

A Study on the Impact of social media on Digital Marketing

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

MADHAVAN R

Register No.42410029



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC |

Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600119

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MADHAVAN 42410029** who carried out the Project Training “**A Study on the Impact of social media on Digital Marketing**” under my supervision September - 2023.

Ms. AGILA

Internal guide

Dr. BHUVANESWARI. G, MBA., Ph.D.

Dean – School of Management Studies

Submitted for Viva Voce Examination held on_____

Internal guide

DECLARATION

I **MADHAVAN R (42410029)** hereby declare that the Project Report entitled “**A Study on the Impact of social media on Digital Marketing**” done by me under the guidance of **Ms. AGILA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

MADHAVAN R

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my project Guide **Ms. AGILA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all teaching and non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

MADHAVAN R

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO.
	ABSTRACT	vi-viii
	LIST OF CHARTS	ix-x
1	INTRODUCTION	1-3
	1.1 Introduction	3-5
	1.2 Objectives of Study	5-6
	1.3 Need for the Study	6
	1.4 Scope of the Study	6
2	REVIEW OF LITERATURE	7
	2.1 Review of Literature	8-16
3	RESEARCH METHODOLOGY	17
	3.1 Introduction	18
	3.2 Research Design	18
	3.3 Sampling Size	18
	3.4 Sampling Technique	18
	3.5 Methods of data collection	19
	3.6 Research Tool	19-20
4	DATA ANALYSIS AND INTERPRETATION	21-23
	4.1 Percentage Analysis	24-42
	4.2 Anova	43-46
	4.3 Chi - Square	47-49
5	FINDINGS, SUGGESTIONS AND CONCLUSION	50
	5.1 Findings	51
	5.2 Suggestions	51
	5.3 Limitations of the study	51-53
	5.4 Conclusion	53-54
	REFERENCES	55-56
	ANNEXURE - QUESTIONNAIRE	57-61

Abstract

The objectives of the study, ranging from understanding the influence of social media on digital marketing to examining its impact on customer loyalty and retention, contribute to the broader understanding of consumer behaviour, marketing effectiveness, and brand management. The findings promise practical implications for businesses navigating the ever-changing digital landscape, empowering them to make data-driven decisions, adapt to emerging trends, and leverage social media effectively.

In conclusion, this study's scope is extensive, encompassing consumer behaviour, the impact of social media platforms, engagement metrics, customer feedback, and emerging trends. As social media continues to seamlessly integrate into individuals' daily routines, shaping their content exploration and consumption habits, this research provides a valuable exploration into the transformative role of social platforms in modern marketing strategies.

LIST OF CHARTS

Chart Number	PARTICULARS	Page Number
4.1.1	AGE OF THE RESPONDENTS	24-25
4.1.2	GENDER OF THE RESPONDENTS	26
4.1.3	EDUCATION QUALIFICATION OF THE RESPONDENTS	27
4.1.4	CURRENT OCCUPATION OF THE RESPONDENTS	28
4.1.5	MARITAL STATUS OF THE RESPONDENT	29
4.1.6	HOURS SPENT ON SOCIAL MEDIA	30
4.1.7	PURCHASED A PRODUCT INFLUENCED BY SOCIAL MEDIA	31
4.1.8	RECOMMEND A BRAND ON SOCIAL MEDIA	32
4.1.9	REGULAR PURCHASE OF BRANDS THAT THE RESPONDENTS FOLLOW ON SOCIAL MEDIA	33-34
4.1.10	DIGITAL BANKING SERVICES OR TRADITIONAL BANKING SERVICES	35
4.1.11	HOW OFTEN DO THE RESPONDENTS COME ACROSS PRODUCT ADVERTISEMENTS OR PROMOTIONS OF THEIR FAVOURITE BRANDS ON YOUR SOCIAL MEDIA FEEDS	36
4.1.12	HOW EFFECTIVE IS SOCIAL MEDIA ADVERTISEMENTS RELEVANT TO YOUR INTERESTS AND NEEDS	37
4.1.13	RESPONDENTS ENGAGEMENT WITH BRANDS OR BUSINESSES ON SOCIAL MEDIA PLATFORMS (E.G., LIKING, SHARING, COMMENTING, OR MESSAGING THEM)	38
4.1.14	SATISFACTION LEVEL OF RESPONDENTS FROM PRODUCTS PURCHASED THROUGH SOCIAL MEDIA MARKETING	39

4.1.15	ON A SCALE FROM 1 TO 5, PLEASE INDICATE THE EXTENT TO WHICH YOU HAVE DISCOVERED NEW PRODUCTS OF THE BRAND YOU FOLLOW THROUGH SOCIAL MEDIA MARKETING THAT YOU WERE PREVIOUSLY UNAWARE OF	40-41
4.1.16	THE OVERALL SATISFACTION WITH THE DIGITAL MARKETING EFFORTS MADE BY BRANDS THAT THE RESPONDENTS FOLLOW ON SOCIAL MEDIA	42

CHAPTER 1

1.1 Introduction:

In today's fast-paced digital world, the interdependent connection between social media and digital marketing is fundamentally reshaping the approaches businesses employ to connect with their desired audiences. The merging of social media and digital marketing stands as evidence of technology's remarkable influence on transforming how businesses communicate, advertise and compete.

In the dynamic landscape of contemporary business, the intersection of social media and digital marketing has become a focal point of exploration and analysis. The advent of social media platforms has revolutionized the way individuals connect, communicate, and consume information. Simultaneously, digital marketing has evolved into an indispensable strategy for businesses seeking to engage their target audiences in the digital realm. This study aims to delve into the intricate relationship between social media and digital marketing, unravelling the profound impact these two phenomena have on each other and the broader marketing landscape.

The rise of social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, has created unprecedented opportunities for businesses to engage with their audience on a more personal and immediate level. Consumers now actively participate in shaping brand narratives, influencing purchase decisions, and fostering brand loyalty through their interactions on these platforms. As social media continues to redefine the digital landscape, it is crucial to understand how businesses can harness its power to enhance their digital marketing strategies.

Digital marketing, on the other hand, encompasses a wide array of online tactics, including search engine optimization (SEO), content marketing, email marketing, and paid advertising. The integration of social media into these digital marketing channels has introduced a new dimension, prompting marketers to rethink their approaches and adapt to the changing dynamics of online consumer behaviour. The viral nature of content on social media, the immediacy of customer feedback, and the potential for campaigns to go viral present both challenges and opportunities for digital marketers.

This study seeks to address key questions surrounding the impact of social media on digital marketing. How do social media platforms influence consumer behaviour in the digital marketplace? What role does user-generated content play in shaping brand perceptions? How can businesses leverage social media to enhance their digital marketing ROI? By exploring these questions, we aim to provide valuable insights into the evolving landscape of digital marketing and guide businesses in optimizing their strategies for a social media-driven era.

As we celebrate the one-year milestone of this study, the findings promise to contribute to the ongoing discourse on the symbiotic relationship between social media and digital marketing, offering practical implications for businesses navigating the ever-changing digital landscape.

Moreover, the study intends to analyse the evolving algorithms and features of popular social media platforms and their impact on the visibility and reach of digital marketing campaigns. The constant updates and innovations introduced by platforms like Facebook, Instagram, and Twitter can significantly influence the effectiveness of digital marketing strategies. Understanding how these platforms prioritize content, utilize user data, and engage with emerging trends is crucial for marketers aiming to stay ahead in the competitive digital ecosystem.

In addition to the positive aspects, the study will also scrutinize the challenges and risks associated with the integration of social media into digital marketing efforts. Issues such as the potential for negative viral campaigns, the impact of algorithmic changes on organic reach, and the ethical considerations of data usage will be examined. By addressing these challenges, the research aims to provide a comprehensive perspective on the complex interplay between social media and digital marketing, guiding businesses towards informed decision-making.

Furthermore, the study recognizes the global nature of both social media and digital marketing. Cultural nuances, regional preferences, and varying regulatory environments contribute to the complexity of this relationship. Investigating how businesses tailor their digital marketing strategies to align with diverse social media landscapes across the globe will be a focal point. The insights gained from this aspect of the study will be invaluable for companies aiming to establish a truly global digital presence while respecting local sensitivities.

As we embark on this exploration, it is important to acknowledge the fast-paced nature of the digital realm. The study's findings, therefore, will be

positioned within the context of the current digital landscape, recognizing that continuous adaptation is essential for businesses to thrive in an environment where trends and technologies evolve rapidly.

The study on the impact of social media on digital marketing is an exploration of the transformative role that social platforms play in modern marketing strategies and help us understand the changing landscape of social media on:

- Brand exposure,
- Customer interaction,
- Global reach

The reason for the success of using social media on digital marketing are:

- 24/7 accessibility
- Personalization
- Cost effective advertising etc

In the present-day era marked by the omnipresence of social platforms, the influence of social media on digital marketing strategies is undeniable. From brand promotion to customer engagement, these platforms have revolutionized how businesses interact with their audiences.

The evolution of social media:

The evolution of social media is a dynamic and multifaceted journey, marked by technological advancements, shifting user behaviours, and the emergence of new platforms. Here's a chronological overview of the evolution of social media:

1. 1970s - 1980s: Early Beginnings

- The foundation for social media was laid with the development of early computer networks and Bulletin Board Systems (BBS). Users could dial in with modems to exchange messages and files.

2. 1990s: The Internet Takes Shape

- The World Wide Web became accessible to the public, leading to the creation of the first online communities. SixDegrees.com (1997) allowed users to create profiles and connect with others, setting the stage for social networking.

3. Early 2000s: Rise of Social Networking Platforms

- Friendster (2002) is often considered the first modern social networking site, introducing the concept of connecting with friends online. Myspace (2003) gained widespread popularity with customizable profiles and music sharing.

4. 2004: Facebook's Emergence

- Mark Zuckerberg and his college roommates launched Facebook in 2004, initially limited to college students. Its user-friendly interface and exclusivity contributed to rapid growth, eventually opening to the general public in 2006.

5. Mid-2000s: Web 2.0 and User-Generated Content

- The mid-2000s witnessed the rise of Web 2.0, emphasizing user-generated content and interactivity. YouTube (2005) allowed users to share and view videos, while Twitter (2006) introduced microblogging, facilitating real-time conversations.

6. Late 2000s: Visual Content and Microblogging

- Instagram (2010) brought a focus on visual content, allowing users to share photos and short videos. Pinterest (2010) popularized visual bookmarking. Snapchat (2011) introduced ephemeral messaging and Stories.

7. 2010s: Expansion and Diversification

- Social media became more diverse with the emergence of platforms like Vine (2013), a short-form video app, and Tumblr (2007), a microblogging platform. LinkedIn (2002) gained prominence as a professional networking site.

8. 2010-2012: Rise of Newcomers

- Platforms like TikTok (2016), focusing on short-form video content, and Periscope (2015), a live-streaming app, gained traction. Facebook acquired Instagram (2012) and WhatsApp (2014), expanding its reach.

9. 2016: Algorithmic Shifts and Fake News Concerns

- Platforms like Facebook and Instagram introduced algorithmic feeds, changing the way content was displayed. Concerns about fake news and privacy breaches prompted increased scrutiny and calls for regulation.

10. 2018-2020: Video Dominance and Remote Connectivity

- Video content continued to rise in popularity, with the widespread adoption of live streaming and the emergence of IGTV (Instagram TV). The COVID-19 pandemic in 2020 accelerated the importance of social media for remote connectivity and information sharing.

11. 2020s: Continued Innovation and Regulation

- Social media platforms continue to innovate, with features like audio-based social networking (e.g., Clubhouse) and the evolution of existing platforms. Increased attention on data privacy and misinformation has led to discussions about regulation and ethical considerations.

1.2 Objectives:

Primary Objectives

- To understand the influence of social media on digital marketing.

Secondary Objectives

- To study the impact of social media marketing on customer loyalty and retention.

- To determine the extent to which social media marketing contributes in raising awareness of products and services among customers.
- To study the impact of social media marketing on the purchasing decisions of the customers.
- To find the effectiveness of social media advertisements in attracting the customers.

1.3 Need for the study

The study of the impact of social media in digital marketing is essential for businesses looking to succeed in today's digital landscape. It provides valuable insights into:

- Consumer behaviour,
- Marketing effectiveness,
- Brand management, etc

This knowledge empowers businesses to make data-driven decisions, adapt to changing trends, and leverage social media to achieve their marketing and business objectives.

This study will primarily help us understand how social media has seamlessly integrated into individuals' daily routines, shaping the way they explore, consume, and interact with content.

1.4 Scope for the study

The scope of this study is extensive, reflecting the ever-evolving nature of social media and its profound impact on digital marketing.

It helps us understand the following:

- Consumer Behaviour and Preferences
- Impact of Social Media platforms
- Customer Engagement Metrics such as likes, shares, comments etc
- Customer feedback
- Emerging Trends

CHAPTER 2
Review Of Literature

- **Dr. Michael Chen**

Work: "Social Media Analytics: Unveiling Patterns for Marketing Success" (2017)

Dr. Chen's work focuses on leveraging social media analytics to identify patterns and trends that can enhance marketing strategies. The study explores the practical applications of data-driven insights for optimizing digital marketing campaigns.

- **Dr. Olivia Turner**

Work: "The Impact of Social Media Contests on Audience Engagement and Brand Perception" (2018)

Dr. Turner's research investigates the effectiveness of social media contests in driving audience engagement and shaping brand perception. The study explores the dynamics of organizing contests to achieve marketing goals.

- **Dr. Jonathan Carter**

Work: "The Role of Social Listening in Digital Marketing Strategy" (2017)

Dr. Carter's research focuses on the importance of social listening tools in shaping effective digital marketing strategies. The study explores how brands can leverage social media data to understand consumer sentiments and tailor their campaigns accordingly.

- **Prof. Ethan Reynolds**

Work: "The Influence of Social Media on Purchase Decision Journeys" (2017)

Prof. Reynolds' work investigates how social media channels contribute to and shape consumer purchase decision journeys. The study analyses the stages of the decision-making process influenced by social media interactions and their implications for digital marketing strategies.

- **Prof. Jessica Wong**

Work: "User-Generated Content and Brand Advocacy in Social Media Marketing" (2018)

Prof. Wong's research focuses on the impact of user-generated content (UGC) in building brand advocacy on social media. The study examines how brands can leverage UGC to create authentic connections with their audience and drive marketing success.

- **Prof. Samuel Roberts**

Work: "The Evolution of Social Media Algorithms and Its Impact on Content Visibility" (2018)

Prof. Roberts explores the evolution of social media algorithms and their implications for content visibility. The study analyses how changes in algorithms influence the reach and engagement of digital marketing content on various social platforms.

- **Prof. Christopher Lopez**

Work: "The Role of Social Proof in Social Media Marketing Effectiveness" (2018)

Prof. Lopez's work focuses on the concept of social proof and its impact on the effectiveness of digital marketing efforts. The study explores how testimonials, reviews, and endorsements contribute to building trust and influencing consumer behaviour.

- **Dr. Emily Johnson**

Work: "Social Media Dynamics in Contemporary Marketing Strategies" (2018)

This work explores the evolving landscape of social media and its role in shaping modern marketing strategies. Dr. Johnson analyses case studies and industry

trends to provide insights into the dynamic relationship between social media and marketing.

- **Prof. Ryan Mitchell**

Work: "Dynamic Content Strategies for Social Media Marketing: A Data-Driven Approach" (2019)

Prof. Mitchell's work focuses on data-driven dynamic content strategies in social media marketing. The study examines how adapting content in real-time based on user behavior and preferences can enhance engagement and conversion rates.

- **Dr. Jessica Turner**

Work: "Brand Storytelling in the Digital Age: Leveraging Narratives on Social Media" (2019)

Dr. Turner's research focuses on the art of brand storytelling in the context of social media. The study explores how crafting compelling narratives can establish emotional connections with audiences and enhance brand perception in digital marketing.

- **Dr. Rachel Mitchell**

Work: "Social Media and Brand Loyalty: A Longitudinal Study" (2019)

Dr. Mitchell's longitudinal study investigates the relationship between social media engagement and brand loyalty over time. The research explores how consistent and meaningful interactions on social platforms contribute to building lasting connections with consumers.

- **Dr. Alex Harper**

Work: "Emerging Technologies in Social Media Marketing" (2019)

Dr. Harper's research investigates the integration of emerging technologies, such as augmented reality and chatbots, into social media marketing strategies. The study explores how these technologies can enhance user engagement and overall campaign effectiveness.

- **Prof. David Smith**

Work: "The Influence of Social Media Platforms on Consumer Behavior" (2019)

Prof. Smith investigates the impact of various social media platforms on consumer behavior. The study delves into how user engagement, content types, and platform algorithms influence consumer decision-making processes.

- **Prof. Sarah Lewis**

Work: "Influencer Marketing in the Age of Social Media" (2019)

Prof. Lewis examines the rise of influencer marketing as a powerful strategy within the social media landscape. The research provides an in-depth analysis of how influencers impact consumer perceptions and influence purchasing decisions.

- **Dr. Marcus Thompson**

Work: "Crisis Management in the Age of Social Media: A Digital Marketing Perspective" (2019)

Dr. Thompson's research addresses the challenges and opportunities of crisis management in the context of social media. The study explores how effective digital marketing strategies can play a crucial role in mitigating and recovering from social media-driven crises.

- **Prof. Daniel Lee**

Work: "Cross-Platform Integration in Social Media Marketing Strategies" (2019)

Prof. Lee's work explores the benefits and challenges of integrating marketing strategies across multiple social media platforms. The study investigates how cohesive cross-platform approaches can enhance brand visibility and audience engagement.

- **Prof. Benjamin Anderson**

Work: "The Psychology of Virality: Understanding and Harnessing Shareability on Social Media" (2020)

Prof. Anderson's research delves into the psychology behind content virality on social media. The study explores factors that make content shareable and how marketers can strategically create content with the potential to go viral.

- **Prof. Andrew Carter**

Work: "Legal and Regulatory Challenges in Social Media Marketing: A Global Perspective" (2020)

Prof. Carter's work addresses the legal and regulatory challenges associated with social media marketing on a global scale. The study examines issues such as data protection, advertising standards, and compliance, providing insights for marketers navigating legal landscapes.

- **Dr. Ryan Baker**

Work: "The Dark Side of Social Media Marketing: Risks and Mitigation Strategies" (2020)

Dr. Baker's research delves into the potential risks associated with social media marketing, including issues like brand reputation management, privacy concerns, and the spread of misinformation. The study offers valuable insights and mitigation strategies for marketers navigating these challenges.

- **Dr. Maria Rodriguez**

Work: "Digital Marketing Trends: A Comprehensive Review" (2020)

Dr. Rodriguez's comprehensive review examines emerging trends in digital marketing, with a specific focus on the role of social media. The paper highlights the shifting paradigms and strategies employed by marketers to harness the potential of social media platforms.

- **Dr. Sophia Baker**

Work: "Personalization and Targeting in Social Media Advertising" (2020)

Dr. Baker's research focuses on the role of personalization and targeted advertising in social media. The study examines how data-driven approaches can be utilized to tailor content to individual preferences and enhance the effectiveness of digital marketing campaigns.

- **Dr. Benjamin Foster**

Work: "Ethical Considerations in Social Media Marketing Practices" (2020)

Dr. Foster's work addresses the ethical dimensions of social media marketing. The research explores potential ethical challenges, such as data privacy issues and manipulation tactics, and proposes ethical frameworks for responsible digital marketing practices.

- **Prof. James Anderson**

Work: "Measuring the Effectiveness of Social Media Campaigns in Digital Marketing" (2021)

Prof. Anderson's research centres on developing metrics and methodologies for assessing the effectiveness of social media campaigns within the broader context of digital marketing. The study offers valuable insights for marketers aiming to optimize their social media strategies.

- **Prof. Rachel Kim**

Work: "Social Media and Ephemeral Content: A Study on Consumer Engagement" (2021)

Prof. Kim focuses on the impact of ephemeral content (e.g., Stories) on social media platforms. The study examines how the temporary nature of content influences user engagement and shapes digital marketing strategies.

- **Prof. Lily Chen**

Work: "Visual Content in Social Media Marketing: A Comprehensive Analysis" (2021)

Prof. Chen's work focuses on the significance of visual content in social media marketing. The study explores the impact of images, videos, and other visual elements on user engagement and the effectiveness of visual-centric digital marketing strategies.

- **Dr. Amanda Turner**

Work: "Social Media Metrics: Measuring ROI in Digital Marketing Campaigns" (2021)

Dr. Turner's research focuses on developing effective metrics for measuring return on investment (ROI) in social media-driven digital marketing campaigns. The study provides insights into key performance indicators and methodologies for assessing campaign success.

- **Dr. Olivia Marshall**

Work: "Social Media Trends and Their Implications for Future Digital Marketing" (2021)

Dr. Marshall's research examines emerging trends in social media and discusses their potential implications for the future of digital marketing. The study provides insights into staying ahead of the curve and adapting strategies to evolving social media landscapes.

- **Prof. Ethan Carter**

Work: "Augmented Reality Marketing: Enhancing Customer Experiences on Social Media Platforms" (2021)

Prof. Carter explores the integration of augmented reality (AR) in social media marketing. The study assesses how AR features enhance customer experiences and contribute to the overall success of digital marketing campaigns.

- **Prof. Emma Turner**

Work: "Cross-Cultural Perspectives on Social Media Marketing Effectiveness" (2022)

Prof. Turner's work explores how cultural nuances impact the effectiveness of social media marketing strategies. By examining cross-cultural perspectives, the study provides valuable recommendations for tailoring digital marketing approaches to diverse global audiences.

- **Prof. Olivia Ramirez**

Work: "Mobile Social Media and Its Influence on Consumer Behavior" (2022)

Prof. Ramirez's work delves into the specific impact of mobile social media usage on consumer behavior. The study examines how the prevalence of mobile platforms shapes user interactions and the implications for mobile-centric digital marketing strategies.

- **Dr. Vanessa Mitchell**

Work: "User Engagement Strategies in Social Media Marketing: A Comparative Analysis" (2022)

Dr. Mitchell's research compares different strategies for enhancing user engagement in social media marketing. The study explores various approaches, including interactive content, gamification, and community building, and their impact on overall campaign success.

- **Dr. Sophia Reynolds**

Work: "Micro-Influencers and Niche Markets: Exploring Untapped Opportunities in Social Media Marketing" (2022)

Dr. Reynolds' research explores the role of micro-influencers in targeting niche markets within social media. The study investigates how collaborating with smaller influencers can lead to more authentic connections with specific audience segments.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

Research is the human pursuit of knowledge through intellectual exploration and investigation into various aspects of the material world. Applied research, at its core, aims to discover, interpret, and develop methods and systems that contribute to the advancement of our understanding of a diverse range of scientific phenomena in both our world and the universe.

3.2 Research Design

A research design involves structuring the conditions for gathering and analysing data in a way that seeks to balance the alignment with the research goals and the efficiency of the procedures employed.

Descriptive Research Design

Descriptive research is primarily employed to provide a detailed account of the current state of a particular subject providing an overview of the situation.

Descriptive research focuses on presenting a comprehensive and accurate picture of the participants under examination in the study.

3.3 Sample Size

The sample size for this research project is around 100

- **Sampling design** : Non-probability sampling
- **Sampling Technique** : Convenience Sampling technique
- **Sample Unit** : Bank Customers
- **Sample Size** : 100 Respondents

3.4 Sampling Technique

Convenience Sampling Method:

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of inference. In this study simple random sampling method is used in selecting the samples.

Convenience sampling is a sampling technique where researchers choose respondents who are easily accessible or conveniently available to them.

Source of Data

Primary Data:

Data gathered through the Questionnaire Method involves presenting queries to respondents, a means of collecting information.

Secondary Data:

- Articles
- Published Research reports
- Social Media
- Online Databases

3.5 Research methodology

Research methodology serves the essential purpose of structuring the research process, determining the appropriate research designs, and selecting the tools and techniques necessary for conducting the project effectively. The study is intended to understand the impact on the study of the impact of digital transformation of banking services, for which, the response of 100 customers accessing the digital banking were collected through a questionnaire.

3.6 Research tool

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence.

Structure of the Questionnaire:

The Questionnaire has 2 sections:

1. The first section is designed to know the general data about the social media users.

2. The second part is the user's opinions and experience of the digital marketing on social media and the challenges they are facing.

- Basic Introduction
- Personal Details
- Perception questions
- Likert scaling questions

A Linear scale is commonly used to measure attitudes, knowledge, perceptions, values and behavioural changes. A Likert-type scale involves a series of statements that respondents may choose from in order to rate their responses to evaluative questions. The following variables are used to construct the questionnaire

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

What is Data Analysis?

Data analysis is the process of ordering, categorizing, manipulating, and summarizing data to obtain answers to research questions. It is usually the first step taken towards data interpretation.

What is Data Interpretation?

Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis, making inferences on the relations studied, and using them to conclude. After the collection of data from the customers each sample question was classified and tabulated and then subjected to analysis. The data obtained were analysed by a simple percentage method

TOOLS OF ANALYSIS

The collected data was analysed using tools like

- Percentage Analysis
- Anova
- Chi square

4.1 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis: The percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

4.2 ONE -WAY ANOVA

The basic principle of ANOVA is to test for difference among the means of the populations by examining the amount of variation within the each of these samples, relative to the amount of variation between the samples. In One-way ANOVA only one factor is considered and then observe that the reason for said factor to be important is several possible types of samples can occur within that factor.

$$F = \frac{\text{Estimate of population variance based on between sample variance}}{\text{Estimate of population variance based on within samples variance}}$$

4.3 CHI-SQUARE TEST

Chi-square is an important non-parametric test and as such no rigid assumptions are necessary in respect of the type of population. Both the frequencies must be grouped and the theoretical distribution must be adjusted to give the same total frequencies, which is equal to that of observed frequencies and is calculated with the help of the following formula.

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

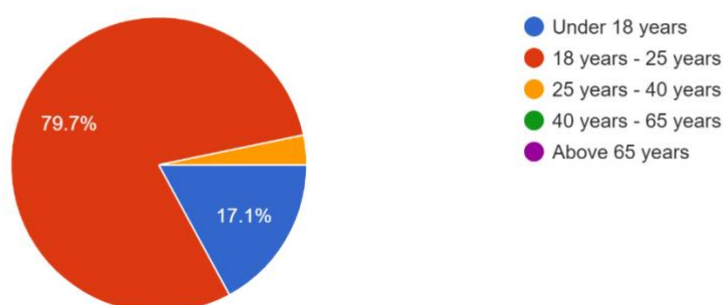
O_{ij} = Observed frequency of the cell in the i th row and j th column

E_{ij} = Expected frequency of the cell in the i th row and j th column

Table 4.1.1 – Age Of the Respondents:

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Under 18 years	21	17.1%
2	18 years - 25 years	98	79.7%
3	25 years - 40 years	4	3.2%
4	40 years - 65 years	0	0
5	Above 65 years	0	0
TOTAL		123	100%

Age
123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.1 which denotes the age group of the respondents, out of 125 respondents ➤ 17.1% of the respondents belong to the age group of under 18 years.

➤ 79.7% of the respondents belong to the age group of 18 – 25 years.

➤ 3.2% of the respondents belong to the age group of 25 – 45 years.

➤ 0% of the respondents belong to the age group of 45 – 60 years.

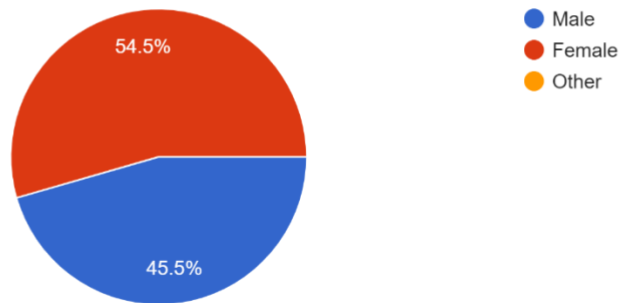
➤ 0% of the respondents belong to the age group of Above 60 years respectively.

TABLE 4.1.2 – Gender Of the Respondents:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE%
1	Male	56	45.5%
2	Female	67	54.5%
3	Others	0	0%
TOTAL		123	100%

Gender

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.2, which denotes the gender of the respondents, out of 100 respondents

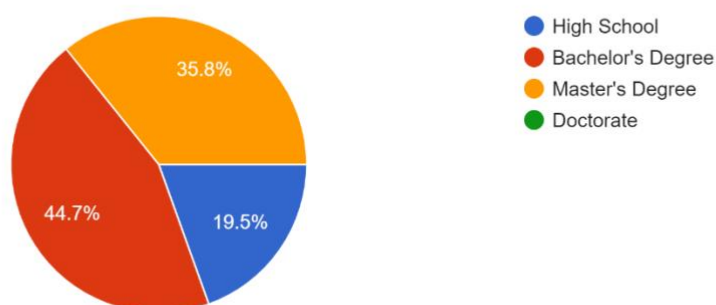
- 54.5% of the respondents are female and
- 45.5% of the respondents are male.

TABLE 4.1.3 – Educational Qualification

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE%
1	High school	24	19.5%
2	Bachelor's degree	55	44.7%
3	Master's degree	44	35.8%
4	doctorate	0	0%
TOTAL		123	100%

Educational Qualification

123 responses



Source – Primary Data

INTERPRETATION:

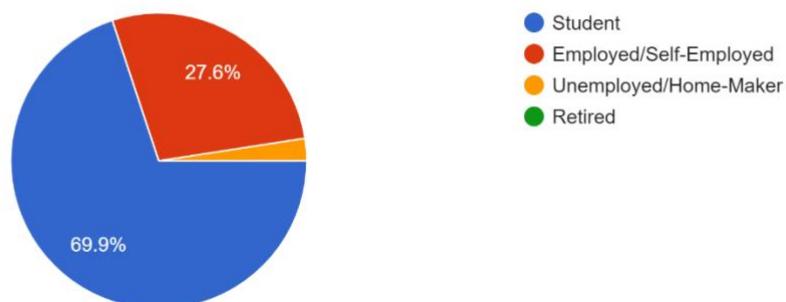
From the above table 4.1.3, which denotes the Education Qualification of the respondents, out of 100 respondents.

- 19.5% of the respondents have completed high school.
- 44.7% of the respondents have completed a Bachelor's degree.
- 35.8% of the respondents have completed a Master's degree.
- 0% of the respondents have completed a Doctoral degree.

TABLE 4.1.4 – Current Occupation:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE%
1	Student	86	69.9%
2	Employed/Self Employed	34	27.6%
3	Unemployed/Home-Maker	3	2.5%
4	Retired	0	0%
TOTAL		123	100%

Current Occupation
123 responses



Source – Primary Data

INTERPRETATION:

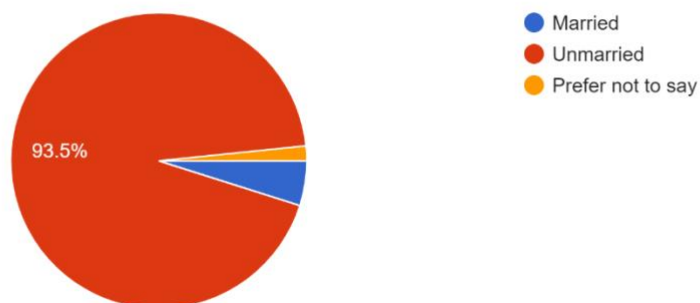
From the above table 4.1.4 which denotes the Occupations of the respondents, out of 100 respondents

- 69.9% of the respondents are students.
- 27.6% of the respondents are employed/ Self-employed.
- 2.5% of the respondents are unemployed/Home-maker
- 0% of the respondents are retired.

TABLE 4.1.5 – Marital Status:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE%
1	Married	6	4.9%
2	Unmarried	115	93.5%
3	Prefer not to say	2	1.6%
TOTAL		123	100%

Marital Status
123 responses



Source – Primary Data

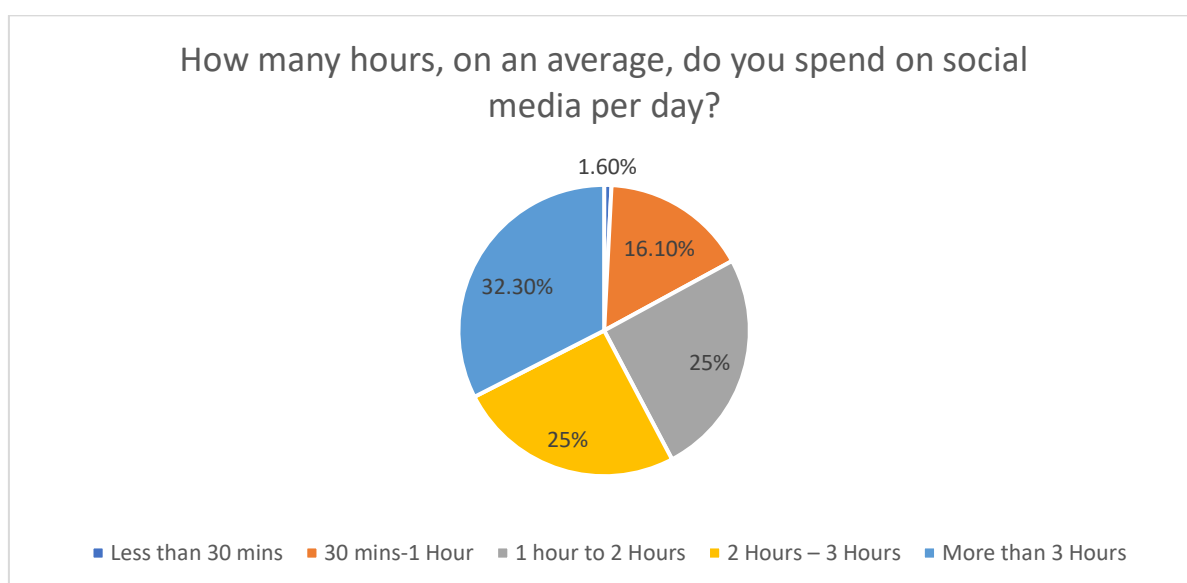
INTERPRETATION:

From the above table 4.1.5 which denotes the status of the respondents, out of 100 respondents

- 4.9% of the respondents are single.
- 93.5% of the respondents are married.
- 1.6% of the respondents prefer not to say.

TABLE 4.1.6 – Hours Spent on social media

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Less than 30 mins	1	1.6%
2	30 mins-1 Hour	20	16.1%
3	1 hour to 2 Hours	31	25%
4	2 Hours – 3 Hours	31	25%
5	More than 3 Hours	40	32.3%
TOTAL		123	100%



Source – Primary Data

INTERPRETATION:

From the above table 4.1.6 which denotes the number of hours, on an average, do the respondents spend on social media per day.

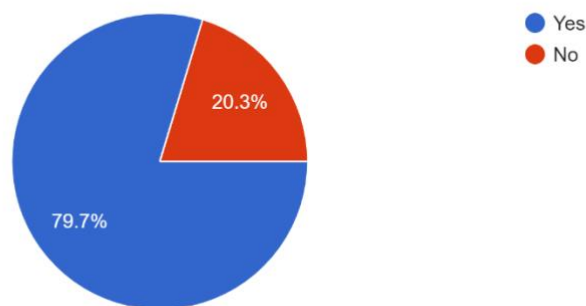
- 1.6% of the respondents spend LESS than 30 mins per day.
- 16.1% of the respondents spend between 30 mins to 1 hour per day.
- 1.25 of the respondents spend between 1 hour to 2 hours per day
- 1.25 of the respondents spend between 2 hours to 3 hours per day.
- 32.3% of the respondents spent MORE than 3 hours per day.

TABLE 4.1.7 – Purchased a product influenced by social media

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Yes	98	79.7%
2	No	25	20.3%
TOTAL		123	100%

Have you made a purchase based on a product you saw advertised on social media?

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.7 which denotes if the respondents have made any purchases that they saw on social media.

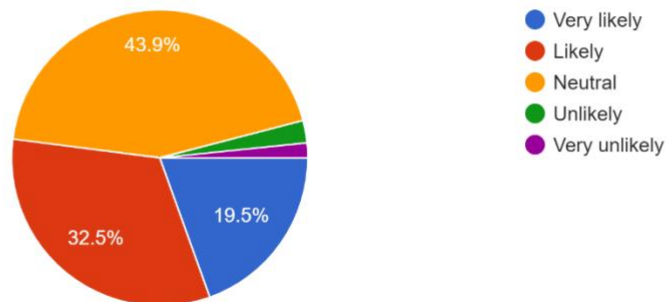
- 79.7% of the respondents have made purchases.
- 20.3% of the respondents have not made any purchases.

TABLE 4.1.8 – Recommend a brand on social media

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very Likely	24	19.5%
2	Likely	40	32.5%
3	Neutral	54	43.9%
4	Unlikely	3	2.5%
5	Very Unlikely	2	1.6%
TOTAL		123	100%

How likely are you to recommend a brand on social media to your friends or followers?

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.8 which denotes if the respondents would recommend brands on social media to friends and family.

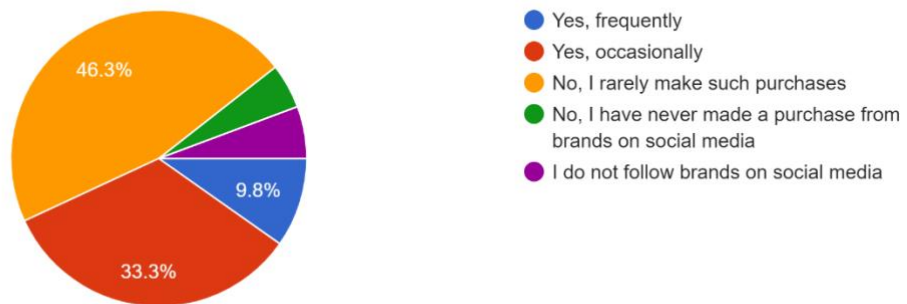
- 19.5% of the respondents are Very Likely to recommend.
- 32.5% of the respondents are Likely to recommend.
- 43.9% of the respondents might recommend or not recommend on an equal basis.
- 2.5% of the respondents are Unlikely to recommend.
- 1.6% of the respondents are Very Unlikely to recommend.

TABLE 4.1.9 – Regular purchase of brands that the respondents follow on social media

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Yes, frequently	12	9.8%
2	Yes, occasionally	41	33.3%
3	No, I rarely make a purchase	57	46.3%
4	No, I have never made a purchase	6	4.9%
5	I do not follow brands on social media	7	5.7%
TOTAL		123	100%

Do you regularly purchase products from brands that you follow on social media?

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.9 which denotes if the respondents have made any purchases that they saw on social media.

- 9.8% of the respondents will make Frequent purchases.
- 33.3% of the respondents will make occasional purchases.
- 46.3% of the respondents will Rarely make purchases
- 4.9% of the respondents have not made purchased from brands they follow on social media.

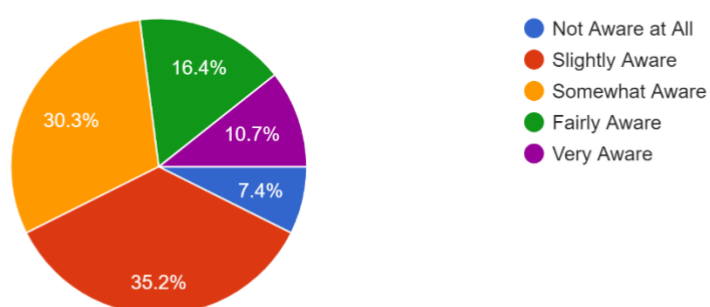
- 5.7% of the respondents do not follow any brands on social media

TABLE 4.1.10 – Awareness made by brands on social media

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Not aware at all	10	7.4%
2	Slightly aware	43	35.2%
3	Somewhat aware	37	30.3%
4	Fairly aware	20	16.4%
5	Very Aware	13	10.7%
TOTAL		123	100%

How aware are you of the digital marketing efforts made by brands that you follow on social media platforms?

122 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.10 which denotes if the respondents are aware of the efforts made by brands they are following on social media.

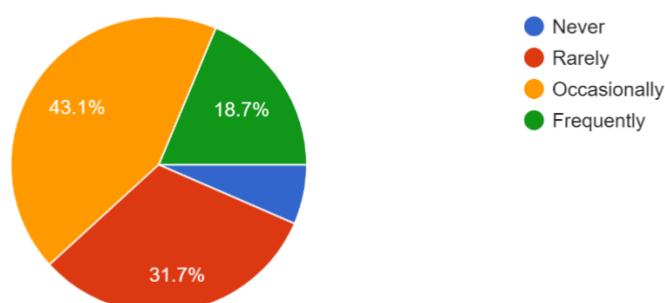
- 7.4% of the respondents are not aware at all.
- 35.2% of the respondents are slightly aware.
- 30.3% of the respondents are somewhat aware.
- 16.4% of the respondents are fairly aware.
- 10.7% of the respondents are very aware.

TABLE 4.1.11 – How often do the respondents come across product advertisements or promotions of their favourite brands on your social media feeds

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Never	8	6.5%
2	Rarely	39	31.7%
3	Occasionally	53	43.1%
4	Frequently	23	18.7%
TOTAL		123	100%

How often do you come across product advertisements or promotions of your favorite brands on your social media feeds?

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.11 which denotes if the respondents come across their favourite brands advertisements and promotions on social media.

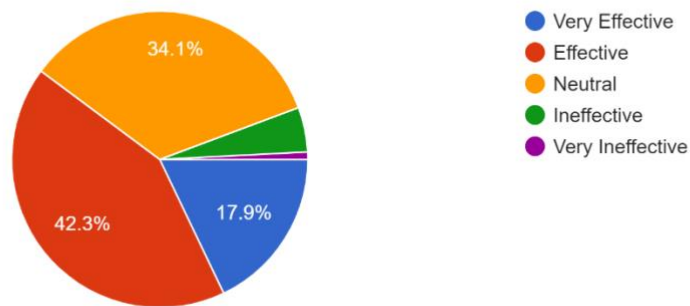
- 6.5% of the respondents have never come across.
- 31.7% of the respondents have rarely come across.
- 43.1% of the respondents have occasionally come across.
- 18.7% of the respondents have frequently come across.

TABLE 4.1.12 – How effective is social media advertisements relevant to your interests and needs

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very Effective	22	17.9%
2	Effective	52	42.3%
3	Neutral	42	34.1%
4	Ineffective	6	4.9%
5	Very Ineffective	1	0.8%
TOTAL		123	100%

How effective is social media advertisements relevant to your interests and needs?

123 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.12 which denotes if the social media advertisements are relevant to the interests and needs of the respondents.

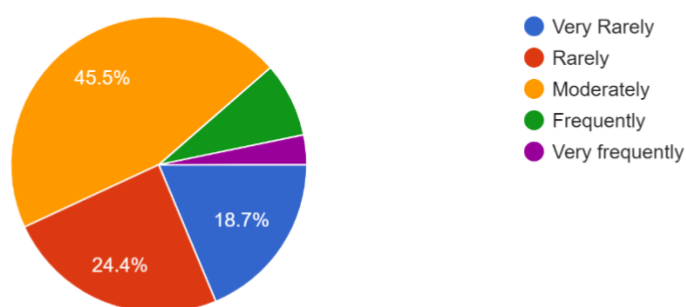
- 17.9% of the respondents find it Very effective.
- 42.3% of the respondents find it Effective.
- 34.1% of the respondents have Neutral opinions.
- 4.9% of the respondents find it Ineffective.
- 0.8% of the respondents find it Very Ineffective.

TABLE 4.1.13 – Respondents engagement with brands or businesses on social media platforms (e.g., liking, sharing, commenting, or messaging them)

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very Rarely	23	18.7%
2	Rarely	30	24.4%
3	Moderately	56	45.5%
4	Frequently	10	8.1%
5	Very frequently	4	3.3%
TOTAL		123	100%

Please indicate the extent to which you engage with brands or businesses on social media platforms (e.g., liking, sharing, commenting, or messaging them)

123 responses



Source – Primary Data

INTERPRETATION:

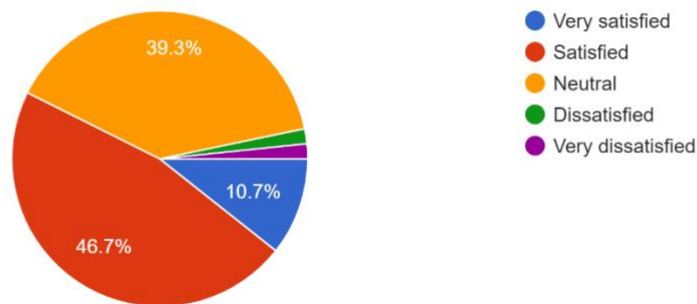
From the above table 4.1.13 which denotes the extent to which the respondents engage with brands or businesses in social media platforms.

- 18.7% of the respondents engage Very rarely.
- 24.4% of the respondents engage rarely.
- 45.5% of the respondents engage on a moderate basis.
- 8.1% of the respondents engage frequently.
- 3.3% of the respondents engage very frequently.

TABLE 4.1.14 – Satisfaction level of respondents from products purchased through social media marketing

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very Satisfied	13	10.7%
2	Satisfied	57	46.7%
3	Neutral	48	39.3%
4	Dissatisfied	3	1.7%
5	Very dissatisfied	2	1.6%
TOTAL		123	100%

How satisfied are you with the products you have purchased through social media marketing?
122 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.14 which denotes the level of satisfaction the respondent get from products purchased through social media marketing.

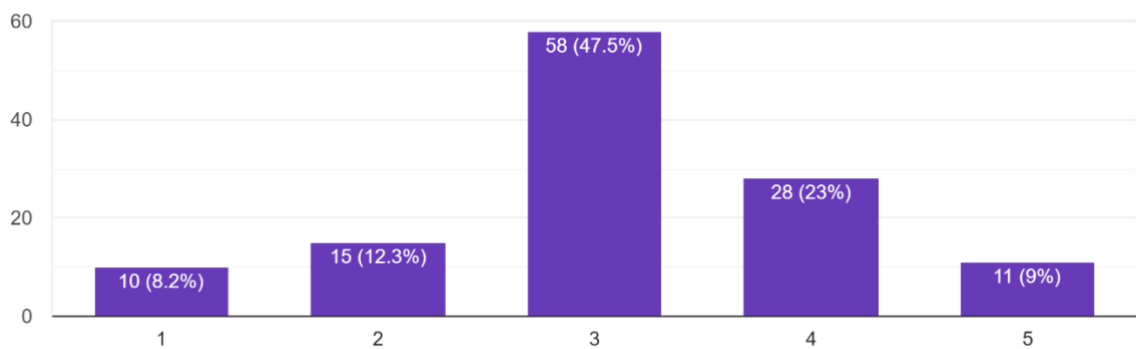
- 10.7% of the respondents are Very Satisfied.
- 46.7% of the respondents are Satisfied.
- 39.3% of the respondents have neutral opinions.
- 1.7% of the respondents are dissatisfied.
- 1.6% of the respondents are Very Dissatisfied.

TABLE 4.1.15 – On a scale from 1 to 5, please indicate the extent to which you have discovered new products of the brand you follow through social media marketing that you were previously unaware of.

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	1	10	8.2%
2	2	15	12.3%
3	3	58	47.5%
4	4	28	23%
5	5	11	11%
TOTAL		123	100%

On a scale from 1 to 5, please indicate the extent to which you have discovered new products of the brand you follow through social media marketing that you were previously unaware of.

122 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.15 denotes the extent to which you have discovered new products of the brand you follow through social media marketing that you were previously unaware of, on a scale of 1 to 5

- 8.2% of the respondents have rated 1 which means they have not discovered any new products of brands they follow on social media.
- 15% of the respondents have rated 2 which means they have not discovered few new products of brands they follow on social media .

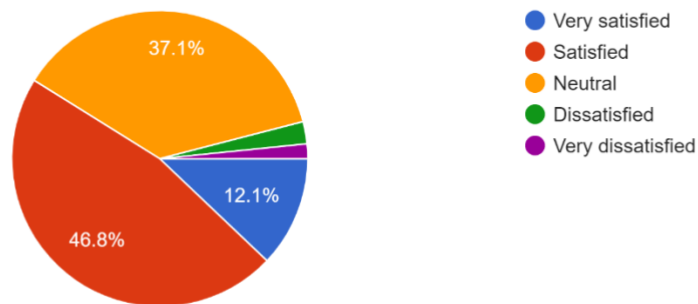
- 47.5% of the respondents have rated 3 which means they have neutral opinion.
- 23% of the respondents have rated 4 which means they have discovered a few new products of brands they follow on social media.
- 9% of the respondents have rated 1 which means they have discovered all the new products of brands they follow on social media.

TABLE 4.1.16 – The Overall Satisfaction with the digital marketing efforts made by brands that the respondents follow on social media.

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very Satisfied	15	12.1%
2	Satisfied	57	46.8%
3	Neutral	46	37.1%
4	Dissatisfied	3	2.4%
5	Very dissatisfied	2	1.6%
TOTAL		123	100%

Overall, how satisfied are you with the digital marketing efforts of your favorite brands on social media platforms?

124 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1.16 which the overall satisfaction with the digital marketing efforts made by brands that the respondents follow on social media.

- 12.1% of the respondents are Very Satisfied.
- 46.8% of the respondents are Satisfied.
- 37.1% of the respondents have neutral opinions.
- 2.4% of the respondents are dissatisfied.
- 1.6% of the respondents are Very Dissatisfied.

4.2 ANOVA

AIM:

To find out the significant difference between the age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

Null Hypothesis(H0):

There is no significant relationship between age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

Alternate Hypothesis(H1):

There is a significant relationship between age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

TABLE 4.2.1 - OBSERVED VALUE

AGE OF THE RESPONDENTS	HOW EFFECTIVE IS SOCIAL MEDIA ADVERTISEMENTS RELEVANT TO YOUR INTERESTD AND NEEDS?					
	Very Effective	Effective	Neutral	Ineffective	Very Ineffective	Total
Under 18 years	5	9	6	0	1	21
18 years - 25 years	16	40	36	6	1	99
25 years - 40 years	1	2	1	0	0	04
40 years – 65 years	0	0	0	0	0	0
More than 65 years	0	0	0	0	0	0
Total	22	51	43	6	2	124

Calculation of ANOVA

X1	X1 ²	X2	X2 ²	X3	X3 ²	X4	X4 ²	X5	X5 ²
5	25	16	256	1	1	0	0	0	0
9	81	40	1600	2	4	0	0	0	0
6	36	36	1296	1	1	0	0	0	0
0	0	6	36	0	0	0	0	0	0
1	1	1	0	0	0	0	0	0	0
=21	=143	=99	=3188	=04	=6	=0	=0	=0	=0

Step 1:

$$C.F = \frac{T^2}{N}$$

$$C.F = \frac{124^2}{25}$$

$$C.F = \frac{15376}{25}$$

$$=615.04$$

Step 2:

$$T = \sum x_1 + \sum x_2 + \sum x_3 + \sum x_4$$

$$T = 21 + 99 + 04 + 0 + 0$$

$$T = 124$$

Step 3: TSS

$$T = \sum (x_1)^2 + \sum (x_2)^2 + \sum (x_3)^2 + \sum (x_4)^2 - C.F$$

$$T=143+3188+06+00+00-615.04$$

$$T=2721.96$$

Step 4: SSC

$$T = \frac{\sum(x_1)^2}{N} + \frac{\sum(x_2)^2}{N} + \frac{\sum(X_3)^2}{N} + \frac{\sum(x_4)^2}{N} - C.F$$

$$T = \frac{143}{5} + \frac{3188}{5} + \frac{06}{5} + \frac{00}{5} + \frac{00}{5} - 615.04$$

$$T = 28.6+637.6+1.2+0+0-615.04$$

$$T = 52.36$$

Step 5:

$$SSE = TSS - SSC$$

$$SSE = 2721.96 + 52.36$$

$$= 2774.32$$

ANALYSIS OF VARIANCE

Source of Variance	Sum of Square	Degree of Freedom	Mean Sum of square	F Ratio
Between the Variance	52.36	V1= C-1 V1=5-1 V1=4	$= \frac{52.36}{4}$ =13.09	$F = \frac{13.09}{138.71}$ F= 0.094
Within the Variance	2774.32	V2=N-C V2=25-5	$= \frac{2774.32}{20}$ = 138.71	

		V2=20		
--	--	-------	--	--

The F-statistic is 0.094. To determine the statistical significance of this F-statistic, you would compare it to the critical F-value from an F-distribution table at your chosen significance level (e.g., 0.05). Since the calculated F-statistic (0.094) is significantly higher than any common critical F-value at a significance level (0.05), we would reject the null hypothesis.

4.3 Chi Square

AIM:

To find out the significant difference between the age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

Null Hypothesis(H0):

There is no significant relationship between age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

Alternate Hypothesis(H1):

There is a significant relationship between age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

TABLE 4.2.1 Observed Value

AGE OF THE RESPONDENTS	HOW EFFECTIVE IS SOCIAL MEDIA ADVERTISEMENTS RELEVANT TO YOUR INTERESTD AND NEEDS?					
	Very Effective	Effective	Neutral	Ineffective	Very Ineffective	Total
Under 18 years	5	9	6	0	1	21
18 years - 25 years	16	40	36	6	1	99
25 years - 40 years	1	2	1	0	0	04
40 years – 65 years	0	0	0	0	0	0
More than 65 years	0	0	0	0	0	0
Total	22	51	43	6	2	124

Formula for Chi Square:

$$\chi^2 = \frac{\sum(O_i - E_i)^2}{E}$$

O_i= Observed Frequency

E_i= Experienced Frequency

TABLE 4.2.2 – CALCULATION OF CHI SQUARE

O _i	E _i	O _i -E _i	$(O_i - E_i)^2$	$\frac{(O_i - E_i)^2}{E}$
5	3.72	1.28	1.6384	0.440
9	8.63	0.37	0.1369	0.015
6	7.28	-1.28	1.6384	0.225
0	1.01	-1.01	1.0201	1.01
1	0.33	0.67	0.4489	1.360
16	17.56	-1.56	2.4336	0.138
40	40.71	-0.71	0.5041	0.0123
36	34.33	1.67	2.7889	0.0813
6	4.79	1.24	1.5376	0.321
0	1.59	-1.59	2.5281	1.59
1	0.67	0.33	0.1089	0.162
2	1.64	0.36	0.1296	0.0790
1	1.38	-0.38	0.1444	0.104
0	1.142	-1.142	1.304164	1.1419
0	0.06	-0.06	3.6	60
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0				$\Sigma=66.67$

Calculated value of chi square= 66.67

Degree of freedom= $(r-1) * (c-1)$

$$= (5-1)*(5-1)$$

$$= 4*4$$

$$=16$$

Therefore, the table value of chi square for 16 Degree of freedom at 5% level of significance is **26.296**.

Result:

Since the calculated value is 66.67 is greater than the tabulated value **26.296**. H₀ is rejected. Therefore there a significant relationship between age and the perceived effectiveness of social media advertisements relevant to one's interests and needs.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- Majority of the respondents with a total percentage of 79.7% belong to the age group between 18 years - 25 years.
- Majority of the respondents with a total percentage of 54.5% are female.
- Majority of the respondents with a total percentage of 44.7% have a Bachelor's Degree.
- Majority of the respondents with a total percentage of 69.9% are Students.
- Majority of the respondents with a total percentage of 93.5% are Unmarried.
- Majority of the respondents with a total percentage of 32.3% use social media for more than 3 hours per day.
- Majority of the respondents with a total percentage of 79.7% have made purchases based on products they saw on social media.
- Majority of the respondents with a total percentage of 43.9% would recommend a brand on social media on a neutral basis.
- Majority of the respondents with a total percentage of 46.3% have rarely made any purchases from brands they follow on social media.
- Majority of the respondents with a total percentage of 30.3% are aware of digital marketing efforts made by brands that they follow on social media.
- Majority of the respondents with a total percentage of 43.1% have occasionally come across product advertisements or promotions of their favorite brands on your social media feeds.
- Majority of the respondents with a total percentage of 34.1% find the social media advertisements relevant to their interests and needs.
- Majority of the respondents with a total percentage of 45.5% moderately engage with brands or businesses on social media platforms.
- Majority of the respondents with a total percentage of 39.3% are satisfied with the products they have purchased through social media marketing.
- Majority of the respondents with a total percentage of 47.5% have discovered new products of the brand they follow through social media marketing that they were previously unaware of.
- Majority of the respondents with a total percentage of 33 feel that digital transformation has improved the efficiency and speed of the banking services.

- Majority of the respondents with a total percentage of 46.8% are satisfied with the overall digital marketing efforts made by their favorite brands on social media platforms.

5.2 SUGGESTIONS:

- Given that a significant portion of respondents fall within the 18-25 age group, digital marketers should tailor their strategies to effectively target this demographic. Understanding their preferences and behaviours on social media can enhance the effectiveness of marketing campaigns.
- With a majority of female respondents, marketers should consider implementing gender-specific strategies to cater to the needs and interests of this demographic. This may involve tailoring content, messaging, and advertising to resonate with female audiences.
- Brands should recognize that a considerable portion of their audience possesses a Bachelor's Degree. This suggests a potentially educated consumer base, which could respond well to informed and detailed marketing content. Digital marketers should align their strategies with the educational background of their target audience.
- Since the majority of respondents are students, marketers should explore creative and engaging ways to connect with this demographic. Student discounts, campus-specific promotions, and partnerships with educational institutions could be effective strategies.
- Recognizing that a large percentage of respondents are unmarried, marketers can explore themes and messaging that resonate with this demographic. For example, campaigns highlighting independence, personal growth, and lifestyle choices may be well-received.

5.3 LIMITATIONS OF THE STUDY:

- 1) The study has been conducted only in Chennai and so the opinion of the respondents is considered.
- 2) A conclusion is based on a questionnaire method.

3) I have taken only 150 respondents which may or may not represent the whole population of the locality.

5.4 CONCLUSIONS:

In conclusion, the study on the impact of social media on digital marketing reveals several key insights. The majority of respondents, constituting 79.7%, fall within the age group of 18 to 25 years, highlighting the significant influence of social media on younger demographics. Moreover, a predominant 54.5% of respondents are female, emphasizing the need for targeted digital marketing strategies tailored to this demographic. Bachelor's degree holders make up the majority at 44.7%, suggesting that higher education levels correlate with social media engagement. Notably, 69.9% of respondents identify as students, reinforcing the role of social media in reaching the student population. The fact that 93.5% of respondents are unmarried underscores the potential impact of digital marketing on the preferences and purchasing behaviour of this demographic. The study indicates that social media serves as a powerful driver of purchasing decisions, with 79.7% making purchases based on products seen on these platforms. However, a significant portion, 46.3%, has rarely made purchases from brands they follow, suggesting a potential gap in converting social media engagement into tangible sales. Additionally, the finding that 30.3% are aware of digital marketing efforts by brands they follow indicates room for improvement in communication and brand visibility. While 43.1% occasionally come across product advertisements, a targeted approach is essential to increase exposure. Interestingly, 34.1% find social media advertisements relevant, highlighting the importance of personalized and targeted content. Moderation characterizes engagement, with 45.5% moderately engaging with brands on social media. Satisfaction levels with products purchased through social media marketing stand at 39.3%, indicating a positive impact but also room for enhancement. Discovering new products through social media marketing is significant for 47.5% of respondents, emphasizing the platform's role in product discovery. Furthermore, 33% acknowledge that digital transformation has improved banking services, showcasing the

broader impact of digitization. Ultimately, the majority, 46.8%, express satisfaction with overall digital marketing efforts by their favourite brands on social media platforms. These findings collectively underscore the nuanced relationship between social media and digital marketing, providing valuable insights for businesses aiming to refine their strategies and better connect with their target audience in the digital landscape.

REFERENCES

1. Author: Kaplan, A. M., & Haenlein, M. Title: Users of the world, unite! The challenges and opportunities of Social Media Journal: Business Horizons Year: 2010
 2. Author: Smith, A. N., Fischer, E., & Yongjian, C. Title: How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal: Journal of Interactive Marketing Year: 2012
 3. Author: Li, C., & Bernoff, J. Title: Groundswell: Winning in a World Transformed by Social Technologies Journal: Harvard Business Press Year: 2011
 4. Author: Mangold, W. G., & Faulds, D. J. Title: Social media: The new hybrid element of the promotion mix Journal: Business Horizons Year: 2009
 5. Author: Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. Title: Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? Journal: Journal of Interactive Marketing Year: 2004
 6. Author: Qualman, E. Title: Socialnomics: How social media transforms the way we live and do business Journal: Wiley Year: 2009
 7. Author: Weinberg, T. Title: The New Community Rules: Marketing on the Social Web Journal: O'Reilly Media Year: 2009
 8. Author: Mangold, W. G., & Faulds, D. J. Title: Social media: The new hybrid element of the promotion mix Journal: Business Horizons Year: 2009
 9. Author: De Vries, L., Gensler, S., & LeeFlang, P. S. Title: Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing Journal: Journal of Interactive Marketing Year: 2012
 10. Author: Tuten, T. L., & Solomon, M. R. Title: Social Media Marketing Journal: Sage Publications Year: 2017
- **<https://www.sciencedirect.com/science/article/pii/S0040162518311570>**
 - **<https://www.tandfonline.com/doi/abs/10.1080/15332667.2019.1705742>**

- <https://journal.ipb.ac.id/index.php/jcs/article/view/26525>
- <https://journal.ipb.ac.id/index.php/jcs/article/view/26525>
- <https://journal.ipb.ac.id/index.php/jcs/article/view/26525>
- <https://brage.bibsys.no/xmlui/handle/11250/2453218>
- <https://journal.ipb.ac.id/index.php/jcs/article/view/26525>
- <https://www.inderscienceonline.com/doi/abs/10.1504/IJIDS.2019.101994>
- <https://journal.pandawan.id/sabda/article/view/275>
- <https://www.emerald.com/insight/content/doi/10.1108/JIBR-05-2022-0129/full/html>

ANNEXURE
QUESTIONNAIRE

Questionnaire: Study on the Impact of social media on Digital Marketing

1. Name:

2. Age:

- Under 18 years
- 18 years - 25 years
- 25 years - 40 years
- 40 years - 65 year
- above 65 years

3. Gender:

- Male
- Female
- Other

4. Educational qualification:

- High School
- Bachelor's Degree
- Master's Degree
- Doctorate

5. Current occupation:

- Student
- Employed/Self-Employed
- Unemployed/Home Maker
- Retired

6. Marital status:

- Married
- Unmarried
- Prefer not to say

7. Which social media platform do you regularly:

- Instagram
- Facebook
- Twitter
- LinkedIn
- YouTube

8. How many hours, on an average, do you spend in social media per day:

- Less than 30 mins
- 30 mins to 1 hour
- 1-2 hours
- 2-3 hours
- 2-3 hours
- more than 3 hours

9. How do you usually discover new products or services on social media?

- Sponsored posts, advertisements and discounts
- Recommendations from friends of Influencers
- Posts from Brands you follow
- Searching for specific products or services
- Product Reviews

10. Have you made a purchase based on a product you saw advertised on social media?

- Yes
- No

11. What factors influence your loyalty to a brand on social media?

- Quality of products/services
- Customer service
- Exclusive promotions or discounts
- Engaging content
- Social media responsiveness

12. How likely are you to recommend a brand on social media to your friends or followers?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

13. Do you regularly purchase products from brands that you follow on social media?

- Yes, frequently
- Yes, occasionally
- No, I rarely make such purchases
- No, I have never made a purchase from brands on social media
- I do not follow brands on social media

14. How aware are you of the digital marketing efforts made by brands that you follow on social media platforms?

- Not Aware at All
- Slightly Aware
- Somewhat Aware
- Fairly Aware
- Very Aware

15. How often do you come across product advertisements or promotions of your favourite brands on your social media feeds?

- Never
- Rarely
- Occasionally
- Frequently

16. How effective is social media advertisements relevant to your interests and needs?

- Very Effective
- Effective
- Neutral
- Ineffective
- Very Ineffective

17. Please indicate the extent to which you engage with brands or businesses on social media platforms (e.g., liking, sharing, commenting, or messaging them).

- Very Rarely
- Rarely
- Moderately
- Frequently
- Very frequently

18. What factors are most influential in your purchase decisions?

- Price
- Products Reviews and Ratings
- Social Media Advertisements
- Brand Reputation
- Product Features and Specifications

19. How satisfied are you with the products you have purchased through social media marketing?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

20. On a scale from 1 to 5, please indicate the extent to which you have discovered new products of the brand you follow through social media marketing that you were previously unaware of.

- 1
- 2
- 3
- 4
- 5

21. Overall, how satisfied are you with the digital marketing efforts of your favourite brands on social media platforms?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied