



A STUDY ON IMPACT OF SOCIAL MEDIA IN DIGITAL MARKETING

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Abstract:

This study investigates the Impacts of Social media in digital marketing users in Coimbatore city. With the rapid growth of social media usage among the users and the business people in the city. However, its adoption and understanding among college students, particularly in Coimbatore, remain underexplored. The study employs a quantitative research approach, utilizing surveys to gather data from a sample of all over users Coimbatore. The survey instrument assesses the benefits, techniques, increased exposure, advantages, business platforms and current scenario of Social media in digital marketing . Additionally, demographic variables such as age, gender, and academic discipline are considered to understand the impacts of social in digital marketing. The findings of

this study aim to contribute to the existing literature on Social media, particularly focusing on over all users and college students, and provide insights for marketing business peoples in Coimbatore city.

Keywords: Impacts of Social Media, Consumer usage of products, Consumer trust on policy, influence of consumers according to their brands and reviews, college students in preference to Coimbatore city .

INTRODUCTION

Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users, more than 4.7 billion people use social media, equal to roughly 60% of the world's population. In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.6% of users. A computer based technology that facilitates the sharing of ideas, thoughts and information through virtual networks and communities.

The term digital marketing refers to the use of websites, apps, mobile devices, social_media, search engines, and other digital means to promote and sell products and services. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s. Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges.

OBJECTIVES OF THE STUDY

- To examine the preference of marketing methodology.
- To analyse the influence of social media in digital marketing.
- To find the impact of social media in digital marketing.

RESEARCH METHODOLOGY

Area of the study

Area of the study is confined to Coimbatore city. It is to learn as much about the target audience as possible by looking at their lives from many different angle.

Source of the data

The study has used primary data that are collected through structured questionnaire by interview method and Google form of 100 respondents from Coimbatore city. Secondary data collected through the websites, journals, magazines and newspapers are referred and data collected.

Sampling design

Convenience sampling method has been administration the study among the respondents who are using Social media in digital marketing

Tools for analysis

For the purpose of detailed analysis of the study, the following statistical tools are used in the study.

- ✓ Percentage analysis
- ✓ Weighted average method
- ✓ Chi square

FINDINGS AND RESULT

Simple Percentage:

Table 1 Gender

Gender	Frequency	Percentage (%)
Male	45	41.3
Female	64	58.7
Total	109	100.0

It was found that, 41.3% of Respondents are Male and 58.7% of the Respondents are Female.

Table 2 Time spend on social media

Factors	Frequency	Percentage (%)
Less than 30 minutes	18	16.5
30 minutes to one hour	55	50.5
Two to three hours	25	22.9

More than 3 hours	11	10.1
Total	109	100.0

Factors	Frequency	Percentage (%)
Yes, always	30	27.5
Sometimes	57	52.3
Rarely	19	17.4
Never	3	2.8
Total	109	100.0

It was found that, 50.5% of the social media users are spend their time in between 30 minutes to one hour, 22.9 of the users are spend their time between 2 to 3 hours, 16.5% of the users are spend their less than 30 minutes, 10.1% of the users are spend their time more than 3 hours.

Table 3 Users attention to ads on social media

Factors	Frequency	Percentage (%)
Completely trust	28	25.7
Somewhat trust	41	37.6
Neutral	37	33.9
Completely distrust	3	2.8
Total	109	100.0

It was found that, 52.3% of the users have sometimes gave their attention to ads on social media, 27.5% of the users have yes, always gave their attention, 17.4% of the users have rarely gave their attention, 2.8% of the users have never gave their attention to ads on social media.

Table 4 Users trust information from brands on social media?

Gender * What social media sites or services do you use regularly? Crosstabulation									
		What social media sites or services do you use regularly?							Total
		Facebook and Twitter	Instagram	whatsapp	Telegram	Youtube	Other		
Gender	Male	Count	3	19	15	3	4	1	45
		Expected Count	1.7	21.1	15.7	3.3	2.9	.4	45.0
	Female	Count	1	32	23	5	3	0	64
		Expected Count	2.3	29.9	22.3	4.7	4.1	.6	64.0
Total		Count	4	51	38	8	7	1	109
		Expected Count	4.0	51.0	38.0	8.0	7.0	1.0	109.0

It was found that, 37.6% of the users have somewhat trust on the information from brands on the social media, 33.9% of the users have neutral trust, 25.7% of the users have completely trust, 2.8% of the users have completely distrust.

Table 5
Gender and Social Media Usage

Chi-Square Tests			
Factors	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.465 ^a	5	.485
Likelihood Ratio	4.800	5	.441
Linear-by-Linear Association	.372	1	.542
N of Valid Cases	109		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .41.

Hypothesis: There is no significant relationship between gender and Social Media usage.

There is significant relationship between gender and Social Media usage.

It was found that, the significant value was exceed 0.05(ie.0.485), hence null hypothesis were rejected and alter nature hypothesis were accepted.

Table 6 Users preferred sources for products and services information

S.No	Basis	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Average	Total
		5	4	3	2	1		
1	Consumer ratings & review	74	20	12	0	3	109	
		370	80	36	0	3	489	0.222
2	Company's websites	27	63	15	3	1	109	
		135	252	45	6	1	439	0.248
3	Call center	13	16	61	18	1	109	
		65	64	183	36	1	349	0.312
4	e-mail	14	25	33	34	3	109	
		70	100	99	68	3	340	0.320
5	Video clip	12	26	29	19	23	109	
		60	104	87	38	23	312	0.349
6	Live chat	9	23	38	29	10	109	
		45	92	114	58	10	319	0.341
7	Facebook	14	28	44	19	4	109	
		70	112	132	38	4	356	0.306
8	Apps	16	42	35	14	2	109	
		80	168	105	42	2	397	0.274
9	Online advertisement	31	31	31	12	4	109	
		155	124	93	24	4	400	0.272

It was found that, the satisfaction of users on social media in digital marketing, in the Weighted Arithmetic Mean, Strongly agreed to social media in consumer rating and reviews hence it is strongly agreed by the users, is the next company's website hence it is the next strongly agreed by the users of social media and next

is the call centre, e-mail, video clip, facebook, live chat hence it is neutrally agreed by the users, next is the apps are normally agreed by the users, the next is online advertisement is strongly agreed by the users of social media.

Weighted Arithmetic Mean, Strongly agreed to social media in consumer rating and reviews hence it is strongly agreed by the users.

CONCLUSION:

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various data analytics. Moreover, social media can also expose students to cyberbullying, which can have negative effects on their mental health and well being. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot opportunities for new business and challenges to get customer space. And social media is occupying or shifting the traditional way of digital marketing and digital advertisements of business and their products.

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