



A Study on Consumers Perception Towards Social Media Marketing

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ABSTRACT

In an era dominated by digital platforms, understanding the impact of social media marketing on consumer attitudes and behaviours is paramount for brands seeking competitive advantage. Through the analysis of Coca-Cola's social media strategies, content, and engagement level, this research aims to uncover the extent to which the company's online presence resonates with consumers and shapes their perceptions of the brand. This research study aims to analyse the impact of Coca-Cola's social media marketing strategies on consumer perceptions, focusing on key dimensions such as social media awareness and engagement, brand perception, content quality, impact on purchase decisions. This study was undertaken in HINDUSTAN COCA COLA BEVERAGES. Through a questionnaire the data was collected to assess the extent to which Coca-Cola's social media presence influences consumer perceptions. Pilot study was conducted to determine the sample size. Normality test was conducted through which it was found that the data does not follow normal distribution, therefore non-parametric test (U-test, H-test, Spearman's rank correlation) was performed. Results show that consumers are moderately influenced by Coca-Cola's social media marketing.

Keywords: brand perception, content quality, impact on purchase decisions, social media awareness and engagement.

1.INTRODUCTION

In today's digital era, social media has become deeply ingrained in people's daily routines, fundamentally transforming how individuals communicate, exchange information, and interact with brands. Social media marketing capitalizes on the diverse array of social platforms to engage target audiences, amplify brand visibility, drive web traffic, and ultimately achieve business objectives. It has evolved into a potent instrument for enterprises to connect with their desired demographic, boost brand recognition, and foster active engagement. Leveraging platforms such as Facebook, Instagram, Twitter, LinkedIn, among others, social media marketing effectively taps into the online spaces where consumers frequently congregate. Here are different types of social media marketing: Content Marketing, Social Media Advertising, Influencer Marketing, Community Engagement, Social Listening and Monitoring, User-Generated Content, Social Media Contests and Giveaways, Social Media Influencers and Ambassadors, Customer Service and Support, Social Commerce.

At its essence, social media marketing revolves around crafting and disseminating content that resonates with the audience, igniting discussions, and nurturing connections. This content encompasses a wide spectrum of formats, including textual posts, imagery, videos, infographics, and interactive surveys. Through the creation of compelling and pertinent content, businesses can capture the interest of their followers, prompting them to interact with and share the brand's posts. A pivotal advantage of social media marketing lies in its precision targeting capabilities, enabling businesses to pinpoint specific demographics, interests, and behaviors. Platforms like Facebook and Instagram offer sophisticated targeting features that enable businesses to tailor their messaging to various audience segments, ensuring that content reaches the most relevant individuals at opportune moments. This tailored approach heightens the efficacy of marketing endeavors and optimizes return on investment.

Strategies for Successful Social Media Marketing:

Define Your Target Audience: Understanding your target audience is crucial for effective social media marketing strategies. This involves grasping their needs, preferences, behaviors, and the social media platforms they frequent. **Set Clear Goals :** Define your objectives for social media marketing and set specific, measurable goals to monitor progress and assess achievements. **Create A Content Strategy :** Craft a content strategy outlining the type, frequency, and platforms for your content. Ensure that your content is relevant, captivating, and of high quality. **Engage With Customers:** Interact with your followers and build meaningful connections by responding to comments and messages, creating interactive content, and actively engaging in online discussions. **Monitor and Analyze Performance:** Regularly assess the outcomes of your social media marketing endeavors to identify successful tactics and areas for improvement. Use data-driven insights to refine your strategy continuously.

2. LITERATURE REVIEW

Mesut Cicek has aimed to explore the impact of social media marketing on consumer brand loyalty, an area gaining traction among both academia and industry practitioners. Data were gathered through a structured questionnaire from a sample of 338 individuals and analyzed using stepwise multiple regression analysis. The findings reveal that brand loyalty is positively influenced when brands offer advantageous campaigns, relevant and popular content, and maintain a presence across multiple social media platforms along with providing applications.

Ms. Hadiqa Riaz has employed a quantitative methodology to explore the influence of social networking communities and forums on customer buying behavior and attitudes toward fast food brands. Utilizing a Likert scale questionnaire, data was gathered from 200 respondents. Statistical analysis, including descriptive analysis, Pearson correlation, multiple regression, and reliability testing, was conducted using SPSS V 20. The findings revealed a positive and significant relationship between social media marketing and brand equity.

Heri Erlangga sought to ascertain the impact of social media-based digital marketing on the purchasing decisions of SME products in Banten Province. It involved 210 respondents selected through random sampling; analysis performed using simple linear regression. The findings indicate a significant influence of social media marketing on purchasing decisions for SME products. Furthermore, a correlation between online marketing variables and purchasing decisions was observed.

Imran Khan has done the research to investigate the relationship between a brand's social media marketing activities (SMMA), brand experience, purchase intention, and attitude towards the brand, considering the growing interest in how SMMA enhances consumer experiences. Data from 413 respondents who follow brands on social media were analyzed using structural equation modeling. Findings indicate that SMMA significantly influences brand experience, purchase intention, and attitude towards the brand.

Bamini KPD has aimed to examine how social media marketing impacts brand loyalty and purchase intention among Generation Y. Surveys were randomly distributed to undergraduate students at Malaysian universities, resulting in a 75% response rate from 200 questionnaires. Two propositions and three hypotheses were formulated and tested using mean and regression analysis. The findings reveal that online marketing communications, particularly through online communities and advertisements, play a significant role in fostering brand loyalty and driving purchase intention via company websites and social media platforms.

Zulqurnain ALI aimed to evaluate how social media marketing influences consumer perception and purchasing decisions, alongside promotional and door-to-door marketing. A total of 152 questionnaires were distributed among university students, yielding a response rate of 97% with 145 completed surveys. Through multiple linear regression analysis, the study found evidence supporting the hypothesis that social media marketing significantly affects consumer perception.

Muhammad Faisal Yul Zamrudi employed a mixed methods research approach, with the quantitative component aiming to identify factors perceived by customers that influence the effectiveness of social media marketing. The research was conducted on two prominent retailers in the Jakarta region. A structured online survey was distributed to 100 customers from these stores, with 60 agreeing to participate. The quantitative analysis included correlation and regression analysis. The results indicated that consumers did not find the social aspect of social media marketing particularly useful in meeting their needs.

Hazar Hmoud has explored the factors impacting customers' intention to purchase based on social media influencers. Data was gathered from 439 Instagram users through an online questionnaire. The analysis employed a partial least squares structural equation modeling (PLS-SEM) approach to scrutinize the proposed model. The findings reveal that all examined constructs – Information Quality (IQ), Trustworthiness (TRU), Attractiveness (ATT), Meaning Transfer (TRA), and Expertise (EXP) – significantly shape customers' purchase intentions. These insights could aid decision-makers in companies in devising effective strategies to promote their brands and enhance sales.

3. NEED OF THE STUDY

Insights from the study can help Coca-Cola's marketing team make better decisions. It helps to learn what works and what doesn't on social media, and adjust the strategies accordingly. Understanding how Coca-Cola's social media efforts affect what people think about the brand is important. It helps to keep up with changing trends and preferences. Studying Coca-Cola's social media marketing helps to find ways to improve the company's brand's image and deal with any problems that come up. Knowing how Coca-Cola's social media posts affect what people think can also help to connect better with the target audience. The study helps Coca-Cola be flexible and adjust to new trends. It also shows ways to make the brand better and fix any problems. By knowing how social media affects what people think about Coca-Cola, we can build stronger relationships with customers.

4. OBJECTIVES OF THE STUDY

To assess the current status of Coca-Cola's social media presence on different platforms and the level of audience engagement. To examine social media discussions to understand the current perception of Coca-Cola among consumers. To evaluate the effectiveness of Coca-Cola's social media content in conveying brand messages and values. To analyze how consumers use social media and understand how it influences their purchase decision.

5. SCOPE OF THE STUDY

The study aims to evaluate Coca-Cola's presence on major social media platforms, including Facebook, Twitter, Instagram, LinkedIn. Examine the type of content, frequency of posts, and engagement levels on each platform. To assess the effectiveness of different types of content shared by Coca-Cola, such as videos, images, interactive content. To explore innovative approaches and emerging trends in social media marketing. Assess whether Coca-Cola adopts new features or trends and their impact on consumer perceptions. To assess the long-term impact of Coca-Cola's social media marketing efforts on brand perception. Based on the findings, provide practical recommendations for enhancing Coca-Cola's social media marketing strategies to positively shape consumer perceptions and strengthen the brand image.

6. RESEARCH METHODOLOGY

The type of research design adopted in this study is DESCRIPTIVE RESEARCH. The type of sampling technique used is non-probability sampling in which convenience sampling was used. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from the part of population that is close to the hand. This type of sampling is most useful for pilot testing. The sampling is also known as grab sampling or availability sampling. There are no other criteria to the sampling method except that people be available and willing to participate.

SAMPLE SIZE

The responses for the research was collected from various consumers. since the population size is unknown pilot study was conducted consisting of 40 respondents from which the p value and q value were identified and the sample size was determined using the following formula, and the optimal sample size is found to be 196.

$$n = \frac{z^2 pq}{e^2}$$

When n = Sample Size,

z^2 = Value from the Table of possibilities of the standard normal distribution for the desired confidence level ($z=1.96$ for 95% confidence)

e^2 = Margin of error p = Positive Respondents q = Negative respondents

DATA COLLECTION

Data collection is a systematic approach to gathering information from a variety of sources to a complete and accurate picture of an area of interest. In this study responses are collected through two different sources. The sources of data collection are Primary data collection and Secondary data collection.

TEST OF NORMATIVE

Found normative test for my raw data. The data are not normally distributed i.e., sig value <0.05. so, I go with non-parametric test.

- a) Percentage Analysis
- b) Mann Whitney Test
- c) Kruskal Wallis Test
- d) Correlation Test
- e) Chi-square Test

7. FINDINGS

Through percentage analysis it is found that 56.1% of the respondents say that they don't follow Coca-Cola on any social media platforms (56.1%). The majority of the respondents feel that they came across Coca-Cola's social media content through friends shares/mentions (40.3%). It is found that 46.4% of the respondents feel that they are moderately aware about Coca-Cola's social media presence. Most of respondents feel that they occasionally engage with Coca-Cola's social media content (42.3%). 48.5% of the respondents feel that promotions/deals is the type of content they find most engaging on Coca Cola's social media account. It is found that 41.8% of the respondents feel that they find Coca-Cola's social media marketing approach fairly distinctive when compared to other brands (41.8%).

Majority of the respondents feel that to some extent they feel that Coca-Cola's social media presence accurately reflects its overall brand identity (40.3%). 33.2% of the respondents feel that Coca-Cola's social media content somewhat influences their perception of the brand's values and principles. Most of the respondents find Coca-Cola's messaging across its various social media platforms neutrally consistent (32.7%). 40.3% of the respondents rate their overall perception of Coca-Cola's brand after viewing its social media content to be somewhat positive. 39.8% of the respondents feel that the variety of content Coca-Cola shares on social media is moderately diverse (39.8%). The majority of the respondents feel that visual appeal 59.2%, clarity of messaging 51.5% are most important and relevance to target audience 48.0% ,creativity and originality 43.4%, engagement level with audience 40.3%

are important factors in determining the quality of social media content. Most of the respondents feel that Coca-Cola neutrally effectively utilizes multimedia in its social media content (41.8%).

55.1% of the respondents feel that Coca-Cola's social media content provide fairly valuable/entertaining information (55.1%). It is found that the respondents feel that Coca-Cola's social media content is mostly aligned with its brand image and values (42.3%). The majority of the respondents feel that content of Coca-Cola's social media post 70.4%, positive reviews and recommendations 53.1%, social media promotions and contest 52.0%, influencer endorsement and collaborations 36.7% strongly influences their purchase decision and frequency of Coca-Cola advertisements somewhat influences their purchase decision 31.1%. Most of the respondents feel that the promotions/discounts advertised on Coca-Cola's social media channels moderately influences their purchase decision (38.3%). 45.9% of the respondents feel that Coca-Cola's social media presence has no effect in terms of its consideration for its products over those of its competitors (45.9%). 58.7% of the respondents feel that Coca-Cola social media content about product information has influenced their perception or purchasing behavior (58.7%). The majority of the respondents feel that they moderately believe that Coca-Cola social media Marketing efforts impact their purchase decision (57.7%). Since the p value < 0.05 , we reject null hypothesis. Hence the variables – Social Media Awareness and Engagement, Brand Perception, Content Quality, Impact on Purchase Decisions significantly deviates from normal distribution and hence non-parametric tools are applied (U-test, H-test, Spearman Rank Correlation).

In u-test, the p value > 0.05 , null hypothesis is accepted. There is no significant difference between mean ranks of gender with respect to Brand Perception. The p value < 0.05 , null hypothesis is rejected. There is significant difference between mean ranks of gender with respect to Social Media Awareness and Engagement, Content Quality, Impact on Purchase Decisions. While performing h-test, the p value < 0.05 , null hypothesis is rejected. There is significant difference between mean ranks of categories of age with respect to Social Media Awareness and Engagement, Brand Perception, Content Quality, Impact on Purchase Decisions.

Social Media Awareness and Engagement is very weakly correlated (0.101) with Brand Perception, very weakly correlated (0.129) with Content Quality, very weakly correlated (0.175) with Impact on Purchase Decisions. Brand Perception is very weakly correlated (0.101) with Social Media Awareness and Engagement, highly correlated (0.671) with Content Quality, weakly correlated (0.289) with Impact on Purchase Decisions. Content Quality is very weakly correlated (0.129) with Social Media Awareness and Engagement, highly correlated (0.671) with Brand Perception very weakly correlated (0.166) with Impact on Purchase Decisions. Impact on Purchase Decisions is very weakly correlated (0.175) with Social Media Awareness and Engagement, weakly correlated (0.289) with Brand Perception, very weakly correlated (0.166) with Content Quality. In h-test, the p value > 0.05 , null hypothesis is accepted. There is no significant difference between mean ranks of occupation with respect to Social Media Awareness and Engagement, Brand Perception, Impact on Purchase Decisions. The p value < 0.05 , null hypothesis is rejected. There is significant difference between mean ranks of occupation with respect to Content Quality. While performing chi-square test, the p value < 0.05 , null hypothesis is rejected. There is significant difference between age and whether they are following coca-cola on any social media platforms.

8. CONCLUSION

The study concludes that through the analysis of consumer responses and behaviors, it is evident that Coca-Cola's strategic approach to social media engagement has moderately effectively influenced consumer perceptions, contributing positively to brand image, loyalty, and purchase decisions. The findings underscore the importance of the presence of Coca Cola on social media platforms which in turn influences the consumers purchase decision. This analysis also helps to find the importance of diverse, quality contents to be presented on social media in order to create positive brand image which in turn might influence the consumers perception of the brands values and principles. From the study it is found that Coca Cola effectively utilizes multimedia in its social media content and provide contents that are aligned with its brand image and values. It is also found that Coca Cola's social media presence and its content about the product information influences the consumers purchasing behavior and they moderately believe that Coca Cola's social media marketing efforts impact their purchase decision.

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