



## A Study on Consumer's Perception on Digital Marketing with reference to Coimbatore

*Dr. A.SUKUMAR<sup>1</sup>, MAHESH SINGH. A<sup>2</sup>*

<sup>1</sup> Under the guidance of M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D.,NET, SET Assistant Professor & Head  
SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE, COIMBATORE- 641042

<sup>2</sup> REGISTER No: 222AK0818 SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE, COIMBATORE- 641042

### ABSTRACT

This project explores the effectiveness of social media advertising in digital marketing. It focuses on key strategies such as influencer marketing, content creation, and targeted ads, examining how platforms like Facebook, Instagram, and TikTok help businesses boost brand awareness, engagement, and sales. The study also looks at emerging trends like video content and personalised advertising, offering insights into how companies can optimise campaigns and stay competitive in the digital age.

### INTRODUCTION

In the digital era, social media has revolutionised how businesses approach marketing, offering a unique and highly interactive platform to connect with consumers globally. The rapid growth of platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok has not only transformed communication but also established social media as a central pillar in advertising strategies for businesses across industries. This study aims to explore the effectiveness of different advertising techniques on social media through digital marketing. By examining strategies such as influencer marketing, content creation, and ad targeting, the research seeks to identify which methods provide the best results for businesses aiming to build brand loyalty, engage audiences, and achieve growth. Additionally, the study will analyse how emerging trends, such as the rise of video content and personalised advertising, are shaping the future of social media marketing. Through an in-depth analysis, this study will offer insights into how companies can leverage these tools to maintain a competitive edge in an increasingly digital world.

### STATEMENT OF PROBLEM

The rapid growth of social media has made it a key platform for advertising, yet many businesses struggle to optimize their marketing strategies for maximum impact. The challenge lies in effectively targeting the right audience and selecting the most appropriate advertising techniques to drive engagement and conversions. Despite the availability of various tools, there is a lack of comprehensive understanding about which strategies yield the best return on investment. Additionally, businesses face difficulty in adapting to emerging trends and new content formats on social media. This study aims to address these gaps by analysing effective advertising methods in digital marketing.

### OBJECTIVE OF THE STUDY

- To study the impact of digital marketing on the purchase decision of customer.
- To analyse most engaging ad form in social media

### SCOPE OF STUDY

This study examines the effectiveness of social media advertising techniques, including influencer marketing, content marketing, and PPC campaigns, across platforms like Facebook, Instagram, and TikTok. It explores how businesses use data driven targeting and personalised content to improve ad performance. The study also assesses the impact of different content formats (images, videos, etc.) on user engagement. Additionally, it evaluates the role of social media in building brand loyalty and driving customer conversions. The research will investigate the cost-effectiveness and ROI of various strategies. Emerging trends like AI-driven content and augmented reality will also be analysed. The goal is to offer actionable insights for optimising social media advertising efforts.

## REVIEW OF LITERATURE

1. **Muniz & O’Guinn (2001)**<sup>1</sup> Role of Social Networks in Brand Communities: Research from the mid-2000s analysed how brands use social networks to create brand communities, fostering loyalty and engagement among consumers who share common interests.
2. **Wedel & Kamakura (2002)**<sup>2</sup> The Rise of User-Centric Marketing: Scholars explored a shift toward user-centric advertising, where ads are tailored to user preferences and behaviours, leading to the initial development of targeted and personalized advertising.
3. **Benway & Lane (2003)**<sup>3</sup> Banner Blindness in Digital Advertising: Early studies identified "banner blindness," where users ignore banner ads, prompting advertisers to shift to more native ad formats and innovative placements

### PROFILE OF THE STUDY

Social media has revolutionized marketing by offering innovative techniques for brands to engage with consumers. Platforms like Facebook, Instagram, and TikTok have become essential for businesses to connect with their target audiences effectively.

#### Key Advertising Techniques

- **Targeted Advertising:** This technique leverages user data to deliver personalized ads based on interests, demographics, and online behaviour. This precision increases the likelihood of conversion, as users are more inclined to engage with content that resonates with them.
- **Influencer Marketing:** Brands collaborate with social media influencers to authentically reach their followers. Influencers create relatable content that showcases products in a natural setting, fostering trust and encouraging their audience to make purchases.
- **User -Generated Content (UGC):** Campaigns that invite customers to share their experiences with a brand enhance community engagement and provide social proof, making the brand more relatable and trustworthy.
- **Visual Storytelling:** Brands utilize eye-catching images, videos, and graphics to capture attention quickly. Short, engaging video ads, particularly on platforms like TikTok and Instagram Reels, can effectively convey messages in just a few seconds.

#### Focus of the Study

The study aims to examine the effectiveness of various social media advertising techniques, including influencer marketing, content marketing, and pay-per-click (PPC) campaigns. It will analyse how businesses utilize data-driven targeting and personalized content to improve ad performance across platforms like Facebook, Instagram, and TikTok. Additionally, the research will assess the impact of different content formats (such as images and videos) on user engagement and evaluate the role of social media in building brand loyalty and driving customer conversions. The study will also investigate the cost-effectiveness and return on investment (ROI) of various advertising strategies

#### Emerging Trends

The research will explore emerging trends in social media advertising, such as AI-driven content and augmented reality. These trends are shaping the future of social media marketing and provide opportunities for brands to enhance their advertising efforts. By analysing these trends, the study aims to offer actionable insights that businesses can leverage to maintain a competitive edge in an increasingly digital world.

In summary, this study will provide a comprehensive analysis of social media advertising techniques, focusing on their effectiveness, engagement strategies, and the evolving landscape of digital marketing. By understanding these elements, businesses can optimize their social media advertising efforts to achieve better results and foster stronger connections with their audiences

## DATA ANALYSIS AND INTERPRETATION :

### 01. Classification on Social Media Engagement on Brand of the respondents

SOCIAL MEDIA ENGAGEMENT ON BRAND	NO. OF RESPONDENTS	PERCENTAGE
Increases trust and credibility	21	13.81
Makes the brand feel more relatable	48	31.57
Encourages repeat purchases and brand loyalty	54	35.52
Has little to no impact on your purchasing decisions	29	19.07

<sup>1</sup> Journal of Consumer Research, Volume 27, Issue 4, March 2001, Pages 412–432

<sup>2</sup> International Journal of Research in Marketing, Volume 19, Issues 2–3, June 2002, Pages 181–183

<sup>3</sup> ITG Newsletter, Volume 14, Issue 1, February 2003, Pages 1–3.

TOTAL	152	100
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(Source: Primary data)

**INTERPRETATION:**

The table shows that the most of respondents believe that social media engagement encourages repeat purchases and brand loyalty (35.52%) and makes the brand feel more relatable (31.57%). Meanwhile, 13.81% think it increases trust and credibility, while 19.07% feel it has little to no impact on their purchasing decisions.

**SOCIAL MEDIA ENGAGEMENT ON BRAND**



**02. Classified based on types of Products Purchased of the respondents**

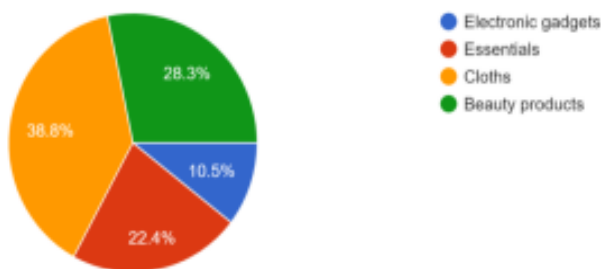
TYPES OF PRODUCTS PURCHASED	NO. OF RESPONDENTS	PERCENTAGE
Electronic gadgets	16	10.52
Essentials	34	22.36
Cloths	59	38.81
Beauty products	43	28.28
<b>TOTAL</b>	<b>152</b>	<b>100</b>

(Source: Primary data)

**INTERPRETATION:**

The table shows that the most purchased products through social media ads are clothes (38.81%), followed by beauty products (28.28%), indicating a strong preference for fashion and personal care. Essentials (22.36%) also have significant demand, while electronic gadgets (10.52%) are the least commonly purchased.

**TYPES OF PRODUCTS PURCHASED**



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## FINDINGS:

### PERCENTAGE ANALYSIS

#### Most Engaging Brand Content:

- Interactive content such as polls and giveaways (38.81%) is the most engaging, followed by informative posts (30.26%).

#### Types of Products Purchased via Social Media Ads:

- Clothing (38.81%) and beauty products (28.28%) are the most purchased items.

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## CONCLUSIONS

The analysis of social media advertising techniques through digital marketing reveals that young adults form the most engaged demographic. Platforms like Facebook, Instagram, and YouTube dominate consumer interactions. Engaging content types such as interactive ads, meme-based content, and giveaways drive the highest engagement.

The findings indicate that digital marketing is an effective tool for brand engagement and customer conversion, particularly when ads are tailored to the right audience and preferences. Businesses that prioritize interactive and visually compelling content will likely see higher engagement and conversion rates. While digital marketing offers significant advantages in cost-effectiveness and targeting, brands must remain adaptable to changing trends and consumer expectations to maintain their competitive edge in the evolving digital landscape.

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