

A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA MARKETING

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ABSTRACT: In the era of digitalization, social media has emerged as a powerful platform for marketing and brand communication. This study aims to explore consumer perceptions towards social media marketing strategies employed by Attic Infomatics, a leading technology company. The research delves into various aspects such as consumer engagement, trust, credibility, and effectiveness of social media campaigns initiated by Attic Infomatics.

A mixed-methods approach is employed, combining qualitative and quantitative techniques to gather comprehensive insights. Qualitative data is gathered through in-depth interviews with consumers to understand their subjective experiences and perceptions of Attic Infomatics' social media marketing efforts. Quantitative data is collected through surveys distributed among a diverse sample of consumers to quantify attitudes and preferences towards the company's social media content and engagement practices.

The findings of this study contribute to understanding the effectiveness of social media marketing strategies in influencing consumer behavior and decision-making processes. Moreover, it provides valuable insights for Attic Infomatics and similar companies to refine their social media marketing approaches, enhance consumer engagement, and strengthen brand loyalty.

Keywords: Social media marketing, consumer perception, consumer engagement, brand communication, Attic Infomatics

INTRODUCTION

Social media marketing is all about creating interactive moments with our customers to achieve a goal we've defined. Most often that goal is to gain traffic to our website or attention on our brand. But unlike other forms of marketing, social media taps into the idea of using your customers as a marketing vessel. Historically, online marketing was a fairly one-sided approach. Businesses pushed ideas out and consumers passively received them. But that landscape has shifted. The internet has become extremely interactive. Social media has created a new style of communication and there are now billions of conversations happening online. People are discussing popular news articles, sharing photos of their pets, and even engaging with brands. And it all feels relatively natural to the consumer. It's just part of how the web operates. All of these conversations present exciting opportunities for marketers. We can join in on a conversation to drive brand awareness, or create our own conversations and empower our customers to do the



marketing for us.

The content that you share will hopefully be liked, re-tweeted, shared again, blogged about, and so on. This viral effect is what makes social media marketing so effective. A simple like on a post could expose that content to hundreds of potential customers you normally wouldn't have access to. Because social media is so personal, when friends share content, it comes with another layer of credibility. Done right, social media has the potential to transform your business. However it'll require a good strategy, some creativity, and a little bit of luck. For many brands, social media will be a must have component of your digital marketing strategy. Your social media might feature the major networks, or it could be as simple as a blog, a customer forum or a small niche bookmarking site.

The present project is focused on the impact of Social Media Marketing with the big two: Facebook & Instagram and Twitter. Now, these two networks are not the same. Each is unique and has its own best practices, style and audience. Social media is a moving target. If you're able to adapt and scale alongside of it, your brand will benefit in the long term.

NEED & IMPORTANCE OF THE STUDY

The present research will help to portray a detailed picture of the importance of social marketing in the industry and its growing popularity. First of all, social media marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption. The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

Since consumers are now able to control the ebb and flow of information, marketers and advertisers are coming to recognize that, in order to succeed in the new digital world, they need to re-think their strategies. Social media is seen as an emerging communication environment for many. Indeed it appears that many media practitioners, marketing agencies and advertising agencies are continuing to apply traditional planning strategies in this new environment.

Objectives of the study

The primary objective of the study is to understand the behavior of consumers using Social Media Marketing. The project aims to

Understand the concept and importance of Social Media Marketing

Understand Consumer Perception towards Social Media Marketing through platforms like Facebook & Instagram and Twitter

The study will tell how customer's purchases have changed and influenced by online network sites

To explore the future prospects of social media marketing.

RESEARCH METHODOLOGY

Research is a systematic method of finding solutions to problems. According to Clifford woody, "research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesis"

For the purpose of study, both primary and secondary data will be collected. The observational method and survey research method is used to collect the primary data.

The necessary data is also collected from official records and other published sources. The collected data is classified, tabulated, analyzed and interpreted later.

Scope of the study

The study covers the latest trends in social media marketing in detail. The study attempts to study the advantages and disadvantages of social media marketing and the future prospects of online marketing. The study collects most of the information from different primary and secondary resources.

In this report, my objective is to highlight the growing importance of online advertising, especially social advertising in the social media environment. The project seeks to do this by addressing the principal research question. The project collects primary data with the help of a questionnaire and secondary data through various sources from the internet.

Social media is seen as an emerging communication environment for many. Indeed it appears that many media practitioners, marketing agencies and advertising agencies are continuing to apply traditional planning strategies in this new environment. In this report, my objective is to highlight the growing importance of online advertising in the digital media environment. Social Media Marketing is widely used across virtually all industry sectors.

LIMITATIONS

Every study has its own limitations in terms of methodology and available resources for its conduct. This study was not an exception and was carried out under the following limitations:

- The research was confined only to Hyderabad region

- The study is limited to only Social Media Marketing practices of companies. Others are not taken into the purview of the study
- Few respondents may be reluctant while answering the questions
- Time may also be one of the hindrances in the research

REVIEW OF LITERATURE


Dunne, Lawlor & Rowley (2010) found that why the youth utilize & chip in in social networking websites with allusion to Bebo. The research indicated that the people who have accounts on Bebo are using it to achieve private intention & indulgence in term of presenting & management of a firm character and guise in a social milieu. The research conclude that Social Networking webSites for instance Bebo make easy the partaker in execution of personal aims such as character conception & administration by means of a outlook to obtain firm indulgence such as peer taking.

Gatautis & Kazakevičiūtė (2012) found that socialization has become very important activity and the quantity of online social punters raise very rapid. The companies pitch in various online social networks, tools, services & podium in an assortment of actions aspire to create superior know-how for patrons which lead to better branding, allegiance & increased deal. As social networks are penetrating day to day life few attempts have been made to study impact on consumer behaviour.

Bolton (2013) found that researchers & marketers are very much engrossed in Gen Y's usage of social media for the reason that it may be a omen of how folks will act in future. The research reviewed what is well-known & what is unheard of about Gen Y's usage of social media & to gauge the proposition for folks, companies & the general public. The investigation outlined a study plan to take in hand unanswered query about Gen Y's usage of social media.

Hayta (2013) highlighted that consumers have become addicted to the Internet and web tools because of the repaid developments in the field of technology and communication channels. One of the largely admired & widely utilize tools is the social media. Nowadays consumer exploits the social media to gather info concerning goods & services & purchases them only after reviewing the info regarding the commodities on social media. Facebook & Instagram and Twitter the popular social media elements have become great consumer marketplaces. The research tries to unearth out how social media have pretentious our life in the topical years & the impact of social media networks on acquire behaviours of patrons.

Naidu & Agrawal (2013) investigated that the social media has become an important instrument in consumer import



conduct verdict making and also it is sway the punter/user in a vibrant behaviour. Almost every punter/user is taking assistance of social media in acquire a merchandise. Social media for instance Facebook & Instagram, twitter are going to take part in a very significant responsibility in punter exchange conduct judgment making directly or indirectly. The company alternatively bring innovation in the social media management and is also a cost free manner to endorse merchandise to punter. The research shows that approximately 75% of adolescent in India are by means of social media to contribute to their observation, interpretation & judgment.

Hajli (2013) tinted that with the evolution of social media a set of new opportunities have emerged so that the consumers can now connect in social communication on the internet. Regulars utilize the social media extensively for networking and also they use online community to produce content. To gain advantage of the social media by business a study can be conducted. The research plays part in demonstrating the development of social commerce from e-commerce. The social media helps in facilitating the social communication of clients, leading to augmented belief and intent to purchase. Belief has a momentous bang on purpose to procure.

Vinerean, Cetina, Dumitrescu & Tichindelean (2013) found that with the help of social media there is interaction between the customers, prospects and the brand representative. Also people consult their friends about the brand. The research aims to answer the questions who are the citizens online and how engage they are in online actions. The study helps to ascertain how to connect with diverse kind of addressees so that the online marketing strategy can be developed.

Huimin & Wei (2013) explained that to organize marketing campaigns companies in recent years have exceedingly used social networking sites. In order that the consumers recognize the communication or merchandise info it has become essential for marketers to configuration their info.

Bilal, Ahmed and Shahzad (2014) have found the role of Social Media (Twitter, YouTube and Blogs) and Social Networks (Google, LinkedIn, and Facebook & Instagram) in the context of apparel industry on Consumer Decision Making. The inspection of students of University of Gujarat, Pakistan was carried out with allocation of self-administer questionnaire. The examination method in use by the novelist is Logistic Regression. This study make available insight to diverse businesses in the apparel production mention what is the consequence of brawny social media & networks existence on the brand wakefulness and punter allegiance. The businesses want to display amazing presence on social media and social networks and engagement with the customers at personal level so that they can enhance the brand alertness and pay for of their brands by progressively more social media-nous patrons. Another related aspect is that to become profitable and competitive the companies should have adequate social media presence.

Maoyan, Zhujunxuan & Sang yang (2014) concluded that SMM rouse the exterior aspects & then leads to changes in the consumer's inside discernment aspects & in the last part it will sway regulars acquire intent. Also in accordance

with the characteristics of the pay for objective of clients which is foundation on SMM provides decision and encourages the development of the electronic commerce to provide the reference for the enterprises.

Mishra, Kumar & Sharma (2014) found that all marketing manager desires to comprehend & manoeuvre the punter judgment making process which is a complex procedure in itself. In preceding hardly any years the brisk augmentation of smart-phones & the Internet have unbolt up an additional media i.e. social media to share the information for the regulars. Facebook & Instagram, Twitter are popular social media sites. Nowadays the consumer has all kinds of info regarding the merchandise and services which are going to be instigate in the prospect. The outlook of the peers & the erstwhile affiliate of the the public have the significant effect on the obtain pronouncement of the end user. Therefore it has become significant for the marketing managers to comprehend how this up-and-coming media have an effect on the pay for conduct of the punter. There is a need to study the bang of online social media on punter pronouncement building procedure with focal point on stance.

Ioană & Stoica (2014) observed that consumers have got enough power with the help of the technology to inspect commodities to tag them and condemn them in equivalent gauge. Therefore businesses nowadays have strategy in place where they can have page on social media networks to append to the info held concerning stuff, to have information as feedback of consumers which tends to relate supplementary to a business subsequent to understanding an assortment of reconsider. The study investigates the impact of social media on consumer behaviour strategies.

Madni (2014) determined that with the swift improvement of know-how & communiqué way the consumption of online media has increased manifold. The consumers access the information from the social media, read the content available and go through reviews. Thus the social media components have become very popular and they have got attention to consumer markets.

Goel & Goldstein (2014) described that It has at the moment turn out to be probable to relay the conduct of the folks to that of their associates on a huge extent with the availability of social network data. It is uncertain that whether behavioural forecast foundation on social facts are much additional precise than those come up from contemporary advertising way although the similarities of connected individuals are well established. The social data is much more enlightening in make out folks who mainly liable embark on conduct & such facts improves on both behavioural and demographic models. There are restrictions to usefulness of social information. When loaded transactional data was on hand the social info did little in improving prediction.

Zeitel-Bank & Tat (2014) found the probable upshot of social media on together, folks & the the public as a complete. There is a broad assortment of dissimilar elucidation related to the utilize of social media as a very potent source of learning and communication. The research examined through the advantages and the disadvantages and highlighted the state of affairs for accountable treatment of social media. The results of the research were Firstly

social media has bang on the human being mind & in outcome on the value of our living Secondly there is important role for emotions in human being interaction. Lastly next to the remuneration there are grave coercion for the public and person and thus a call for for levelheaded social media communication

Saini, Bansal & Inderpal Singh (2014) observed that social networking enables to communicate with lot of people so it has become an important part of our life. Social Networking is an online podium, website or service that lay stress on smooth the progress of the construction of social relationships in the midst of the loads who share general attention actions, backdrop or real-life connections. A company takes full advantage of social networking as far as the communication with the consumer is concerned. The company also makes consumer centric social media marketing strategy. Consumer behaviour plays an important part in social networking as it impinge on the complete exchange procedure.

Chaturvedi & Barbar (2014) determined that a large chunk of population around the Globe use social media websites and these have become platform for interaction between the corporations and consumers. The social media had a gigantic blow on the consumer behaviour. The research identified the factors influencing the blow of social media on user conduct on the foundation of demographic variable such as education, Age etc. The study also indicated how often the social networking websites are accessed and what is the use of them for consumers.

Qureshi, Nasim & Whitty (2014) concluded that the means of interactions in consumer in which they craft, contribute to & barter info and notes in virtual networks and commune is social media. Social media has turn out to be component of the public and has become part of their entity for companies. The being there of businesses on social media has become a necessity as they can't achieve their objectives and goals without it. In the internet age the consumers have become smart and knowledgeable and they tend to allocate their belief, opinion, sentiment and know-how on social media. The communication on social media has taken quicker rate as WoM at the moment spreads with speed of illumination. This research tells that consumer share their experiences about the restaurants they visit are valuable and these could be additional utilize to get better services, amenities & infra in restaurant industry.

Mohammadpour, Arbatani, Gholipour, Farzianpour & Hosseini (2014) found the effect ons on online shopping of social media marketing of clientele foundation on arbitrate role of relational, brand & value capital. The consequence demonstrate that SMM had noteworthy & optimistic bang on brand, relational & value capital. The study shore up arbitrate role brand, relational & value capital variables in relation flanked by social media & E-shopping of clientele.

Sakkthivel & Balasubramaniyan (2015) studied the design and tested the influence of internal information variables (Marketing Mix) & exterior info variable which were attain in the course of social networking websites over woman punter exchange conduct from Islamic religion in Middle East. The research found out that external information variables have more pronounced effect than internal variables. Also the reference groups, brand reputation and

society over woman end user exchange conduct through social media websites.

Barhemmati & Ahmad (2015) analyzed that one of the most successful tools in advertising is the social network marketing. To enhance the productivity of the business considerably every marketer main goal is to achieve record breaking sales for which knowledge of marketing tools is required. This study inspect the bang of social network marketing on the buyer procure behaviour in the midst of the folks who frequently utilize social networking sites & look into the forecast relations in the middle of shopper acquire behaviour, client commitment & social network marketing activities.

DATA ANALYSIS AND INTERPRETATION

The data's is put into tables and graphs and data analysis was performed.

Percentage and Graphical Analysis

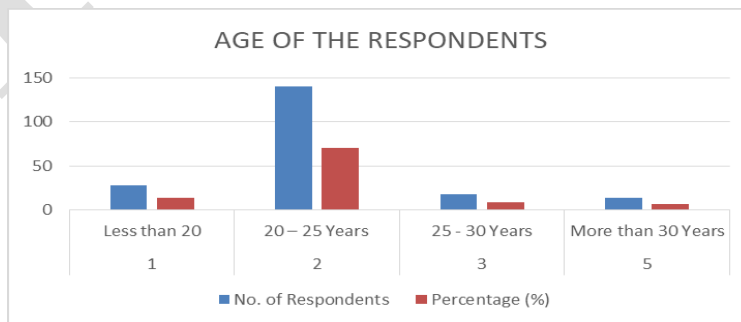
The percentage and graphical analysis were drawn for the various responses received from the respondent. The details are given below.

1. Age of the Respondent?

Table 1:

S.No.	Option	No. of Respondents	Percentage (%)
1	Less than 20	28	14
2	20 – 25 Years	140	70
3	25 - 30 Years	18	9
5	More than 30 Years	14	7
Total		200	100%

Source: Primary Data



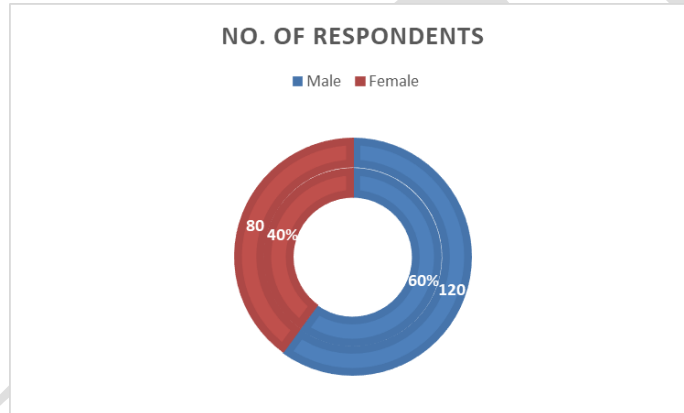
Interpretation

The above graph illustrates that majority of the respondents are less than 25 years(84%)while 9% of the respondents are between 25-30 years, 7% of the respondents are above30 years old.

2. Gender

Table 2: Gender			
S.No.	Option	No. of Respondents	Percentage (%)
1	Male	120	60%
2	Female	80	40%
Total		200	100%

Source: Primary Data



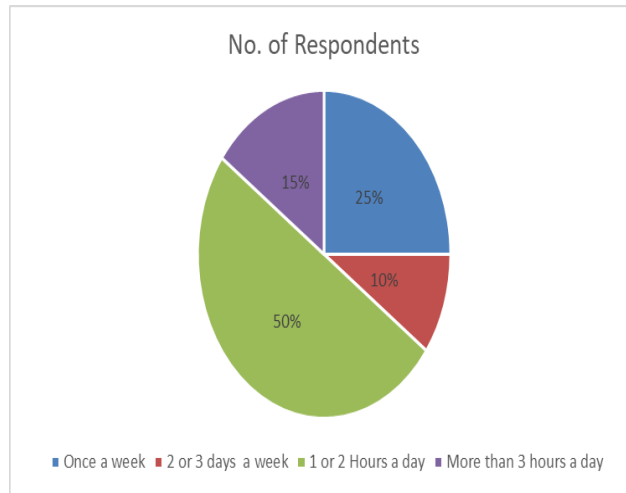
Interpretation

The above graph illustrates that majority of the respondents are male (60%) while 40%of the respondents are female.

3. How often do you use internet?

Table 3: How often do you use internet?			
S.No.	Option	No. of Respondents	Percentage (%)
1	Once a week	50	25
2	2 or 3 days a week	20	10
3	1 or 2 Hours a day	100	50
4	More than 3 hours a day	30	15
Total		200	100%

Source: Primary Data



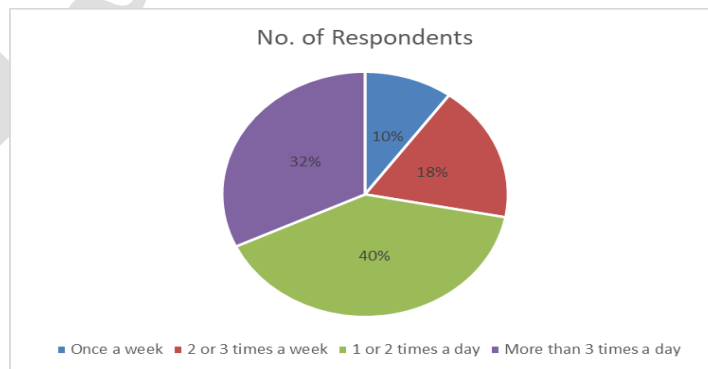
Interpretation

The above graph illustrates that 10% of the respondents use internet for 2 or 3 days in a week, 25% of them internet once in a week, 48% of them use internet 1 or 2 hours a day while 15% of the respondents use internet for more than 3 hours in a day.

4. How often do you log into your networking site?

Table 4:			
S.No.	Option	No. of Respondents	Percentage (%)
1	Once a week	20	10
2	2 or 3 times a week	36	18
3	1 or 2 times a day	80	40
4	More than 3 times a day	64	32
Total		200	100%

Source: Primary Data



Interpretation

The above graph illustrates that 18% of the respondents logon to their SNS 2 or 3 times a week, 40% of them 1 or 2 times a day and another 10% each once a week and 32% more than 3 times a day.

FINDINGS, SUGGESTIONS

&

CONCLUSION

FINDINGS:

- Majority of respondents are aged below 25 years, with 70% falling between 20-25 years.
- The survey shows a slight male dominance, with 60% of respondents being male.
- Most respondents (48%) use the internet for 1-2 hours daily, followed by 25% who use it once a week.
- 15% of respondents use the internet for more than 3 hours a day.
- Facebook & Instagram are the most popular social media platforms among respondents, with 65% having accounts.
- Twitter and LinkedIn also have significant user bases, with 15% and 17% respectively.
- A majority (76%) either agree or strongly agree that they have installed most apps they come across on social media.

SUGGESTIONS:

- Given the high engagement with social media ads, companies should invest more in targeted advertising on these platforms.
- Enhance social media presence on platforms like Facebook & Instagram, considering their popularity among the target demographic.
- Utilize interactive and engaging ad formats such as games, quizzes, and updates to capture user attention effectively.
- Focus on providing informative and visually appealing content on social media platforms to improve brand perception.
- Strengthen customer service efforts to maintain high responsiveness to customer queries and concerns.
- Further optimize website navigation and user experience to ensure seamless browsing, especially after using SEO and SEM strategies.

CONCLUSION:

The findings indicate a strong reliance on social media for information, engagement, and purchase decisions among respondents. Social media marketing appears to be highly influential, with a majority expecting it to surpass traditional marketing methods in the future. Additionally, the website and company receive positive feedback from clients, highlighting satisfaction with their online presence and customer service. Companies should capitalize on these trends by enhancing their social media strategies, optimizing website experiences, and maintaining excellent customer service to further engage and retain customers.

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