



Study on Social Media Trust and Satisfaction Level of Customers at Trichy

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ABSTRACT

Social media plays a vital role in business, marketing strategy easily influences the customer especially in trend-changing sectors such as gadgets, fashion...etc. The study shows the impact of social media on purchasing behavior of customers and at what time social media trafficking occurs. This study will help you determine people trust social media and satisfaction of the customer already buying on social media. For this study, the data was collected from 53 respondents were taken from social media users through online forms with the help of a well-structured questioner. The examine became carried out almost about the literature evaluation, this have a look at targeted on a comprehensive study of the effect of social media purchasing strength. evaluation became made with the aid of the use of statistical equipment like Chi-square analysis. The study identifies customer satisfaction level and people trust in social media

Keywords: Social media marketing, Online Advertisement, Social media, Digital Marketing

INTRODUCTION

In Digital marketing, People are utilize social media every day. They like informational content as well as engaging with other people online. They trust social media, which is why social media is leading to enterprise success. via using social media we broaden a emblem, appeal to clients and discover the audience. We also get feedback from clients to perceive satisfaction together with your service or product and reach our commercial in a much wider range of audiences to a build client base in your commercial enterprise. It also helps to identify, analyse customer preferences and we increase traffic for our website through social media following users.

REVIEW OF LITERATURE

- 1) **ABU BASHAR¹, IRSHADAHMAD², MOHAMMAD WASIQ³ (2012):** The scope of the study has been limited to social media marketing only. The study has been confined to Delhi & NCR region as this area has greater internet penetration and plenty of social Network Sites users. In addition strategies have been suggested for maximizing the effectiveness. Various statistical tests have been applied to support the research hypothesis.
- 2) **Bamini KPD Balakrishnan*, Mohd Irwan Dahnil, Wong Jiunn Yi (2014):** These locating illustrate to marketing managers that social media advertising medium has end up an critical marketing device to reach rising younger era customers. It additionally indicates that cyber world play an crucial role in modern-day advertising and marketing, permitting marketers to attain customers quicker and more successfully. This research provides a guideline for global brand players in considering applying social media marketing activities to promote their product, and brand.
- 3) **Ravikant BALKRISHNA Sangurde (2016):** conducted questionnaire survey of various consumers to find out the impact of social media on buying behaviour of consumer
- 4) **Helena Alves¹, Cristina Fernandes², Mario Raposo³ (2019):** This study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analysed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analysed 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 cantered not only on the usage of social media, but also on their implementation, optimization, and measurement of results.
- 5) **Dwivedi, Yogesh & Ismagilova, Elvira & Hughes, D. Laurie & Carlson, Jamie & Filieri, Raffaele & Jacobson, Jenna & Jain, Varsha & Karjaluoto, Heikki & Kefi, Hajer & Krishen, Anjala & Kumar, Vikram & Rahman, Mohammad & Raman, Ramakrishnan & Rauschnabel, Philipp & Rowley, Jennifer & Salo, Jari & Tran, Gina & Wang, Yichuan. (2020).** the usage of the net and social media have changed patron behavior and the ways in which organizations behavior their business. Social and virtual advertising and marketing

offers enormous opportunities to companies thru decrease costs, stepped forward logo cognizance and extended sales. however, huge challenges exist from negative electronic word-of-mouth in addition to intrusive and demanding online emblem presence. this newsletter brings together the collective insight from numerous leading experts on troubles relating to virtual and social media advertising and marketing. The specialists' perspectives provide a detailed narrative on key elements of this vital subject matter as well as views on greater precise problems inclusive of synthetic intelligence, augmented truth advertising and marketing, digital content control, cellular advertising and advertising, B2B advertising, digital phrase of mouth and moral problems therein. This research gives a full-size and well timed contribution to each researchers and practitioners inside the form of demanding situations and opportunities wherein we spotlight the constraints in the current studies, outline the studies gaps and increase the questions and propositions that could help advance expertise inside the area of virtual and social marketing.

RESEARCH VARIABLES

- Demographic
- Social media trust
- Social media helps Buying decision
- Satisfaction level

OBJECTIVES OF THE STUDY

- To determine which age people use social media most.
- To find the relationship between age and social media trust for buying.
- To determine how customers are satisfied with purchasing on social media.
- To find if social media helps to buy.

SCOPE OF STUDY

The study is conducted to know which age people use social media most and how they are satisfied.

RESEARCH METHODOLOGY

RESEARCH DESIGN

This type which is proposed in this research design is a descriptive study. The study was conducted with primary data which was collected through the structured questionnaire.

SAMPLE DESIGN

SAMPLE SIZE:The survey is conducted with a sample size of 53 people.

SAMPLE UNIT:The survey is conducted with primary data

SAMPLE TECHNIQUE:In type of non-probability sampling we used to Convenient Sampling Method to collect the primary data.

RESEARCH HYPOTHESIS

H0: There is no significant difference between age and social media trust social media trust

H1: There is a significant difference between age and social media trust social media trust

H0: There is no significant difference between age and social media users and satisfaction level

H1: There is a significant difference between age and social media users and satisfaction level

STATISTICAL TOOL

A structured questionnaire was used to gather information. The following statistical tool was used for this study.

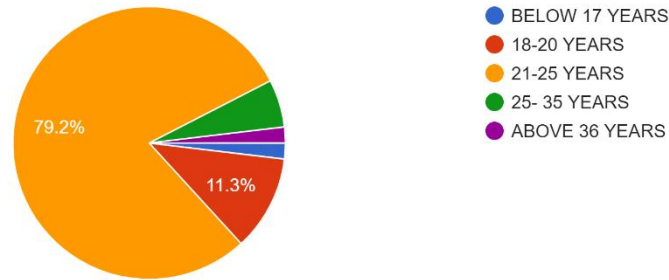
- Percentage Analysis
- Chi-square Analysis

RESULT AND DISCUSSIONS**Table no:1****Table Name: AGE**

Years		NO. OF RESPONDENTS	PERCENTAGE
AGE	Below 17	1	1.9%
	18 - 20	6	11.3%
	21 - 25	42	79.2%
	26 - 35	3	5.7%
	Above 36	1	1.9%
TOTAL		53	100%

AGE

53 responses

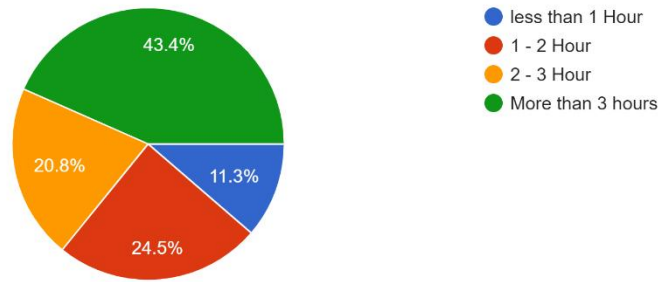


This analysis clearly shows 21- 25 years people use social media most .

Table no:2**Table Name: Time spent on social media per day**

		NO. OF RESPONDENTS	PERCENTAGE
Time	less than 1 Hour	6	11.3%
	1 - 2 Hour	13	24.5%
	2 - 3 Hour	11	20.8%
	More than 3 hours	23	43.4%
TOTAL		53	100%

Time spent on social media per day
53 responses

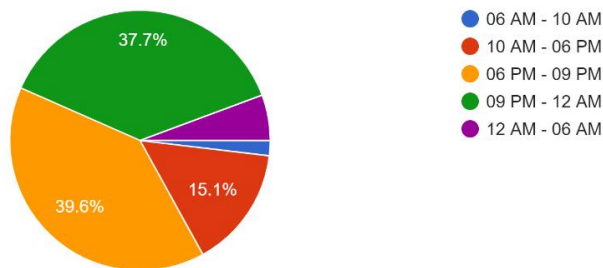


This analysis clearly shows social media is a necessary part of our daily life because most of the respondents use social media for more than 3hours per day.

Table no:3
Table Name: Peak hours in a day

		NO. OF RESPONDENTS	PERCENTAGE
Time	06 AM – 10 AM	1	1.9%
	10 AM - 06 PM	8	15.1%
	06 PM - 09 PM	21	39.6%
	09 PM - 12 AM	20	37.7%
	12 AM - 06 AM	3	5.7%
TOTAL		53	100%

On which time you spent most time in social media
53 responses



This analysis table shows 06 pm – 09 pm was the peak hours and 09 pm – 12 pm was semi-peak hours in a day.

Table no:5
Table Name: Chi Square Analysis

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.718 ^a	16	.404
Likelihood Ratio	18.153	16	.315
Linear-by-Linear Association	.224	1	.636
N of Valid Cases	54		

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .09.

Significance level is 0.05.

ACCEPT NULL: P-Value < 0.05

REJECT NULL: P-Value > 0.05

Interpretation:

P-value > 0.05 REJECT NULL HYPOTHESIS AND ACCEPT ALTERNATIVE HYPOTHESIS

The study shows the relationship between Age and Social media trust.

According to respondent, 21-25 years old people are trust social media.

Table no:6

Table Name: Chi Square Analysis

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.270 ^a	16	.852
Likelihood Ratio	12.564	16	.704
Linear-by-Linear Association	.021	1	.885
N of Valid Cases	54		

a. 23 cells (92.0%) have expected count less than 5. The minimum expected count is .09.

Significance level is 0.05.

ACCEPT NULL: P-Value < 0.05

REJECT NULL: P-Value > 0.05

Interpretation:

P-value > 0.05 REJECT NULL HYPOTHESIS AND ACCEPT ALTERNATIVE HYPOTHESIS

The study shows the relationship between Age and Satisfaction level.

According to respondent, 21-25 years old people are satisfied to buying online through social media.

FINDINGS

- **Table 01:** In this survey shows (79.2%) people are between 21-25 years of age, (11.3%) are between 18-20 years, (5.7%) are between 26-35 years, (1.9%) people are Below 17 years of age. and (1.9%) people are above 36 years of age.
- **Table 02:** This study shows On which time you spent the most time in social media of the respondents, (1.9%) are less than 06 AM – 10 AM, (15.1%) are 10 AM - 06 PM, (39.6%) are 06 PM - 09 PM, (37.7%) are 09 PM - 12 AM, (5.7%) are 12 AM - 06 AM.
- **Table 03:** This study shows how time spent on social media of the respondents, (11.3%) are less than 1 Hour, (24.5%) are 1 - 2 Hour, (20.8%) are 2 - 3 Hour, (43.4%) are More than 3 hours.
- **Table 04:** In this study Social media influence your buying decisions of the respondents, (22.6%) are Disagree, (26.4%) are Neutral,

(45.3%) are Agree, (5.7%) are Strongly Agree.

- **Table 05: For Social Media Trust** P-Value is **0.404** and Alpha Value is **0.05**. Therefore P-Value is greater than Alpha Value so Reject Null Hypothesis and Accept Alternative Hypothesis. The study shows the relationship between Age and Social media trust.
- **Table 06: For Satisfaction Level on social media** P-Value is **0.852** and Alpha Value is **0.05**. Therefore P-Value is greater than Alpha Value so Reject Null Hypothesis and Accept Alternative Hypothesis. According to respondent, 21-25 years old people are satisfied to buying online through social media.

SUGGESTIONS

- Place your advertisement on-peak hours.
- By using advertising strategy on traffic timings.
- People are satisfied with buying social media so they start portfolio on social media
- By segmenting people we find easily the needs and wants of the customer.

CONCLUSION

These days, people were hooked on social media and they spent the maximum time on social media. day by day usage of social media receives addictive. advertising in social media become one of the keys to reaching a much wider target market and additionally locating your customers. with the aid of the use of commercial method to stimulate their desire, that preference makes humans should purchase the goods or offerings In the age of 21-25 years people buy online.

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