To Study the Effectiveness of Social Media Marketing

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Abstract: *My research focused on a developing area that showed the importance of digging deeper into the psychological and social factors that influence the minds of the consumers of the items. My team did the research on a sample size of 200 North South University students for our study on the "Effectiveness of Social Media Marketing," which adhered to the rules required for research. In this study, we polled consumers to get a quick summary that would help us understand the legitimacy of social media marketing. The primary goals of the study were to recognise potential, take advantage of opportunities, and safeguard consumers' perceptions of value. We need to be aware of the factors that influence consumers to purchase a product because, as we all know, the internet has greatly increased their chances. We saw three factors— the calibre of the content, the user experience, and the regularity of customer visits—as influencing customer engagement. The success of social media marketing is positively connected with customer engagement, and quality of content, user experience, and frequency of visit have a favourable impact on customer engagement, according to our hypothesis, which summarises these two factors. After testing the hypotheses, we came to the conclusion of our research and included our recommendations based on the analysis. This study aims to determine the social media marketing industry's reliability. Because it is crucial to delve further into the psychological factors that influence the minds of the consumers who the products are aimed at. The businesses must be able to grasp opportunities, seize advantages, and safeguard consumer perceptions of value. Understanding the media vehicles that marketers are employing, whether they are sufficient for their purposes, and if not, why, is equally crucial*

Keywords: Psychology, Social, Social Media Marketing, Potential, Hypothesis, Analysis, Regularity, Calibre

I. INTRODUCTION

Social media is an online platform that people use to develop social networks or social relationships with others who have comparable personal or professional interests, hobbies, lifestyles, or connections in real life. According to the 2013 article "What is social media?- Definition from WhatIs.com," social media is a collective term for online communication platforms devoted to community-based input, engagement, content sharing, Those who were born before 1980 and adopted digital media into their life are known as digital immigrants (AntonSon and Christopher, 2014). Popular social media include Facebook, Twitter, LinkedIn, Reddit, Pinterest, and others. Due to the proliferation of social websites and applications, social media is now a necessary component of online life. The corporation now uses social media mostly to communicate with its customers. Social media users share likes, comments, and opinions about the goods and services they use. People then express their opinions about the products to their friends, family, and coworkers, which engages new clients and customers. Company's primary goal is to achieve collaboration. There are many various types of social media, including blogs, microblogs, wikis, social networking sites, photo and video sharing websites, instant messaging, podcasts, widgets, virtual worlds, and more. Social media is used by billions of people worldwide to connect and share information. Social media users can be divided into two groups: digital immigrants and natives. Those who were born after 1980 are known as digital natives; they were raised in this world.Possibilities of social media Social media is used in business to market goods, advance brands, engage with present clients, and encourage new business. Social media analytics is the process through which businesses evaluate data from blogs and social media to make business decisions. Social networking can help a business reach more

customers and boost brand awareness. With the use of social media optimization (SMO), a website can attract new and different visitors. Social media platforms make it easier for businesses to conduct research that can be used to enhance operations and business processes. They also help businesses stay in touch with their clients.

Research Approach In order to perform causal research, we need to know what factors are the effect and what the functional causal is like. This causal has two factors: independent variables (content quality, useful technology for surveys, and niche market acquisition) that reflect the cause, and dependent variables (efficiency of social media marketing) that represent the result of marketing research. We hope to learn more about the effectiveness of social media marketing and people's positive or negative responses from this study. Our questionnaire research method will involve in-person interviews on the ground.We used a scale with 5 response categories for this study, ranging from strongly disagree to strongly agree. Students at North South University will be the subjects of an offline survey that will be conducted. 200 students from North South University will serve as our sample.

The gender distribution of users of social media networks is essentially constant. Younger people are reportedly embracing social media like nothing else and at a rate that has never been seen before. Additionally, it was discovered that almost all of the respondents who used social media in this study visited brand pages to find out more about the goods and services, to find out about special deals, and to see how their friends and peers felt about the businesses they had chosen. Only when businesses with a social media presence give customers the specific and timely information they require will social media be effective as a tool for marketing.On social networking platforms, advertising followed by a friend invitation is the primary method by which fans join or follow a brand page or brand. The motive for brand following on social networking sites is also influenced by purchasing decisions. When a consumer has a desire to interact with a brand, whether through conversation with the brand's representatives or with other customers (business to consumer + consumer to consumer communication), this desire results in advocacy and brand loyalty, and the consumer begins acting as a brand ambassador for the good or service. If the marketing tactics are created with the perception and expectations of the consumers in mind, the brand following on social networking sites can be converted into brand purchases either through offline or online buying channels.The consumer uses search engines to conduct research to find their desired brand and product. As the decision-making process progresses, more networks are likely to read blogs, search Twitter, and gather opinions through their online networks. At social networking websites, there is a discrepancy between customer expectations and actual delivery; customers do not receive the information promptly or sufficiently. In the hypothetical time frame of the consumer, the brand pages are not responding to their inquiries. Additionally, customers do not view brand pages or social media networks in general as a medium for resolving complaints. Because the businesses do not swiftly address the concerns made by the customers.

II. DATA COLLECTION

We must gather information from both sources in order to comprehend the efficacy of social media marketing in Bangladesh. marketing that uses a variety of social networks and media to further its branding and communication objectives. It also includes actions taken for marketing goals while distributing content, videos, concepts, and images. We first want to focus on urban students between the ages of 18 and 40. We will gather information on the ground from a sample of 200 people using real findings from our research.

PRIMARY RESEARCH

For this we will approach first hand data rather than from any secondary sources. We would visit digital agencies and talk with digital marketing personnel or content creators for the research purpose.

SECONDARY RESEARCH

For secondary research we would look for the journals, newspapers, and internet sources, the credibility and validity of the sources will be found through extensive research. We will also find information from different digital marketing company's websites, facebook pages and other links from different online platforms. We will seek to find the marketing and advertising tools, and technology to drive greater personalization of marketing at scale and to drive efficiencies in their media investments. It will help us to work as evidence to our research.

DATA ANALYSIS: For analysing the data simple tools like google forms are used we have the data analysis of 30 people on how responses are submitted.
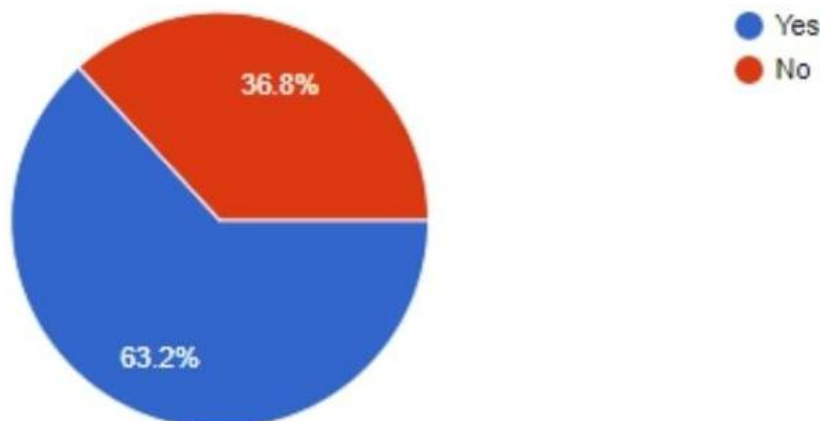
Out of the survey conducted among 100 people, the number of people who use social media are as follow
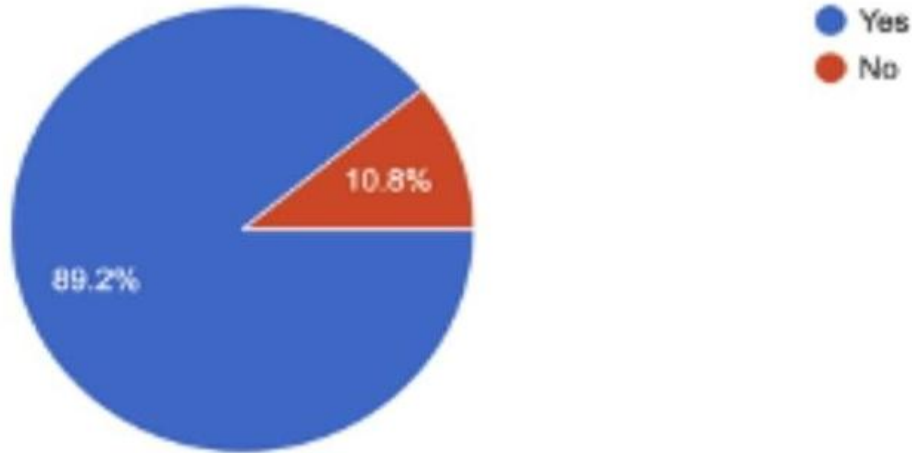

Out of the survey conducted among 100 people, the number of people who find social media platforms as a great way of marketing are as follows:
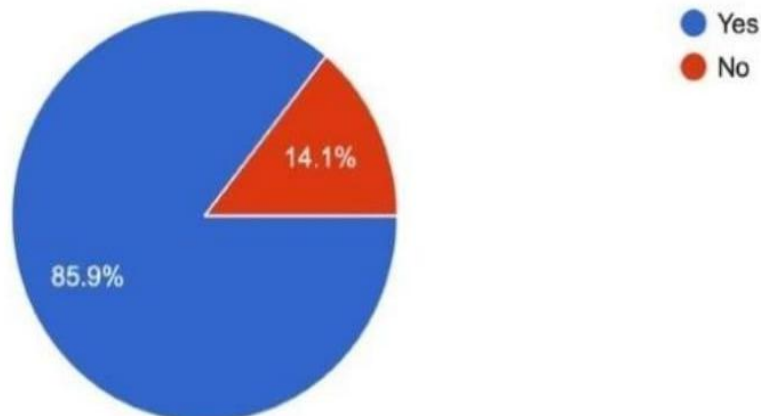
Out of the survey conducted among 100 people, the following are the results of the number of people influenced by social media marketing.

Out of the survey conducted among 100 people, the following are the results of active participating people of social media marketing.
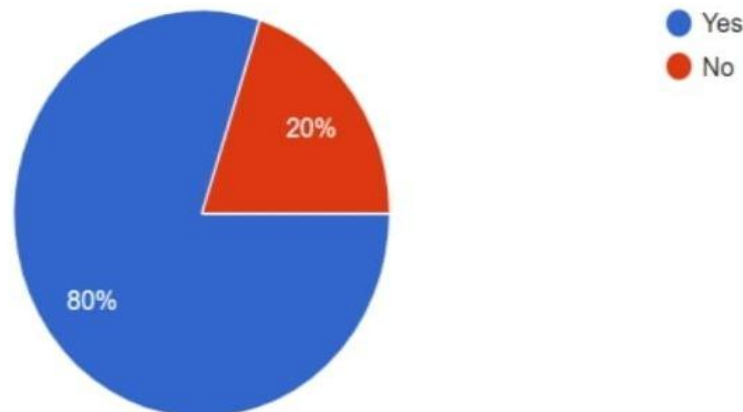
III. CONCLUSION

In conclusion, the nature of business is evolving from a transactional relationship to a social one in modern society. More than ever, successful businesses must prepare for effective engagement of their prospects and customers before, throughout, and after the purchase cycle, and this engagement must be built on the foundation of high-quality and pertinent information. Information that the target market requires at any time or location (24/7 and 365 days a year). The task of the marketer is to provide this information in such a way that you are perceived favourably, build a positive reputation for your brand and products, and are chosen as their preferred brand. We could even be able to with the scope and current growth of social networking.

As a result, after executing a research project that necessitates accurate data collecting and data entry, we entered all the data into SPSS, processed it, and then discovered the study findings. Finally, we can state that social media marketing is booming and, like the rest of the globe, highly successful in Bangladesh. However, it still needs to be more effective in order to cut through the noise and attract customers.

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