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AN IMPACT OF SOCIAL MEDIA MARKETING

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CHAPTER – 1 INTRODUCTION OF THE STUDY

AN IMPACT OF SOCIAL MEDIA MARKETING CHAPTER-1

1.1 INTRODUCTION TO THE STUDY:

In today's digital age, social media has become an essential tool for businesses, brands, and individuals to connect, engage, and promote their products or services to a wide and diverse audience. Social media marketing (SMM) is a powerful strategy that leverages platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and others to reach potential customers, build brand awareness, and drive business growth. This marketing technique involves creating and sharing content, engaging with followers, running targeted advertisements, and analyzing the outcomes to optimize future campaigns.

The rise of social media has drastically transformed the traditional marketing landscape, making it more interactive, dynamic, and data-driven. With billions of people using social media worldwide, businesses can now access a vast pool of potential customers at any given time. Social media marketing is no longer just a tool for brand awareness; it has evolved into a comprehensive approach that includes customer service, feedback gathering, influencer collaborations, and sales generation.

The study of social media marketing delves into understanding how businesses can effectively use these platforms to reach their target audiences, engage in meaningful conversations, and drive desired actions such as purchases, sign-ups, or website visits. It also explores the challenges companies face in this ever-changing digital environment and how they can navigate the complexities of content creation, paid advertising, analytics, and consumer behavior.

Through this research, we aim to understand the impact of social media marketing on consumer decision-making, brand loyalty, and overall marketing success. By analyzing different strategies, platforms, and consumer behaviors, this study will provide insights into the best practices that can help businesses optimize their social media presence and achieve their marketing goals in a cost-effective and impactful

manner.

Ultimately, the objective of this study is to provide a comprehensive understanding of social media marketing and its significance in the modern business world, helping businesses capitalize on its potential for growth and success.

1.2 SCOPE OF THE STUDY:

This research would be helpful in understanding the consumer's attitude towards social media. This will provide benefit to the marketer to understand the Customer need, how to attract customer towards social media marketing. This study would Also provide an upper edge to the organizations over their competitors; lastly this study would Provide valuable insights to online industry. The study aims to provide a comprehensive understanding of the impact of social media marketing on both businesses and consumers, offering valuable insights for marketers to optimize their social media strategies and achieve their business goals.

- Impact on Consumer Behavior
- Business Outcomes
- Challenges and Barriers.
- Geographic and Industry Focus
- Measurement and Analytics
- Future trends

1.3 OBJECTIVES OF THE STUDY:

- To Assess the Effectiveness of Social Media Marketing Strategies.
- To Analyze the Relationship Between Social Media Marketing and Consumer Behavior.
- To Examine the Impact of Social Media on Brand Development
- To Identify the Key Factors for Successful Social Media Marketing Campaigns
- To Investigate the Return on Investment (ROI) of Social Media Marketing

1.4 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. The research methodology, which follows is the back bone of the study. The study is primarily based on the primary data collected through questionnaire from the peoples. The methodology of the study

includes:

- Area of study
- Data collection
- Sample technique
- Sample size
- Statistical tools

1.1.1 AREA OF THE STUDY:

The area of the study is about Coimbatore.

1.1.2 DATA COLLECTIONS:

Data was collected using both primary and secondary data collections.

PRIMARY DATA:

In this research the primary data that is been used in questionnaire. Structure questionnaire is been framed to collect the data from the respondent.

SECONDARY DATA:

It will be checked to add the value between the primary data. This may be used to collect the necessary data and records by different websites, magazines, annual report, journal. Reference book and newspaper.

1.1.3 SAMPLE TECHNIQUE:

Sampling may done either probability or non probability basis. This is an important research, design, decision and one which depends on such factor has whether quantitative methods are used. The techniques that is been used on this research.

1.1.4 SAMPLE SIZE:

105 respondents constituted sample covering Coimbatore.

1.1.5 STATISTICAL TOOLS USED IN THE STUDY

Data collected through questionnaire was prepared in master table. In order to analysis and interpret data.

- Percentage analysis.
- Chi Square analysis.

1.5 STATEMENT OF THE PROBLEM:

Social media has emerged as a dominant force in shaping consumer behavior and business strategies. Despite the widespread adoption of social media marketing (SMM) by businesses across industries, there remains a lack of comprehensive understanding regarding its true impact on various facets of marketing performance, consumer behavior, and brand outcomes.

While many companies use social media as a tool for brand awareness, customer engagement, and sales generation, the effectiveness of these strategies is often unclear and inconsistent across different industries, platforms, and target audiences. Furthermore, the challenge lies in understanding the nuanced relationship between social media marketing efforts and measurable business outcomes, such as increased sales, brand loyalty, and customer satisfaction. The ability to assess the return on investment (ROI) for social media campaigns and understand which strategies lead to tangible results remains a significant challenge for marketers.

Moreover, there is a growing concern regarding the changing dynamics of social media platforms, such as algorithm changes, increasing competition for attention, privacy concerns, and evolving consumer expectations. These factors complicate businesses' ability to create meaningful and effective social media marketing campaigns.

As the landscape shifts, businesses may struggle to adapt their strategies to effectively connect with their audience and stand out in the crowded digital space.

This study seeks to investigate the impact of social media marketing on business performance, consumer decision-making, and brand development. The primary problem this research addresses is understanding how social media marketing influences key marketing metrics such as brand awareness, customer engagement, lead generation, and sales, and identifying the factors that contribute to the success or failure of these efforts.

By examining the specific outcomes associated with social media marketing, this study aims to provide actionable insights for businesses to optimize their strategies and achieve better results in a competitive digital environment.

1.6 LIMITATIONS OF STUDY:

Data was collected from the limited location of Coimbatore.

- The survey has been conducted among 105 respondents.
- Time is constraint.
- Accuracy of the study is purely based on the information.

1.7 CHAPTER SCHEME:

- Chapter1: Deals with Introduction and design of the study.
- Chapter2: Deals with review of literature.
- Chapter3: Deals with profile of social media marketing.

- Chapter4: Deals with analysis and interpretation of the data.
- Chapter5: findings, suggestions, and conclusion

2.1 REVIEW OF LITERATURE

BIKHCHANDANI ET AL., (2015) In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

MANJU AHUJA ET AL., (2012) In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the1 most effective factor that influences buying behaviour of customers.

MUHAMMAD SHAFIQU L ET AL., (2010) In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customers. The study involved the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

RAMSUNDER (2008) Their study says that shoppers“ decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

RAGHURAMIYENGAR ET AL., (2007) Investigated in Korea, how friends influence shopping through Social Network. Their study concentrates on two important questions, the first question is “Is there any influence by friends on purchases by consumers in social media networks”, the second question is “if there is such influence which consumers are affected “. To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and non buying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behaviour.

DHEGIHA ET AL., (2006) Their study analyses the knowledge inheritance on customer’s action and

brand reputation. Knowledge inheritance on social media happens once a person observes the behaviour of others and makes a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand. The study aims at customers who have trust on brand image. These kinds of customers are influenced by decisions taken by others.

BALAKRISHNAN., (2005) This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75%. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers. Social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

NIMABARHEMMATI ET AL., (2003) In their study, they found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

WILLIAMS ET AL., (2000) In his study, Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to post-purchase behavior.

YOUNG AE KIM ET AL., (1998) Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the opinions before buying a new product. Internet social communities allow chatting among trusting members, allow customers to share their experiences by means of writing reviews and rating others' reviews. E-commerce websites have started to obtain information on the interaction between customers in their websites, to understand and investigate social influence on the purchase process, to boost CRM and improve sales.

ACHILLE (1995) This study indicates that due to reviews and recommendations posted in various social

media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

STEPHAN DAHL (1994) Dahl explored strategies for effective engagement on social platforms, providing insights into consumer behavior and content creation.

BEVERLY SCHWARTZ (1993) delved into the role of social marketing in driving social change, highlighting ethical considerations in marketing practices.

SHANDANA ZAFAR (1992): Has revealed that young consumers in Pakistan Shows

positive behaviour toward ads shown in social media. This study concluded that to target young consumers social media can be used as an effective medium of advertising.

KAYE AND JOHNSON (1991): Users of the web are more actively involved And engaged in using the internet because of its interactivity. According to elaboration likely hood motivation and processing ability determine attitude change.

MADDEN (1990): Suggested that the university students are an ideal sample population as they have mixture of opinion, which results from factors such as cultural background, different interests and the constant exposure to the internet due to the nature of today's education system. In his study rubin has suggested that the main aim of the uses and gratification is to know the psychological needs which shape user's reasons for using the media and to find out the reasons which motivate users to engage in certain media use behaviors for gratifications that satisfy their important needs. identify the effects of users the motivations for media use". Preceding researches have tried to explore the psychological and behavior aspect of internet users to understand internet usage.

KELLY L, AND KERR G (2012): Suggested that the social media users will have more positive attitude and advertisement will become more attractive to them if they are recommended by a friend personally. Again if the user is following a company, the centralroute will be depicted, it means that the user had used careful conditions with this conduct.

TUTEN LT (2008): If social media became a part of a promotional campaign it can Increase the brand awareness and it can also improve it can improve its image and reputation. He has also mentioned that the traffic to a retail website can increased, there could be an increment in the sales and overall basic

advertisements strategy could be enhance. To conduct Information searches about a product and to make purchasing decisions customers are attract to several types of social media on internet.

WANG AND SUN (2010): Has studied Romanian population and concluded that Americans like to buy online but Romanians only like to click ads. Which indicates Romanian's attitude towards online ads. This study focuses that user's positive attitude towards advertisements in social media has positive effect on their behavior change.

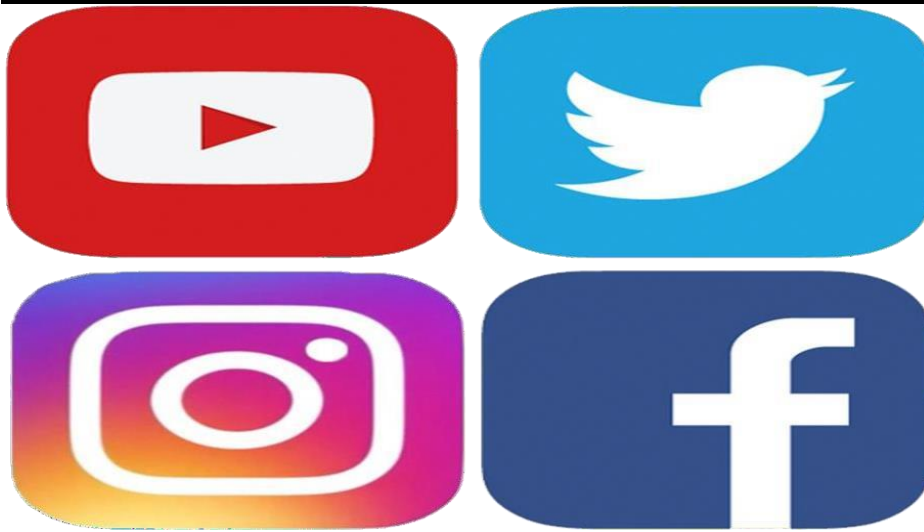
HISTORY OF THE COMPANY

The study of social media marketing (SMM) and its impact on businesses, consumers, and marketing strategies has evolved significantly over the last two decades. The rise of the internet and the emergence of social media platforms in the early 2000s reshaped the way companies approach advertising, branding, and customer engagement. The history of social media marketing begins with the development and popularity of social media platforms such as **MySpace** (2003) and **Facebook** (2004). These platforms allowed individuals to create profiles, share content, and connect with others, fostering new ways for brands to engage with their audiences. At this point, businesses started to recognize the potential of social media for marketing purposes, although the concept of "social media marketing" itself was still in its infancy.

In the early years, businesses mostly used these platforms for basic engagement and brand promotion, often treating social media as just another form of advertising. However, as the user base grew exponentially, particularly on Facebook and later Twitter (2006) and LinkedIn (2003), researchers and marketers began to realize the profound impact social media could have on marketing strategies, consumer behavior, and brand development.

By the mid-2000s, the academic community began to explore the effects of social media on marketing. Mangold and Faulds (2009) published one of the first comprehensive studies on the role of social media in marketing, which emphasized its dual role as both a communication channel and a source of customer-generated content. This was pivotal in recognizing the shift from traditional, one-way marketing (e.g., TV and print ads) to more interactive and consumer-driven approaches. Their work highlighted how social media platforms could influence word-of-mouth marketing, enhance brand awareness, and improve customer relationships.

The concept of user-generated content also gained prominence during this period, as platforms like YouTube (2005) and Flickr (2004) allowed users to create and share their own content, creating a new dynamic for marketing. Companies began leveraging user-generated content in their campaigns, with significant emphasis placed on building online communities.



You tube

YouTube is an American online video sharing and social media platform owned by Google. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal. Headquartered in San Bruno, California, United States, it is the second most visited website in the world, after Google Search. YouTube has more than 2.5 billion monthly users who collectively watch more than one billion hours of videos every day. As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute, and as of 2023, there were approximately 14 billion videos in total.

In October 2006, YouTube was bought by Google for \$1.65 billion (equivalent to \$2.22 billion in 2022). Google's ownership of YouTube expanded the site's business model, expanding from generating revenue from advertisements alone to offering paid content such as movies and exclusive content produced by YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion, an increase in revenue.

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, videoclips, Gaming, news, short films, feature films, songs, documentaries, 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, NBCUniversal, and Warner Bros. Discovery have also created and expanded their corporate YouTube channels to advertise to a greater audience. f \$9 billion from the previous year. YouTube reported revenue of \$29.2 billion in 2022.

INSTAGRAM

Instagram is an American photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, view trending content, like photos, and follow other users to add their content to a personal feed. A Meta-operated image-centric social media platform, it is available on iOS, Android, Windows 10, and the web. Users can take photos and edit them using built-in filters and other tools, then share them on other social media platforms like Facebook. It supports 32 languages including English, Spanish, French, Korean, and Japanese.

Instagram was originally distinguished by allowing content to be framed only in a square (1:1) aspect ratio of 640 pixels to match the display width of the iPhone at the time. In 2015, this restriction was eased with an increase to 1080 pixels. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature—similar to its main competitor Snapchat—which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories is used by 500 million people daily.

Originally launched for iOS in October 2010 by Kevin Systrom and Mike Krieger, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion by June 2018. In April 2012, Facebook Inc. acquired the service for approximately US\$1 billion in cash and stock. The Android version of Instagram was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. As of October 2015, over 40 billion photos had been uploaded. Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.

TWITTER

Twitter is owned by the American company X Corp., the successor of Twitter, Inc. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. It was launched in July of that year. Twitter, Inc., was based in San Francisco, California, and had more than 25 offices around the world. A signature characteristic of the service was that message posts were required to be brief (originally 140 characters, later expanded to 280 in 2017). By 2012, more than 100 million users produced 340 million tweets per day. By the start of 2019, Twitter had more than 330 million monthly active users. The majority of tweets is produced by a minority of users. In 2020, it was estimated that approximately 48 million accounts (15% of all accounts) were not genuine people. As of February 2024, X is the sixth most-visited website in the world.

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of that year. Twitter grew quickly, and by 2012, more than 100 million users produced 340 million tweets per day. Twitter, Inc., was based in San Francisco, California, and had more than 25 offices around the world. A signature characteristic of the service is that posts are required to be brief (originally 140 characters, later expanded to 280 in 2017). The majority of tweets are produced by a minority of users. In 2020, it was estimated that approximately 48 million accounts (15% of all accounts) were not genuine people.

In October 2022, billionaire Elon Musk acquired Twitter for US\$44 billion, gaining control of the platform and becoming the chief executive officer (CEO). Since the acquisition, the platform has been criticized for enabling the increased spread of disinformation, hatespeech, antisemitism homophobia, transphobia and child pornography on the platform. Linda Yaccarino succeeded Musk as CEO on June 5, 2023, with Musk remaining as the chairman and the chief technology officer. In July 2023, Musk announced that Twitter would be rebranded to X and that the bird logo, along with the name Twitter, would be retired. Although the service is now called X, the primary domain name 'twitter.com' remains in place as of March 2024, with the 'x.com' URL redirecting to that address.

WHATS APP

WhatsApp (officially **WhatsApp Messenger**) is an instant messaging (IM) and voice- over- IP (VoIP) service owned by technology conglomerate Meta. It allows users to send text, voice messages and video messages,^[15] make voice and video calls, and share images, documents, user locations, and other content.^{[16][17]} WhatsApp's client application runs on mobile devices, and can be accessed from computers. The service requires a cellular mobile telephone number to sign up. In January 2018, WhatsApp released a standalone business app called WhatsApp Business which can communicate with the standard WhatsApp client.

The service was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014 for approximately US\$19.3 billion. It became the world's most popular messaging application by 2015, and had more than 2 billion users worldwide by February 2020. By 2016, it had become the primary means of Internet communication in regions including Latin America, the Indian subcontinent, and large parts of Europe and Africa.

Acton joined Koum at WhatsApp shortly after its launch and secured \$250,000 in seed funding. The app officially launched for the iPhone in late 2009. Soon after, BlackBerry- and Android-compatible versions were released. About this time, WhatsApp became a paid service. It quickly rose through the Apple App Store charts and, in 2011, received an \$8 million investment from Sequoia Capital in exchange for 15 percent ownership. In 2013 Sequoia invested another \$50 million as the app topped 200 million active users. WhatsApp's popularity stemmed from its ability to communicate across platforms (e.g., from Apple devices to Android devices) and internationally.

Though WhatsApp is used in 180 countries, some governments have taken a stance against it. Longer-term bans largely stem from anti-American or anti-western sentiment, while shorter bans often come

during times of crisis, when governments shut down communication in order to curb use of the app by protestors. China has fully blocked use of the app since 2017. Iran, citing Meta CEO Mark Zuckerberg’s alleged Zionism, has also banned the use of WhatsApp.

4.1 ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection. The statistical tools are

- SIMPLE PERCENTAGE
- CHI SQUARE ANALYSIS

4.1 SIMPLE PERCENTAGE ANALYSIS:

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard from with the base equal to 100 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.

FORMULA:

Simple Percentage=
$$\frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100(\text{SampleSize})$$

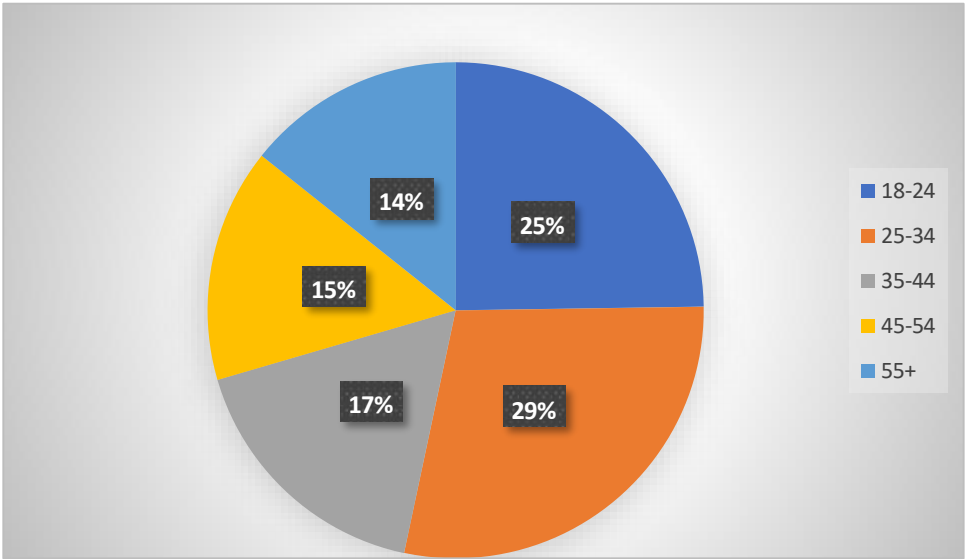
4.1

Age Distribution

Table 4.1. Age Distribution

Age Group	Respondents	Percentage (%)
18-24	26	24.8%
25-34	30	28.6%
35-44	18	17.1%
45-54	16	15.2%
55+	15	14.3%
Total	105	100%

CHART 4.2 Age



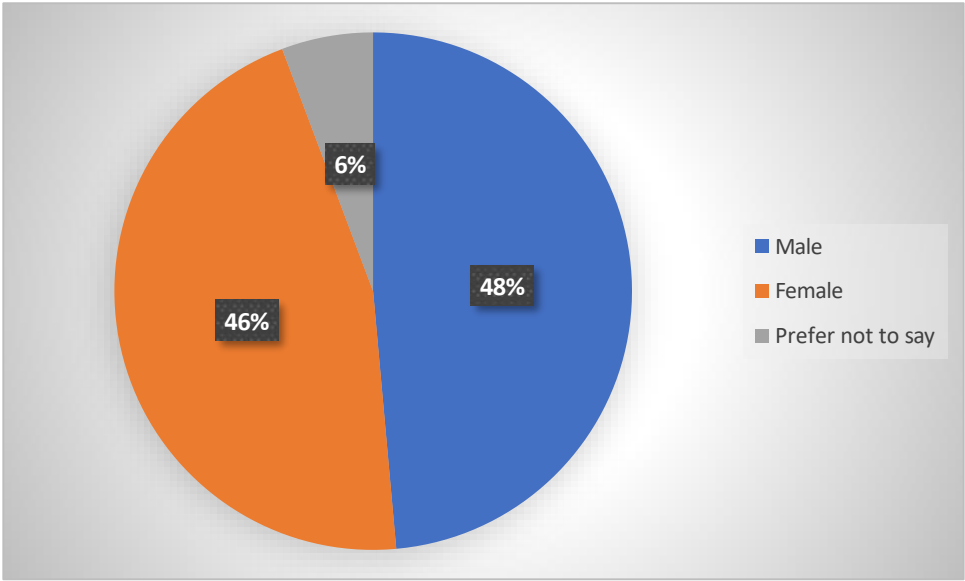
Interpretation:The survey results indicate that the largest proportion of respondents (28.6%) belong to the 25-34 age group, followed closely by the 18-24 category (24.8%). This suggests that younger individuals dominate social media usage. The 35-44 (17.1%) and 45-54 (15.2%) groups also participate, though to a lesser extent. Respondents aged 55+ (14.3%) form the smallest share, indicating lower engagement among older individuals.

INFERENCE: Majority of the 29% of the respondents are the age of 45-54

4.2 Gender Distribution Table 4.2. Gender Distribution

Gender	Respondents	Percentage (%)
Male	51	48.6%
Female	48	45.7%
Prefer not to say	6	5.7%
Total	105	100%

Chart 4.2. Gender Distribution



Interpretation:

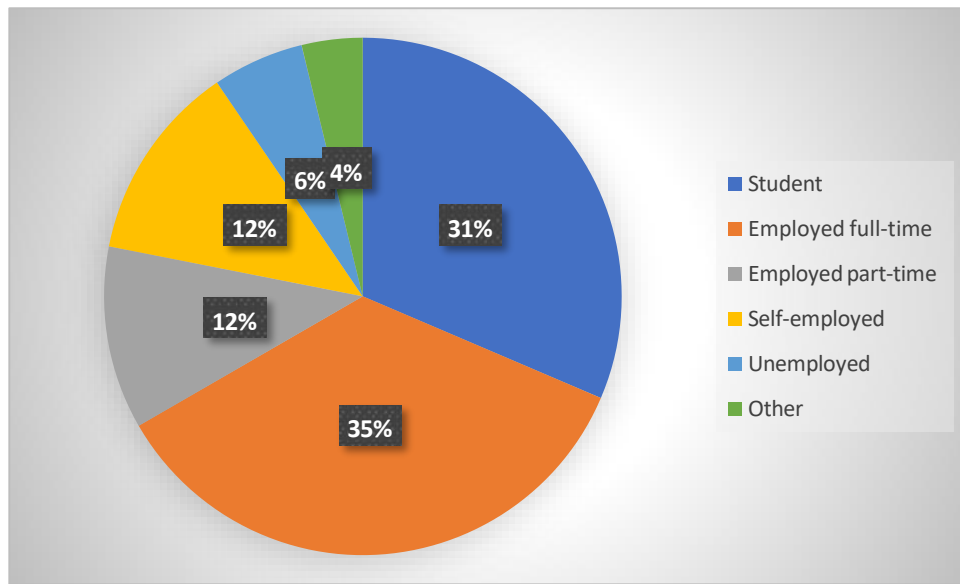
The gender distribution in this survey is almost equal, with 48.6% male respondents and 45.7% female respondents. A small percentage (5.7%) preferred not to disclose their gender. This balance ensures a diverse perspective on social media usage and marketing influence. The near-equal split suggests that social media is widely used across genders without significant disparities.

INFERENCE: Majority of the 48% of the respondents are the age of 48%

4.3. Occupation of Respondents Table 4.3. Occupation of Respondents

Occupation	Respondents	Percentage (%)
Student	33	31.4%
Employed full-time	37	35.2%
Employed part-time	12	11.4%
Self-employed	13	12.4%
Unemployed	6	5.7%
Other	4	3.8%
Total	105	100%

Chart 4.3. Occupation of Respondents



Interpretation:

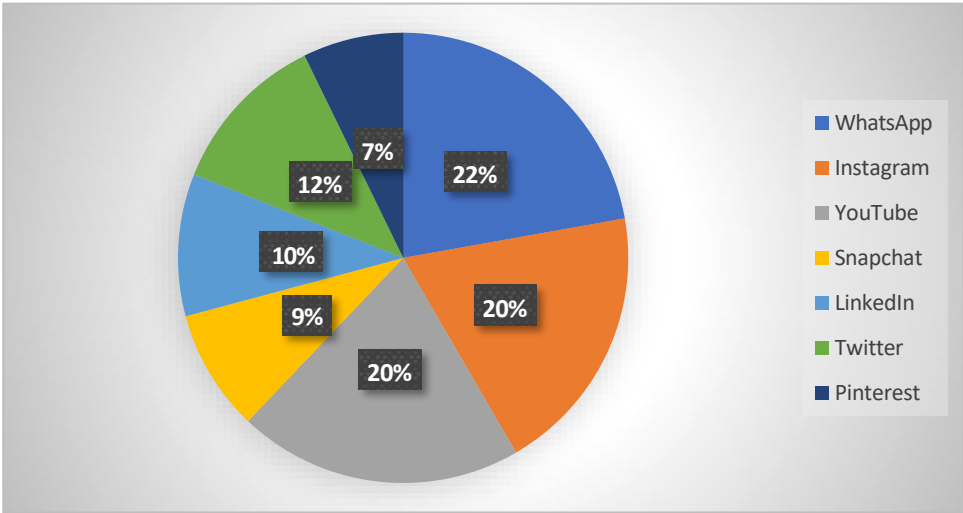
The largest group of respondents consists of full-time employees (35.2%), followed by students (31.4%). This indicates that both working professionals and younger audiences are active social media users. Self-employed individuals (12.4%) and part-time employees (11.4%) also show a fair level of engagement. A smaller portion (5.7%) is unemployed, suggesting limited social media influence among them. The 3.8% categorized as "Other" may include freelancers or retired individuals.

INFERENCE: Majority of the 35% of the respondents are self employed.

4.4.Social Media Platforms Used Table 4. 4.Social Media Platforms Used

Platform	Respondents	Percentage (%)
WhatsApp	89	84.8%
Instagram	78	74.3%
YouTube	82	78.1%
Snapchat	35	33.3%
LinkedIn	41	39.0%
Twitter	47	44.8%
Pinterest	29	27.6%

Chart 4. 4.Social Media Platforms Used



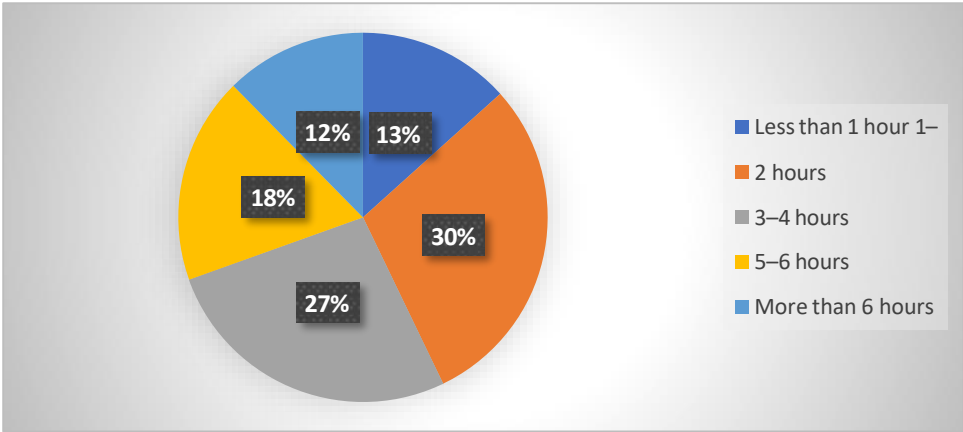
Interpretation:

WhatsApp is the most widely used platform, with 84.8% of respondents using it for communication and networking. Instagram (74.3%) and YouTube (78.1%) also have a high user base, indicating a strong preference for visual and video-based content. Twitter (44.8%) and LinkedIn (39%) attract professionals and those interested in news updates. Snapchat (33.3%) and Pinterest (27.6%) have comparatively lower usage, likely due to their niche content styles. INFERENCE: Majority 20% of the respondents use Instagram

4. 5. Time Spent on Social Media Daily Table 4. 5. Time Spent on Social Media Daily

Time Spent	Respondents	Percentage (%)
Less than 1 hour	14	13.3%
1–2 hours	31	29.5%
3–4 hours	28	26.7%
5–6 hours	19	18.1%
More than 6 hours	13	12.4%
Total	105	100%

Chart 4. 5. Time Spent on Social Media Daily



Interpretation:

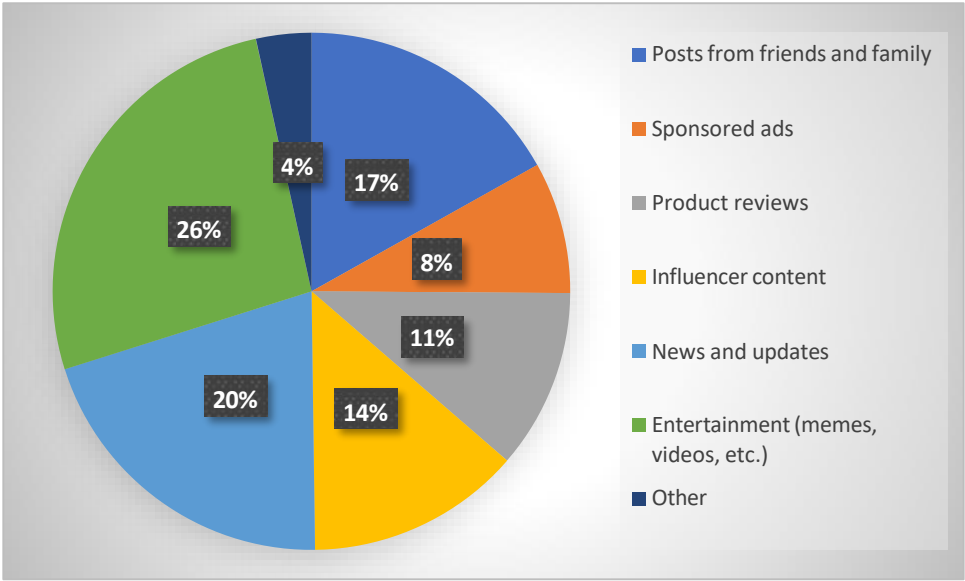
Most respondents (29.5%) spend 1–2 hours daily on social media, followed by 26.7% who engage for 3–4 hours. A significant portion (18.1%) spends 5–6 hours, while 12.4% exceed 6 hours, indicating heavy usage. Only 13.3% limit their usage to less than an hour, suggesting that social media is an integral part of daily routines. The majority (74.3%) spend at least 1–4 hours per day, making social media a key advertising and engagement channel

INFERENCE: Majority 30% of the respondents spend 1-2 hours

4.6. Type of Content Engaged with Most on Social Media Table 4.6. Type of Content Engaged with Most on Social Media

Content Type	Respondents	Percentage (%)
Posts from friends and family	39	37.1%
Sponsored ads	19	18.1%
Product reviews	26	24.8%
Influencer content	31	29.5%
News and updates	47	44.8%
Entertainment (memes, videos, etc.)	61	58.1%
Other	8	7.6%

Chart 4.6. Type of Content Engaged with Most on Social Media



Interpretation:

Entertainment content, including memes and videos (58.1%), is the most engaging category, followed by news and updates (44.8%). Personal interactions, such as posts from friends and family (37.1%), also hold strong relevance. Influencer content (29.5%) and product reviews (24.8%) suggest a growing interest in consumer opinions. Sponsored ads (18.1%) receive lower engagement, showing skepticism toward direct advertising.

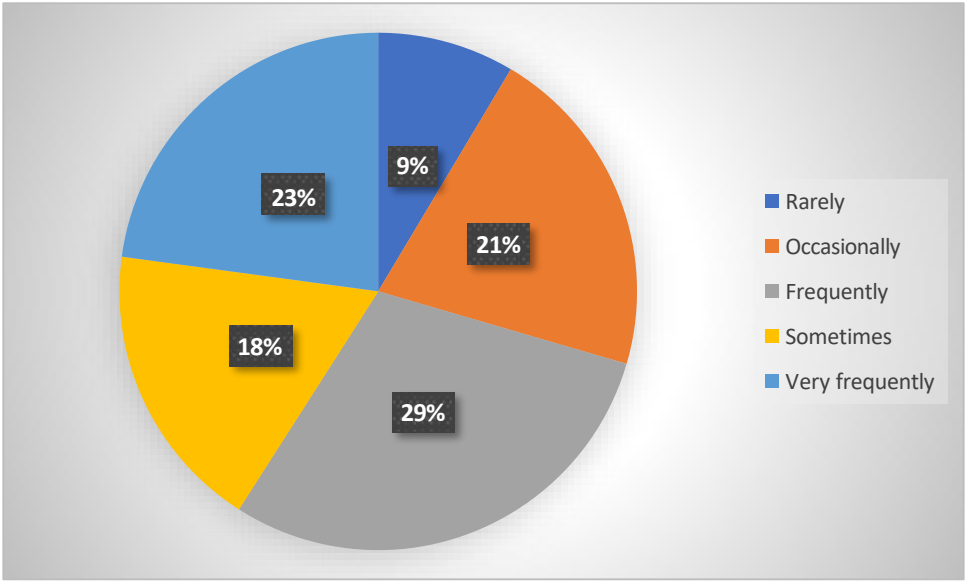
INFERENCE:Majority 26% of the respondents consume memes

4.7. Frequency of Encountering Advertisements on Social Media Table 4.7.

Frequency of Encountering Advertisements on Social Media

Frequency	Respondents	Percentage (%)
Rarely	9	8.6%
Occasionally	22	21.0%
Frequently	31	29.5%
Sometimes	19	18.1%
Very frequently	24	22.8%
Total	105	100%

Chart 4.7. Frequency of Encountering Advertisements on Social Media



Interpretation:

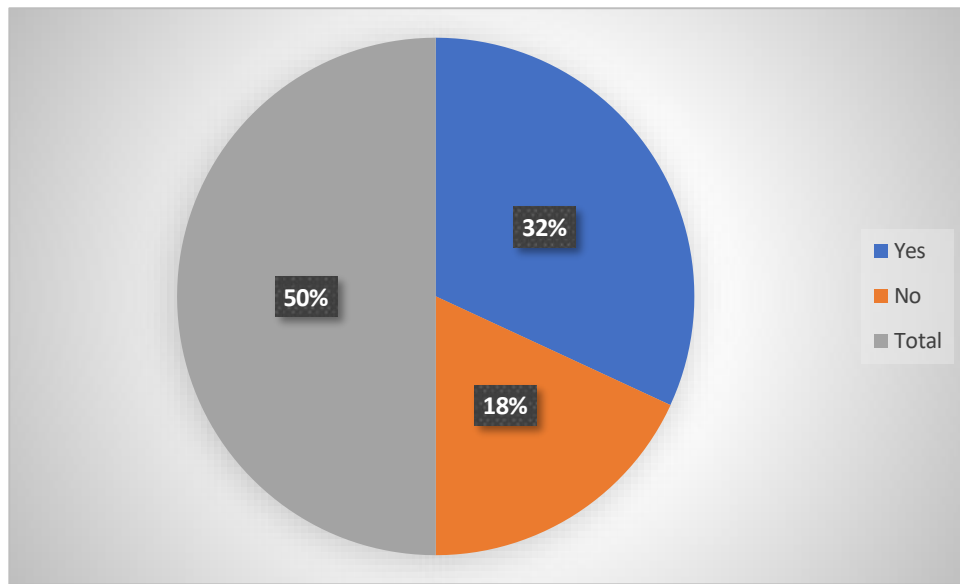
Most respondents (29.5%) come across ads frequently, with another 22.8% encountering them very frequently. Occasional encounters (21%) and sometimes (18.1%) suggest that exposure varies by platform and user activity. Only 8.6% say they rarely see ads, indicating that brands have a strong advertising presence on social media

INFERENCE:Majority 29% of the respondents encounter advertisements frequently.

4.8. Ever Clicked on a Social Media Advertisement Table 4.8.Ever Clicked on a Social Media Advertisement

Response	Respondents	Percentage (%)
Yes	67	63.8%
No	38	36.2%
Total	105	100%

Chart 4.8.Ever Clicked on a Social Media Advertisement



Interpretation:

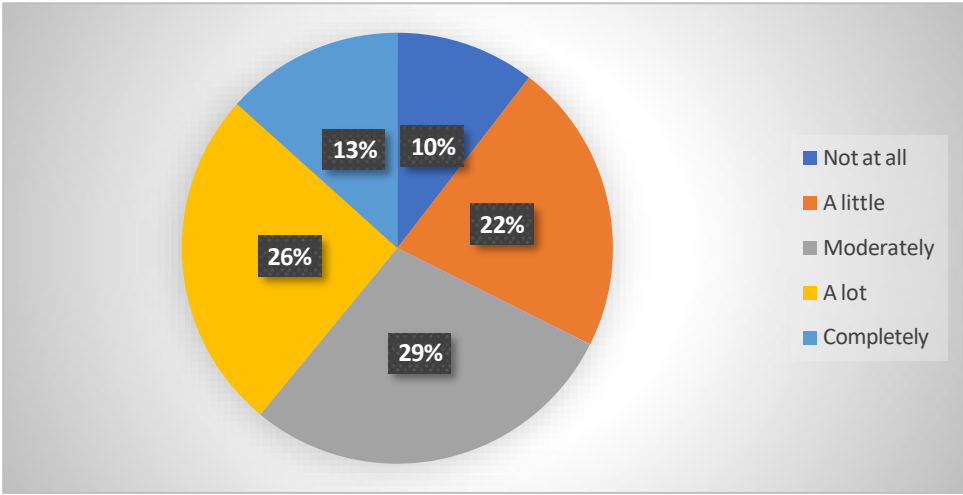
A significant 63.8% of respondents have clicked on social media ads, showing a high engagement rate with digital advertisements. However, 36.2% do not interact with ads, which suggests skepticism or ad fatigue. Click-through rates are important indicators of effective marketing strategies

INFERENCE: Majority 50% of the respondents say yes.

4. 9. Influence of Social Media Marketing on Purchasing Decisions Table 4. 9. Influence of Social Media Marketing on Purchasing Decisions

Influence Level	Respondents	Percentage (%)
Not at all	11	10.5%
A little	23	21.9%
Moderately	30	28.6%
A lot	27	25.7%
Completely	14	13.3%
Total	105	100%

Chart 4. 9. Influence of Social Media Marketing on Purchasing Decisions



Interpretation:

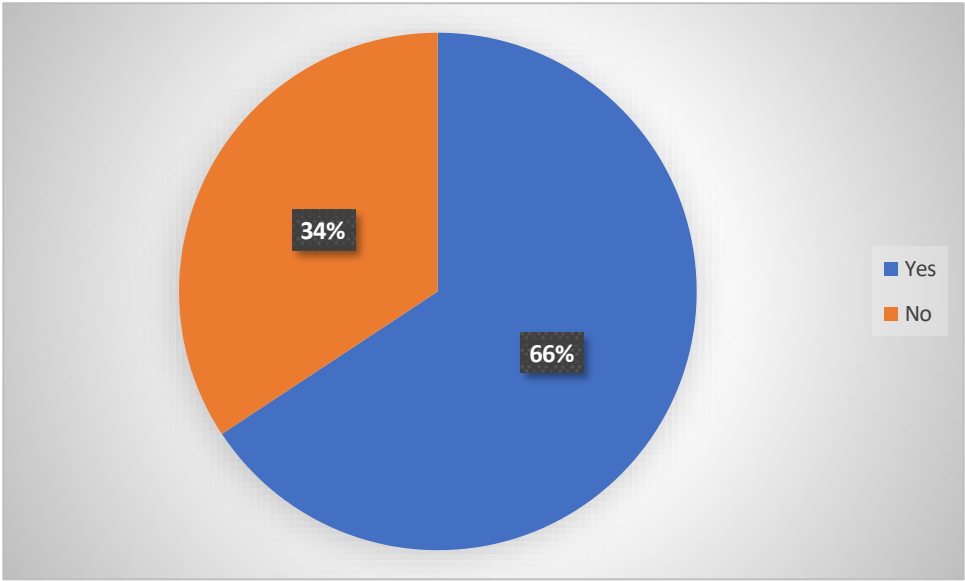
Social media marketing significantly influences purchasing decisions, with 67.6% of respondents (moderate to complete influence) acknowledging its impact. 28.6% feel moderately influenced, while 25.7% are strongly impacted. Only 10.5% state they are not influenced at all, suggesting that social media plays a key role in consumer behavior. The high influence rate highlights the importance of targeted advertisements and influencer collaborations. Brands should focus on creating engaging and credible content to drive conversions.

INFERENCE:Majority 29% of the respondents buy moderately

4. **10. Purchased a Product Due to a Social Media Ad** Table 4. 10. Purchased a Product Due to a Social Media Ad

Response	Respondents	Percentage (%)
Yes	69	65.7%
No	36	34.3%
Total	105	100%

Chart 4. 10. Purchased a Product Due to a Social Media Ad



Interpretation:.

A majority (65.7%) of respondents have made purchases based on social media ads, proving the effectiveness of digital marketing. However, 34.3% remain unconvinced, possibly due to trust issues, ad fatigue, or preference for offline shopping. These findings suggest that brands should emphasize credibility, customer reviews, and user-generated content to increase conversions. Discount offers and influencer promotions can also play a vital role in boosting sales through social media platforms

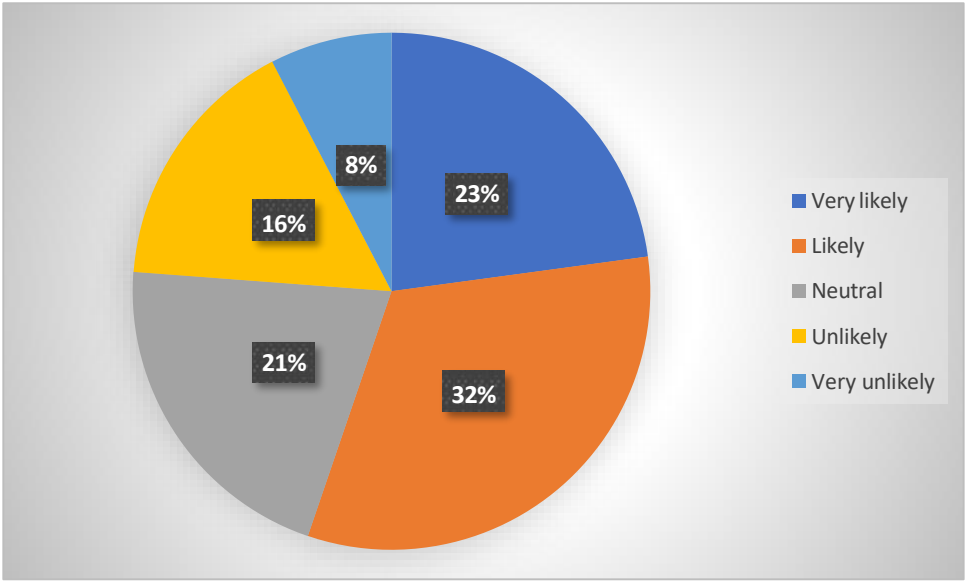
INFERENCE:Majority 66% of the respondents say yes

4.11. Likelihood of Following a Brand on Social Media

Table 4.11. Likelihood of Following a Brand on Social Media

Likelihood Level	Respondents	Percentage (%)
Very likely	24	22.9%
Likely	34	32.4%
Neutral	22	21.0%
Unlikely	17	16.2%
Very unlikely	8	7.6%
Total	105	100%

Chart 4.11. Likelihood of Following a Brand on Social Media



Interpretation:

A large portion (55.3%) of respondents are likely or very likely to follow brands on social media, indicating strong consumer-brand engagement. 21% remain neutral, suggesting that engagement depends on content quality. Only 23.8% are unlikely to follow brands, which may be due to disinterest or privacy concerns. Brands should leverage engaging posts, exclusive offers, and interactive campaigns to maintain a loyal audience.

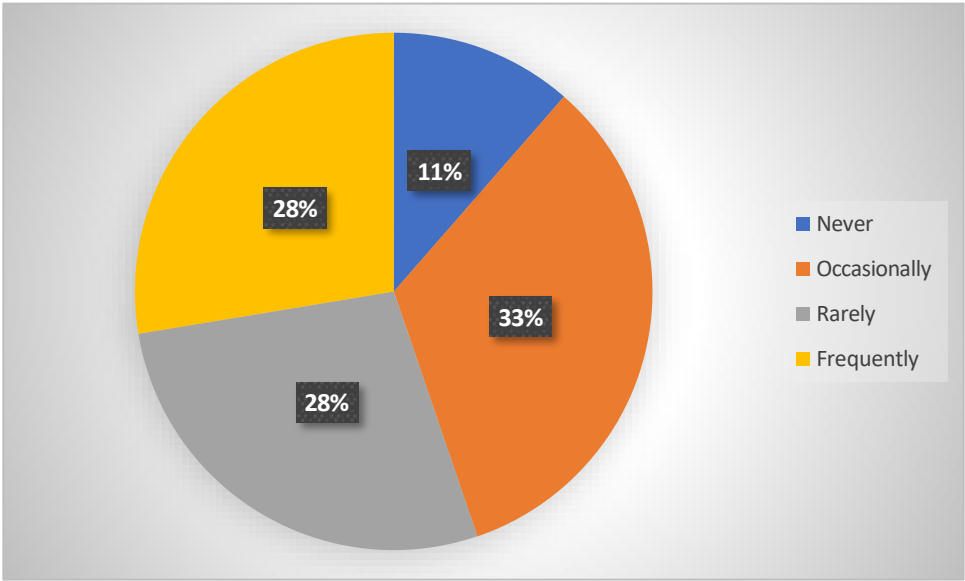
INFERENCE:Majority 32% of the respondents are likely to follow a brand

4.12. Frequency of Interaction with Brand Posts Table 4,12. Frequency of

Interaction with Brand Posts

Frequency	Respondents	Percentage (%)
Never	12	11.4%
Occasionally	35	33.3%
Rarely	29	27.6%
Frequently	29	27.6%
Total	105	100%

Chart 4.12. Frequency of Interaction with Brand Posts



Interpretation:

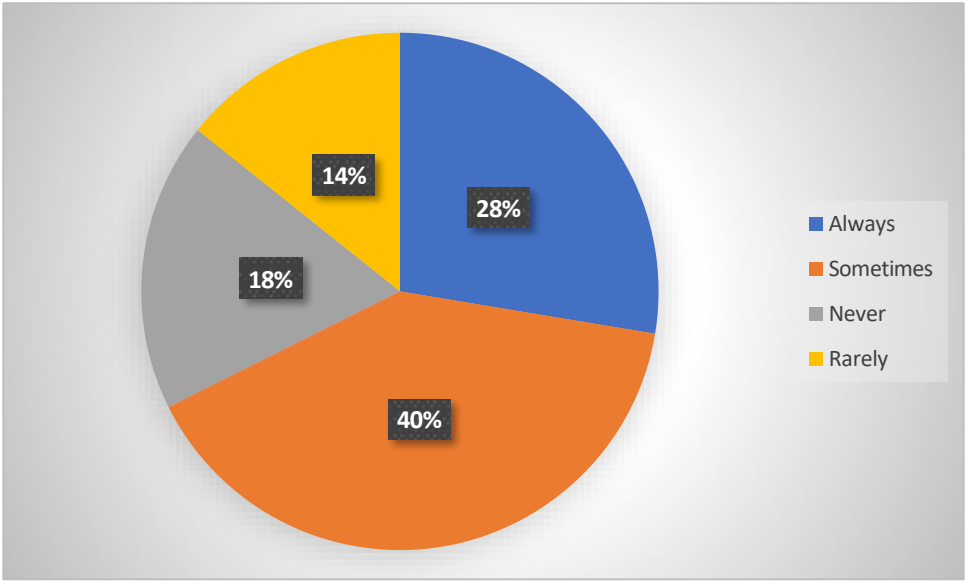
Most respondents interact with brand posts occasionally (33.3%) or rarely (27.6%), while only 27.6% engage frequently. 11.4% do not interact at all, highlighting that brands need to create more engaging and valuable content. Interactive strategies such as polls, giveaways, and personalized responses can help increase engagement. Encouraging user participation is essential to enhancing customer-brand relationships and boosting social media presence.

INFERENCE:Majority 33% of the respondents interact with brands

4.13. Checking Social Media Before Making a Purchase Table 4.13. Checking Social Media Before Making a Purchase

Frequency	Respondents	Percentage (%)
Always	29	27.6%
Sometimes	42	40.0%
Never	19	18.1%
Rarely	15	14.3%
Total	105	100%

Chart 4.13. Checking Social Media Before Making a Purchase



Interpretation:

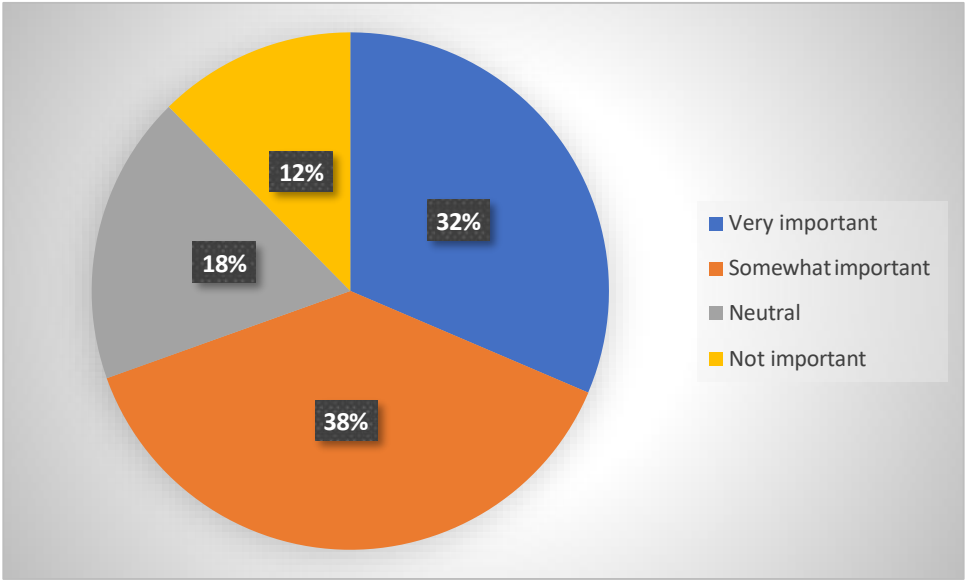
A majority (67.6%) check social media before making a purchase, either always or sometimes. This emphasizes the role of social media in consumer decision-making. Only 18.1% never rely on social media for purchasing decisions, indicating a shift towards digital consumerism. Businesses should prioritize authentic reviews, influencer marketing, and detailed product information to influence potential buyers effectively.

INFERENCE:Majority 40% of the respondents rarely check social media before a purchase

4.14. Importance of a Brand's Social Media Presence Table 4.14. Importance of a Brand's Social Media Presence

Importance Level	Respondents	Percentage (%)
Very important	33	31.4%
Somewhat important	40	38.1%
Neutral	19	18.1%
Not important	13	12.4%
Total	105	100%

Chart 4.14. Importance of a Brand's Social Media Presence



Interpretation:

For 69.5% of respondents, a brand’s social media presence is important, showing its crucial role in customer trust and brand credibility. 18.1% remain neutral, and only 12.4% find it unimportant, suggesting that most consumers value digital engagement. Brands should consistently post valuable content, engage with users, and maintain a strong online identity to attract and retain customers.

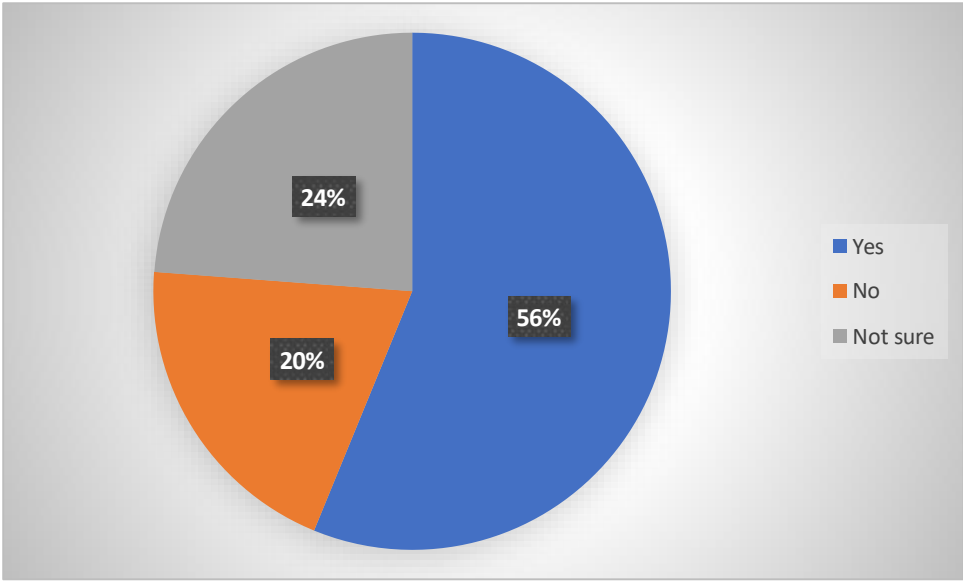
INFERENCE:Majority 38% of the respondents think social media presence is somewhat important.

4.15. Perceived Effectiveness of Social Media Marketing vs. Traditional Advertising

Table 4. 15. Perceived Effectiveness of Social Media Marketing vs. Traditional Advertising

Response	Respondents	Percentage (%)
Yes	59	56.2%
No	21	20.0%
Not sure	25	23.8%
Total	105	100%

Chart 4. 15. Perceived Effectiveness of Social Media Marketing vs. Traditional Advertising



Interpretation:

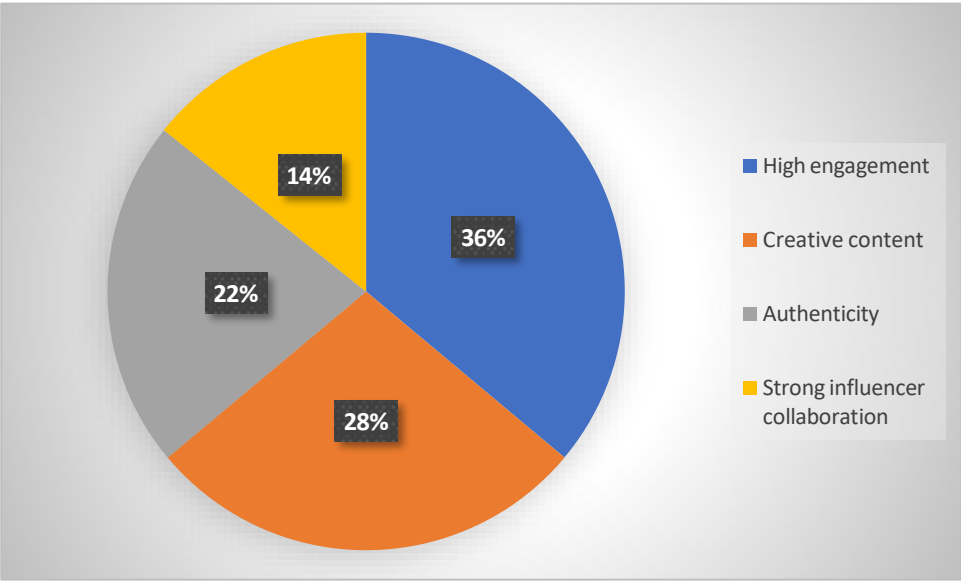
A majority (56.2%) believe social media marketing is more effective than traditional advertising, highlighting the shift toward digital promotions. 23.8% are uncertain, suggesting that some still value conventional methods. 20% do not see social media as superior, possibly due to concerns over credibility or ad overload. Brands should balance social media marketing with traditional strategies to maximize audience reach.

INFERENCE:Majority 56% of the respondents say Yes.

4.16. Key Factors for a Successful Social Media Campaign Table 4.16. Key Factors for a Successful Social Media Campaign

Success Factor	Respondents	Percentage (%)
High engagement	48	45.7%
Creative content	37	35.2%
Authenticity	29	27.6%
Strong influencer collaboration	19	18.1%
Targeted ads	24	22.9%

Chart 4.16. Key Factors for a Successful Social Media Campaign



Interpretation:

The most crucial success factor is high engagement (45.7%), followed by creative content (35.2%) and authentic communication (27.6%). Influencer partnerships and targeted ads play a smaller yet significant role. This suggests that engagement-driven and original content is key to effective social media marketing.

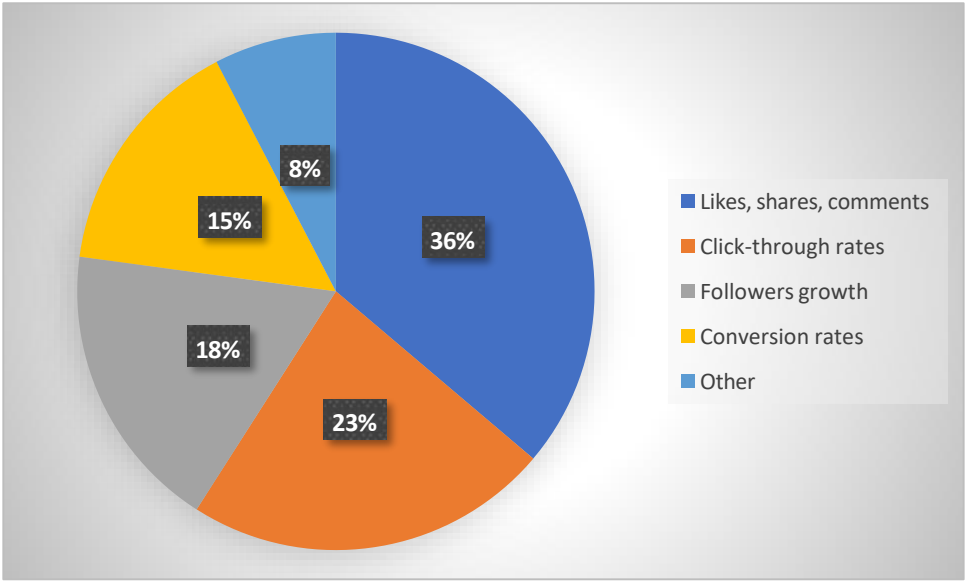
INFERENCE:Majority 36% of the respondents have high engagement.

4.17. Measure Engagement on Social Media Table 4.17. Measure

Engagement on Social Media

Measurement Metric	Respondents	Percentage (%)
Likes, shares, comments	38	36.2%
Click-through rates	24	22.9%
Followers growth	19	18.1%
Conversion rates	16	15.2%
Other	8	7.6%
Total	105	100%

Chart 4.17. Measure Engagement on Social Media



Interpretation:

The most common metric for engagement (36.2%) is likes, shares, and comments, highlighting the importance of audience interaction. 22.9% focus on click-through rates, showing interest in actual content engagement. 18.1% track follower growth, while 15.2% consider conversion rates a key indicator.

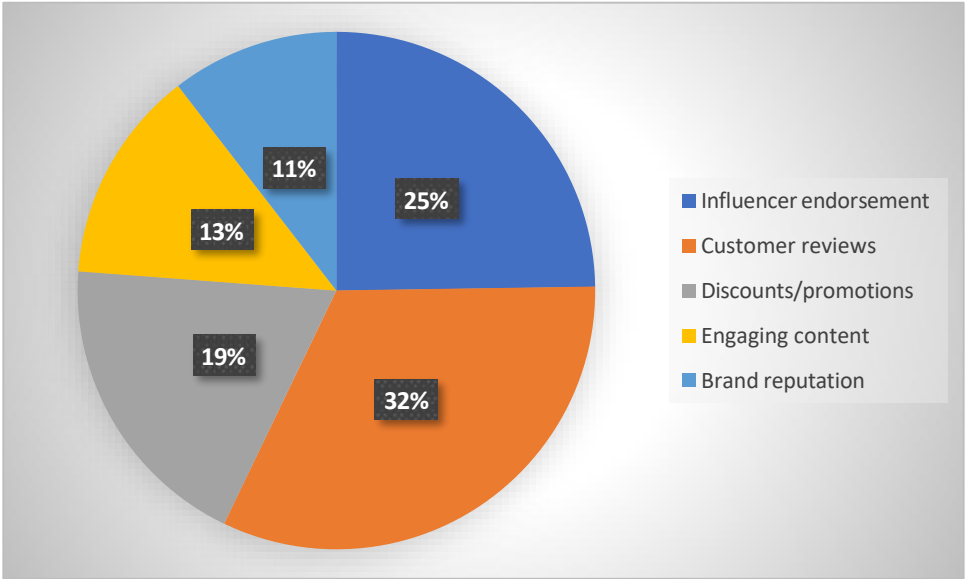
INFERENCE:Majority 36% of the respondents engage in likes,shares and comments.

4.18. Influence Decision the Most When Purchasing a Product Based on Social Media Ads

Table 4.18. Influence Decision the Most When Purchasing a Product Based on Social Media Ads

Influence Factor	Respondents	Percentage (%)
Influencer endorsement	26	24.8%
Customer reviews	34	32.4%
Discounts/promotions	20	19.0%
Engaging content	14	13.3%
Brand reputation	11	10.5%
Total	105	100%

Chart 4.18. Influence Decision the Most When Purchasing a Product Based on Social Media Ads



Interpretation:

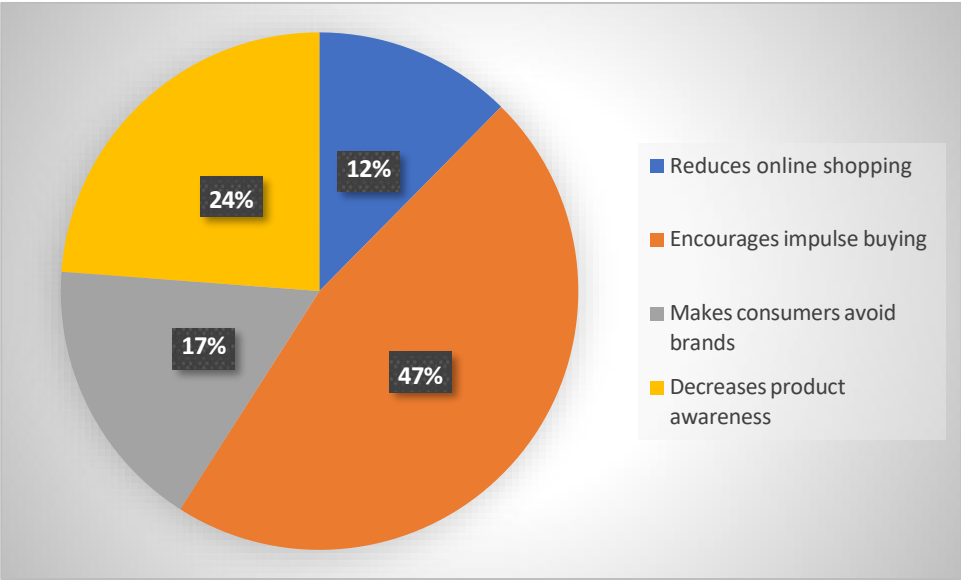
Customer reviews (32.4%) are the top influencing factor, showing that consumers trust peer opinions over brand messaging. Influencer endorsements (24.8%) also play a significant role in purchase decisions. Discounts (19%) and engaging content (13.3%) further encourage purchases.

INFERENCE:Majority 32% of the respondents view customer reviews

4.19. Social Media Marketing Influence Consumer Behavior Table 4.19.Social Media Marketing Influence Consumer Behavior

Influence Type	Respondents	Percentage (%)
Reduces online shopping	13	12.4%
Encourages impulse buying	49	46.7%
Makes consumers avoid brands	18	17.1%
Decreases product awareness	25	23.8%
Total	105	100%

Chart 4.19.Social Media Marketing Influence Consumer Behavior



Interpretation:

The biggest impact (46.7%) of social media marketing is encouraging impulse buying, showing that ads and promotions drive unplanned purchases. 23.8% believe social media decreases product awareness, possibly due to content overload. 17.1% avoid brands due to excessive advertising. Marketers should focus on non-intrusive and engaging content to positively influence consumer behavior.

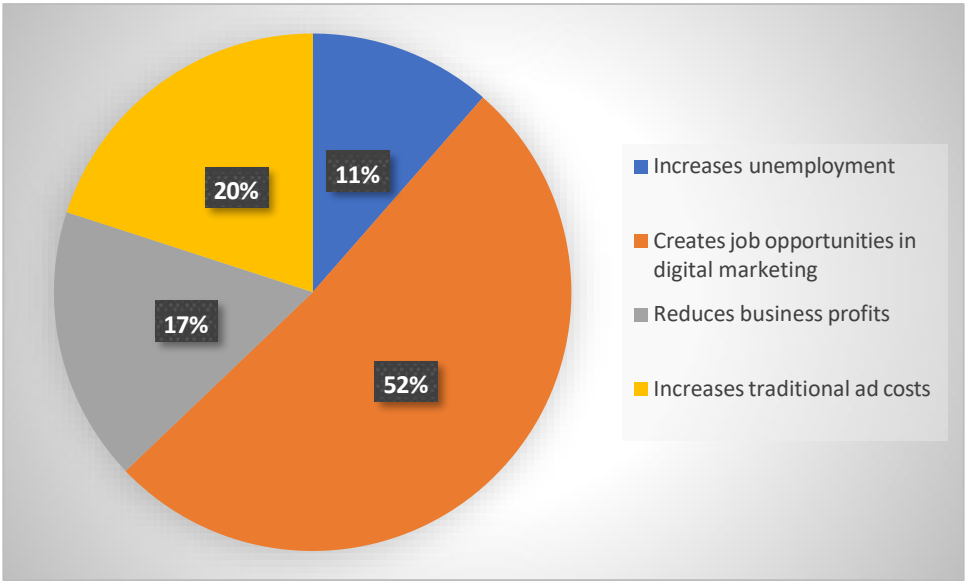
INFERENCE:Majority 47% of the respondents encourages impulse buying.

4.20. Economic Impact of Social Media Marketing Table 4.20. Economic

Impact of Social Media Marketing

Economic Impact	Respondents	Percentage (%)
Increases unemployment	12	11.4%
Creates job opportunities in digital marketing	54	51.4%
Reduces business profits	18	17.1%
Increases traditional ad costs	21	20.0%
Total	105	100%

Chart 4.20. Economic Impact of Social Media Marketing



Interpretation:

The primary economic impact (51.4%) of social media marketing is job creation in digital marketing, proving its role in expanding employment opportunities. However, 20% believe it increases traditional ad costs, while 17.1% think it reduces business profits. To balance costs and profits, companies should strategically invest in digital marketing while optimizing ad spending.

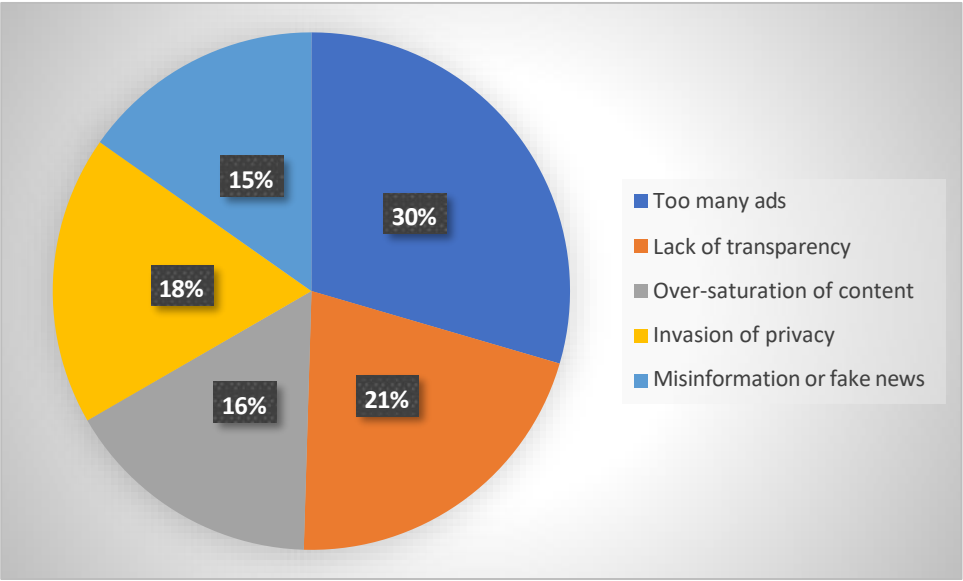
INFERENCE:Majority 52% of the respondents creates job opportunities in digital marketing

4.21. Challenges or Concerns Regarding Social Media Marketing Table 4.21.

Challenges or Concerns Regarding Social Media Marketing

Challenge/Concern	Respondents	Percentage (%)
Too many ads	31	29.5%
Lack of transparency	22	21.0%
Over-saturation of content	17	16.2%
Invasion of privacy	19	18.1%
Misinformation or fake news	16	15.2%
Total	105	100%

Chart 4.21. Challenges or Concerns Regarding Social Media Marketing



Interpretation:

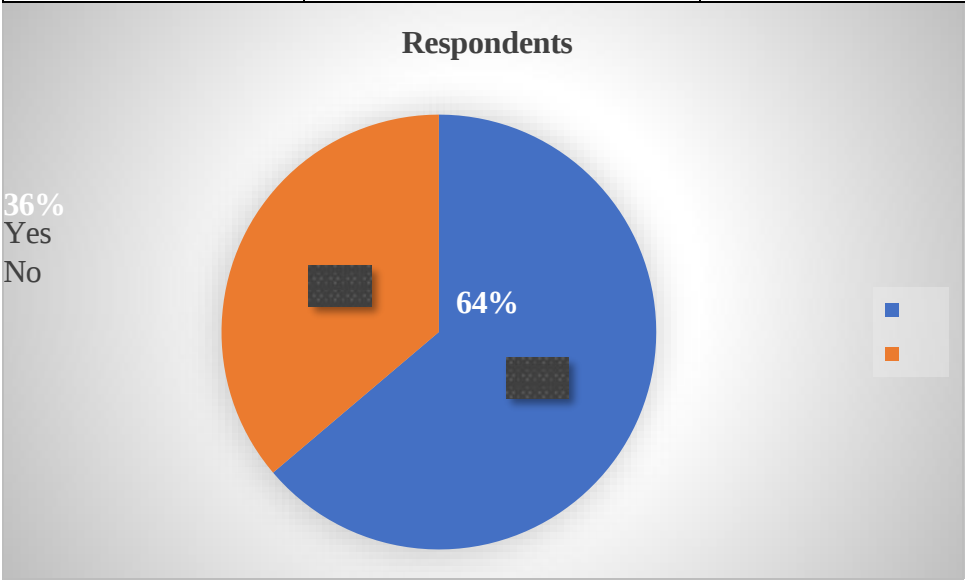
The biggest concern (29.5%) is too many ads, leading to ad fatigue among users. 21% worry about transparency, while 18.1% fear privacy invasion. Misinformation is another significant issue (15.2%). To maintain trust, brands must ensure ethical advertising practices, prioritize user privacy, and limit excessive promotional content.

INFERENCE:Majority 30% of the respondents consume too many ads.

4.22. More Regulation of Social Media Advertising Table 4.22. More

Regulation of Social Media Advertising

Response	Respondents	Percentage (%)
Yes	67	63.8%
No	38	36.2%
Total	105	100%



Interpretation:

A majority (63.8%) support increased regulation of social media advertising, reflecting concerns about misleading ads, data privacy, and content transparency. However, 36.2% oppose regulation, possibly due to concerns about restricting creativity or business opportunities. Policymakers and social media platforms should implement balanced regulations to protect consumers while allowing brands to innovate.

INFERENCE: Majority 64% of the respondents say yes.

4.3 CHI SQUARE ANALYSIS:

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample size are large the basic idea behind the test is to compare the observed values in your data to the expected values that you would see if the null hypothesis is true.

Table 4.23

Null Hypothesis (H_0): There is no significant relationship between age and the influence of social media marketing on purchasing decisions.

Alternative Hypothesis (H_1): There is a significant relationship between age and the influence of social media marketing on purchasing decisions.

Age * Social media marketing influences your purchasing decisions.

		social media marketing influences your purchasing decisions				
		Strongly Agree	Agree	Neutral	Disagree	Total
Age	18-24	23	1	0	0	25
	25-34	15	10	3	2	30
	35-44	0	21	0	0	21
	45-54	0	31	0	0	31
	Above 54	0	8	10	5	23
Total		38	72	13	7	50

CHI SQUARE TESTS:

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	74.306 ^a	9	.000
Likelihood Ratio	71.894	9	.000
Linear-by-Linear Association	33.007	1	.000
N of Valid Cases	50		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .40.

Interpretation

The chi-square test results ($\chi^2 = 74.306$, $p = 0.000$) indicate a significant relationship between age and the influence of social media marketing on purchasing decisions. Younger respondents (18-34) show a higher tendency to be influenced, with a majority strongly agreeing, while older age groups (above 54) exhibit more neutral or disagreeing responses, suggesting lower influence. The linear-by-linear association (33.007, $p = 0.000$) further confirms a decreasing trend of social media influence with age. These findings suggest that social media marketing is more effective among younger consumers, emphasizing the need for age-specific marketing strategies.

5.1 FINDINGS OF SIMPLE PERCENTAGE:

- **Majority of the 29% of the respondents are the age of 45-54**
- **Majority of the 48% of the respondents are the age of 48%**
- Majority of the 35% of the respondents are self employed.
- Majority 20% of the respondents use Instagram
- Majority 30% of the respondents spend 1-2 hours
- **Majority 26% of the respondents consume memes**
- Majority 29% of the respondents encounter advertisements frequently.
- Majority 50% of the respondents say yes.
- Majority 29% of the respondents buy moderately
- Majority 66% of the respondents say yes
- Majority 32% of the respondents are likely to follow a brand
- Majority 33% of the respondents interact with brands
- Majority 40% of the respondents rarely check social media before a purchase
- Majority 38% of the respondents think social media presence is somewhat important.
- :Majority 56% of the respondents say Yes.
- Majority 36% of the respondents have high engagement.
- Majority 36% of the respondents engage in likes, shares and comments.
- **Majority 32% of the respondents view customer reviews**
- **Majority 47% of the respondents encourages impulse buying.**
- Majority 52% of the respondents creates job opportunities in digital marketing
- Majority 30% of the respondents consume too many ads.
- Majority 64% of the respondents say yes.

5.2 FINDINGS OF CHI SQUARE TEST:

The chi-square test results ($\chi^2 = 74.306$, $p = 0.000$) indicate a significant relationship between age and the influence of social media marketing on purchasing decisions. Younger respondents (18-34) show a higher tendency to be influenced, with a majority strongly agreeing, while older age groups (above 54) exhibit more neutral or disagreeing responses, suggesting lower influence.

5.3 SUGGESTIONS:

1. Brand Awareness and Visibility

Social media marketing (SMM) helps businesses expand their reach and establish a strong brand presence. Platforms like Instagram, Facebook, and LinkedIn enable companies to showcase their products and services to a global audience.

Key Suggestions:

- Maintain a consistent brand voice across all platforms.
- Use a mix of paid advertisements and organic content.
- Leverage trending hashtags and interactive posts.

2. Consumer Behavior and Buying Decisions

Social media heavily influences consumer decisions, with many buyers relying on reviews, influencer recommendations, and brand engagement before making a purchase.

Key Suggestions:

- Collaborate with influencers for authentic promotions.
- Encourage customer reviews and testimonials.
- Create engaging content such as reels, polls, and live videos.

3. Customer Engagement and Interaction

Real-time engagement with customers improves brand trust and loyalty. Quick responses to queries and personalized interactions enhance the customer experience.

Key Suggestions:

- Respond promptly to customer comments and messages.
- Use AI chatbots for 24/7 customer support.
- Organize Q&A sessions, contests, and giveaways.

4. Social Media Advertising and ROI

Paid social media campaigns help businesses target the right audience with precision, leading to increased conversion rates and improved return on investment (ROI).

Key Suggestions:

- Use data analytics to optimize ad performance.
- Test different ad formats (carousel, video, stories).
- Monitor key performance indicators (KPIs) regularly.

5. Misinformation and Ethical Concerns

The rise of fake news and misleading advertisements poses risks for businesses and consumers alike. Transparency and responsible marketing are crucial.

Key Suggestions:

- Verify content before sharing.
- Be transparent about sponsored posts and data usage.
- Follow ethical marketing practices and industry regulations.

6. Privacy and Data Protection

With growing concerns over data security, businesses must ensure compliance with privacy regulations and safeguard customer information.

Key Suggestions:

- Adhere to GDPR, CCPA, and other data protection laws.
- Clearly communicate privacy policies to users.
- Use secure payment and data collection systems.

7. Future Trends in Social Media Marketing

The landscape of SMM is constantly evolving with the rise of AI, short-form videos, and interactive marketing strategies.

Key Suggestions:

- Invest in AI-driven marketing tools.
- Focus on video-first content strategies (TikTok, Instagram Reels).
- Adapt to new social media trends and emerging platforms.

5.4 CONCLUSIONS:

Social media marketing (SMM) has revolutionized the way businesses interact with consumers, offering unparalleled opportunities for brand growth, customer engagement, and data-driven decision-making. It has transformed traditional marketing by enabling real-time communication, targeted advertising, and influencer collaborations. Businesses that effectively leverage SMM can enhance their brand visibility, influence consumer purchasing behavior, and foster customer loyalty.

However, alongside its benefits, social media marketing also presents challenges such as misinformation, privacy concerns, and ethical dilemmas. To maintain credibility and trust, businesses must prioritize transparency, adhere to data protection regulations, and implement responsible marketing strategies.

As technology continues to evolve, the future of SMM will be shaped by artificial intelligence, short-form video content, and personalized marketing experiences. Companies that stay adaptable and innovative will be best positioned to maximize the impact of social media marketing in the ever-changing digital landscape.

However, alongside its benefits, social media marketing also presents challenges such as misinformation, privacy concerns, and ethical dilemmas. To maintain credibility and trust, businesses must prioritize

transparency, adhere to data protection regulations, and implement responsible marketing strategies.

As technology continues to evolve, the future of SMM will be shaped by artificial intelligence, short-form video content, and personalized marketing experiences. Companies that stay adaptable and innovative will be best positioned to maximize the impact of social media marketing in the ever-changing digital landscape.

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ANNEXURE:

1. Gender:

- Male
- Female
- Prefer not to say

2. Occupation

- Student
- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Other:

3. Social Media Platforms You Use (Select all that apply)

- Whatsapp
- Instagram
- Youtube
- Snapchat
- LinkedIn
- Twitter
- Pinterest

4. How many hours per day do you spend on social media?

- Less than 1 hour
- 1–2 hours
- 3–4 hours
- 5–6 hours
- More than 6 hours

5. Which type of content do you engage with the most on social media?

- Posts from friends and family
- Sponsored ads
- Product reviews
- Influencer content
- News and updates
- Entertainment (memes, videos, etc.)
- Other: _____

6. How often do you come across advertisements for brands on social media?

- Rarely
- Occasionally
- Frequently
- Sometimes
- Very frequently

7. Have you ever clicked on an ad on social media?

- Yes

- No

8. To what extent do you think social media marketing influences your purchasing decisions?

- Not at all
- Moderately
- A lot
- Completely

9. Have you ever purchased a product or service because of a social media advertisement?

- Yes
- No

10. Have you ever purchased a product or service because of a social media advertisement?

- very likely
- likely
- neutral
- unlikely
- very unlikely

11. How often do you interact with brand posts?

- Always
- Sometimes
- Never
- Rarely

12. How important is a brand's social media presence to you?

- Very important
- Somewhat important
- Neutral
- Not important

13. What type of brand interaction do you find most valuable?

- Quick customer service responses
- Information content
- Exclusive promotions
- Entertaining content

14. Do you believe social media marketing is more effective than traditional advertising(TV,

radio , print)

- Yes
- No
- Not sure

15. What do you think makes a social media marketing campaign successful?

- High engagement (likes , share , comments)
- Creative and unique content
- Authentic brand communication
- Strong influencer partnership
- Targeted ads

16. How do you measure engagement on social media?

- Likes , share , comments
- Click - through rates
- Followers growth
- Conversion rates
- Other: _____

17. What influenced your decision the most when you purchase a product/service based on social media ads/post?

- Influencer endorsement
- Customer reviews
- Discounts/promotions
- Engaging content
- Brand reputation

18. How does social media marketing influence consumer behavior?

- Reduces online shopping
- Encourages impulse buying through ads
- Makes consumer avoid brands
- Decreases product awareness

19. Which of the following is an economic impact of social media marketing?

- Increases unemployment
- Creates job opportunities in digital marketing
- Reduces business profits
- Increases traditional advertising costs

20. What challenges or concerns do you have regarding social media marketing?`

- Too many ads
- Lack of transparency in advertising
- Over-saturation of content
- Invasion of privacy
- Misinformation or fake news
- Other: _____

21. Would you like to see more regulation of social media advertising?

- Yes
- No

22. Any additional comments on how social media influences your buying decisions?

