# A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PERCEPTION

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## 1. INTRODUCTION:

Many sellers for large data centers and the others are not required to buy a strategy used in the sales center for the purchase. Sell on social networks such site online shopping sites, commerce, or to find out the public media and Internet marketing site and can buy things over the Internet, as well as a variety of names, the differences can be. A network of online contacts between personally met the target (or target) and a network of associations known as "informal communication", is a manager. Online networking played an important role in promoting this pillow. Applying the 21st century, with the help of the internet and social media is part of the business strategy. Social Media Marketing In the late 21st century, almost as a means of social media, many companies use some form of social media marketing. With the advent of the Internet / IT, marketing style has changed, every business must use new technology. They connect to the Internet (Facebook, Tweeter, Linkedin) smartphone usage daily. In this study, we chose them with the academic and professional online marketing of a collaborative platform coming into public media and general marketing activities and network traffic and user interaction character in literature, we need to know. In this article, social media, newspapers, some of the users of social media campaigns and marketing materials, research, and direct online reviews.

In recent years, social media marketing as a new marketing tool. The goal of the organization is an effective marketing strategy is to use the unused building. However, each company's primary goal is

to reduce production costs and increase revenue. The Internet is almost, almost all of the development of 3G / 4G mobile phone use. For example, the rapid development of the Internet as a marketing tool for the use of the Internet and the customer is a good opportunity to change the perception of the company is social media marketing.

Almost all Internet users are cut out of race, culture, race or religion, etc. The concept was twelve years old, in our society, and the public has reached such a degree of economy. Blackshaw & Nazaro (2004) at the beginning of social media, the Internet is a new source of information, creating a new source of information on the Internet has increased, developed, disseminated, and shared with other users and goods of other materials, tools, and personality problems. According to Chi (2011, 46), social media marketing offers a network of the private and public sector there is a relationship between the brand and the customer. What is the benefit of social media communication has changed, each of the size and strength of social media? The publication of this study, social media, and social media marketing are now about the review. This study aims to understand the relationship between these two concepts is the result. For this study, we have started to run on the literature of social media, and then an analysis of the social media marketing features.

The proportion of public media, primarily the Internet or mobile devices, or through the use of data is carried out. This makes communication between individuals and the relationship. Like

networking sites such as Facebook and Twitter are popular; Like Digg or Reddit using technology and using the site as a web page. Social media has already begun to quickly bring society and business value to the market for new friends and be ready. The number of users of social media and social media use has increased in many countries due to population growth, placing this information on the same network marketer to change the map of the gaming industry. The industrial strategy and changed the image of the main campaign. Why social media did not affect trade with industry marketing guidance?

## 2. LITERATURE SURVEY

Contextual Laroche (2012), communication and ideas about the real estate and adoption of social cohesion and to meet the needs of society, or simply interact with stakeholders, he said. Social media and other mass media, Facebook, Twitter, Myspace, and other companies participating in the election, support for leading online business success. In this regard, they will not shell strategy RPG, etc., to develop a strategy to use force in public administration.

Tri Dinh Dinh Le, Angela Lynn, and Carla Ruiz style here with industry representatives and Effect Head of Information for Facebook Forum W, Mobile News Network, (00), (2018).

They are social media, mobile phone companies, 5 and 8 in the social media information from the base of 108 users, using qualitative research. According to the study of media, social media strategy, they hope to be ready for customers through marketing and based on data collected from all three views.

Sia and Goutam and research (2013) Teak and Mohanty (2012) that were adopted by employees in social networking sites who need the business. They will not require them to engage with the public in terms of weight and information technology. I read them, and they decide to be the biggest network site. They have also improved because of the social networks and business and private organizations that provide services and provide statistical information that can be said to society and its reputation for a short story, as well as communication and business.

Similarly, Kumar Singh (2013), social media as a business tool that can help build brand and customer relationships. In this study, the social media strategy for the "Live" campaign to Maruti Suzuki Ritz car and drive create awareness and reputation as a student. They use social media strategy to build brands through the successful work of the company and social media networks have discovered to strengthen customer relationships. This tool is not the spirit of online partners, as is the increase of not informing participants.

Ramnarain Research and Govender (2013) 24,150 young people under 18 years, South Africa, Durban, KwaZulu-Delhi study used a questionnaire designed to search for a relationship between the sexes. They also search the public, media, etc., and used all three children found influence is the most important tool for communication, means of communication, brand, and ability to choose. Details of the study of social media research and marketing for South Africa, their behavior influences young people's need to assess strategic marketing and communication.

Bajpai Pandey (2012) and on the Internet, investigate what measures have been taken as a way of marketing. They took analysis and Facebook. The direct environment of Facebook Marketing and smart strategy to explain, of course, will succeed. Although many marketers are still at an early stage of learning, marketers can be offered content with the inclusion of this project.

Bajpai, et.al. study. (2012), Social Media Marketing: Strategies and Benefits for Creating a Community Outside the Media to Create a Public Market for the Same Can be said about this disease, small business marketing strategies for social media impressions.

Similarly, Bashar et al. (2012), a highly respected worker saw the effects of social media as a marketing tool. They were conducted on the web

and the method of sampling survey in Delhi and chapter-based study was carried out on 150 social networking sites. Long-term researchers, not just as a social media marketing tool, are expecting a gap and providing information for the user and the appropriate time and whether consumers want to be better matched. This measure was a PR move that would change the fact that we have to speculate. Also, we proposed some measures to achieve this goal.

The main purpose of the document and Jen talking, social media marketing, marketing, and marketing communication is possible to identify other parts of the communication. Also, they spoke to achieve the goals, as well as marketing industry marketing tactics used by the conceptual framework of managers.

## RATIONALE OF STUDY

The purpose of this study was to investigate the effects of social media marketing to customers in the area.

In conjunction with social media marketing behavior, consumer confidence, and happiness, on the other hand, gradually increases the impact on consumers that will be affected.

## OBJECTIVES OF STUDY

1. Read about for the media: social media marketing investment is attractive.
2. For more information on the sale of social media.
3. Read: uses social media marketing for users' opinions.
4. An organization aimed at the public pig.
5. Measure confidence in social media marketing.

## 3. RESEARCH METHODOLOGY

Students in particular to improve the work of the stars are the purpose of this innovative and systematic, as well as human, education, culture, and society, and act to create a new program to

take advantage of.[1]. This is used to fix or repair problems that are resolved quickly, in the past, or are not supported by the result of a calculation or the theory of the creation of a new theory. The researcher's project to develop more information on this subject will also work to develop the school, or, for example, report the results of a research project and the future, or can be used to develop the capacity of students to prepare them for the validity of the reasons. The main purpose of the study to improve education and research (online), to identify and interpret, or the scientific method of research and development (R&D) and the system between science He is very much linked to a role in the different research methods.

## Research Methodology

This process took three basic types (and even before that, is openly discussed and understood):

- Help clarify the issue or problem identification and case studies.
- Business research is to test the theory and propose solutions to problems or questions.
- Empirical evidence to test the will to use research lively.

Qualitative research and quantitative research: There are two types of dynamic projects. The kind of study the researchers find the workers tested, and they want to choose the order of numbers or numbers of questions

## Research design

Design Research problems identified in the scientific study of this set of methods used to collect and analyze the steps. What type of research design study (expansion, linkage system, spring test, experiment, research, meta-analysis), and sub-type (for example, for a descriptive study to determine the long-term), research, scientific research, for example. It is a model, independent and experimental design, and, if necessary, and how data and statistical analysis. Scientist construction systems have been developed to answer questions.

## Research Tools

What type of research design study (expansion, linkage system, spring test, experiment, research, meta-analysis), and sub-type (for example, for a descriptive study to determine the long-term), research, scientific research, for example.

## Scope

Public media especially created to communicate with friends and family. But now he thinks it will be an important part of social media marketing.

In this digital age, brands and their target audience and connect with several social networks. With the proliferation of social networking channels and difficulties daily, customers can focus on marketing and disseminating the content.

The terraces allow you to find new audience channels, new types of content, and attract a new audience. What is relevant to your readers, the company is a new direction.

This figure is about what type of content, and in some cases, was grateful.

So in the year 2018, will you find a new media marketing dynamic?

2018 will see the development of public media.

The popularity of social media is changing every few years. If there is no stream of social media as a platform, it would not be a surprise.

For example, while 2012 saw Facebook, Twitter and Linkedin grew to three; In 2016, Twitter and WhatsApp and Snapchat sending applications, such as social media, there has been a breakthrough. Twitter across the world of 2017 in talks between the main political background, is growing again.

Facebook Messenger 4 billion users, but today there are many messaging programs. The number of social media users. For many users, this is the ambassador for 2018. It would be safe to say that it will have an important role in public opinion.

Instagram client and fashion magazine, eateries, and travel. In 2018, it is possible to raise the issue of the owner of the property.

"Instagram" stories, as in 2017, only 200 million users in 2018, and has become even more popular.

## Limitation

Researchers confirmed the theory and to address the current situation in any new insight, there are limitations. The process of decision-making behavior for various reasons, for the first part of the mind, a summary of the above cannot be representative of the people of Finland. At the same time, science is a 31-year pencil, and only because, because scientists, the research point may be different.

## 4. DATA ANALYSIS & INTERPRETATION

According to statistics collected data is analyzed and analyzed.

Please specify your gender

Analysis:

The above mentioned 61.3% of men and 38.7% of women are involved in the work.

Please specify your age

Analysis:

The above-mentioned study these ages 21-29, 30 to 39 years, consider that following the age group.

Please specify your marital status

Analysis:

The results of the above-mentioned survey of 500,000 to 250,000 are also possible to a lot of revenue.

## 5. FINDINGS OF THE STUDY

- Most of the corresponds to the age of 20 to 40 years of use of the media and the public.
- Most of the defendants are the people who use the Internet.
- And not so much. Many of the respondents have more than 3,00,000
- A large number of participants in online 0-3 hours.
- Most of the respondents believe advertising online is not important to them.
- Many of the participants may have links on the Internet.
- The number of respondents in the new products and the opportunity to enter information on public media.
- A large number of participants from social media marketing.
- Used for mobile communication and social media answers.
- The study we find that I need to focus on social media brands

## 6.  SUGGESTIONS
- These incoming and outgoing messages are recommended to reach a compromise in negotiating marketing strategies and Internet access. To create sites outside of online advertising. To raise awareness, not for us "Facebook said:" improvements.
- The social networking strategy to take action in the development of this new and why and what should be enough to solve the problem, why not wise.
- Media coordinator for the work being done to monitor the effects of the proposed changes. At the same time, especially in coordinated agreement negotiations. In short, the

professional organization and experience but plan to start marketing public media.
- And customer complaints are so good and should be implemented and appropriate steps are taken that the client must be approved by physiotherapists and employment.
- A leader always works to reduce the maximum number of customers seasonally.

## 7. CONCLUSION

- Social media has become a search algorithm that determines the injured. The high quality for the user. The hotel industry is the focus of this study to determine the impact of the social networking site
- Relationship testing is a very good business hotel in the hotel. The hotel has a good understanding of the program.
- Comments such as social networking sites such as Facebook, Linkedin, Twitter, Google+, and holidayiq.com The Advisory Board is an opportunity to improve the performance of your industry.
- The impact of celebrities, wall posts, blogs, videos, marketing of the product, and then be able to directly assess the elimination of high quality, taps, and plugs.
- As a result of much public access to media and guests, the business expects a poor choice. On the other side of the coin, there is no reason to be style can be costly and expensive to repair

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