



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

An Empirical Study on Consumer Satisfaction and Perception towards Social Media Marketing – with A Special Reference to Hosapete City

Vidya G P

Vijayanagara Sri Krishnadevaraya University, PG Centre Nandihallim Sandur

Abstract:

Due to ample innovations and technological advancements, Social media has gaining popularity in each and every part of the world. People are nowadays connected to each other with the help of social websites such as facebook, twitter, Whatsapp, Instagram etc., many more apps available on the internet. So each and every organization is concentrating upon social media and using it as a marketing tool due to its wide range and economic characteristic. Therefore, the main objective of the study is to know the consumer satisfaction and perception towards Social Media Marketing in Hosapete city with the help of 120 respondents as sample size. Researcher selected an empirical research to conduct present study and employed Convenience sampling technique and structured close ended questionnaire to collect data from respondents. Frequency analysis and descriptive statistics have been used with aid of SPSS software to analyse the results. It is found that more than half of the total Respondents are aware about the Social Media Marketing and the rest of the Respondents are not aware of it yet.

Key Words: Social Media, Marketing, Consumer, Instagram, Whatsapp etc.,

INTRODUCTION:

The consuming habits, demands, and expectations of the 21st century are evolving concurrently with the technology's rapid advancement. Consumers are now using new avenues of communication and have changed from being passive followers to being active participants. Different communication methods and styles affected consumer perception and behaviour, which led to the creation of new market environments and payment methods. Businesses who are seeking for alternative solutions to satisfy and respond to changing consumer demands will be able to outperform their competitors. Because of this, understanding customer behaviour during the purchasing process and the variables influencing purchasing behaviours are essential abilities in this field. Additionally, it is crucial for consumer research to look at and comprehend consumer behaviour in digital environments. This has been happening over the last decade, with increasing amounts of research focusing on digital consumer behavior issues.

CONCEPT OF SOCIAL MEDIA MARKETING:

The term "social media" refers to a group of social technologies that have revolutionized the way that user-generated content is created, how the world community functions, and how consumer opinions are published. It can also be referred to as a collection of programmes that cater to certain interests and are based on the principles and tools of web 2.0. These applications enable the production and sharing of user-generated content. Online advertising is the non-personal dissemination of information about goods, services, or concepts by known sponsors that is typically paid for and persuasive in character. Social media marketing is a tool that enables people to communicate with and market to a far larger audience than would have been feasible through traditional advertising methods by using online social networks to promote their websites, products, or services. Most significantly, social media places more focus on the group than the individual. On the Internet, there are communities of all sizes and kinds, and individuals communicate with one another. Social media marketers must appropriately utilize these communities in order to interact with group members about certain product and service offers. Social media marketing also involves listening to the groups as a business representative and developing connections with them.

OBJECTIVE OF THE STUDY:

The main objective of the study is to know the consumer satisfaction and perception towards Social Media Marketing in Hosapete city.

RESEARCH METHODOLOGY:

This study is based on an Empirical Research. In order to carry out the study the Researcher have been used both Primary data and Secondary data. The researcher adopted Convenience sampling technique to collect the data from 120 respondents of the Hosapete city by using Structured close ended questionnaire method. The results have been analyzed through frequency table analysis and descriptive statistics.

TABLE 1.1 FREQUENCY ANALYSES

	CATEGORY	RESPONDENTS (frequency)	RESPONDENTS (%)
Q.1 Age of the Respondents	15-30	14	11%
	20-30	85	71%
	30-40	15	13%
	40-50	6	5%
	50 and above	0	0
	Total	120	100%
Q. 2 Gender of the Respondents	Male	67	56%
	Female	47	40%
	Prefer not to say	6	4%
	Total	120	100%
Q. 3 Educational qualifications	Up to 12 th standard	28	23%
	Graduate	42	35%
	Post Graduate	50	42%
	Professional	0	0
	Total	120	100%
Q 4 Occupation	Student	43	37%
	Business	35	29%
	Profession	9	7%
	Govt employee	12	10%
	Home maker	13	10%
	Others	8	7%
	Total	120	100%
Q. 5 Monthly Income	Up to 20,000	37	31%
	Rs.20,000-30,000	35	29%
	Rs. 30,000-40,000	23	19%
	Rs.40,000 and above	25	21%
	Total	120	100%
Q.6 Do you have Social Media Account?	Yes	87	73%
	No	33	27%
	Total	120	100%
Q.7 How many Social Media sites do you use?	1	17	14%
	2	41	35%

	3	37	31%
	4 and above	25	20%
	Total	120	100%
Q.8 Which social sites do you use regularly?	Facebook	43	35%
	Twitter	18	13%
	Instagram	56	47%
	Whatsapp	78	65%
	Others	120	12%
	Total	120	100%
Q.9 How much time do you spend in social media?	Less than 30 minutes a day	24	19%
	30 minutes to 1 hour	46	40%
	1-2 hour	19	16%
	More than 2 hours	31	25%
	Total	120	100%
Q.10 How often do you engage in social media?	Everyday	68	58%
	Thrice in a week	18	15%
	Once in a week	23	19%
	Rarely	11	8%
	Total	120	100%
Q.11 Are you aware about social media marketing?	Yes	73	61%
	No	47	39%
	Total	120	100%
Q.12 Have you purchased anything from SMM?	Yes	76	64%
	No	44	36%
	Total	120	100%
Q.13 If yes, Can you specify the type of products you bought?	Clothes	49	42%
	Electronic gadgets	31	25%
	Home appliances	23	19%
	Others	17	14%
	Total	120	100%
Q.14 Who introduced you to SMM?	Parents	24	20%
	Siblings	24	20%
	Friends	42	35%
	Relatives	17	14%
	Others	13	11%
	Total	120	100%

Q.15 What is the reason to select SMM?	Affordability	28	24%
	Saving time	29	24%
	Quality	19	16%
	Variety of choices	19	16%
	Offers	12	9%
	Others	13	11%
	Total	120	100%
Q.16 What was your reaction when you first received the product from SMM?	Very satisfied	40	33%
	Satisfied	37	31%
	Neutral	31	26%
	Dissatisfied	12	10%
	Total	120	100%
Q.17 What are the factors considered important for a business using SMM?	Consistency of posts	45	37%
	Type of content posted	53	43%
	Customer engagement	39	32%
	Online promotions	36	30%
	Timing of posts	40	33%
Q.18 Do you believe that business will achieve better results if it gains customer loyalty	Strongly agree	40	33%
	Agree	38	31%
	Neutral	26	32%
	Disagree	16	14%
	Total	120	100%
Q.19 Have you taken advantage of sale via SM?	Yes	66	55%
	No	54	45%
	Total	120	100%
Q.20 How likely are you to post about an experience you had with a SM?	Very likely	35	29%
	Likely	27	22%
	Neutral	28	23%
	Somewhat likely	11	9%
	Not likely	19	17%
	Total	120	100%
Q.21 How do you find an online Ad?	Very informative	42	35%
	Informative	35	29%
	Less Informative	24	20%
	Not Informative	19	16%
	Total	120	100%
Q.22 Have you ever got influenced by an online Ad?	Always	36	30%
	Sometimes	43	35%
	Rarely	20	17%
	Never	21	18%
	Total	120	100%

Q.23 What is the biggest barrier to your purchase on SMM?	Trust issues	34	28%
	Quality issues	39	33%
	Mode of payment	17	14%
	Return/exchange policies	20	25%
	Total	120	100%

(Source: Field survey)

INTERPRETATION:

(Major findings of the study)

1. Among the total Respondents most of the Respondents i.e., 73% are using Social Media Accounts.
2. According to the survey 65% of the total Respondents use Whatsapp mostly and 12% of Respondents use other Social Media sites.
3. Majority of the total Respondents i.e., 40% spend on an average 30 minutes to 1 hour in a day on Social Media and only 16% Respondents spend 1-2 hours.
4. From the study it is understood that more than 60% of the total Respondents are aware about the Social Media Marketing and the rest of the Respondents are not aware of it yet.
5. It is observed that among the total Respondents 42% of the total Respondents have ordered clothes from Social Media sites and 14% have ordered other items as per their needs.
6. Each of 24% of the total Respondents have opinioned that the reasons for selecting Social Media Marketing are its affordability and to save time and only 9% of the Respondents have choosed SMM for its offers.
7. Among the total Respondents 33% told they were very satisfied with the product when they first received it but others opinioned they weren't actually satisfied with the product.
8. According to the survey 43% of the total Respondents consider type of content posted on Social Media as an important factor for their shopping and 30% of the total Respondents consider online promotions as an important factor.
9. According to the survey the 33% of the total Respondents strongly agree that the Social Media Marketers will gain success if they gain customer loyalty remaining Respondents didn't react with a positive response for the statement.
10. Among the total Respondents 29% of the Respondents are very likely to share their experience on Social Media and 17% are not likely to do so.
11. According to the survey among the total Respondents only 35% of the total respondents have a perception that online advertisements are very informative but many others do not look at the online advertisements in a same way.
12. According to the survey 35% of the total Respondents are influenced by the online advertisements but many other Respondents showed different opinions which do not have any positive impact on online advertisers.
13. On the basis on above outcome Q16 is the highest mean (2.94) as respondents expressed reason to select SMM. Followed by Q15 as respondents expressed about introducer of social media marketing. Q21 mean (2.58) respondents expressed that post about an experience you had with a business on social media. Q8 of mean (2.56) as they revealed that using of social media by respondents.

TABLE 1.2 DESCRIPTIVE STATISTICS

	Mean	Std. Deviation	N
Age	2.08	.668	120
Gender	1.48	.579	120
Occupational qualifications	2.48	1.603	120
Monthly income level	2.27	1.083	120

TABLE 1.3 DESCRIPTIVE STATISTICS

	Mean	Std. Deviation	N
7) Do you have a social media account? (WhatsApp, Instagram, Facebook etc.,)	1.31	.517	119
8 How many social sites do you use?	2.56	.960	120
10) How much time do you spend on social media?	2.44	1.044	120
11) How often do you engage in social media?	1.82	1.058	120
12) Are you aware of social media marketing (SMM)?	1.42	.544	120
13) Have you seen ever bought anything from social media platforms?	1.45	.633	120
14) If yes, can you please specify the type of products you bought?	2.08	1.078	120

15) Who introduced you to Social Media Marketing (SMM)?	2.72	1.174	120
16) What is the reason to select SMM?	2.94	1.552	120
17) What was your reaction when you first received a product from social media platforms?	2.13	1.004	120
19) Do you believe that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?	2.16	1.045	120
20) Have you ever taken an advantage of a sale you heard via social media?	1.44	.499	120
21) How 2 are you to post about an experience you had with a business on social media?	2.58	1.412	120
22) How do you feel about Online Advertising	1.67	.780	120
23) Have you ever got influenced by an online ad?	2.22	1.063	120
24) What is the biggest barrier to your purchase on SMM?	2.37	1.137	120

INTERPRETATION:

The above 120 samples table examines statistical mean about consumer satisfaction and perception towards social media marketing. On the basis on above outcome Q16 is the highest mean (2.94) as respondents expressed reason to select SMM. Followed by Q15 as respondents expressed about introducer of social media marketing. Q21 mean (2.58) respondents expressed that post about an experience you had with a business on social media. Q8 of mean (2.56) as they revealed that using of social media by respondents. Q2 of mean (2.48) as they said about occupation qualification, Q24 of mean as biggest barrier to purchasing of framework, Q10 of mean expressed time spend by respondents on social media, Q4 mean (2.27) respondents stated about monthly income, Q23 of mean (2.22) about got influenced by an online ad, Q19 of mean (2.16) respondents expressed that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing, Q17 of mean (2.13) expressed that reaction when you first received a product from social media platforms, Q14 of mean (2.08) respondents expressed about their type of products you bought, Q11 of mean (1.82) respondents expressed about engaging in social media, Q22 of mean (1.67) respondents feel about Online Advertising, Q13 of mean (1.45) respondents said.

SUGGESTIONS:

1. The Social Media Marketers should adopt more techniques to bring out the awareness about SMM in the minds of new users and to increase the purchase transactions to improve their market.
2. The Marketers should provide more quality products at affordable prices with many offers to attract customers and to improve their level of satisfaction.
3. The Marketers should keep posting detailed information about their products to help the customers in knowing the latest trend details.
4. Whenever the Social Media Marketers conduct any sales such as discount sale etc., they should make sure that each and every customer is aware about it.

CONCLUSION:

Social media provides a variety of tools or channels that marketers may employ to address both their own marketing needs and the social and psychological needs of users. It is a platform that enables communication and interaction between customers and brands. Marketers must now constantly provide updates about their brands, amuse their clients, engage them in conversation, and forge lasting relationships with them. To improve traffic, a marketer should upload or update their brand pages frequently. Users who follow a brand may also receive instant messages or updates from that brand. These updates would then spark a discussion, encouraging consumers to visit the pages relating to the brand whenever they log on to such social networks.

Since the majority of social media users are young, businesses should design their adverts to encourage customer interaction with that specific target segment. Ads should take into account engagement marketing ideas because today's firms are shifting from transactional relationships to social relationships. Customer relationship management is essential because, if customers are dissatisfied with a brand's product or service, they may post unfavorable reviews on social media that could have a detrimental impact on future customers.

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