
THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER SATISFACTION

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ABSTRACT

Social media sentiment analysis is an essential tool for understanding the emotions, attitudes, and opinions expressed in online content. It goes beyond basic tracking of mentions and comments, providing deeper insights into whether interactions are positive, negative, or neutral. With the vast reach of platforms like Facebook and Instagram, sentiment analysis enables businesses to gauge the emotional tone of public conversations, helping them make data-driven decisions and manage their brand reputation effectively. For instance, a sudden spike in brand mentions can be unclear without sentiment analysis, as it may indicate either positive or negative reactions. Sentiment analysis clarifies this by not only identifying the sentiment but also uncovering the underlying reasons behind negative comments, allowing businesses to address issues proactively. Social media, while a powerful communication and marketing tool, also presents challenges such as privacy concerns, cyber bullying, misinformation, and filter bubbles. Sentiment analysis helps mitigate these risks by offering real-time insights into public perception, allowing businesses to respond promptly to emerging issues. By tailoring responses based on emotional feedback, sentiment analysis enhances consumer satisfaction and gives businesses a strategic advantage, enabling them to stay agile and responsive in an increasingly digital world.

Social networking is also a significant target area for marketers seeking to engage users. Social media such as Facebook and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organizations to engage in direct and end-user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact. Brands influence consumer choice.

Key Words : Social Media, Facebook, Instagram, YouTube

INTRODUCTION

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 and others to reach potential consumers, 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 consumers 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 consumer 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.

The emergence of Web is one of the most formidable developments in the history of commerce. Social media, another buzzword that came along with, is an evolution Based on the Web, where not only it encourages user generated contents, but also extends the focus to the users by allowing them to exhibit contents to share among networks. In particular, peer communication through social media, a new form of consumer socialization, has profound impacts on consumer decision making and thus marketing strategies. Consumer socialization theory predicts that communication among consumers affects their cognitive, affective and behavioural attitudes. Social media, especially social networking sites, provides a virtual space for people to communicate through the internet, which also might be an important agent of consumer socialization. Social media has grown in terms of its reach and impact. Here is a statistic to prove that. 54% of social browsers use social media to research products.

Social media has had a significant impact on consumer satisfaction, both positive and negative. As an emerging e-commerce business model, social commerce distinguishes itself through leveraging social media in affecting consumer's purchase decision making. However, in the context of social commerce, the specific mechanism between social media and consumer satisfaction, as an important intangible and leading measure of business success, has not yet been fully understood. Based on social capital theory, we develop a model that explains how social media enhance consumer satisfaction by facilitating three facets of social capital attainment, i.e. social interaction ties, shared language, and trust, through social presence and interactivity. The social capital would encourage social interaction and collaboration among consumers to exchange domain knowledge and experience, which lead to informed and accurate purchase decision and overall satisfaction lift. This study could provide a new theoretical lens for social media and consumer satisfaction research as well as implications for social commerce platform designing and operating.

Social media marketing is all about meeting your target audience and consumers where they are and as they socially interact with each other and your brand. While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on.

REVIEW OF LITERATURE

In this digital age, consumers are well aware of the marketing strategies of businesses and able to assess whether it is a content that focuses on the brand or the consumers. According to Piękna Małachowska (2017), 57% of consumers collectively agree that less than half of the content created that focuses on brand are lacking authentic information. In the journal of Social Media Marketing by Alves et al. (2016), the author claimed that 86% of consumers remarked authenticity of information on social media sites, which

is agreed to be persuasive, is an important factor when determining the products or services the consumers like and support. Social media marketing strategies are all about establishing trust that will directly lead to future sales from consumers and information authenticity is the prime driver of building that trust (Ashley & Tuten, 2014). By practising an authentic approach in social media marketing, companies not only reinforce legitimacy but also display brands' eccentric voice and personality.

Bikhchandani (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.

On the contrary, authors Beverland et al. (2008) asserted that although online marketing has a greater potential in reaching out to the targeted consumers, a product's authenticity can only be judged accurately through its verifiable information, such as labels of origin, product content and proven certificates, whereby marketers fail to provide this vital information on social media marketing. Such efforts are presumed to be time-consuming and extra cost of advertising, but little did the marketers know that only proof of evidence will enforce the trust of a consumer for a product (Napoli et al., 2014). As the digital landscape advances at a rapid pace, sustaining uniformity in social media marketing is paramount due to the difficulty and time consumption of enhancing every aspect of a company's presence. Focusing on likes and shares through a post on social media only leads to consumers being irritated with the approach because, from a consumer's point of view, these marketing tactics are considered rigorous and forced upon.

Manju Ahuja (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 the most effective factor that influences buying behaviour of consumers.

Raghuramiyengar (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.

According to a study conducted by DiMauro & Bulmer (2014) 71% of the consumers regularly read social media sites as part of their information gathering routine. Companies on the other hand are already using social media by around 90% (Ghosh, Varshney & Venugopal, 2014). The range of the used social media is wide, however consumers tend to make greater use of television (53%), social media sites (41%) and listen to the radio (36%). Less popular are the classic newspapers with 20% (DiMauro & Bulmer, 2014).

Given the indirect role of social media in value creation, the article “Social media: Influencing consumer satisfaction in B2B sales” by Agnihotri, Dingus, Hu, and Krush (2016) is notable for highlighting the role of social media as an antecedent to value generation within the sales process. Considering the fast pace at which knowledge of the impact of social media within B2B sales is developing, we critically appraise Agnihotri et al. (2010) work and position it within the emerging literature on social media communication in the sales process. We conclude with a research agenda identifying a diverse set of new directions for investigating social media within the sales process.

The usage of social media is still increasing and with it its importance. When going deeper into the field of social media and its users, differences become apparent. It was found that a difference between female and male in regard to using social media as information source exists. To be more specific, DiMauro & Bulmer (2014) mentioned in their study that “women are two times more likely to turn to social channels to inform their decisions about purchases than men (31% vs. 15%)”. Now that some statistics regarding social media were named, the question that is still unanswered is: How does social media work and, how does one publish his/her opinion? To answer this question the example of Facebook will be useful to give more specific insights. Facebook is one of the leading social media platforms with almost 1,5 billion users. These users are not only represented by consumers but also by companies and organizations. The most common way to indicate satisfaction with the company is via “Likes” or “Shares”. Both functions are directly shown on the company’s Facebook page. Nevertheless, it is still possible to comment directly on the page and pose ones opinion. This is a useful tool for companies but also for individuals who are trying to get attention or want to publish opinions towards a certain topic. Companies not only level social media for digital advertising and promotions, but also to mine innovative ideas, to handle consumer service issues and in this context engage with its consumers (Smith, Fischer & Yongjian, 2012).

OBJECTIVES OF THE STUDY

- To identify consumer awareness towards social media marketing strategies.
- To explore the impact of social media on consumer engagement.
- To identify the relationship between social media engagement and purchase intent.
- To assess the effectiveness of different social media platforms in engaging consumers.

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 Consumer need, how to attract consumer 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

METHODOLOGY

Descriptive Research : Descriptive research helped to find out facts and details of the L.N. Motor Company, Noida. Descriptive research is a kind of research that is used to describe the key characteristics of a sample or population. A sample or population refers to a collection of anything, whether people or objects, that has similar characteristics.

Sample Design Population: Employees working in the L.N. Motor Company, Noida

Sample size: A sample of 118 consumers is selected for carrying out the study.

Sampling Technique: The sampling technique used is convenience sampling.

Data Collection

- **Primary Data:** The primary data were collected by distributing structured questionnaires among the employees.
- **Secondary Data:** Company's annual reports.

RESULTS AND DISCUSSION

Table-1
Usage of different particulars

S. No.	Particulars	Option	No.	Percentage
1	Gender	Male	80	67.80
		Female	38	32.20
2	Age	18-25	34	28.80
		26-35	56	47.50
		36-45	12	10.20
		46-50	11	9.30
		More than 50	5	4.20
3	Main Profession	Employed	33	28.00
		Not Employed	40	25.40
		Student	30	33.90
		Business Person	12	10.20
		Other	3	2.50
4	Salary	0-5000	30	25.40
		5000-10000	21	17.80
		10001-20000	47	39.80
		20001-30000	8	6.80
		More than 30000	12	10.20
5	Usage of social media	Less than 4 hours	68	57.60
		More than 5 hours	50	42.40

Table-2
Usage of Social Media

S. No.	Usage of Social Media	Option	No.	Percentage
1	Instagram	> 4 hours	26	22.00
		5 – 10 hours	56	47.50
		< 5 hours	36	30.50
2	Twitter	> 4 hours	51	24.60
		5 – 10 hours	38	50.00
		< 5 hours	29	25.40
3	YouTube	> 4 hours	51	43.20
		5 – 10 hours	38	32.20
		< 5 hours	29	24.60
4	LinkedIn	> 4 hours	51	33.10
		5 – 10 hours	38	52.50
		< 5 hours	29	14.40
5	Face book	> 4 hours	51	25.40
		5 – 10 hours	38	55.10
		< 5 hours	29	19.50

- A positive impression on consumers is to use social media to advertise sales or promotions and provide discount codes to their social media followers.
- Almost 33% of the respondents probably will not have experience on social media with company's social media activities.
- Almost 46.6% people are very satisfied with social media response language.
- Almost 56% of the respondents are agreed to the statement that social media language is understandable.
- Another way companies can make a positive impression on consumers is to use social media to advertise sales or promotions and provide discount codes to their social media followers.
- Majority of the company are somewhat responsive and minority of the company are not applicable.
- Majority of the consumers are belonging to the age category of 26-35 and minority of the employees belonging to more than 50 age category.
- Majority of the consumers are very satisfied with social media response language minority of the consumers are very dissatisfied.
- Majority of the consumers use social media less than 4 hours and minority of consumers using social media more than 5 hours.
- Majority of the respondents are dissatisfied with post engagement.
- Regarding the gender of the consumers, majority is male, and minority is female.
- Regarding the main profession of the consumers are students and minority of the consumers are others.
- Regarding to the income level of the consumers belongs to 10001-20000 and minorities of the consumers belong to above 30000.
- There is a relationship between how satisfied with the post engagement and age.
- There is correlation between how satisfied are with the social media response language.
- There is no correlation between how responsive the company to your concern is and how satisfied are with the social media response language.
- There is no correlation between social media language are understandable and gender of the employee.
- There is no relation between gender of the employee and social media language are understandable.
- There is no relationship between how satisfied are with the social media response language and gender.

- There is no significant distance between how satisfied with the post engagement.
- Use social media to keep consumers informed/alert them to problems or promotions.
- With social media, feedback about a product or service, the purchasing experience or consumer service can be gathered.

CONCLUSION

The findings of this study highlight the significant positive impact of internet marketing on consumer satisfaction and brand growth. Effective social media marketing strategies that align with consumer preferences and values play a crucial role in enhancing brand perception, credibility, and fostering consumer loyalty. Content that resonates with consumers' interests and needs is fundamental for successful social media campaigns, with interactive and engaging material being especially important for boosting consumer engagement and overall satisfaction. The current study investigated the role of social media marketing activities in enhancing consumer satisfaction. These social media marketing activities include response time, response language, and regular posting on social media. The study concludes that these social media marketing activities play significant roles in enhancing consumer satisfaction. Specifically, social media response time can positively or negatively and significantly impact consumer satisfaction; thus, companies should focus on maintaining better social media response time. For example, consumers tend to be more satisfied with prompt social media responses that will have a positive and significant role on enhancing consumer satisfaction.

Conversely, if companies, online retailers, or individual sellers selling products and services or advertising these products, brands, or services on social media platforms take a longer time to respond to the consumer's queries or concerns, this negatively impacts the consumer satisfaction levels. Thus, it can be concluded that timely or speedy social media response time to consumer's concerns, complaints, or queries play a major role in increasing consumer satisfaction irrespective of the consumers' aims. Social media response language also has significant impacts on consumer satisfaction levels. It can either positively, or negatively affect consumer satisfaction. For instance, the language used by online retailers, companies or individual sellers who sell or advertise products or brands and services can either positively or negatively impact consumer (social media user) satisfaction. The study findings revealed that using a proper social media response language will satisfy most consumers, leading to enhanced consumer satisfaction.

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