5. Exploring The Impact of Social Media Marketing On Consumer Brand Preference, Tamil Nadu

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ABSTRACT

The aim is also to test which social media platforms and brand-related activities are most effective in developing consumer preferences and purchasing decisions. This study focuses on the components of purchasing decisions and how social media sites can play an important role while choosing brands.This paper is based on descriptive research. Primary and secondary data were collected from 100 respondents. This study focused on quantitative approach. The data was analysed for its validity and reliability and statistical tools used for analysis are Descriptive statistics, and Using of SPSS. 39% of respondents using YouTube for social media Platform. Second Major Respondent 29% of the respondents for using facebook social media Platform.

The sample size for this study was 100, and it is only focused on Tamilnadu in (Chennai District). The social media has been one of the strongest places for consumers to display goods and services. The dynamic of the market continues to change in every dimension from one location to another. Now, after the internet growth, social media has taken over the market. New products and services are increasingly attracted to virtual markets. The survey has been limited to 100 respondents in Tamilnadu, who have taken Chennai District as the area of study. It is just a one-time inter sectional analysis and over a period of time it did not calculate these variables. Future investigations will prepare for a more detailed analysis of certain sectors by cross-sectional review.

KEYWORDS

Social media user, Social Media Marketing, Platform, Purchase decision.

Introduction:

Social Media Marketing:

Competitive businesses must stay current in the new technological landscape to address issues caused by consumer demand trends and avoid the risk of obsolescence. In today's internet and smartphone world, traditional business models no longer seem to fit. Therefore, it is important to create a marketing plan that integrates social media and networking. Social media is now included as a significant gradient in a company's marketing and promotion mix. All businesses have embraced and embraced online marketing via social networking sites. In an industry where trends change regularly, this marketing technique has proven to be more efficient.

Social media is an evolving market of necessity. Businesses see social media as a marketing opportunity to break through the traditional middlemen (distributors, distributors, wholesalers, retailers) and create a direct connection between businesses and consumers. As a result, almost every company in the world, from large companies like Reliance Trends and Genpact to small coffee shops, is now using social media marketing tactics in their marketing campaigns. About a year ago, the company was very apprehensive about social media. Today, however, the situation has completely changed, and companies are rapidly adopting SMM. As in the early 1980s, the Internet SMM revolution is the latest marketing revolution, and Internet access for the country's citizens is expected to grow at the same pace. With the advent of 4G, it has become increasingly convenient for people to participate in social networks via smartphones, and businesses have started using this to sell their goods through social media.

Social media was introduced through blogs, but increasingly entering the enterprise mobile app market with the rise of smartphones and low-cost data plans, has become " best deal" for businesses to communicate with potential customers. "The way to socialize is social media." By interacting with them directly and providing personalized solutions to their needs, social media drives customer engagement. SMM has simplified and optimized the lives of consumers and merchants. What you want is at your fingertips via social media. This is what a marketer is looking for and can promote their products through social networks to market their products to a large number of consumers and even to those who are actually searching. those products and services. "The ultimate mantra for most brands since early 2011 has been social media marketing." Companies and their marketing departments notice the trends and thus start exploiting new opportunities in the social media industry much faster. Brands that do not position themselves on social media marketing platforms cannot thrive if their competitors overwhelm social media with their products and services. This SMM is growing at an amazing rate. Social media advertising has been described by the MNC as a powerful marketing segment, and this SMM channel is used to enhance its marketing through SMM.

One of the most important advances in marketing since it was developed as a separate discipline is the use of social media in marketing. Started as a way to connect people, social media has become the most powerful response for marketers, helping them in every aspect of marketing. The drive is extremely powerful and can be used for many meaningful applications such as marketing. Social media is used to recognize consumer needs,

communicate and connect with consumers, help them recognize and remember products, influence purchasing decisions and satisfaction. after their purchase. With recognition of the ability of this most powerful tool to increase the effectiveness of marketing policies, it is used to reach the target audience by all types of businesses, including small businesses, nonprofit organizations and even political parties.

There are many social media sites, each with a different USP. Most social media users use Facebook, although LinkedIn continues to grow rapidly. YouTube is the next most popular social media site because YouTube is popular for uploading videos and ads. Tweets often engage users and people to express their opinions through single-line tweets. Many characters and millions of fans are on Twitter. Instagram, Blog, etc. are other popular sites.

Consumer Brand Preference:

Brands play an important role in consumer decision making as it helps consumers to search for alternatives. As an expansive means to help customers identify and remember brands, social media is a powerful source of knowledge that engages users and influences both their cognitive and behavioral aspects. Social media opinion on the impact on brand preference indicates that it influences brand choice and thus shapes its purchase intensity. Open and simple channels help brands remember and recognize users very effectively, and provide space for brand engagement. Social media is word of mouth and is a fast and powerful way to build a brand through the flow of content, ideas, information, opinions, reviews, and more. This independence leads to converging awareness factors across all demographics, supporting a social media marketing engagement strategy. In addition, customers may collect information about their consumption habits and demographic profiles, and other information that may include information about product targeting, segmentation, and placement. With its prominence, more and more businesses are depending on social networks to build their brands and be able to achieve measurable success.

Social media is a permanent part of life and a means of sharing emotions, feelings and ideas with a growing audience, which can be inferred. It has tremendous potential and speed in reaching others and will be a powerful tool for reaching customers in the future. Social media has become a part of everyday life and many times a day or a week people visit social networking sites. With the frequency of social media usage, user engagement increases. Research shows that most people use multiple social networking sites several times a day.

By providing users with seamless communication, they visit social networking sites multiple times a day, and this growing interaction influences their thoughts and behavior. Social media takes up a lot of users' time and this is a sign that they are engaged in the same activity.

The aim of this study was to examine and explore the impact of social media marketing on consumer brand preferences: A study of social media users in Tamil Nadu. The aim is also to test which social media platforms and brand-related activities are most effective in developing consumer preferences and purchasing decisions. This study focuses on the components of purchasing decisions and how social media sites can play an important role while choosing brands. This chapter discusses the findings and conclusions of the statistical analysis done on the collected primary data in the study.

Review of Literature:

Larimo and Leonidou (2020) said that while the use of social media as part of their strategic arsenal is growing in importance, scant analysis has systematically consolidated and improved expertise of social media marketing strategies (SMMSs). They first describe SMMS using the social media and marketing campaign parameters, in order to resolve this research discrepancy. This is accompanied by the conceptualization, which involves four key elements, generators, inputs, outputs and throughputs, of the SMMS production process.

Thefollowing was proposed: the social trading approach, the social information strategies, the tracking strategy for social communication, and the strategy for socialCRM. SMMS is categorized in these four categories in accordance with strategic sophistication. This taxonomy of SMMSs is subsequently confirmed by the use of knowledge from previous observational research as well as from extensive interviews and quantitative surveys among managers of social-media marketing. Finally, for future study we propose fruitful guidance based on feedback from fieldresearchers.

Tanha, (2018) researched that the 21st century has opened doors for businesses and individuals to wide-ranging possibilities and has transformed the way corporations and customers connect. One of the most influential phenomena of recent years has been the social media. The author clarified how social media improved the conventional IMC tactics by the inclusion of the modern digital marketing trend. Ifa brand succeeds in establishing a brand relationship with its customers by consistently communicating with social media sites, buyers create supportive wordof mouth and encourage branding loyalty in online communities.

This article discusses how companies can use brand story to establish a personal bond betweenthe product and the social media network of people. Customers broaden their identity on social media through identifying with a brand via their profile on different digital channels or by loving it. The marketing pattern is shifting, becausethe power has changed from businesses to customers, because small activities are no longer local and can attract thousands of people around the world in a matter ofseconds.

The author has therefore developed a brand building strategy process for eight-step social media marketing, which would allow companies to ensure customer engagement and an effective digital advertisement.

Social media offers businesses with a better forum to encourage and develop brand awareness and trust. "The goal of this analysis is the creation and validation of a conceptual model incorporating the connections between the elements of social media marketing, brand loyalty and brand trust. Data were gathered in Saudi Arabiafrom 242 social media users and the model has been validated using SPSS and AMOS standardized equation modeling. A two-stage model assessment and testingof the value of the model were conducted in the model. The findings of the hypotheses reveal the important and positive relationship between brand cultures, entertainment, engagement and customization features and brand loyalty". The results of this study direct the marketing practitioners of social media to develop brand faith and loyalty. (**Hasan, Mehedi & Sohail, Sadiq, 2020).**

Ge, Brigden and Haubl (2015) indicated that customers frequently prefer settingswhere there are established alternatives and more possibilities can be discovered byquest. The way that any of these was found should not be of moral significance in making the option from a set of alternatives.

Consumers also have to distinguish bydeciding between options that have been found before and exploring at other options beforehand finalizing on a decision. A large group of former literature explores the preference of customers from previously identified alternatives. We also know a great deal about the impact of preference on choices, as well as markettraits such as "patriotism, protectionism and social economic conservatism" (**Spillan & Harcar, 2010**).

However, brand preference acts as a mediating factor between intention to purchase and re-appointment. There is a study vacuum since there is not enough published literature to explore how social media affects brand recall, brand awareness, consumer participation, and E-WOM on brand choice.

These elements, which are highly impacted by social media in the decision-making process, have received very little investigation in the Indian context. Study of these aspects, particularly the effects of social media, is needed in light of the vast potential of social media as an effective medium for marketing interaction.

While Asian customers are heavily active inadvertisements on social media, there is insufficient empirical data to understand theattitude of consumers towards them.

Statement of The Problem:

The analyst reviewed several literature studies on "Impact of social media marketing on consumer brand preferences" conducted by a number of researchers from different regions. However, no studies have been found on the impact of social media marketing on consumer brand preferences, especially among social media users in Tamil Nadu (Chennai District).

As a result, the researcher chose Tamil Nadu as the research field and conducted a report titled "Exploring the Impact of Social Media Marketing on Customer Brand Preference:A Study on Social Media Users in Tamil Nadu."

Objective of The Study:

- To determine whether social media marketing activities influence consumerbrand preference.
- To assess the effect of social media marketing practices on the buyingbehavior, relationship between brand preferences of various brands.
- To investigate the social media usage pattern among Tamil Nadu users.
- To study the variation in perception of social media and brand choice acrossvarious demographic factors – age, gender, education and occupation.
- To ascertain the impact of user's perception of social media on brand choice.
- Determination of the social media marketing practices of brands.

- Research the attitude and understanding of clients and consumers of variousbrands towards social media marketing.

Research Methodology:

Research technique is a methodical approach to gathering information and data for the aim of making business choices. The approach might include using Google form surveys, interviews, publication analysis, and other techniques that give both recent and historical data. The present chapter begins withthe identification of the need for performing the research and also the problem statementconcerned with the "**Exploring the Impact of Social Media Marketing on ConsumerBrand Preference: A Study on Social Media Users of Tamil Nadu**".

Research design is the designed research strategy and framework for obtaining answers to research questions. From different viewpoints, the area of social networkingfor marketing and its impact on consumers has been studied. The research design chosen for the articles includes a mixture of descriptive research designsin light of the current literature and the goals identified for research.

The study describesthe sample's usage of social media, its extent of use and the intent of use. Descriptive research architecture follows these aims. The study further defines the relationship between the variables, which makes it a design for diagnostic research.

The architecture andmethodology of the entire research to achieve the research goals are specified by these research designs. A sample size of 500 respondents was considered for the study. Out the 500 responses that were collected for the study 100 practical responses were measured for analysis.

Data is the assumption by which the testing is performed and the information is provided. "Both primary and secondary sources will collect the data". The study method for collecting primary data will be a standardized questionnaire prepared by the researcher and personally administered to respondents for acceptable responses. With respondents, Google form is sent by links to their mail Ids, What app etc.

The questionnaire will be used to clarify the questions and gather additional information. Relevant analysis methods were applied in addition to the results obtained using questionnaires.

The filled-up responses were collected and master data sheets were equipped and transported into the SPSS afterwards. The information was then computed and graded. The data was checked for its validity and reliability and statistical tools used foranalysis are Descriptive statistics.

Data Analysis:

In this survey, random sampling was used to collect data, and the statistical results were analyzed by using SPSS software.

Table 1: Respondent Demographic Profile

Sr. No.	Particulars	No of respondents	Percentage
Gender wise Distribution			
1	Male	61	61
2	Female	39	39
	Total	100	100
Age wise (in Years) Distribution			
1	Below 20	40	40
2	21-30	39	39
3	31-40	14	14
4	Above 41	7	7
	Total	100	100
Marital status wise Distribution			
1	Married	67	67
2	Unmarried	24	24
3	Divorced/ Widow	9	9
	Total	100	100
Education Qualification			
1	Up to HSC	9	9
2	UG	28	28
3	PG	39	39
4	Diploma/Others	24	24
	Total	100	100
Annual Income of Family			
1	Below Rs.2 lakhs	17	17
2	2 lakhs to 5 lakhs	49	49
3	5 lakhs to 10 lakhs	25	25
4	Above 10 lakhs	9	9
	Total	100	100
Occupation wise Distribution			
1	Self Employed	54	54
2	Working in a company	37	37
3	Professional	9	9
	Total	100	100
Region wise Distribution			
1	Urban	73	73
2	Rural	27	27
	Total	100	100
Source: Primary Data.			

Table 2: Consumer Exploring Branding Preference through Social Media Platform

Sr. No.	Particulars	No of respondents	Percentage
**Frequency table of time spend on social media (Per day)**			
1	More than six hours	6	6
2	Five to six hours	5	5
3	Four to five hours	7	7
4	Three to four hours	25	25
5	Two to three hours	22	22
6	One to two hours	19	19
7	Less than an hour	16	16
	Total	100	100
**Social Media Platform using**			
1	Facebook	29	29
2	Twitter	18	18
3	Youtube	39	39
4	Instagram	14	14
	Total	100	100
**Social Media Platform gives brand awareness**			
1	Strongly Disagree	6	6
2	Disagree	7	7
3	Neutral	22	22
4	Agree	36	36
5	Strongly Agree	29	29
	Total	100	100
**I fully faith on Digital marketing**			
1	Strongly Disagree	9	9
2	Disagree	17	17
3	Neutral	22	22
4	Agree	32	32
5	Strongly Agree	20	20
	Total	100	100
**Overall; I am satisfied with social media marketing**			
1	Strongly Disagree	12	12
2	Disagree	21	21
3	Neutral	18	18
4	Agree	28	28
5	Strongly Agree	21	21
	Total	100	100
*Source: Primary Data.*			

Findings:

- That majority 61 Percentage are Male respondents.
- Reveals that majority 40% of the respondents belongs to Below 20 years.
- It may be seen from table 3 that out of the total 100 respondents, majority (67 Percentage) are married.
- That majority 39 Percentage of the respondents have studied master degree.
- That majority of the respondents' occupation (54 Percentage) is self-employed.
- It is noted from table 6 that majority (49%) of the respondents comes under Rs. 2 lakhs to 5 lakhs monthly income group.
- That majority 39% of the respondents watching YouTube as their using social media platform.
- Indicates that majority of the respondents (22%) spend 1 to 2 hours for using social media.
- Reveals that majority of the respondents (36%) are agreed with the statement that it gives brand awareness.
- That Majority of the respondents (32%) are Agree Faith of the Digital Marketing.
- That Majority of the respondents (28%) are Agree with social media marketing.

Conclusion:

Social media has captured the interest of most people in the world, helping them to build their social network through the internet. No chat accounts and updates to use social networks. Social media has been used in medicine, finance, education, entertainment and most other industries in the digital age. The best universities in the world have used web technology 2.0 to reach students in the best education system, including Penn State, Yale University, Harvard University, and more. LinkedIn, meeting your boss, and so on, are examples of where to connect professionals.

Scribed, Docstoc, and Slide Sharing are sites that exchange documents and provide users with access to a large repository of online content. Blogs and forums like HR-forum, caforum, followers and others are interactive sites for people with similar interests or groups. Therefore, it can be said that there is a relationship between "demographic factors such as gender, age, marital status, etc., and differences in social network perception and brand choice". Research has proven that there are certain social media marketing practices such as creative, funny, honest, entertaining, authentic, socially appropriate, responsible, politically correct, up-to-date and positive, interactive influences on consumers' brand preferences. It is seen that social media platforms like Instagram, Facebook and YouTube etc. has an impact on brand-related activities and is also said to be most effective in determining consumer preferences and marketing decisions 'purchase. The study also revealed that there is a relationship between social media and customer buying behavior.

Recommendations:

Research is an on-going phase and all research projects pave the way for further studies in the field. There is vast space to apply analytics to our daily lives with the pervasive emergence of social media.

- Social media is a broad topic, and researchers can look in more detail at the impact on brand recognition, brand engagement, and brand loyalty of various forms of media campaigns, different societies, including the impact of electronic word of mouth (e-WOM) analysis. Every year, social media will continue to evolve, so it is essential to research and evaluate the effectiveness of new technologies in this area. Social media has the potential to transform the way businesses operate. Practitioners and scholars can further explore the impact on brand recognition, brand engagement, and brand loyalty in big data analytics, cloud computing, and human intelligence services companies, created by India.
- If yes, desire to buy was not explored in this study, which could be a result of brand loyalty on social media.
- Effects can be further analyzed to study their importance and influence on service industry organizations by separating each social networking site.
- Future research should compare gender, age, occupation, and time spent on social media sites to assess additional findings that may provide insight into the use and social media preferences among different groups of people.

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