

A Study on Impact of Social Media Marketing in Advertising with Reference to Tirunelveli District

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Abstract: *In recent days social media marketing highly influences to buy for the consumer merchandise. Social media allows marketers to connect and engage potential customers where they are at LinkedIn, twitter, youtube, Facebook, Instagram , and even some of the younger platforms like Tiktok in Tirunelveli district . Social media marketing applies the concept of targeted marketing and advertising; therefore, it creates maximum brand awareness among the target audience at less cost it also reduce operating costs . It also reduces operating costs and increases the profit margin of the business. The researcher selected 100 respondents randomly from ariyakulam and palayamkottai . Social media user level satisfaction is lower then within the rural areas when put next to urban areas.*

Keywords: Social advertising , product , consumer, social media

I. INTRODUCTION

The advancement in recent years has made new systems available to business in social media. The internet has given the individuals the opportunity to communicate or interact with each other in a global. With the rise of social media networking site, individuals can easily share and access information .Today a large number of social media platforms have been developed the smooth progress for sharing the information and content to the users. It is a platforms that is easily accessible to anyone with internet access .due to increasing communications for organizations fosters brand awareness and improved customer service. Social media is defined by Philip kotler as “The design, implementation and control of programs seeking to increase the accessibility of a social media or practice in a target group.” Social media marketing refers to the process of gaining traffic or attention through social media sites. With the advent of the internet, social media marketing is the fastest growing trend in the today history of the world. By using social media platforms like facebook, twitter,etc....and websites to promote the products or services effectively

1.1 Statement of the Problem

This study identifies the outcomes of using social networking sites in promoting our business . In this research ,we intend to further know how convenient and effective on the part of young entrepreneurs to use social networking sites as their tool for advertising and marketing their goods and services

1.2 Objectives of the Study

- To understand the extent of influence of social media marketing on market
- To examine the impact of social media marketing on sales
- To explore the impact of social media marketing
- To identify social media in marketing in the study area

II. RESEARCH OF METHODOLOGY

Research methodology is the specific producers or techniques used to identify , select , process and analyze information about a education and learning throught a internet . In this methodology data collected for the study .primary data are



those which were collected by the Researchers . secondary data are those which are collected from any published or unpublished sources

III. REVIEW OF LITERATURE

NISHA ANUPAMA JAYASURIYA, SF AZAM (2018)¹ According to The purpose of this study is to summarize the past researchers about the impact of social media marketing on consumer –based brand equity and finding out gaps in knowledge . The limited awareness of using social media as a strategic tool limited business firm in utilizing it appropriately . This research contributes to the academic and industry by identifying some research voids in extant study and providing direction for future researches

DUANGRUTHAI VORAMONTRI (2019)² According to This paper is to research empirically the role of social media in consumers decision – making process for complex purchases – those characterized by significant brand difference , high consumer involvement and risk , and which are expensive and infrequent . The model uses the information search , alternative evaluation , and purchase decision stages from the classical EBM model

ANDREW BENNETT , DIDEM SEYIS (2021)³ According to This article explores the relationship between internet and support for populist by focusing on the structure of the online marketplace . We argue that structure shapes digital networks’ incentives in terms of the content they favour , and marketing strategies they employ to distribute content on a mass scale . Markets means powerful digital entitles that can leverage the regulatory process thereby weakening constraints and incentivizing consumption above all else . Consequently these entitles can freely favour more incendiary content , and use their outsized influence to saturate the online market place with targeted advertising

IV. ANALYSIS OF THE STUDY

Analysis is the process of placing a data in an ordered form and extracting the meaning for them In other words analysis is the answer to the question . “What message is conveyed by each group of data “the raw data become information only when they are analysed here with the researchers tabled the data analysed

TABLE 1: Age wise classification

Table with 4 columns: S. No, Age Group, No Of Respondents, Percentage. Rows include age groups: Below10, 10-20, 20-40, Above40, and Total.

Source: Primary Data

The above table shows that , out of 100 respondents , 20 percentage of people were under the age group of below 10, 25 percentage of people were under the age group of 20,30 percentage of people were above the age group of 20,25 percentage of people were above a age group of 40 . The majority of the respondents were lie between the age of 20-40 years

Table 2: Analysis On Issues In Online Shopping

Table with 4 columns: S No, Particulars, No Of Respondents, Percentage. Rows include issues: Delay In Delivery, Cheap Quality Of Product, Product Damage, Non-Delivery, and Total.

Source: Primary Data

The above table shows that , out of 100 respondents , 35 percentage of people faced delay in delivery in online shopping , 25 percentage of people received cheap quality of product in online shopping , 25 percentage of people received damaged products in online shopping , 15 percentage of people faced non-delivery in online shopping .The majority of responensents faced delay in delivery

Table 3: Analysis Of Payment In Online Shopping

S No	Particulars	No Of Respondents	Percentage
1	Net Banking	35	35
2	Payment Through Apps	25	25
3	Cash On Delivery	40	40
	Total	100	100

Source : Primary Data

The above table shows that , out of 100 respondents , 35 percentage of people are used to pay through net banking , 25 percentage of people are used to pay through apps for online shopping , 40 percentage of people pay cash on delivery . The majority of people used to pay cash on delivery

Table 4: Issues In Online Shopping

S. No	Variance	Mean Variance	Rank
1.	Delay In Delivery	43	I
2.	Cheap Quality Of Product	27	II
3.	Product Damage	23	III
4.	Non Delivery	7	IV
	Total	100	

Source :Primary Data

According to the above table ,delay in delivery got first rank with the mean score of 43 , cheap quality of products ranked second rank with the mean score , product damaged has obtained third rank with the mean score 23, Non delivery has obtained fourth rank with the mean score 7

Table 5: Payment In Online shopping

S. No	Variance	Mean Variance	Rank
1.	Net banking	47	I
2.	Payment through apps	30	II
3.	Cash on delivery	23	III
	Total	100	

Source : Primary Data

According to the above table , net banking got first rank with the mean score of 47,Payment through apps ranked second with the mean score of 30, cash on delivery has obtained third rank with the mean score 23

V. FINDINGS

- The majority of the respondents were 20-40
- The majority of the respondents were faced by delay in delivery
- The majority of the respondents used to pay cash on delivery
- The majority of the respondents have gave first rank to delay in delivery
- The majority of the respondents have selected cash on delivery

VI. CONCLUSION

Social media these days , either for individuals or for businesses . today it is impossible to separate social media from the online world as per the hub spot report , customers with blogs gathered 100 % more leads than customers without blogs . it is imperative to understand that today , social media have exponential potential . they are part of an ever – growing online network of people who discuss , comment , participate , share and create so companies should get ready to the new era of marketing to get in pace with their competitor and take challenges

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