



RESEARCH ARTICLE

IMPACT OF SOCIAL MEDIA MARKETING ON INDIVIDUAL'S ATTITUDES AND PERCEPTIONS AT DAVANGERE CITY

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ARTICLE INFO

Article History:

Received 19th May, 2022
Received in revised form
05th June, 2022
Accepted 24th July, 2022
Published online 23rd August, 2022

Key words:

Social media marketing, Younger's,
Business level, Purchasing decision.

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Citation: Ms. Tejashwini K.C. and Mr. Ashok Erappa Umachagi. 2022. "Impact of social media marketing on individual's attitudes and perceptions at Davangere city". *International Journal of Current Research*, 14, (08), 22099-22101.

ABSTRACT

In the twenty-first century, social media has become increasingly popular. Companies are tenacious in their efforts and looking for methods to incorporate this new platform into their marketing tactics in order to boost sales expansion of a company. It is critical to remember that social media is a networking and communication medium for businesses to develop a voice in order to humanize their operations and maintain foot traffic. Although there have been studies on how to employ social media marketing in a firm, but they are few and far between. There is evidence of how social media marketing efforts influence a consumer's purchasing decision behaviour. The effects of social media on social media consumer attitudes were explored in this study. From the standpoint of social media marketing and purchase behaviour of younger's analyzed in the present study. The analysis reveals that people are more inclined to talk about a positive experience they had with a company than they are to talk about sales or promotions. According to the findings of this study, when using social media platforms for marketing techniques, purchasing behaviour is more likely to have a favourable impact on a firm. The relevance of social media marketing for increasing brand loyalty, brand awareness, and foot traffic is emphasized in this conclusion.

INTRODUCTION

For many Americans and others across the world, social media has become the new communal gathering place. Users use social media to get and share information about their communities, businesses, politics, and lifestyles, as well as to have fun. The 2016 presidential election, for example, saturated Twitter, Facebook, and Instagram. In reality, both previous President Barack Obama and current President Donald Trump have used social media, notably Twitter, to keep the public informed about policy and forthcoming events in the country. Pew Research Center estimates that over two-thirds of American people (65%) now use social networking sites (Perrin, 2015). Because social media is so popular among the younger generation, firms have restructured their organizational structures to focus only on social media marketing. In the United States, social media websites and blogs reach around 80% of all Internet users (Emow, 2012). With such a large percentage of the population using the internet for pleasure, networking, and business, the following question can be asked: What impact does social media have on a company's sales? More precisely, the impact of social media routes on client views and attitudes is the focus of this study. In this study, the impact of social media on business revenue will be investigated, examined, and discussed. The study will also look into the usefulness of social media, how consumers use it, and how businesses may benefit from it.

Literatures reviewed: Edosomwan (2011) feels that using social media and networking to grow a business is the fastest way to do it. The history of social media is discussed in this paper. Although numerous theories exist about the origins of social networks, prior studies revealed that written information was shared by telegraphs in the late 1700s. Taneja (2014) looked at how important it is for small businesses to use social media in their marketing. Businesses must establish a relationship with their target audience in order to sell products or services efficiently using social media. Businesses have taken it upon themselves to adapt to emerging marketing tactics, particularly social media marketing, with the development of social media. In the twenty-first century, social media marketing is an integral component of business. Small business owners are employing this marketing technique to promote their company in order to increase visibility, viability, and sustainability in order to compete in today's market (Taneja 2014). "It is a new world - a world where everyone has the ability to influence opinion; a world where everyone has the ability to influence purchase; a world where distances are down to zero; a world where voice has a speed greater than light; a world that pushes away any attempt to regulate it, except through mechanisms of self-regulation," writes Lalwani (2012).

Statement of the problem: The usage of social media by young people has grown highly common in contemporary generation. The rise in social media usage has offered businesses with a chance to direct marketing efforts, but it has also presented a challenge in determining the best strategy to reach out to customers.

The difficulty with this surge in social media activity is that the vast majority of people who use it for news and product or business reviews have the power to affect a company's reputation and profitability positively or negatively. This type of activity is now affecting company functions. According to studies (Edosomwan, 2011 and Taneja, 2014), businesses that participate in social media can help establish customer loyalty, prevent social media attacks, and, most significantly, enhance profitability and foot traffic. Given the increasing usage of social media, it appears that businesses must change in order to prosper in the twenty-first century.

Purpose of this research: The focus of the study is to look into the effects of social media marketing on people's attitudes and views. This study will look into people's impressions of social media marketing and how it influences purchasing decisions. Despite the fact that various studies have been conducted on the benefits of social media marketing on financial advantages, the study's focus is on the effects of social media use on brand awareness and customer loyalty, which could ultimately lead to an increase in business income. The research will be undertaken through surveys of firms' social media presence, with participants ranging in age from 18 to 30 years old.

Research Questions

The following research questions were formulated in this study:

- How do people feel about their use of social media?
- How do people feel about social media marketing?
- What impact has social media had on customer loyalty and purchasing decisions?
- What are some ways that businesses might use social media to improve consumer interaction?
- What are the most significant aspects of good social media marketing?

Prepositions set for the study

The following prepositions were considered when conducting this research as follows:

- Everyone has access to social media in some form.
- People utilize social media to look for or learn about new service providers or products.
- Individuals' shopping decisions are influenced by social media.

Research Design: The data was collected through primary and secondary data. A descriptive correlation method was utilised to examine the impact of social media marketing on individual attitudes and views. This method was utilised to examine each participant's demographic features, such as sex and age, as well as their use of social media. In addition, each responder was asked to complete a survey questionnaire in order to learn more about the elements that influence their attitudes and perceptions when using social media to engage with businesses. The responses collected by the 30 respondents in Davangere City between the age group of 18-30 years.

Limitations of the study

The limitations of the study as follows:

- The study is restricted to 30 respondents.
- The study conducted in Davangere city.
- The research mainly focused the particular age group of 18-30 years

Data Analysis and Interpretation

Table 1. Shows the Demographic profile of respondents

Gender	Male	09	30%
	Female	21	70%
	Total	30	100%
Age	18-20	08	26.67%
	21-25	12	40%
	26-30	10	33.33%
	Total	30	100%

Source: Field survey

The majority of those who responded to the survey were young males, according to the statistics. There were 21 females (70%) and 09 males (30 percent) among the total of 30 responses. Every responder had a social media account, reinforcing the idea that everyone uses social media in some way. The 21-25 aged younger's use more social media marketing relatively when compared to 30 participants have three or more social media accounts.

Descriptive Statistics: On a scale of 1 to 5, with 1 being the most important and 5 being the least important, the participants were asked to rank the most important elements for a business using social media. Consistency of posts, type of content, consumer engagement, online promotions, and post scheduling are all aspects in this rating question. After tabulating the findings of the inquiry, a descriptive analysis was performed, focusing on the most and least important factors. Customer interaction was the most essential aspect, with post timing being the least important. Table 2 summarizes the findings.

Table 2. Descriptive Analysis of what participants acknowledge to be important factors for a Social Media Business

Variables	Mean rating	Standard deviation rating
Posting consistency	3.73	1.28
Content Types Posted	2.45	1.47
Customer interaction	1.95	1.19
Promotions on the internet	3.05	1.39
Posting schedule	3.85	0.87

Source: Calculated through SPSS

According to the findings, 55% of respondents post about the items or services that a company provides, while the remaining 45% do not. Although participants may or may not post about a business's products or services, 95% of respondents believe that if social media is integrated into marketing, a company will achieve greater outcomes in terms of consumer loyalty and profits. Because social media has become so ingrained in our daily lives, it is critical for businesses to use it as a marketing tool. The findings also suggest that 75% of respondents believe that social media is the most effective way to reach a business's target market; while 25% believe that there are other effective ways to reach a target market.

Recommendations

Several recommendations and ideas have resulted from the study's replies and assessment of the data collected. The following recommendations and suggestions can be made with the help of this study:

- A business should focus on the content and timing of their social media posts a business should use social media to monitor competition.
- A business should focus on customer engagement and feedback to update business functions.
- A business should use social media marketing to keep customers informed about sales, promotions, and new products and/or services.
- A business should use social media to keep customers informed about sales, promotions, and new products and/or services.
- A business should focus on the content and timing of their social media posts a business should use social media to monitor competition.

CONCLUSION

The findings from a sample population's replies to a questionnaire reveal that firms with a social media presence have the potential to have a significant impact on revenue. While some participants do not actively participate in all of the corporate propaganda that is distributed to them via social media, the vast majorities of participants are aware of their efforts and take advantage of the chances that are available to them. For a variety of reasons, businesses should engage in social media marketing.

Online exposure, brand awareness, customer-to-business communication, meaningful feedback, and the chance to see what customers, prospects, colleagues, and competitors are saying are just a few of the reasons. According to the conclusions of this study, social media not only allows businesses to communicate directly with customers, but it also rewards them with customer loyalty. It may be stated that social media can assist firms in maintaining ties with potential clients and guiding them into profitable endeavours.

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