

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS
SOCIAL MEDIA MARKETING**

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

By

SARITHA.S

(39740034)



BACHELOR OF COMMERCE

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.

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SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with "A" grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119
www.sathyabama.ac.in



SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Work is the bonafide work of **SARITHA.S (39740034)** who has done the Project Work Entitled **“A STUDY ON CONSUMER BEHAVIOUR TOWARDS SOCIAL MEDIA MARKETING”** under our supervision for a period of December 2021 to March 2022.

Internal guide

Dr. BHUVANESWARI .G
Dean – School of Management Studies

Submitted for viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **SARITHA.S (39740034)**. Hereby declare that the Project Report entitled
“A CONSUMER BEHAVIOUR TOWARDS SOCIAL MEDIA MARKETING”
done by me under the guidance of Dr. D. VELUMONI, MBA, MPhil, PhD assistant
professor School of Business Administration is submitted in partial fulfilment of the
requirements for the award of Master of Business Administration degree.

DATE :

PLACE : CHENNAI

SARITHA.S

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ABSTRACT

Social media marketing refers to the process of gaining 'website traffic or attention Through social media sites. Indian marketers are moving at a fast speed to tap the 'one Normal opportunity. Social media has gone mainstream. and for businesses it represents An unprecedented marketing opportunity that transcends traditional middlemen and Connects companies directly with customers.

Customer acquisitions remain to be the prime goal of Indian marketers 59%. According To leading marketers of India, the top three online investment channels for 2011 are Social media, Email marketing and Search marketing.59% of the top marketers said that It is extremely important to integrate email marketing and social media. This is why Nearly every business on the planet is exploring social media marketing initiatives The Focus of marketers is shifting from sending the message out to start engaging with Customers.

In this context, the role of a marketer is changing from batch and blast Processing to creating listening posts and dialogue hubs in customer communities. Shift from isolated pure play traditional platforms to an integrated multichannel approach is helping the marketers address the challenge of ne' consumers expectations across Many devices and channels.

Indian marketers are leveraging the power of various communication channels and Technologies be it Email, SMS or Social Media in their portfolio. Here we will see the Main trend of Social media marketing in India, the scope of it, the future and will Undergo a research to follow the Customer perception about Social media for Brand Management.

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CHAPTER -1

INTRODUCTION

1.1 Social Media Marketing

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Corporate message spreads from the user to user and presumably resonates because it appears to come from a trusted, third party source, as opposed to the brand or company itself.

Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social Media Marketing Tools

Besides research tools, various companies provide specialized platforms and tools for social media marketing.

- Social media measurement
- Social network aggregation
- Social bookmarking
- Social analytics

- Automation
- Social media
- Blog marketing

Different Methods Of Social Media Marketing:

social network marketing is popularly called as Internet marketing. today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see in Internet totally all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing grown to such Social height that today many people can't earn without it.

some of the most recognized network marketing tools are face book, My Space and linkedIn, twitter became regular place for people who have newly entered the field of social network marketing.

Blogging: when you start Blogging or posting your data about any product, you can see less response from clients. After it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.

personal website or blog: important to have private website if you are a freelancer. Your website will help you clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.

Article selling: it is also best and cheap internet marketing method. It is a mode of

advertising our trade just by writing articles and attracting endless number of users across World. i.e usually sell our articles to different article database websites and article Directories. Today provided free business to many advertisers and publishers and they are really benefited through their articles.

Email Sending: Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about your business to all internet users. Your email should be attractive in such a way that your recipient will be impressed to get back to you.

Use social networking websites: social networking websites like twitter, face Book can be used to promote your sales. These provide best platform for all Who are thinking of online marketing.

Video promotion: Use several video distribution websites for your marketing. These Websites uploads your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like you tube. It seems it is the easiest way of marketing than any other modes since Many people will be interested in view videos rather than word form of a advertisement.

Press Release or Media Release: It attracts several public clients and increases relationship among them.

Search Engine Optimization: improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO technique.

Social Networking websites And blogs:

Social networking websites allow individuals to interact With one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interaction.

social networking sites and blogs allow individual followers to retweet or Repost Comments made by the product being promoted. By repeating the message, all of the Users connections are able to see the message, therefore reaching more people Social Networking sites act as word of mouth. Because the information about the product Is being put out there and is getting repeated, more traffic is brought to the Product company.

Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instils a feeling of loyalty into followers and potential customers also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Engagement:

In the context of the social web, engagement means that customers and stakeholders are Participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business path to market. Each participating customer becomes part of the marketing department, as other Customers read their comments or reviews. The engagement process is then fundamental To successful social media marketing.

Example

2008 President Election

The 2008 presidential campaign had a huge presence on social networking sites. Barack Obama, a democratic candidate for US resident, used twitter and face book to Differentiate his campaign. His social networking site profile pages were constantly bein Updated and interacting with followers.

Kony 2012

Short film released on March 5,2012, by humanitarian group Invisible Children, Inc.

This 29 minute video aimed at making Joseph kony, an International Criminal Court Fugitive, famous worldwide in order to have support for his arrest by December 2012 theTime then the campaign ends. The video went viral within the first six days after it Launch, reaching 100 Million views on both youtube and vimeo.

implications on traditional advertising

Minimizing Use

Traditional advertising techniques include print And television advertising.The Internet Had already overtaken television as the largest advertising market. Websites often include Banner or pop-up ads. Social networking sites don't always have ads. In exchange, Products have entire pages and are able to interact with users. Television commercials Often end with a spokesperson asking viewers to check out the product website for more Information. Print ads are also starting to include barcodes on them. These barcodes can Be scanned by cell phones and computers, sending viewers to the product website. advertising is beginning to move viewers from the traditional outlets to the electronics Ones.

Leaks

Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Time difference is also a problem facing traditional advertisers. When social events occur and are broadcast on television, there is often a time delay between airings on the east coast and west coast of the United States. Social networking sites have become a hub of comment and interaction concerning the event. This allows individual watching the event on the west coast time-delayed to know the outcome before it airs.

Social media marketing mishaps

Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media they use. A flash poll done on 1225 IT Executives from 33 countries revealed that social media mishaps caused organizations a combined \$4.3 million in damages in 2010 the top three social media incidents an organization faced during the previous year included employees sharing too much information in public forums, loss or exposure of confidential information, and increased exposure to litigation.

An example of a social media mishap includes designer Kenneth Cole's twitter mishap in 2011. Then Kenneth Cole tweeted, "Millions are in uproar in #cairo. Rumors is they heard our new spring collection is now available online at [Kenneth Cole's website]" this reference to the 2011 Egyptian revolution drew objection from the public.

GENERAL SOCIAL NETWORKING STATISTICS

- ❖ 62 % of adults worldwide now use social media

- ❖ Social networking is most popular online activity, with 22% of time online spent on channels like facebook, twitter instagram
- ❖ 65 % the world top companies have an active twitter profile
- ❖ 90% of marketers use social media channels for business, with 93% of these rating social tools as “important”
- ❖ 43% of marketers have noticed an improvement in sales due to social campaigns
- ❖ 73% of marketers who have worked in social media for three or more years said that they saw a boost in turnover due to social channels (the longer you are working in it the better you get)
- ❖ 91% experienced social marketers see improved website traffic due to social campaigns and 79% are generating more quality leads.
- ❖ The average time spent by marketers on social media is 1-5 hrs per week for those just getting started and 6+hours per week for those with 3+ years of experience.
- ❖ The most popular social networking tool for marketing is instagram being used by 92% followed by whatsapp (84%),youtube (71%) and blogs (68%).
- ❖ only 10% of marketers are actively monitoring social media ROI
- ❖ only 22%of business have dedicated social media manager
- ❖ 47% of customers are somewhat likely to purchase from a brand that they follow or like.

INDIAN MARKET

- ★ India's Internet economy is expected to reach Rs.10.8 trillion by 2016 as the country growth rate in this segment is far ahead of many of the developing nations reported by BCQ.
- ★ According to BCQ, the India Internet economy contributed to 3.2 trillion rupees To the overall economy in 2010,4.1% of the country's GDP could triple in 4 years time.
- ★ More than 39 million Internet users who form 86% of the total Internet audience,Visited social networking sites in July 2011
- ★ The total Indian social networking audience grew 43 percent in the past year,More than tripling the rate of growth of the total Internet audience in India.
- ★ India now ranks as the seventh largest market worldwide for social networking India is adding Internet users at the rate of almost 5-7 Million a month, and at the Current pace it will surpass the US, which has about 245 million users, in less than Two years.
- ★ Active user base per month in India is close to 30 Million marks which is still a Pretty large market but not as big as portrayed by some consultants.
- ★ India has close to 10 Million online shoppers and is growing at an estimated 30%
- ★ India e-tailing market in 2011 was about \$600 Mn and expected to touch Bn by 2016 and \$70 Bn by 2020 esti the country the third-largest Internet market in The world after China and the united States.

- ★ There are more Internet users in towns with a population of less than 5 lakh than in the top eight metros put together.
- ★ 'About 2 billion people worldwide access the Internet and 25% of them are from China. India contributes about 6% to the world's net population and the US 12.5%
- ★ The survey found that more than 75% of Internet usage is among school- and College-going students and those who have recently graduated.
 - The percentage of companies using social media in top 5 markets is;
 - China 82%
 - USA 71%
 - India 70%
 - Brazil 68%
 - Canada 51%

1.2 COMPANY PROFILE

- **Strategy:** This step involves determining goals, the social media channels to be used, and the type of content that will be shared.
- **Planning and Publishing:** Businesses should draft plans of what their content will look like (i.e. will there be videos? Photos? How much script?) and decide when it will be put out on the platform.
- **Listening and Engagement:** Monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.
- **Analytics and Reporting:** Part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important
- **Advertising:** Purchasing ads on social media is a great way to promote and further develop a brand.

Social Media Marketing for Businesses

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Here are some examples of social media strategies:

- Using humor.
- Use influencer marketing right.
- Involve your community and user-generated content.
- Hold social media contests and giveaways

Types of Social Media Marketing

Gone are the days of billboards and magazines being the only advertising mediums. As the world of content and digital marketing grows, there is a buffet of advertising options to choose from, each holding its own unique strengths and limitations. Here we'll highlight some of the most common types of ads and how they can add value to your campaign.

1. Photo ads.

Likely the most familiar type of ad, you'll often see photo ads strewn across news feeds, sidebars and banners. They're a bit simpler to create than other ads like videos and stories, but you'll need to make sure that your photos are high-quality. For instance, Sprout Social recommends 1080×1080 pixels for Instagram image and carousel ads.

Photo ads are great for building brand awareness, since they place your product right in front of the customer. Just make sure that your images are consistent in style with your posts and stories so that users immediately associate the ad with your brand.

And of course, photo ads are effective in bringing traffic to your website. In fact, a Facebook study found that a series of photo-only ads outperformed other ad formats

in bringing unique traffic. Unlike organic posts, photo ads may include a call-to-action button like “Shop Now” or “Download,” which helps create a seamless.

2.video ads

According to Vidyard, over half of all social media users will watch a full video if it is under one minute long, and the longer the video is, the smaller this percentage becomes. This means that you only have a short length of time to reel in a user and

keep them hooked. Luckily, platforms like Instagram and Facebook allow you to create short, looping video ads that users can quickly view and interact with while scrolling through their feed. However, if you have a compelling message and the resources to do so, you can also opt for longer video content, like this video from Cordova Outdoors.

3. Stories ads.

According to a study by Instagram Business, half of the users surveyed said they visited a website to purchase a product or service as a result of viewing it on a Stories ad. And considering Instagram has 1 billion active users, this is a huge opportunity for you to make your brand known.

If you're advertising on Facebook Stories, a photo can be viewed for six seconds, while a video can play for up to 15 seconds. On the other hand, Instagram Stories ads can be up to 120 seconds long, whether you're using photos or videos. On both platforms, Stories ads display in full-screen format, allowing your product to be in full focus as long as you have your customer's attention.

4.Messenger ads.

No, social media ads don't have to only appear in a user's news feed! Facebook Messenger ads, unlike photo, video and Story ads, are displayed between conversations in a user's Chats tab in Messenger. Potential customers can click on the ad to begin an automated conversation through Messenger, or the ad can link them to your website to browse products.

SOCIAL MEDIA PLATFORM EXAMPLES

When deciding where to place your ads, keep in mind that each social media site holds its own unique audience — so find out where your ideal customers are and meet them there. If your target audience is in the age range of 60 and up, a social platform like TikTok probably isn't your best option, but perhaps Facebook is.

And if your brand is already active on social media, find out which platforms are already performing well organically — this might be a good indicator of where you should be targeting your advertising efforts.

FACEBOOK:-



As the largest social media platform in the world, it's safe to say that Facebook is a reliable choice when deciding where to advertise. Facebook is popular among a wide variety of demographics, including gender and age (shown in a report below by Hootsuite), which means there's a good chance your target audience is engaging with the platform, too.

Aside from allowing Facebook users to connect with one another and share content online, the platform also offers merchants the opportunity to advertise their products and services online. Among a laundry list of benefits, these are

a few ways that Facebook ads can help you meet campaign goals:

- **Build brand awareness:** Increase your reach and get your products in front of potential customers.
- **Consideration:** Direct traffic to your website, harness lead generation through opt-in emails, blog posts and content and reach out to potential customers through Messenger.
- **conversion:** Set up a Facebook Shop to give customers a more seamless shopping experience, drive traffic to both your online and brick-and-mortar stores and increase conversion rates. Plus, Facebook advertising allows merchants to target customers by location (within a 5-mile radius), occupation, interests, past activity and several other valuable data points.

Pricing for Facebook ads varies depending on several factors, including the audience you're trying to target and the budget you set for your ads. However, as a rule of thumb, the more ad spend, the more efficient Facebook's algorithm becomes at spending your money and increasing your ad performance over time.



INSTAGRAM:

Known for its glossy photos and videos, Instagram is an ideal platform for brands with products that are visually appealing and easily incorporated into visual media. Plus, with an engagement rate 58% higher than Facebook's and 2,000% higher than Twitter's in 2016, Instagram holds a massive user base, although one that's largely younger than other advertising platforms.

So, if your business and target audience fits both of those characteristics, Instagram advertising might be the best option for you. Although organic posts and stories can be great ways to boost traffic to your website, Instagram ads can be directly linked to your product page or another landing page, allowing for quick and easy engagement with your products.

YOUTUBE:-

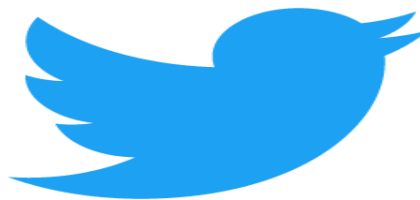


YouTube is an American online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. Owned by Google, it is the second most visited website, right after Google itself. YouTube has more than one billion monthly users[7] who collectively watch more than one billion hours of videos each day.[8] As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.

It also offers a paid subscription option for watching content without ads, YouTube Premium. YouTube and approved creators participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube's reported revenue for 2020 was \$19.8 billion.

Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short films, feature films, documentaries, audio recordings, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between YouTubers and corporate sponsors. Established media corporations such as Disney, Paramount Global, and Warner Bros. Discovery have also created and expanded their corporate YouTube channels to advertise to a larger audience.

TWITTER:-



As the go-to platform for discovering breaking news and engaging with small- and big-name influencers, Twitter has been one of the most popular social media channels since its launch in 2006

Twitter advertising offers two options for brands to create ads:

- **Quick Promote:** Twitter automatically promotes Tweets to your target audience. All you have to do is choose a promotable Tweet from your timeline and specify your target audience, and Twitter will do the rest of the work for you.
- **Twitter Ads:** These ads are objective-based, meaning you first have to choose your preferred business objective, and Twitter will only bill you for actions that align with your goal.

LINKEDIN:-



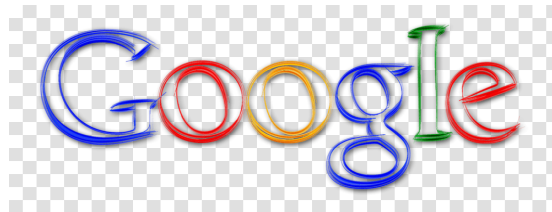
As the world's largest professional network, LinkedIn holds a large professional user base and is able to target customers based on job qualifications. Thus, LinkedIn advertising is largely geared toward a corporate audience. Considering 69% of LinkedIn US users earn \$50,000 or more per year, this platform tends to hold the highest average disposable income and high-quality leads in certain industries.

However, unlike most other platforms, which focus on B2C advertising, the nature of LinkedIn makes it better suited to B2B advertising campaigns. So, service businesses and B2B product businesses tend to get better results on LinkedIn than other platforms.

There are four types of LinkedIn ads:

- **Sponsored content:** These ads often through photos, videos or carousels are displayed in LinkedIn's newsfeed in order to reach a larger audience.
- **Sponsored Messaging:** This is LinkedIn's version of email marketing, but rather than sending a message to the user's inbox, it goes to their LinkedIn inbox, where the user can then interact either with a chatbot or a human customer representative.
- **Text and Dynamic ads:** Only visible to desktop users, text ads are small advertisements displayed at the top of the screen above the user's newsfeed.
- **Lead Gen forms:** Using pre-filled forms in your LinkedIn ads, you can collect quality leads at scale.

GOOGLE:-



Google LLC is an American multinational technology company that focuses on artificial intelligence,[10] search engine, online advertising, cloud computing, computer software, quantum computing, e-commerce, and consumer electronics. It has been referred to as the "most powerful company in the world" and one of the world's most valuable brands due to its market dominance, data collection, and technological advantages in the area of artificial intelligence.[11][12][13][14] It is considered one of the Big Five American information technology companies, alongside Amazon, Apple, Meta, and Microsoft.

WHAT'SAPP:-



More than 2 billion people in over 180 countries use WhatsApp¹ to stay in touch with friends and family, anytime and anywhere. WhatsApp is free and offers simple, secure, reliable messaging and calling, available on phones all over the world.

1. And yes, the name WhatsApp is a pun on the phrase What's Up.
2. Data charges may apply

3. SWOT ANALYSIS:SOCIAL MEDIA

strengths:

large market reach or penetration and it's very useful if you are setting up a digital engagement strategy (to new people,young people).Social media builds a conversation and converse with others and build close networking bonds which share quick information exchange.It ets you follow and connect with people/groups that interest you -but are not necessarily your friends (as with facebook). authors, celebrities, co-workers, colleges, organizations etc.The campaigns are generally Cost-effective in the sense most of the platforms are free. they just demand time,there is a Human factor; your brand becomes more human Media exposure can be another strength of this.while twitter is in a strong market position in micro-messaging.

weakness:

Tough to train or convince management team group members on social media principles as lot of 'why bother' from most mainstream (i.e. facebook users) people are there. the industry has low retention rate. only 40% lacks tools or resources to track and monitor social media campaign

results. there is concern about information leakage, liability, security, and management also.

Effort vs results: Even if it is more measurable than other channels, it is difficult (especially for small business operations) to balance the effort put on social media against the results obtained.

Consistency: Engaging with your audience at a direct level means more efforts in terms of keeping a consistent message/corporate image.

Making up for mistakes: The time-frame to correct errors that affect your audience is less. Because you are heavily exposed, your company has to take action more promptly than if you weren't (especially if people are having conversations about your brand, you will have to engage and clarify).

Blocked at many work sites: Management sees it drops productivity; hurts bottom line.

opportunities

- ★ Creating/joining online presence on sites where the company currently doesn't exist, great opportunity for individuals and organizations to connect and exchange information. It opens a new target or niche markets that are untapped; students, the public.
- ★ partnerships with other groups, organizations, schools, government, etc

- ★ penetration into a new geographical market quickly
- ★ Recruitment of interested new members, students, public support and allows you to build short and long term relationships 'ith prospects. It humanizes the 'brand' and makes the recruitment process more personal.
- ★ Can gain deep insights into real-time trends, news, and all of us; 'be the pulse of the internet' as said by founder Biz Stone
- ★ Integration into real-time games, media, and apps. we've barely scratched the surface so far on what's possible. titter as real time infrastructure.
- ★ It may become the dominant way for businesses to communicate with their customers as quick delivery, branding opportunities, and enhanced marketing opportunities are there.
- ★ Being present where stuff happens: people research for info/products/services online and value more the opinion of other individuals than whatever a company may say about their own offer. if your company is present in an interactive environment like social media, the opportunities for engagement, conversion and most importantly clarification of doubts regarding your brand, are countless.
- ★ Developing a following/audience those auto-nurtures itself: your efforts in Social media, together with the effort of your following may mean that your audience becomes your best sales people.
- ★ talent coming your way effortless: Because of the possibilities of exposure that Social Media allows for, interacting heremaymeanthatfuturetalent(intheshapeofemployeespartners or,you-name-it)will comeyour way through the power of connecting online!
- ★ Reach out to certain groups that traditional media didn't allow you to Because Social media is for everyone, sooner or later you ll come across people you never thought of as your client. this opens the

★ doors to building new relationships but also to valuable feedback that can help your products or services more intelligently.

Threats:

Competitor is going after the same space or same audience with similar campaign and the question also arises whether the current campaign sustainable, can it continue? there can be threat of attitudes on privacy8 'hile lately it seems everyone is willing to share the most intimate as well as mundane details of their life- there could easily be a backlash against this trend. we've all heard of a few embarrassing stories about over-sharing online, and a few high-profile examples might make people rethink their habits. Micro-messaging may just be a fad. There is nothing inherently awesome about 140 characters. It got too much publicity in a short time. May get burned out and getting dangerously spammy/pom spammy.the market does't have solid revenue model (future advertisements)

other social networking sites (MySpace, tagged, friend feed, identi.ca, others) may grow and steal market share and acquisition by a bigger player (google) may disappoint early adopters and loyal users.

1.3 NEED OF THE STUDY:

Social Media is the current big buzzword in the world of Internet Marketing, and with good reason. It is already such a big part of the Internet culture. It is here to stay and

should be ignored by marketers, or indeed anybody, at their peril. It is important to understand WHY people use these websites, as there is a broad demographic on these sites. Some people use them for business purposes, to network and find new deals. then there are others who use social networking sites for purely personal reasons and are totally oblivious to the fact that there is a business presence in the social networking environment at all.

It is fascinating to see that there are so many different things going on in one place, and even more incredible that they seem to all work in harmony.

TO KNOW

- ❖ How diverse social networking community could be ?
- ❖ Are We reaching the right audience, and if so, are we reaching them effectively?
- ❖ To know the effectiveness of branding and communicating through SNS.

1.4 SCOPE OF THE STUDY:

- ❖ The study would help in gathering the opinion of people for social networking sites, how do they use It, that are the things that they do on social and professional networking sites and how these sites help them in socializing with their personal and professional contacts.
- ❖ The study further helps in analyzing the benefits of promoting through social media, identifying the benefits of branding and promoting via SNS.
- ❖ The study Will help to formulate and implement Marketing strategies for Branding, Promoting and communicating the information to the customers through SNS.

1.5 LIMITATIONS OF THE STUDY:

- ❖ Market research is conducted to various respondents so biases such as mood, feelings act on research settings.

- ❖ The responses from the respondents could be biased which ultimately affects the results shown by marketing research.

CHAPTER -2

2.1 LITERATURE REVIEW:

Scott (2009) states the reasons for brand promoters preferring online web for marketing is that the tools, techniques and content are constantly evolving. the buyers reward creativity by responding to the online efforts like;

“If you are open to trying out new things, you can be first in your industry to use something new to communicate your buyers”

Marketing in some social networking websites are still the most popular in their niche. Shih (2009) says that there are hundreds of millions of active users across sites like face book, Hi5, Arkut and MySpace. 2.6 billion min are spent on face book each day. these websites are enabling brands to engage the right people in the right conversation at righttime. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social .

Weber (2009) says promoting a community is just like as promoting a new brand product or service to the consumers. Social media is used to communicate people in the promotional aspect and inclined to involve the people. traditional advertising and direct marketing in social media is to send people to the digital community to be informed, entertained and heard. users find appealing, a value high enough to encourage them to participate.

Borges (2009) finds that today's buyers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media marketing is a revolutionary way to build solid relationships with buyers. low cost, brand building, staffing advantages, loyalty and level playing field are key benefits of social networking sites as a successful marketing media.

Zarella (2010) says the roots of online social networking can be traced to the 1980s bulletin board systems (BBS). these systems allowed the users to create personal profiles, helps to share information by sending private messages, public messages and post events at low speed connectivity. after emanation of social networking technology in the internet world, it grew higher and popular among the internet user.

Lacy and Hernande(2009) says twitter gives the ability to share nearly 140-characters thoughts in a split second, where user can easily share links to press releases and stories about their business, service or product. Making tweets interesting and diverse, there is a more possibility of increasing the followers, by consider with news sharing and stories about the industry that they serve.

The rules of marketing had to change and the web has proved a catalyst in bringing the changes forward and amplifying their scale. the sudden emergence of the web 2.0 marketing techniques demand additional approaches, while most marketers are still wrestling with the first generation, savvy brands are exploring the landscape that social media and social networks create for marketers. these techniques are allowing much deeper drivers in social change to be unleashed, with a profound impact on planning customer connections. the new generation of relationship marketing responds to the additional challenges of digital media literacy and in the right hands can trigger a rebuild of the entire marketing mix through different strategies. relationship marketing for the face book generation demands both thinking and acting differently (chaffey 2003).

Stroud (2007) says that the ability of social networking sites to generate these huge volumes of web traffic is proof of their huge popularity. google, yahoo and news International have bought themselves a presence in the social networking arena. the detailed rationale for these acquisitions differs but all have a common theme of wanting access to the enormous audiences.

Ricadela (2007) says, Coca-Cola has been running promotions on MySpace for the past two years for brands including Cherry Coke and fanta and has promoted diet Coke and other drinks on google's youtube.

Smith (2010) says that face book is becoming one of the great internet communications of people time now days. whereas many companies have tried to emulate face book's success or challenge it in one geography or another, face book has proven that the core asset on which all of its services are built - the social graph - is much more defensible and powerful than many others once anticipated.

visitors to social networking sites are significantly more likely than average to visit-leisure-oriented retail site categories, such as music, jewelry/luxury goods/ accessories, consumer electronics and apparel.

Heavy social networking visitors are defined as the top 20% of visitors based on time spent on social networking sites. people typically enjoy sharing their experiences with these products, whether it is to talk about their new iphone or the pair of designer jeans they just bought. Social networking sites offer the venue for those conversations to occur.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Research Design

This research study adopted survey and content analysis in order to find the consumer behaviour towards social media marketing through social networking sites like facebook, what app,instagram.

3.2 Research Objectives:

Research methodology refers to the systematic method consisting of enunciating the problem, formulating hypothesis, collective facts or data, analyzing the facts and reaching certain conclusion either in the form of solutions towards the concerned problem or in certain generalization for some theoretical formulation.

Primary objective

- To know the perception level of social media marketing
- To know the awareness level of social media marketing
- To know the maximum social activity done by industrialist.

secondary objectives

- To know the social media marketing activities, which are used by respondents to promote their product and service
- To find out since how long the respondents are doing social media marketing activities.

- To find out how long the respondents are doing social media marketing activities.
- To find out how the respondents manage their social media marketing activities currently.
- To find out reasons for not undertaking social media marketing activities
- To know the readiness of respondents to switchover from traditional marketing to social media marketing
- To know the perception on flexibility of social media marketing
- To know the perception of effectiveness of social media marketing to promote business.
- To know the perception of cost of social media marketing.

3.3 Sources of Data

Primary Data

The data which is collected from first-hand experience is known as primary data. This data serves as the main source of data for any research based project work. The data can be collected in many ways as mentioned below:

- Questionnaires
- Personal Visit, etc...,

Secondary Data

Secondary data consist of published material, or any other reference material which can be useful in the particular project. The source of secondary data are many such as, Research paper, internet. In our survey, we have collected information from websites.

collection method

The data collection method used in this research is survey method. Here the data are systematical recorded from the respondents. Face to face informal interviews were done

for data collection. Questionnaire is been used as form of research instrument and it is the interviewer administered.

survey method

Survey was conducted randomly by sending questionnaire through online to collect the individual opinion from the respondents.

3.4 Data Collection Instrument

For the collection of data, we have used Structured Questionnaire.

3.5 parameters and units of analysis

1. Target group: category of audience visiting these sites.
2. types of advertisements: that are the types of brand communication followed by them?
3. ads placement: how do these sites place their ad in their pages?
4. Communication strategy: kinds of brand promotion used by them.
5. visual appealing factors: regarding the appearance of these sites.
6. user Interaction: kinds of participation with the brand.
7. accessibility: how legibly they present themselves.
8. user interest: the forms of expectations from users in these site

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

RESULTS AND DISCUSSIONS

Total Respondents : 75

1.GENDER

CHART4.1

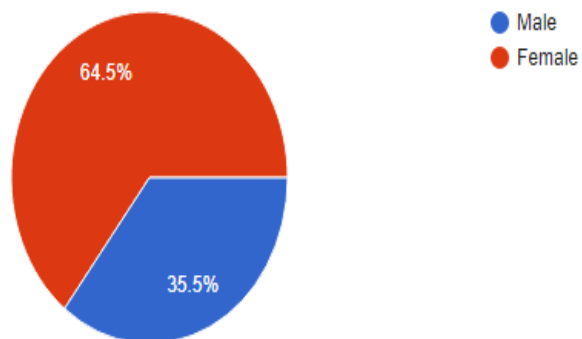


TABLE 4.1

OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
Male	27	64.5%
Female	48	35.5%
TOTAL	75	100%

FINDINGS:

★ The Primary data is collected from a total of 75 Respondents.

★ 64% of the respondents are female.

★ 36% of the respondents are Male.

2. AGE

CHART 4.2

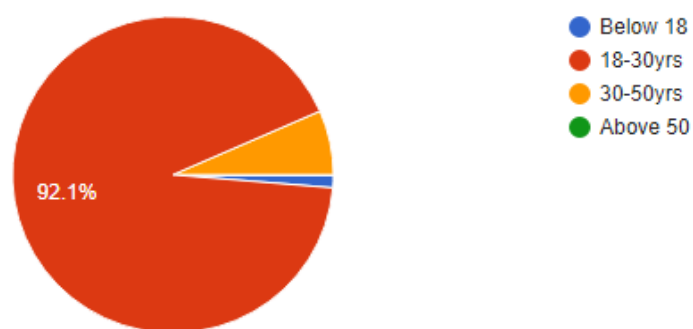


TABLE 4.2

OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
Below 18	1	1.2%
18-30 yrs	69	92.1%
30-50 yrs	5	6.7%
Above 50	-	-
TOTAL	75	100%

FINDINGS

- ★ 92% of the respondents are in group of 18-30 years.
- ★ 6.7% of the respondents are in group of 30-50 years.
- ★ 1.3% of the respondents are in group below 18years
- ★ no respondents are in group of above 50

3. PURCHASE PRODUCTS THROUGH SOCIAL MEDIA ADS

CHART 4.3

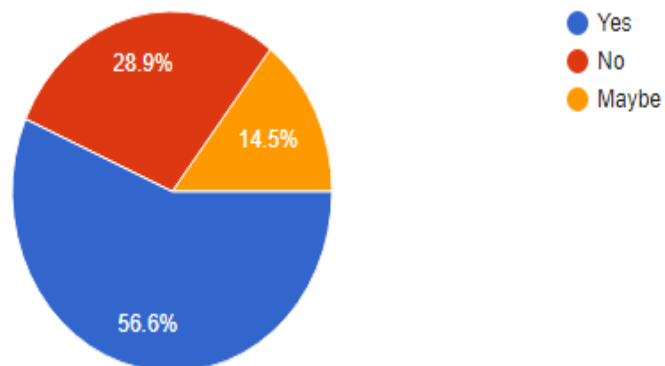


TABLE 4.3

OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	42	56.6%
No	22	28.9%
Maybe	11	14.5%

TOTAL	75	100%
--------------	-----------	-------------

FINDINGS

56.6% group of people are buying products through social media ads and 28.9% of people cannot buy products through social media ads then 14.5% of people maybe buying products through social media ads. finally more people prefer to buy products through social media ads.

4.TO PURCHASE WHICH SOCIAL MEDIA MARKETING IS VERY USEFUL

CHART 4.4

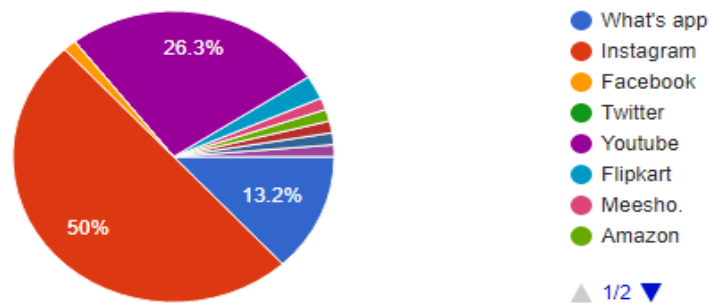


TABLE 4.4

OPTIONS	NOS OF RESPONDENT	% OF RESPONDENTS
What'sApp	10	13.2%
instagram	37	50%
Youtube	20	26.3%
facebook	-	-

twitter	-	-
others	8	10.7%
TOTAL	75	100%

FINDINGS

In social media marketing, instagram and youtube are most useful to buy products .

5.HOW LIKELY ARE YOU BUY PRODUCT RECOMMENDED ONLINE

CHART 4.5

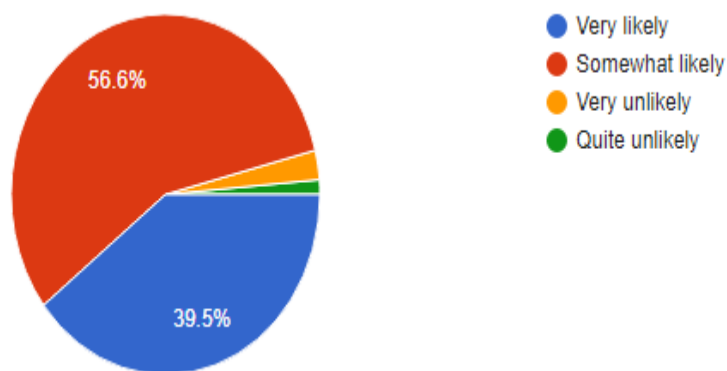


TABLE 4.5

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
Very likely	29	39.5%
somewhat likely	43	56.6%
very unlikely	2	2.7%

quite unlikely	1	1.2%
TOTAL	75	100%

FINDINGS

In this table and chart shows most of people somewhat likely to buy products recommended online. very low percentage of people do not prefer to buy products through online.

6.IN WHICH SOCIAL MEDIA SPEND MOST TIME ON

CHART 4.6

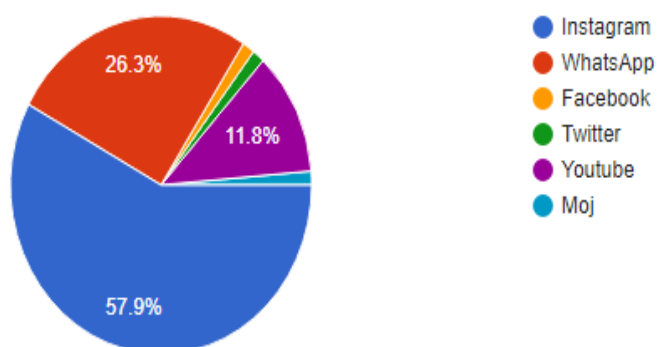


TABLE 4.6

OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
Instagram	43	57.9%
what'sapp	20	26.3%
youtube	10	11.8%

others	2	4%
TOTAL	75	100

FINDINGS

In today's world there are many social networking sites which are helpful for the mass marketing. The objective of this question was to find the website which is the most popular one. Most of the people are familiar with instagram, what's app then YouTube. Many of them are familiar with most of the social networking sites.

7. TO WHAT EXTEND DOES A BRAND SOCIAL MEDIA PRESENCE INFLUENCE YOUR PURCHASING DECISIONS

CHART 4.7

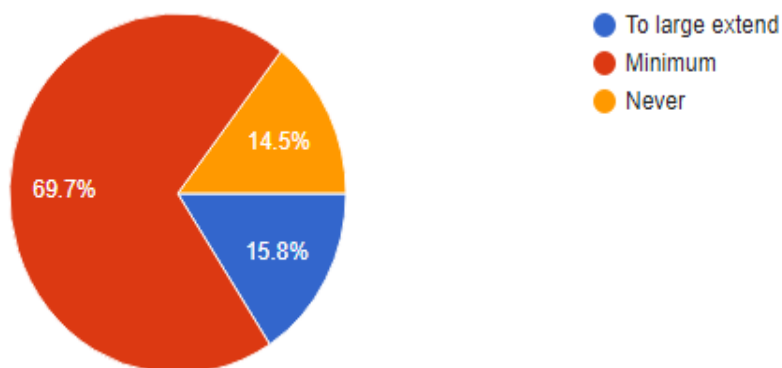


TABLE 4.7

OPTIONS	NO OF RESPONDENTS	%OF RESPONDENTS
To Large Extend	12	15.8%

Minimum	53	69.7%
Never	10	14.5%
TOTAL	75	100%

FINDINGS

Brand social media makes people's purchasing decisions in minimum level then to large Extend and never is maximum the same level. So,brand social media helps to make less purchasing decisions.

8.HOW MANY HOURS DO YOU SPEND ON SOCIAL MEDIA

CHART 4.8

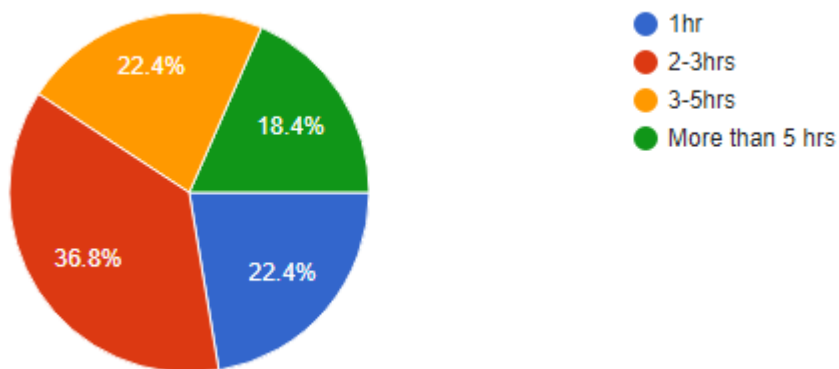


TABLE 4.8

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
1 hour	16	22.4%
2-3 hours	28	36.8%

3-5 hours	17	22.4%
More than 5 hours	16	18.4%
TOTAL	75	100%

FINDINGS

Most of the respondents spending 2-3 hours in social media. social media s one of the most entertaining field so people are prefer spend most time on social medias.

9.IS THERE ANY FRAUDULENT IN THE PRODUCTS YOU BROUGHT AFTER LOOKING AT THE SOCIAL MEDIA ADS

CHART 4.9

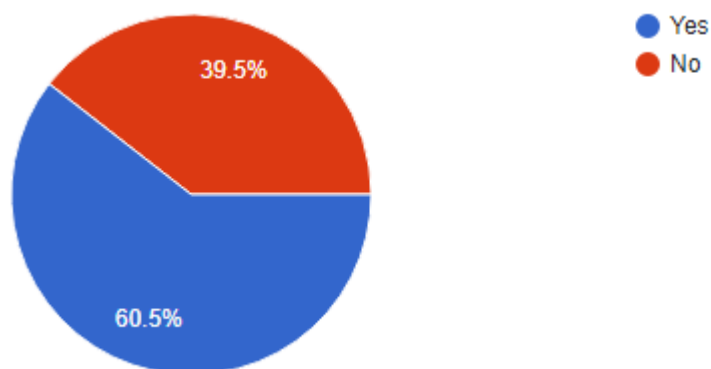


TABLE4.9

OPTION	NO.OF	%OF RESPONDENTS
--------	-------	-----------------

S	RESPONDENTS	
Yes	45	60.5
No	30	39.5
TOTAL	75	100%

FINDINGS: Most of group of people says that fraudulent in the products you brought after looking at the social media ads are 60.5% and not fraudulent in the products you brought after looking at the social media ads are 39.5%

10. WHETHER OR NOT YOU WANT SOCIAL MEDIA MARKETING

CHART 4.10

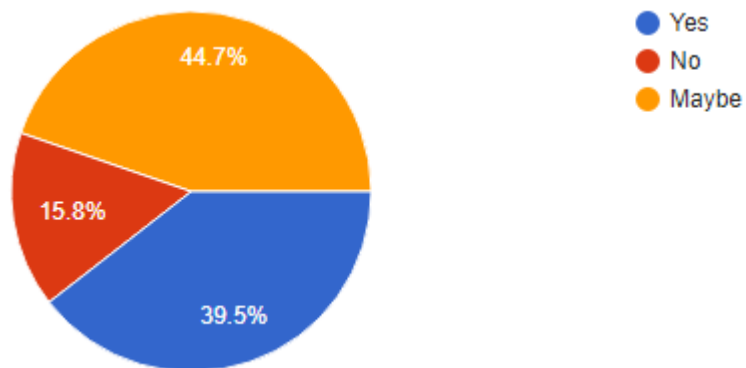


TABLE 4.10

OPTIONS	NO.OF RESPONDENTS	%OF RESPONDENTS
yes	30	39.5%
No	12	15.8%
Maybe	33	44.7%
TOTAL	75	100%

FINDINGS: 44.7% group of people whether maybe want social media marketing and 39.5% respondents want social media marketing and 15.8% don't want social media marketing.

11. IF PRICES ARE AFFORDABLE TO BUY PRODUCTS IN SOCIAL MEDIA

CHART 4.11

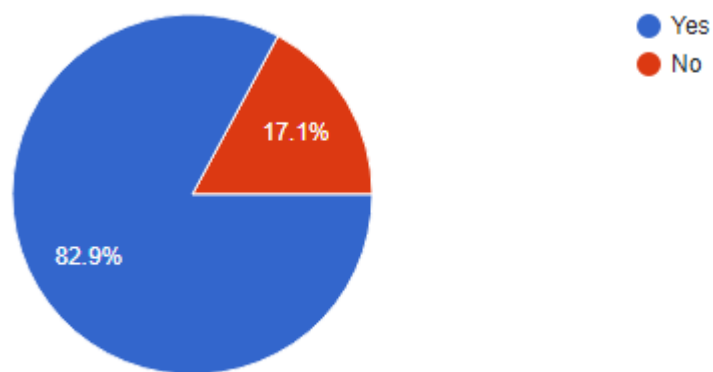


TABLE 4.11

OPTIONS	NO.OF RESPONDENTS	%.OF RESPONDENTS
Yes	63	82.9%
No	12	17.1%
TOTAL	75	100%

FINDINGS:

82.9% of respondents are sufficient with the prices are affordable to buy products in social media and 17.1% of respondents are not affordable with the prices to buy products in social media.

CHAPTER – 5

FINDINGS,SUGGESTIONS AND CONCLUSION:

RESULTS OF THE STUDY

As seen earlier, the various brand communication factors involve in these kinds of social media advertising and day by day competition among the brands increase. So, to survive brands, the communicators come up with more and more innovative, interactive and interesting kinds of brand communication messages which make the users to access them and develop closeness with the different brand communication strategy with attractive name and its service.

- The finding of the study states that the audiences respond more to interactive marketing than the traditional ads followed in internet advertising.
- almost everyone is communicated through social networking sites.
- Nearly 75% of the audience has impact through ads in social networking sites and half of them access these ads e.g. games, events, etc.
- Users remember the brand by the way they advertise. they respond to any new form of advertising which interest them.
- Social networking sites sites will become the primary arena for highly targeted marketing and advertising. Social networking sites present an unmatched opportunity to build brand.Users of instagram and you tube are of same age group and category. In twitter, people do not show much interest because it's just like a micro_blogging site.

- Interaction is more in the display banners advertisements in instagram and what'sapp.

SUGGESTIONS

From this report it can be concluded that social media presence is inevitable in the coming years. Not only that social media is useful as a marketing tool, it has become the order of the day to be present in social media. Therefore this report recommends all kind of businesses- small scale, large scale, business to business clients, business to consumer clients, manufacturing industries and so on to be actively present in the social media. An important fact to be kept in mind in this context is that most social networking sites have a cyclic growth. It starts from minimum, attains a maximum and goes down to a minimum again. Thus, this is the perfect time to invest time and resource in popular social media sites such as Facebook, Twitter and instagram. Owing to the relatively small amount of investment, it is not a high risk investment as the usage of social media will come to a minimum only gradually.

In comparison with traditional advertisements, social media marketing caters to a more focussed group of people and thus can yield better results. This does not mean that companies should stop using traditional media and start using online and social media alone for advertisements. This may result in disastrous results. An important thing to be kept in mind is that when we say one in every seven people are on Facebook, there can be millions of duplicate accounts and almost half of the total number of accounts is not being accessed every day. This limits the chances of meeting new prospects and thereby causes a hindrance for generating new business leads. Also still the remaining people of the world are relying on traditional media which means that we can't ignore them. Therefore the best solution is to combine both traditional and social media for marketing (Wakolbinger,) This will bridge the gap between those people who are active on social media sites and those who are still relying on traditional media. Companies must be careful in selecting particular adverts for particular media. A company which sells clothes may have to rely on social media for advertising their clothes for people of the age group 15-50 whereas they still

have to depend upon traditional advertisements like TV, radio and print media for the rest of the age group population. Thus effective combination of social media adverts and traditional adverts will result in better results.

The online presence of firms must be frequently updated and it must be linked with each other and with the company website. It must be maintained well and only relevant posts must be updated. Small businesses should embrace this wonderful technology and reap the benefits of being on the social media for marketing.

CONCLUSION

Social media is working more as a search engine these days because people trust people rather trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge businesses, entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

One of the biggest advantages of social media marketing as opposed to traditional advertising is that potential customers can be precisely targeted. For example, in Facebook, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designers on it. Thus, it doesn't seem to be a hassle for the customer because they would definitely want to see those advertisements. As for the business owner, he/she needs to pay only if a person clicks on his/her advertisements. Thus it is a win-win situation for both the business owner and the customer.

Similarly small business start-ups should utilize the endless opportunities provided by social media sites such as Facebook, Twitter and LinkedIn. The biggest advantage for

small business start-ups is that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively. As in LinkedIn which is customisable, more than one products being sold by the same company can also be marketed. This works perfectly for B2B clients who cater to more than one product from the same verticals.

In fact social media sites themselves are changing at a fast pace to keep up with the marketing trend that is present today. Though LinkedIn was started for professional networking, it has added much functionality recently which makes it an attractive platform for business development. Likewise although Facebook is considered as a medium for personal it is changing at a rapid pace to cater to the needs of businesses as well. More companies are trying to market their products through Facebook. Twitter is least preferred social networking website used for business development.

This main reason for this is that Twitter is more demanding in terms of frequent tweets and more time should be spent on it to respond to customer queries. However, Twitter is also changing to cater to business development needs. Marketing Week (2012) reports that Twitter now provides various tools for gauging the impact of promoted tweets. Now brands who want to advertise on Twitter can customise their advertisements on the basis of what is working for them. Thus all popular sites are into marketing and it can be seen as a good sign of opening the horizons for a new way of marketing which cheaper, greener and more effective.

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APPENDIX (QUESTIONNAIRE)

1.Name:_____

2.E-mail id:_____

3.Gender

- male
- female
- other

4.How old are you ?

- Below 18

- 18-30 yrs

- 30-50yrs

- above 50

5.Do you purchase any products through social ads?

- yes

- No

- Maybe

7.To purchase which social media marketing is very useful for you?

- What'sapp

- Instagram

- Facebook

- Twitter

- Youtube

- Others

8.How likely are you to buy product recommended online?

- Very Likely

- somewhat likely

- very unlikely

9. which social media do you spend the most time on

- Instagram
- What'sapp
- facebook
- twitter
- youtube
- others

10. How many hours do you spend on social media everyday?

- 1hr
- 2-3hrs
- 3-5hrs
- More than 5 hrs

12. Is there any fraudulent in the products you bought after looking at social media ads?

- Yes
- No

13.To what extend does a brand social media presence influence your purchasing decisions?

- To large Extend
- Minimum
- Never

14.Whether or not you want social media marketing?

- yes
- no
- maybe

15.If prices are adorable to buy products in social media

- yes
- no

16.your opinion about social media marketing_____

