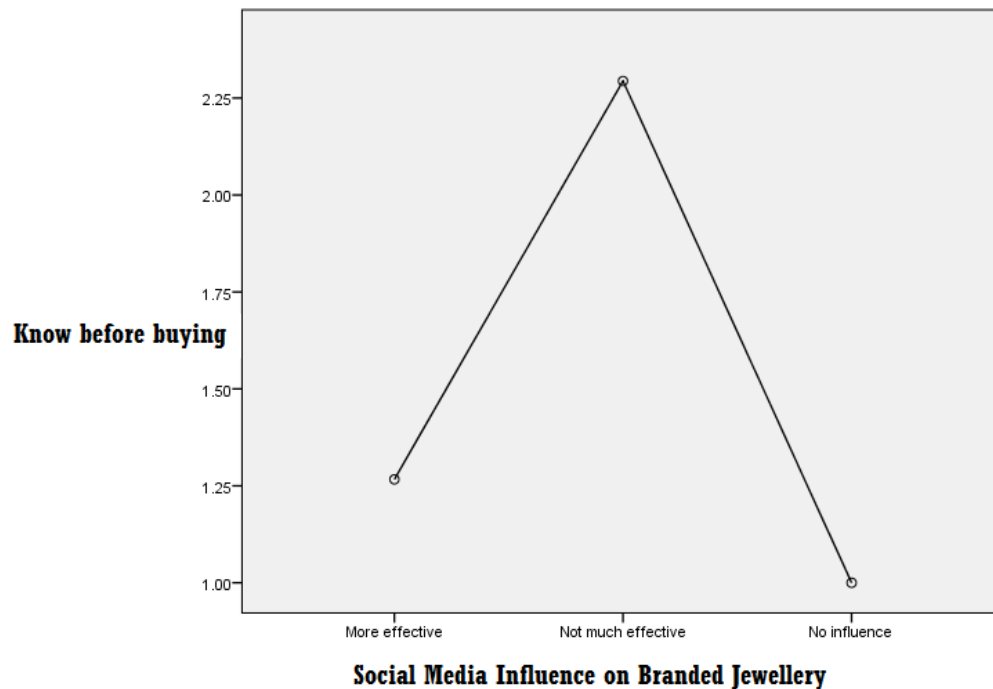
ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.662	2	8.831	43.504	.000
Within Groups	17.051	84	.203		
Total	34.713	86			

Note: The above table showing the results of ANOVA on impact of social media advertisement on branded jewellery customers before buying.

Inference: The results of ANOVA is representing the impact of social media promotions on customers before buying the branded jewellery. The significance value of above ANOVA results is 0.000 which is less than 0.05. Hence, there is an influence of social media advertisement on branded jewellery customers before buying. As a result, the alternative hypothesis “There an impact of social media advertisement on branded jewellery customers before buying” is accepted.

In detail, the social media is impacting to get awareness of branded jewellery promotions. Interestingly, the results are showing that there is an influence of social media promotions on customers before buying the branded jewellery, but not effectivity influenced. This indicates there is a scope of promoting the jewellery but this is not much effective to implement by the branded jewellery promoters. This is trying to execute with means plots diagram in details in the given below.

Figure-1: THE MEANS PLOTS ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISEMENT

Source: Research Survey

Inference: The above means Plot showing the effectiveness of Social media advertisement on branded jewellery customers before buying. As per the above data the respondents are getting awareness about jewellery promotions in their social media like, Facebook, twitter, Instagram, and LinkedIn. But, when comes to their motivation towards buying jewellery, the social media promotion is not much effective.

FINDINGS

1. There is an influence of social media marketing on the buyers who are buying branded jewellery.
2. There is an impact by the social media marketing, but its is not effective to influence more social media user to give awareness on branded jewellery.
3. It is to found that social media marketing is the best plat form to promote but not for unbranded jewellery shops.

SUGGESTIONS

1. It is to suggest that giving branded jewellery promotions using social media is impactive.
2. It is to suggest that social media promotions are only not effective to give awareness, promotors should also think other options like digital marketing & non-social media promotions.

CONCLUSION

This study is focused on how social media marketing is effective to the branded jewellery shops. During the study the respondents are given genuine information according to their perception and experience. The results are quite interesting and should consider by the promoters before giving advertisements using social media. Social Media promotions are more effective nowadays but, this platform is not suites for few brands or products in the market. According to the study social media marketing is effective but not for all brands, especially shopping products like jewellery. Its means giving promotions in social media to the jewellery products is not effective because, the buyers will show interest to buy the jewellery only after visiting jewellery shops. The perception of the customers is to get the information only by visiting the jewellery shops, hence the social media promotions are not much effective but it will give awareness to visit the shops by the customers.

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