



Analysis of Impact of Social Media Marketing on Bio Septic Tank Cleaner In Greencraft Labs Pvt.Ltd Pune

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ABSTRACT:

This research paper examines the impact of social media marketing on the promotion and sales performance of Greencraft Labs Pvt. Ltd.'s bio septic tank cleaner. In the increasingly competitive eco-friendly product market, social media marketing has emerged as a crucial tool for enhancing consumer awareness and driving sales. This study aims to evaluate the effectiveness of various social media platforms, the engagement generated through content, and the overall return on investment (ROI) from these marketing activities. Through a combination of quantitative data analysis and consumer feedback, the research explores the extent to which social media has influenced customer behavior and brand perception. Key findings suggest that strategic content, including testimonials and eco-conscious messaging, has significantly increased product visibility and consumer engagement. However, challenges remain in converting this engagement into direct sales. The paper concludes with recommendations for optimizing future social media campaigns to improve market penetration and customer retention for Greencraft Labs' bio septic tank cleaner. The insights derived are intended to inform both Greencraft's marketing strategies and the broader application of social media marketing for sustainable product promotion.

Keyword – Social media content, Bio septic tank cleaner, Eco-friendly products

INTRODUCTION:

In today's digital age, social media has revolutionized the way businesses market their products and engage with consumers. With billions of users across platforms like Facebook, Instagram, and LinkedIn, social media provides an effective means of communication, brand building, and direct interaction with target audiences. For companies in niche markets, such as eco-friendly products, the ability to reach a broad yet specific audience is crucial for driving both awareness and sales.

Greencraft Labs Pvt. Ltd., based in Pune, is a company specializing in environmentally sustainable solutions, including their flagship bio septic tank cleaner. As awareness around eco-friendly practices and products grows, so does the competition within this sector. To maintain a competitive edge, Greencraft Labs has turned to social media marketing to promote their bio septic tank cleaner, aiming to educate consumers on the benefits of the product while increasing market penetration. This project report seeks to analyze the impact of social media marketing on Greencraft Labs' bio septic tank cleaner, evaluating how effectively social media strategies are being utilized to enhance brand awareness, consumer engagement, and ultimately sales performance. By exploring various social media platforms, the content being shared, and consumer feedback, this research aims to provide a comprehensive understanding of how social media influences consumer behavior and business outcomes for eco-friendly products.

The report will also identify key challenges faced by the company in converting social media engagement into tangible sales, and provide recommendations for improving future social media marketing campaigns. In doing so, it aims to offer valuable insights into the role of social media in promoting environmentally sustainable products in today's competitive market landscape.

LITERATURE REVIEW:

Mr. Sony Varghese, Ms. Mansi Agrawal (2021) they studied about the Buying process of consumer's complex purchases that keeps a special emphasis on how the process is being influenced by the use of social media using the EBM model of consumer behaviour. Social media has given rise to the online platforms like Facebook, Instagram, YouTube, Twitter, where people can connect with each other, share thoughts and the content. This revolution of social media has given new way of gaining the information on the products as well as on services. One consumer's opinion and feedback on products and services can be dominated by strangers on Social media, which subsequently influence the opinions in the offline world also. But undoubtedly Social media has given the power to the consumer where content is generated by them only through online conversations so consumers are the one who play an important role in making or breaking the brand.

Chahat Chopra and Sachin Gupta (2020) undergone an empirical research on the role of social media in consumers' decision-making processes. A survey that investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social

networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

Marta Zembik (2014) in his study explains that Social media comprises blogs, public forums, social media sites, that are used for the communication of some information. The data provided in social media is beneficial for organizations/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers.

SakkthivelAM et al., (2015) in their analysis attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society, and reference teams exert additional influence over young woman consumer's shopping behavior through social media.

Ramsunder (2011) the study says that shopper's decisions are influenced heavily by online brands. Opinions of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decision.

RESEARCH METHODOLOGY:

Data Sources:

For the research purpose, both primary data as well as secondary data has been used. Primary data is a real time data which is usually collected by the researcher. For this analysis, primary data has been collected through a survey conducted by circulating a questionnaire to the respondents through the medium of a google form. Secondary data is the data that has been collected in the past. Here, the secondary data is obtained through various online resources, magazines, books, journals, etc.

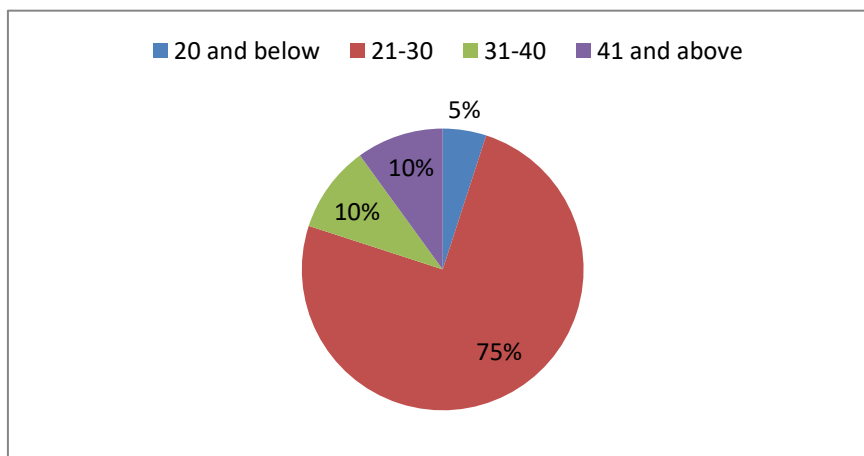
Data Usage: Only the data collected through questionnaire is taken into the consideration. Chi Square test has been used for analyse and interpretation of the data.

Sample Size: The sample size of the survey is 50. While giving out the survey questionnaires, the respondents were given detailed information regarding the survey and social media.

DATA ANALYSIS:

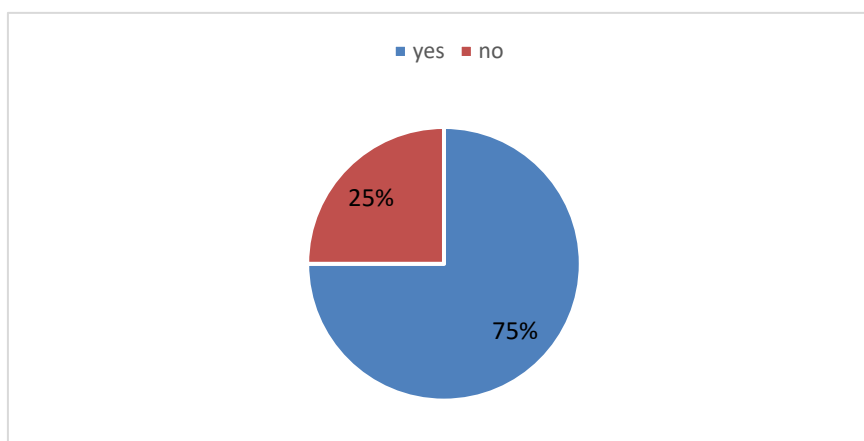
Question: Consumer Age

- 20 and below
- 21-30
- 31-40
- 41 and above



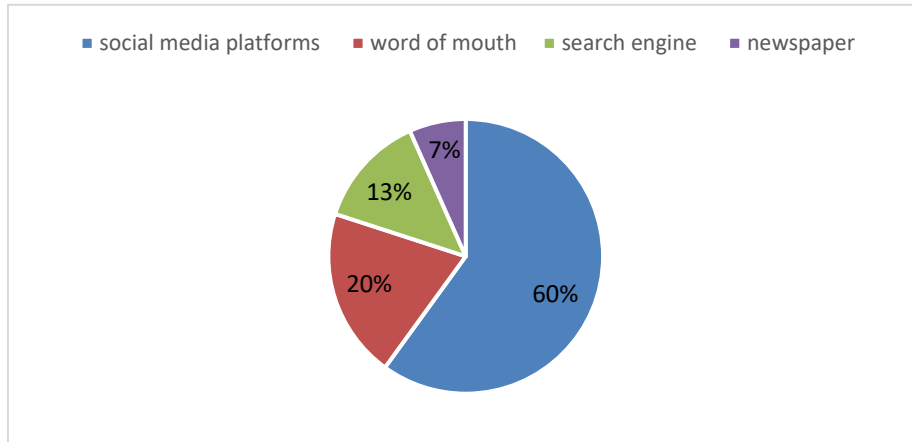
Question: Are you aware of the bio septic tank cleaner from Greencraft Labs?

- Yes
- No



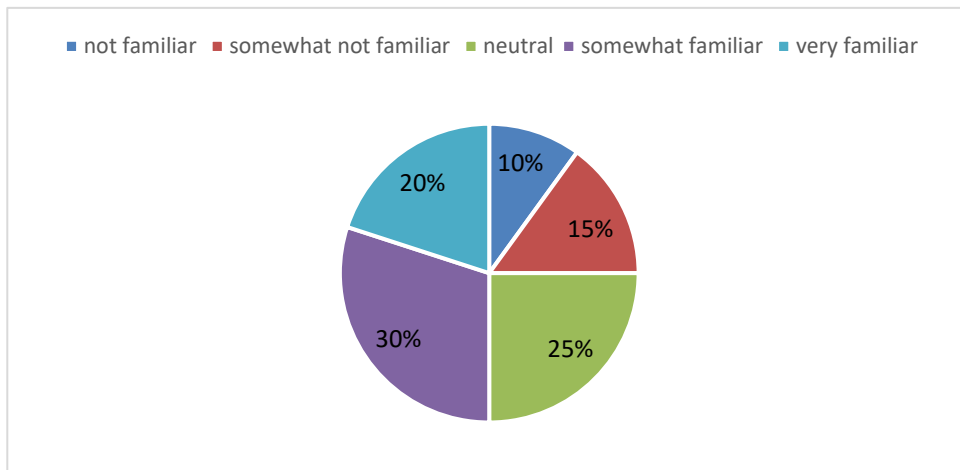
Question: How did you first hear about the product?

- Social media platforms
- Word of mouth
- Search engine
- Newspaper



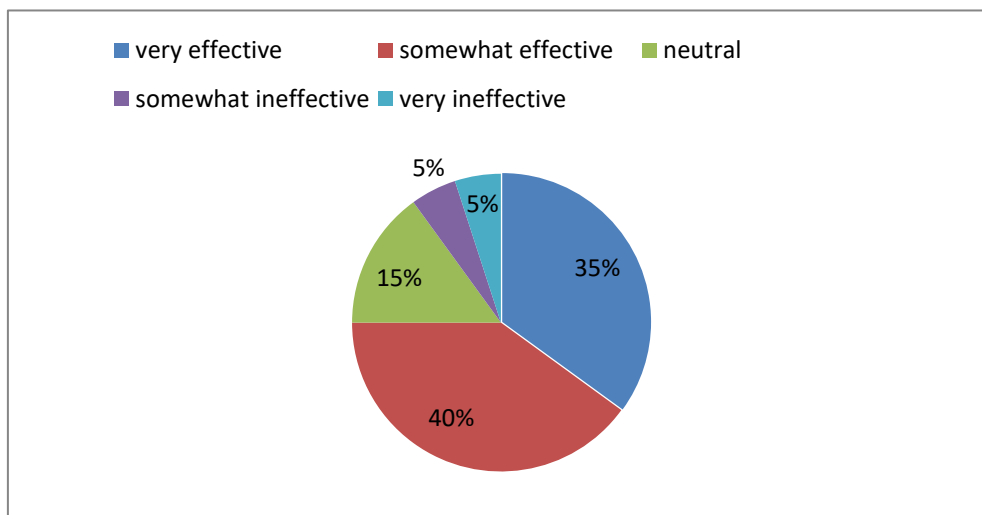
Question: Familiarity with the concept of bio septic tank cleaner

- Not familiar
- Somewhat not familiar
- Neutral
- Somewhat familiar
- Very familiar



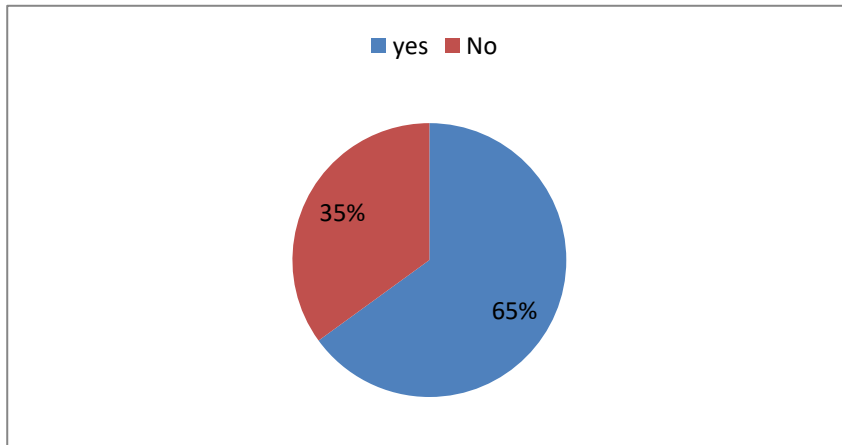
Question: Perception of bio septic tank cleaners in terms of effectiveness

- very effective
- somewhat effective
- neutral
- somewhat ineffective
- very ineffective



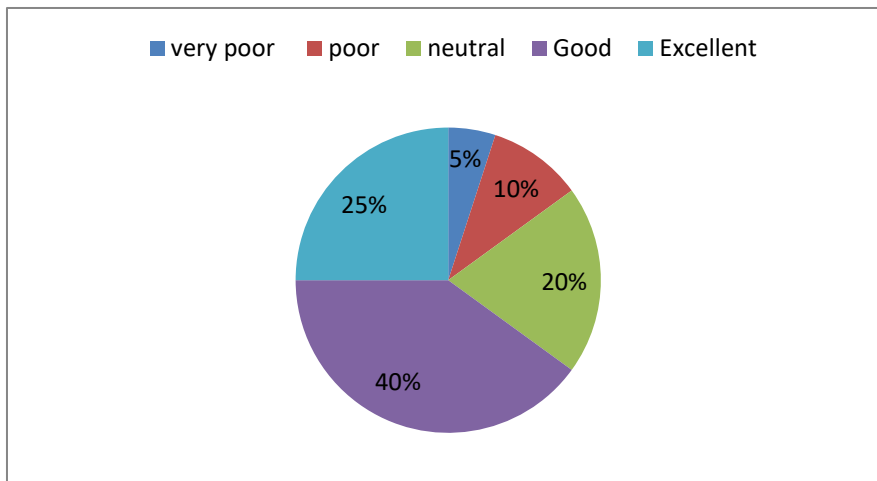
Question: Have you seen any advertisements or content related to the product on social media?

- Yes
- No



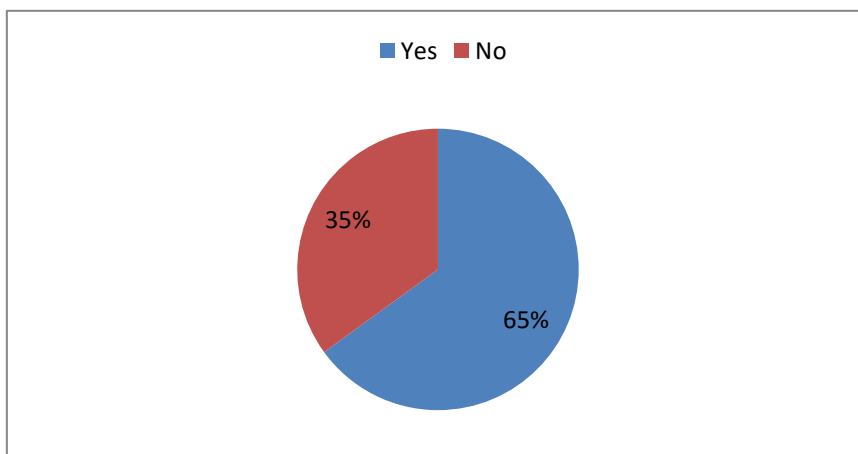
Question: How would you rate the quality of social media content for this product?

- very poor
- poor
- neutral
- Good
- Excellent



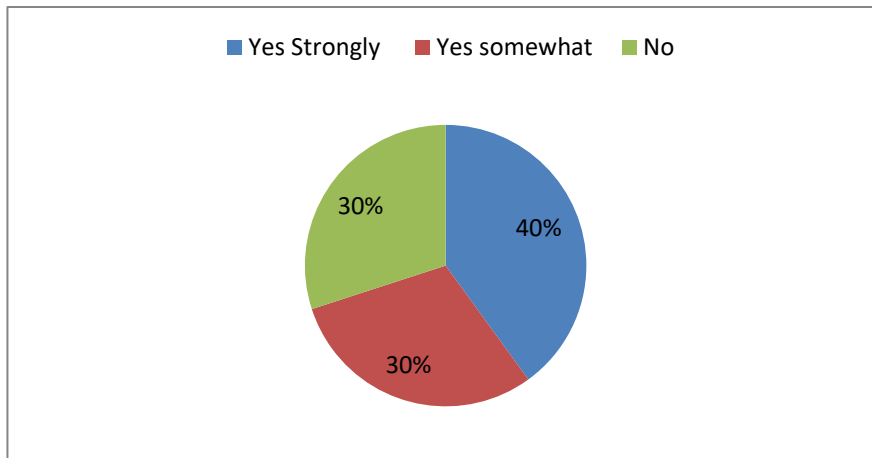
Question: Have you purchased a bio septic tank cleaner from Greencraft Labs?

- Yes
- No



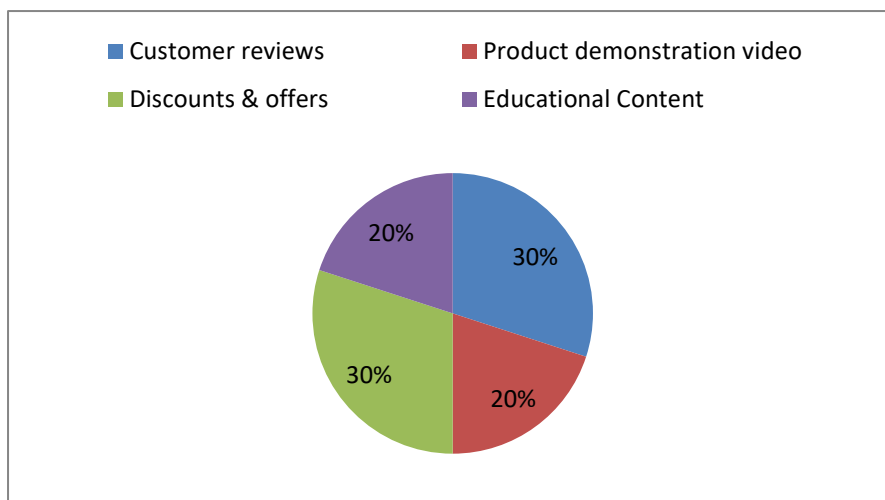
Question: Did social Media content influence your decision to purchase?

- Yes Strongly
- Yes somewhat
- No



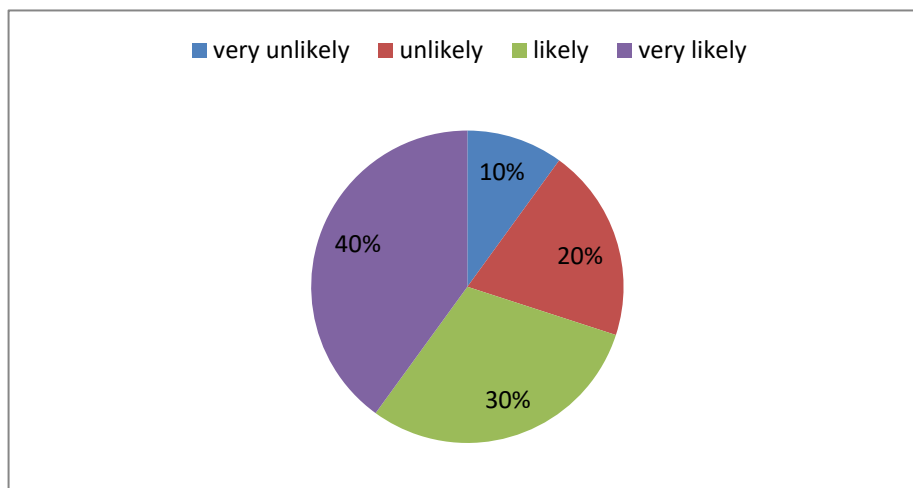
Question: What type of social media content encouraged you to purchase?

- Customer reviews
- Product demonstration video
- Discounts & offers
- Educational Content



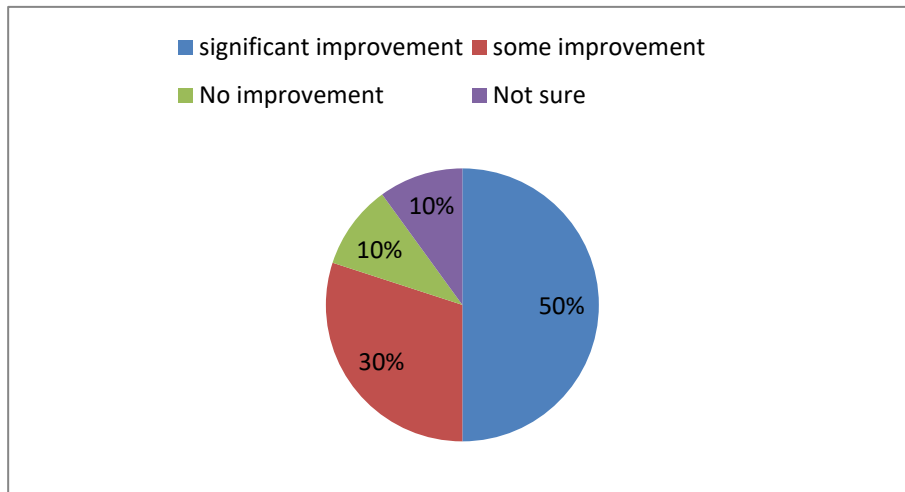
Question: Likelihood of purchasing again

- very unlikely
- unlikely
- likely
- very likely



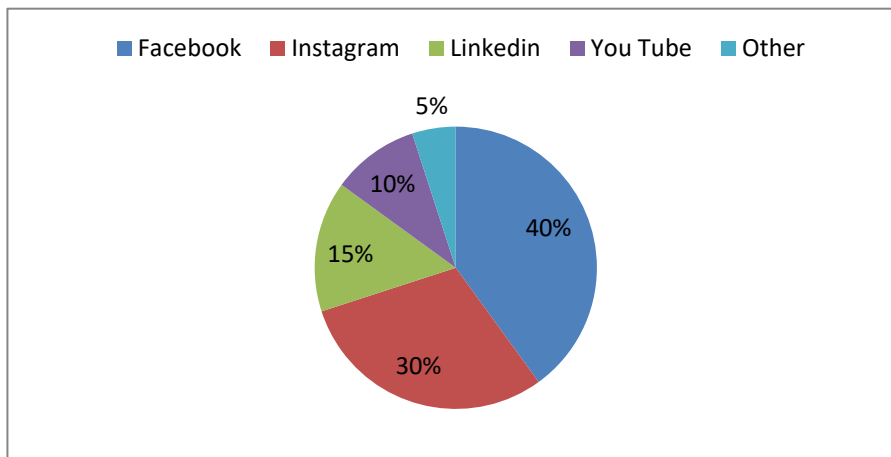
Question: Did you experience improvement in septic tank performance after using the product?

- significant improvement
- some improvement
- No improvement
- Not sure



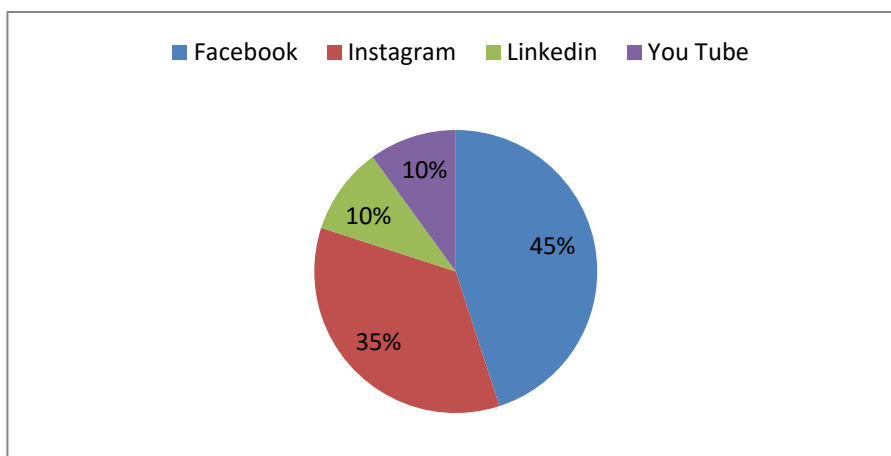
Question: Which social media platform do you use most often?

- Facebook
- Instagram
- LinkedIn
- YouTube
- Other



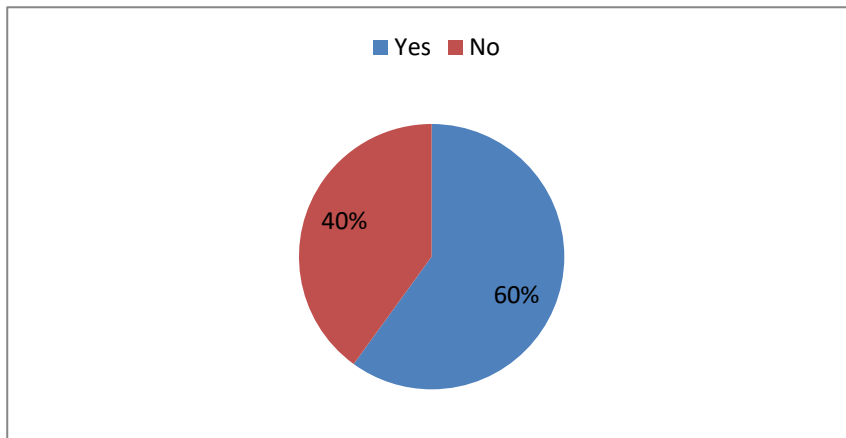
Question: Which platform is most effective for providing information about the product?

- Facebook
- Instagram
- LinkedIn
- YouTube
- Other



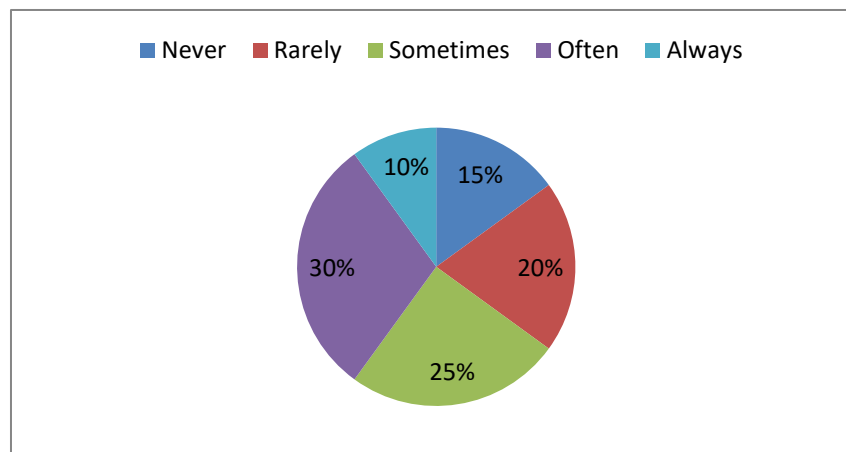
Question: Have you interacted with Greencraft Labs content?

- Yes
- No



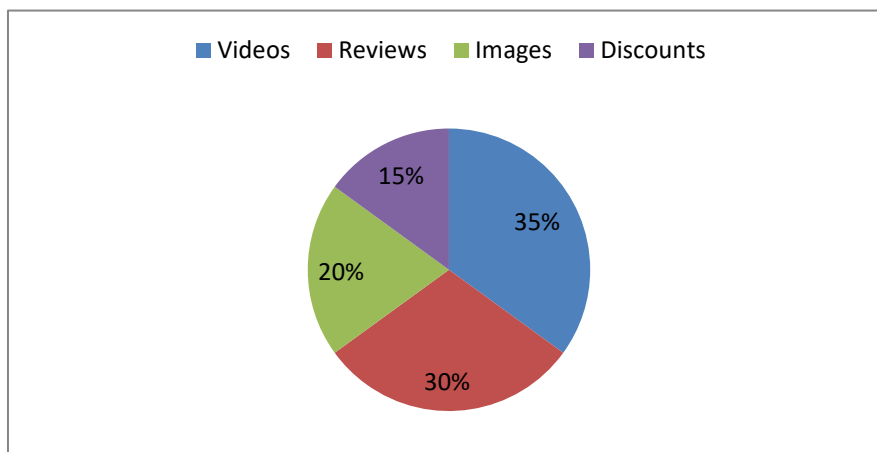
Question: How often do you engage with social media posts about this product?

- Never
- Rarely
- Sometimes
- Often
- Always



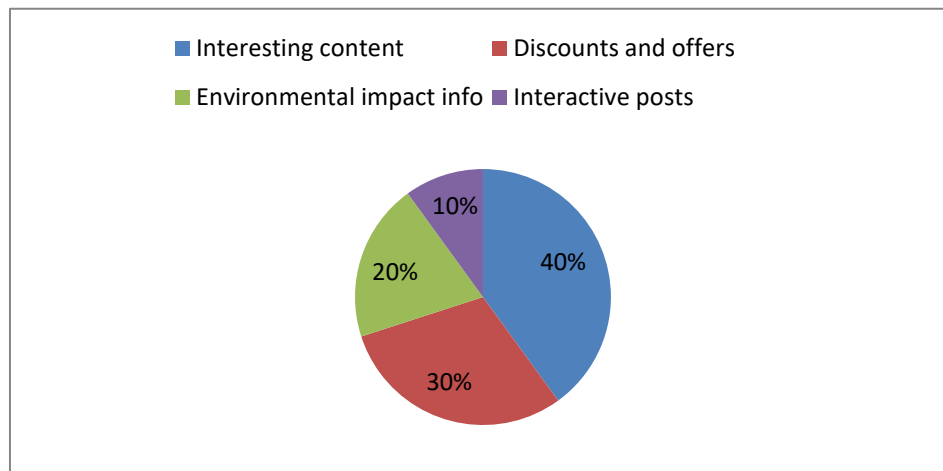
Question: Most engaging content type

- Videos
- Reviews
- Images
- Discounts



Question: What motivates you to engage with a social media post?

- Interesting content
- Discounts and offers
- Environmental impact info
- Interactive posts



CONCLUSION:

1. Social media marketing has significantly increased awareness of Greencraft Labs' bio septic tank cleaner, especially among environmentally conscious consumers.
2. Social media content, particularly customer reviews and product demonstrations, strongly influences consumer purchase decisions for the bio septic tank cleaner.
3. Regular engagement on social media builds consumer trust, with consumers valuing content that is educational and transparent about product benefits and environmental impact.
4. Facebook and Instagram emerged as the most effective platforms, with video content and testimonials proving to be particularly engaging for consumers.
5. Informative content about the product's environmental benefits and usage boosts consumer understanding and supports the brand's eco-friendly positioning.
6. Positive engagement and frequent interactions on social media are linked to higher sales performance, demonstrating that effective social media strategies can drive measurable results.
7. Promotions and discounts on social media are successful in converting engagement into sales, especially for first-time buyers.

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