An Analysis on the Efficiency of Digital Marketing Strategies in the Context of Social Media Marketing (SMM)

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Abstract: Social Media play a very crucial role in terms of marketing in current transforming world. The current study looks on Social Media Marketing (SMM) with an emphasis on platforms such as Instagram, YouTube, and Facebook. The study investigates user preferences and behaviours using a questionnaire-based technique, indicating that The two most common choices among social media users who are active are Instagram and YouTube. Notably, information-rich content, particularly in areas such as Entertainment, Health, and Lifestyle, increases consumer engagement. According to the findings, short videos are the preferred advertising medium, influencing purchase decisions for a sizable majority of respondents. While social media presence has minimal effect on brand loyalty and purchasing decisions, the study also shows that when done correctly, SMM can encourage client loyalty through consistent communication. Despite these limitations, the findings highlight SMM's long-term potential as a cost-effective and influential marketing method.

Keywords: Digital Marketing, Social Media Marketing, Target Markets, Product Promotion and Brand Loyalty.

1. INTRODUCTION

A company's approach for contacting and winning over potential customers is known as its marketing strategy. Social media marketing makes utilisation of social media and networking sites to sell a company's goods and services. By boosting their sales techniques, it enables firms to connect with their current clientele as well as reaching out to potential clients. Social media marketing is frequently done on websites like Facebook, Twitter, Instagram, and others.
Social media has changed how our society functions, particularly how we interact with one another. As social media sites like Facebook, Twitter, and Instagram gained prominence, businesses paid attention. For the purpose of promoting their interests on these platforms, they

started using social media marketing. This is as a result of these platforms' capacity to affect consumer behaviour.

To promote content on social media networks and encourage user interaction with it, marketers can employ a number of techniques and approaches. Users can contribute detailed geographic, demographic, and personal data to many social media sites, which enables advertisers to target their messages to the users most likely to respond. The purpose of this study is to better understand how social media may be used to promote businesses.

Digital Marketing

Digital marketing is the process of using an internet platform to promote products and services to consumers. Digital marketing makes use of websites, mobile devices, social media, internet searches, and other channels that are similar. Digital marketing gained popularity in the 1990s with the advent of the internet.

Digital marketing is often seen as a cutting-edge tool for companies to connect with clients and understand their habits because it adheres to the same principles as traditional marketing. In business planning, conventional as well as digital marketing strategies are regularly employed.

Social Media Marketing (SMM)

Social media marketing (SMM) is the use of social media and networking sites to market a business's goods and services. Social media marketing allows businesses to interact with current customers and attract new ones while also promoting their desired culture, mission, or tone. With the specially designed data and analytical tools for social media marketing, marketers may monitor the effectiveness of their initiatives. A lot of social media marketing is done on platforms like Facebook, Twitter, and Instagram.

SMM Platforms

Foregoing is a list of the top four social media advertising sites where you can promote your business:

i.   Facebook
ii. YouTube
iii. WhatsApp
iv. Instagram.

Other social media platforms include WeChat, TikTok, FB Messenger, Snapchat, Telegram, Pinterest, Twitter, Reddit etc.

Target Markets in SMM

A specific group of people you want to connect with on social media is known as a target audience. This can depend on a variety of circumstances, including age, job path, economic situation, knowledge, geography, or way of life. The social media target audience is made up of people who are most likely to use company's products. The goal is to draw in a certain market so that companies can more effectively provide the appropriate information at the appropriate time. Businesses must define the target audience, whether you're an enthusiastic entrepreneur wanting to expand your firm or an individual striving to develop a personal brand.

Product Promotion and Brand Loyalty in SMM

The process of informing prospective customers about a product, line of offerings, brand, or firm in order to increase sales and foster brand loyalty is known as product promotion.

According to David A Aaker "brand loyalty as the measure of attachment that a consumer has towards a brand."

Brand loyalty refers to a consumer's favourable connection with a product or brand. Customers who support a brand are devoted to a good or service, demonstrated by their recurrent purchases in spite of tries by rivals to sway them. For a well-known product, businesses invest a lot of money in marketing and customer service in order to develop and maintain brand loyalty.

Litrature Revew

Jalal Rajeh Hanaysha (2022) The author's study examines the impact of social media marketing features on consumer purchase decisions in the fast-food sector with a focus on brand trust as a mediator. The data was gathered via an online survey, and it was examined using structural equation modelling. The findings highlight the importance of brand trust in predicting purchase decisions and show the positive effects of informativeness, perceived relevance, and interaction on customer behaviour. However, it was discovered that entertainment had a negligible impact on buying decisions. According to the study's findings, fast food businesses should put a priority on establishing brand trust and employing educational, pertinent, and interactive social media marketing methods to influence consumer behaviour.

Reham Shawky Ebrahim (2020) The author of this study examines the effect of trust on brand equity and brand loyalty as well as its function in social media marketing. With a sample size of 287 Egyptian social media users, the study used structural equation modelling (SEM) to assess the data. The findings suggest that trust has a significant positive effect on brand equity and brand loyalty in social media marketing. According to the study's findings, brands must establish close relationships with consumers through social media in order to boost brand equity and loyalty. The article also offers applications and directions for additional study.

Simeon Edosomwan, Kalangot Prakasan, Doriane Kouame, Jonelle Watson, Tom Seymour. (2011) The study claims that communication is the essential component for social media success. When a social media platform is used for business purposes, it expands communication through alerts that could identify the brand name. companies must invest time and effort into studying the communication and responding to customers responses. The least expensive method of marketing and promotion is social media, but it also gave consumers a trusted brand. Social media facilitated two-way communication between businesses and their clients, allowing clients to respond to clients' issues. Customers would therefore view the company as unreliable if there was no response from the company about their concerns.

Mohammad Almotairi (2014) Social media marketing (SMM) is essential for all types of businesses today. It supports organisational goals like expanding market shares, identifying devoted customers, lowering costs, and maximising profits. The top social media platform that business owners use to promote their brands is Instagram and Facebook. Social media

facilitates two-way communication between businesses and their customers and allows customers to respond to their concerns. Customers may therefore consider the company to be unreliable if there has been no response from the company on the problems. Additionally, the organisation can lose trust and credibility of the customers.

Objectives of the Study:
1. To determine the social media channels that the businesses employ to connect with their target audiences.
2. To figure out how customers are impacted by social media.
3. To determine brand loyalty and marketing techniques.
4. To understand how social media is used to market goods and services.

2. RESEARCH METHODOLOGY

Sources of Data Collection: The data would be collected in the following ways, bearing in mind the study's above-mentioned objectives.
a) **Primary Data**: The study is based on primary data, which was acquired through Questionnaire using Google Forms.
b) **Secondary Data**: the secondary data for the study is collected through references such as books, articles and websites.

Data Analysis Tools and Techniques: In order to gain a clear understanding, statistical tools such as tables, charts, percentages, and graphs are employed in this study for analysis and interpretation.

Data Collection Tools
The questionnaire method is employed to obtain primary data in this study.

Data Analysis and Interpretation

Table 1: Age Criteria and Gender of the Respondents

Age Criteria	No. of Respondents	Gender	No. of Respondents
15 - 25	44	Male	32
26 - 40	4	Female	23
41 - 60	6	Prefer not to say	0
60 +	1	Others	0
Total	**55**	**Total**	**55**

Interpretation: From the Above table 1 it is known that the maximum 80% of the respondents belong to age group 15 – 25 years out of which 58% of the respondents are male and 41% are females.
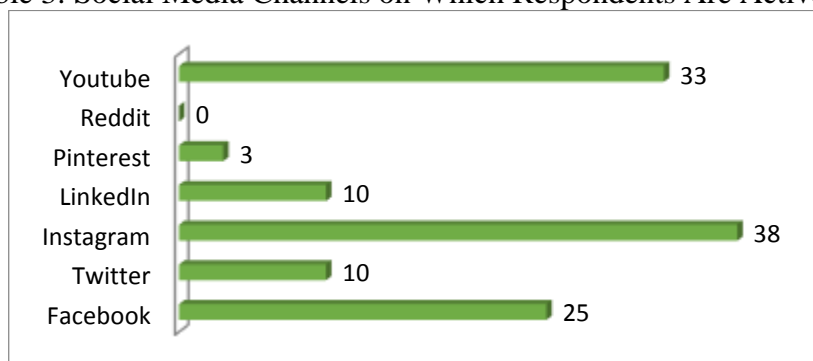
Table 2: State of the Respondents

State	No. of Respondents
Karnataka	51

Telangana	1
Uttar Pradesh	1
Haryana	1
Assam	1
Total	**55**

Interpretation: From the above table 2 it is known that 98% of the respondents are from the Indian state of Karnataka.

Table 3: Social Media Channels on Which Respondents Are Active on.

Interpretation: From the above table 3 it is known that respondents use YouTube, Instagram and Facebook as their most preferred social media channel. Out of which Instagram tops the users with high connectivity of 73% of respondents using it.

Table 4: Most Preferred Social Media Platform of the Respondents and Reason for Preference:

Platform	No. of Respondents	Reason for Preference	No. of Respondents
Instagram	22	It is more informative	29
Facebook	9	Majority of the people use it	14
YouTube	13	It has more information content	8
Twitter	4	It is more Accurate	4
WhatsApp	6		
Snapchat	1		
Total	**55**	**Total**	**55**

Interpretation: From the above table 4 it is known that Instagram was the most preferential social media site of the respondents with ranking of overall 40% and the respondents feel the reason to choose preferred social media channel is that they feel (52%+) it is more informative.

Table 5: Type of Content Which Respondents Prefer To View on Social Media

Content Preferred to see on social media	No. of Respondents
Fitness	19
Nutrition and Food	19
Health and lifestyle	31

Entertainment	32
Education, culture,	1
Everything which is informative	1
News	1
All the above in mentioned	1
Religious	1
Educational	1

Interpretation: From the above table 5 it is known that the top most preferred content on social media is Entertainment (58%) followed by Health & Lifestyle (56%), Nutrition (34%) & Food and Fitness (34%)

Table 6: The Respondents Preference to See the Advertisements of Their Preferred Contents

Content Preferred	No. of Respondents
Videos	23
Pictures	8
Articles	11
Blogs	4
Others	9
Total	**55**

Interpretation: 41 from the above table 6 it is known that maximum of 41% of the respondents prefer to see advertisements of their preferred content through videos.

Table 7: The Time Where Respondents Are More Active on Social Media

Active Time	No. of Respondents
Mornings	2
Afternoon	8
Evening	25
Night	20
Total	**55**

Interpretation: from the above table 7 it is known that around 81% of the respondents are active on social media platforms.

Table 8: Preferred Shopping Mode of the Respondents

Preferred Mode	No. of Respondents
Offline Shopping	22
Online Shopping	5
Both	28
Total	**55**

Interpretation: From the above table 8 it is known that 50% of the respondents prefer both online and offline shopping and 40% of the respondents prefer offline shopping.

Table 9: How Likely Are Respondents to Recommend A Product to Online Community?

Components	No. of Respondents
Somewhat Likely	26
Very Likely	16
Very Unlikely	8
Quite Unlikely	5
Total	**55**

Interpretation: From the above table 9 it is known that 47% of the respondents are somewhat likely to recommend a product to online community and 29% are very likely to recommend.

Table 10: How Much Do Respondents Purchasing Decisions Get Influenced By A Brand's Social Media Presence?

Components	No. of Respondents
To a large Extent	14
Seldom	25
Never	16
Total	**55**

Interpretation: from the above table 10 it is known that 70% of the respondents feel a brand presence on the social media platforms influences their purchasing decisions to a large extent and or seldom.

Table 11: Dose Advertisements Shown on Social Media Platform Influence Respondents Purchasing Behaviour

Components	No. of Respondents
Yes	21
No	12
Maybe	22
Total	**55**

Interpretation: According to table 11 above, 78% of respondents believe that social media advertising influences their purchases, while 22% believe that social media advertising has no influence on their purchasing decisions.

Findings of Study:
✓ The Companies use Instagram, YouTube, Facebook and Twitter most appropriately to target the active audience.
✓ In the current scenario Instagram and YouTube are most preferred social media platforms.
✓ Companies mostly target social media users during evening and nights, since they have higher active users in this period.
✓ Majority of the people read social media contents because they feel it is most informative. This highly influences the active users of social media.
✓ The Most Preferred content on social media include Entertainment, Health and Lifestyle, Fitness, Nutrition and Food.
✓ Active users of social media mostly prefer their advertisement to be viewed through Short videos.

- ✓ Minimal Group of Individuals believe that social media platform influences their purchasing behaviour
- ✓ The majority of the people are likely to recommend a product to their online community.
- ✓ The Majority of the People Prefer Both Offline and Online Shopping. Hence it is an advantage to the sellers to market and sell their products online according to your preference.
- ✓ To the minimum extent brands social media presence influences purchasing decision of the customers
- ✓ Minimal number of the respondents Believe that they are more loyal towards the brands advertised on social media platforms

3. CONCLUSION

In the extreme, social media marketing for business may appear difficult, but with the correct planning, organizations may reap significant benefits from these platforms. Social media marketing may be a cost-effective and long-term answer if done right. Organizations can build customer loyalty with frequent communication through social media platforms.

Limitations of the Study:
- ➢ The study is based on the respondents of four Indian states only.
- ➢ The study is restricted to the strategies used in social media marketing (SMM) only.

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