An Examination of social media For Contemporary Marketing Approach

Paras Jain[1], Simmi Dhyani[2]

[1]Student, Masters of Business Administration, Chandigarh University
[2]Assistant Professor, Masters of Business Administration, Chandigarh University

Abstract

This report has been prepared as partial fulfilment of the requirement for the cooperative education, faculty of Business Administration at Chandigarh University. Having expressed my interest and desire to work in the field of Digital Marketing department. I work on this project for 8 weeks straight from March 01,2023 to May 01,2023.

The report initially contains a brief introduction of Innovative Marketing Strategies. Afterwards, the significance of the study is mentioned along with the different marketing strategies. Then the effectiveness of digital marketing strategy is thoroughly discussed, from the digital marketing strategies work how social media marketing and digital marketing have been a dominating factor in the growth of Marketing. Some of the new digital marketing and social media marketing strategies is been discussed followed by digital presence of innovation on various social media platforms. The report has been integrated with lot of data tables that verify and analyse the digital innovation effectiveness. Based on these analysis, managerial implication was suggested which can improve the Marketing strategies in today's world.

However, the report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know digital analytics literally change every day. In spite of all that, I believe this report has enough reasons to analysis the SEO Ranking and social media presence of Consumers.

.

Keywords: Social Media Marketing, Digital Marketing, SEO Ranking, B2b and B2C Marketing

1. Introduction

Despite the fact that, as its name implies, social media began as a tool solely for social engagement, its commercial value quickly became apparent, and it has also emerged as the marketer's new best friend. Because social media use now significantly outweighs all traditional media channels in terms of traffic, circulation, and audience reach, marketers have had to significantly alter their game plan in order to take into account this shift in the media landscape. The industry is discovering that the fundamental structure of the campaign and conventional strategies must be altered. Getting a customer's attention, no matter how briefly, has always been the goal of marketing. How much people have embraced new media and headways, for instance, PDAs has offered sponsors the opportunity to show up at purchasers in an everyday of as far as possible through various mediums, essentially extending the potential outcomes illuminating being seen. However, the rise of social media has made it increasingly difficult to create a campaign that stands out in a market with a lot of competition because it has begun to completely overshadow more conventional strategies.

The issue is the shift in consumer mindset. As a result of social media, a culture of constant communication, active engagement, and the expectation of immediate access to everyone and everything has developed. This is clearly something that the customary advert or piece of exhibiting material could never anytime achieve. On the other hand, a social mobile/location activity on a platform like Four Square, a Facebook page, or a Twitter feed can directly meet customers' new, more stringent requirements. In spite of this fundamental commitment, virtual entertainment activities are more likely to be supported because attention is held for an extended period of time as opposed to just a few brief minutes. As a direct consequence of this, we are increasingly observing advertisements on television concluding with a plea for customers to visit their Facebook or Twitter pages, promising an engaging online experience, amusing incentives, and a sense of community that people actually want to participate in. These advertisements are concluding with a plea for customers to visit their pages. In the end, customers use Facebook and other forms of online entertainment for no particular reason, and it doesn't matter to them whether they join a branded or unbranded game, for example. However, if the creative is successful, customers are more likely to develop a sense of loyalty to the hosting brand.

Using the medium, numerous campaigns have successfully elevated a brand into the media spotlight. Not only do social platforms give customers direct access to the brand, but they also make the customer experience appealing. The advertiser's job is changing significantly more in this way. The customer service adviser position broadens the already expanding scope of their work. It's possible that the ad executive or marketer has entered territory that was once the PR agency's territory because the industry's branches are becoming increasingly muddled. Consequently, social media inquiries, complaints, and praise about a brand frequently fall under the purview of marketers. This exemplifies a fantastic opportunity for the company to gain a thorough and precise understanding of the public's perception of a company or product, allowing them to both develop viewpoints that are generally accepted and work on those that are less well-known. In essence, the fact that criticism is constantly visible gives brands the chance to respond quickly and resolve any issues.

Clearly, with every potential gain, there typically comes a cloud. The problem with this level of instantaneity is that it allows for meticulously planned responses or systems. Marketing failures that can damage the client's and the agency's reputations can be caused by the haste with which comments and tweets are posted. This has happened frequently and infamously. There is also the risk of going overboard and stuffing users' streams with branded content that doesn't belong on social media. A client is lost when they view a brand's long-range informal communication movement as nosy or irritating. In addition, there are numerous instances of brands attempting to take advantage of the system through fictitious comments or the tweets of a few irresponsible employees making inappropriate remarks. Marketers are now on the front lines, interacting with the public, and are held much more accountable for the brand than they were previously.

Even though there are some drawbacks to using social media, it's easy to see why it's replacing more and more conventional marketing strategies. Take, for example, advertisements on television, which can run into the millions of dollars; are poorly targeted and unable to collect data. However, almost nothing was spent on social media promotion of an online viral; allow for significantly more engagement opportunities and a significantly larger target audience to be reached. Along these lines, it is easy to see the motivation behind why virtual diversion is publicist's new closest friend.

Objectives of Project

Social media has completely overhauled the promoting region and pushing forward is the main choice. The gap between consumers and marketers has significantly widened. The days of memorable images and

punchlines are over; It all comes down to maintaining a constant conversation, gaining the trust of the audience, and swiftly and appropriately interacting with them. Research further suggests that businesses ought to incorporate person-to-person communication locales into their plan of action or special blend when virtual entertainment destinations can be utilized for the data it provides on customer conduct in relation to their purchasing goals. A plan of action is a collection of interdependent designs, procedures, and cycles that serve as a company's rationale for sorting things out and motivate customers. Web-based entertainment should be treated as an essential component of an organization's coordinated marketing strategy and should not be tampered with. Each item or administration can possibly find a prepared market in light of the fact that almost one individual in ten purposes Facebook routinely. Increased consumer participation in the creation of marketing and brand-related information is made possible by new technologies, as are more personalized and targeted communications. Consequently, social networking sites are being used to expand a company's target market and enhance the brand's appeal.

Introduction to Industry
Introduction of Different Types of Social Media Industry Are:
1. Social Media: Facebook, Twitter, LinkedIn
These sorts of social media are utilized to interface individuals and brands on the web. They help your business by providing customer service, generating leads, branding, raising social awareness, building relationships, and converting customers.

You can run a variety of social media campaigns to help you reach more people on these networks.

These social marketing networks have a number of advantages, including the following:

- They encourage individuals and businesses to interact online and share data and ideas to ensure mutually beneficial relationships;
- If you are looking for the best ways to optimize your current marketing campaigns, you will find a variety of organic and paid methods on Facebook, Twitter, and LinkedIn.

**2. Networks for sharing media: YouTube, Snapchat, and Instagram**
Photographs, live video, recordings, and different sorts of media can be found and shared internet based through media sharing kinds of web-based entertainment.

Additionally, they will assist you in developing your brand, generating leads, and targeting. They give people and brands a place to find and share media so that interest groups can be identified and transformed in the most persuasive and result-driven manner possible.

Although the sharing of media is the primary function of Media Sharing Networks, these features are now available on social networks as well.

- It would be more beneficial for you to begin by sharing images or videos on Instagram, YouTube, and Snapchat.
- You should think about your resources and target audiences when deciding whether or not to use these networks for your business. You can run well-planned campaigns using these channels to expand your audience and get leads.

3. Forums for Discussion: Digg, Quora, and Reddit
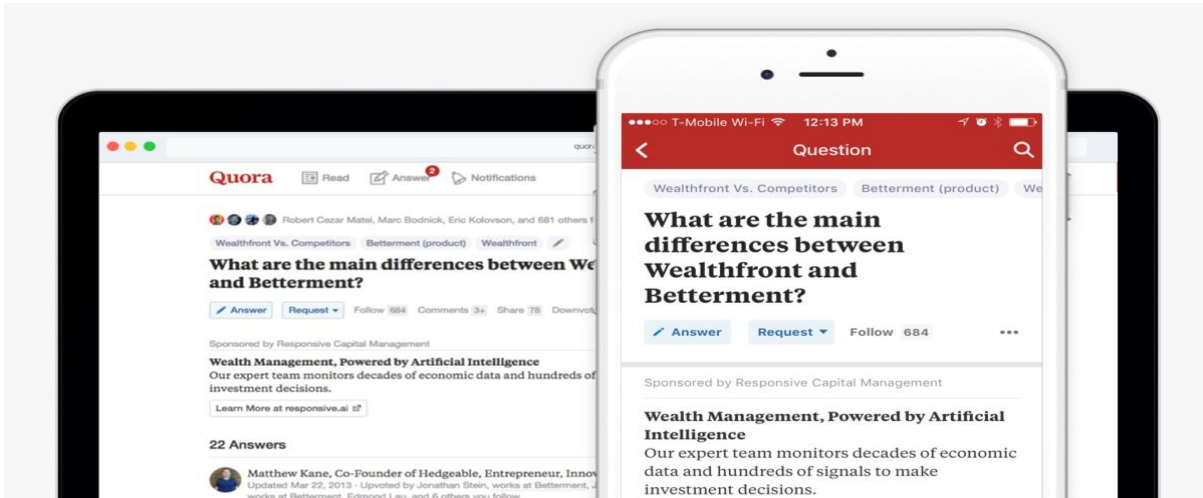
Use of Quora in social media marketing These social media channels are used to find, discuss, and share a variety of information, opinions, and news.

Businesses benefit from their excellent resources for flawless market research. Forums are the oldest method for running campaigns for social media marketing.

These gatherings were the places where experts, specialists, and devotees used to have a variety of conversations about various fields prior to the advent of well-known Virtual Entertainment players like Facebook.

- The vast user base of these discussion forums ensures an unprecedented reach for your company. These are the locations where various domain-specific queries can be answered.
- If your business requires in-depth customer research, these locations are best suited for it.
- In addition to providing answers and sharing information, these locations also have a significant impact on advertising.

## 4. Networks for Content Curation and Bookmarking: Flipboard, Pinboard

Utilizing these sorts of virtual entertainment will likewise assist you with finding, share, examine, and save different the latest media and content that is moving.

They are particularly helpful in channelizing brand care for your business, moreover, picking this one to run different kinds of Virtual Amusement Exhibiting endeavours will help you with creating site traffic and client responsibility.

If you want to run unconventional, highly imaginative campaigns that can not only inform but also attract your audience, this is the best option.

- You need a website that is compatible with bookmarks in order to run a social media campaign on Pinterest. For the feeds that Bookmarking and Content Curation Networks use to access and share your content, you should optimize headlines and images.
- Flipboard lets you use the most engaging content to make your own Flipboard magazine, which you can then show off to your audience.

5. Networks for Customer Reviews: TripAdvisor, Zomato, and Yelp
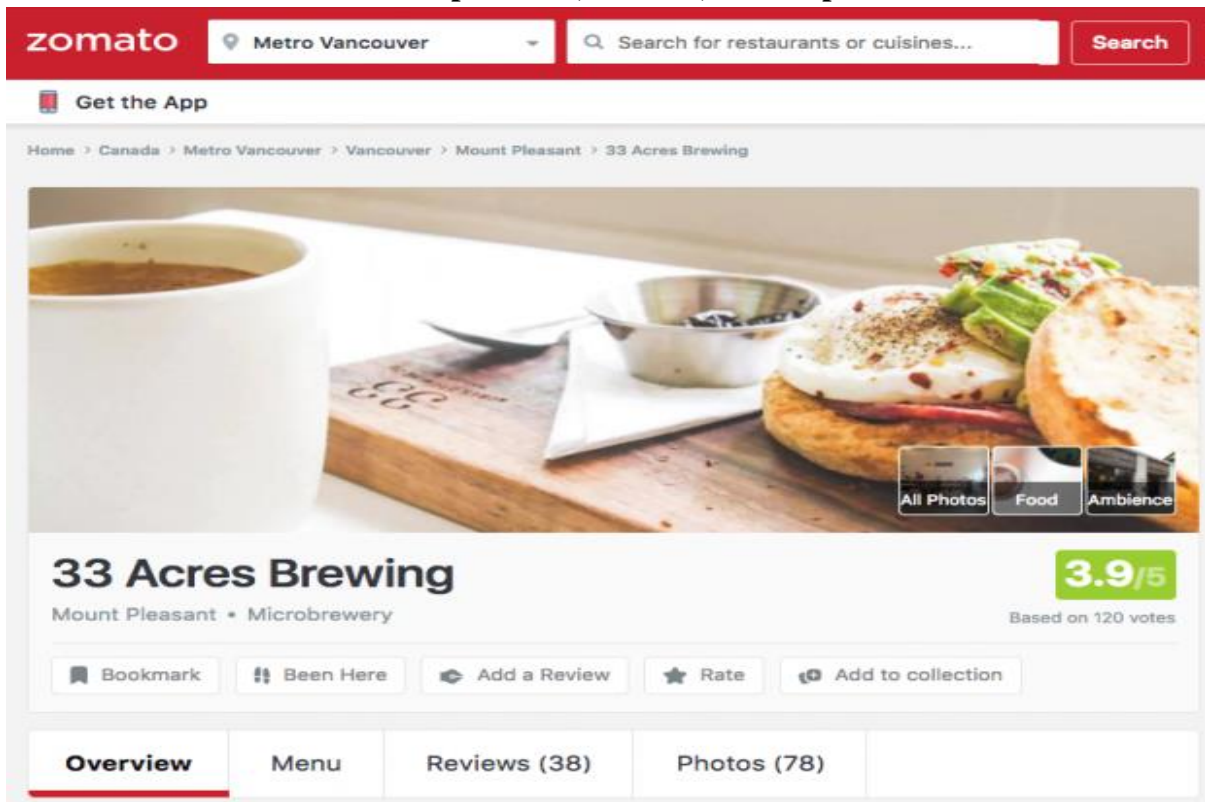
Zomato review example

Using Customer Review networks, you can find, share, and evaluate a variety of product, service, or brand-related information.

When a company receives positive feedback on these platforms, which serves as social proof, its claims become more believable.

For today's businesses to run successful social media marketing campaigns, they need to have positive reviews on these sites.

Resolving all of the issues that your customers are posting about on these Review platforms is another thing that will be very important for your business's positive and productive outcomes.

- Users can post reviews of various products and services that they have used on these networks.
- Review content has a lot of value for any brand because it will get more people to try your services and bring in more new customers.
- Social media platforms such as Yelp and Zomato provide location-based review services that will assist you in running location-based social campaigns.

6. Networks for Publishing and Blogging: Medium, Tumblr, and WordPress

You should choose these kinds of social media networks for publishing, discovering, and commenting on articles, social media blogs, and other web content.

Content marketing is one of the most efficient methods for reaching, attracting, engaging, and converting a target audience. It will be the groundwork of compelling electronic publicizing endeavours that accept the principal part in change channels of Mechanized Advancing endeavours.

While Tumblr, a microblogging administration, and Medium, a social distributing stage, are the latest contributing to a blog and distributing networks, WordPress and Blogger are the conventional writing for a blog stage.

- These organizations are must for the organizations that need to successfully utilize Content Promoting, besides, you can share this substance on different Informal organizations like Facebook, Twitter, LinkedIn, and so on.
- The content that you use on these networks will also help you create a niche for your company, and audiences who are looking for information about that niche will undoubtedly visit your blog or website.

7. Social Shopping Communities: Fancy, Etsy, and Polyvore
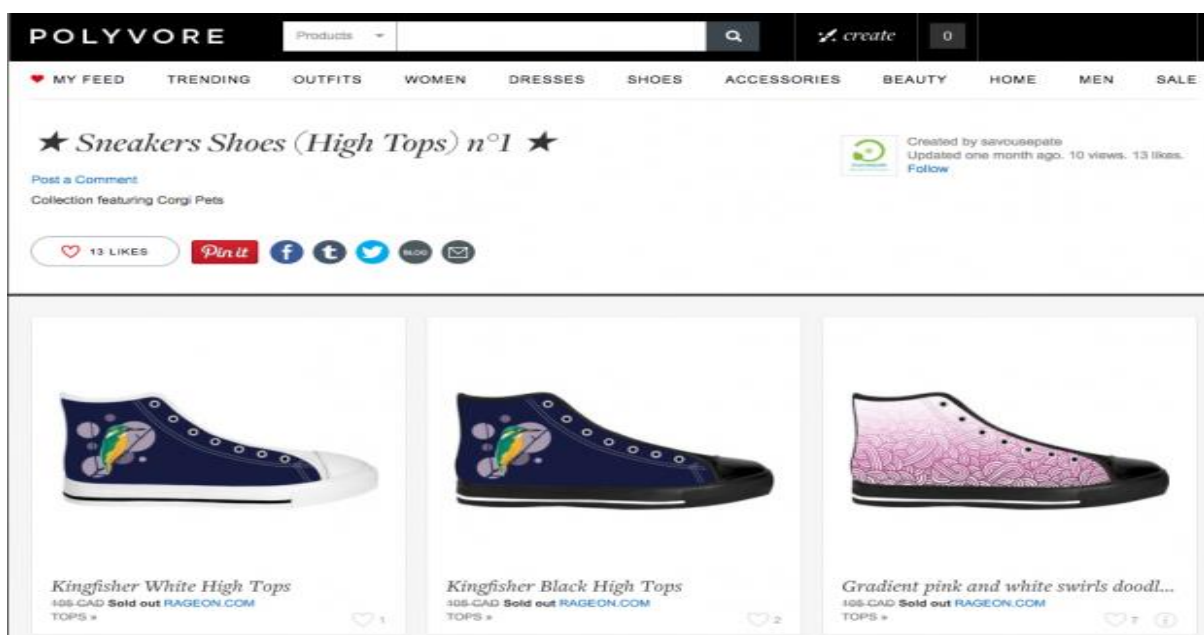
Polyvore ad example

These kinds of social media channels are ideal for you if you're looking for shopping advice or the most recent marketing trends.

In addition, they help you follow various brands, share interesting things, and shop on these social shopping platforms.

Businesses can use some of these new and effective social media platforms to raise brand awareness, increase engagement, and sell products. These channels change e-commerce because they add interesting social elements to make them more interesting.

- To make good use of these networks, you should make a website that combines social and shopping experiences.
- Small businesses and start-ups benefit greatly from these networks because they are able to sell their products without the need for a physical store or office.

8. Networks Based on Interests: Houzz, Goodreads, and Last.fm

By using these kinds of social media networks, you can connect with other people who share your interests or hobbies.

There will undoubtedly be customers who are interested in learning more about the services and products that you offer.

It is one of the best online networks for interacting with your audience and making people aware of your brand because of this. You would be able to run a more targeted campaign if you used Interest-based networks rather than large social networks.

- By selecting these networks, you will be able to concentrate solely on a single product or service that is associated with a specific subject, such as home décor, Digital Marketing Training, Music, Books, and so on.
- The best places to interact with audiences in a particular niche are these networks.

Scope of The Study:

- Consequently, this study will be valuable to the web-based advertiser in making the system to satisfy the need of client through knowing the disposition and fulfilment level.
- To find out which factor motivates marketers to develop novel marketing strategies.
- To figure out which part of the website makes people want to buy the product using new marketing strategies.

Timeline of Project: The duration of project 8 Weeks.

2. Literature Review

It is impossible to comprehend social media without first defining Web 2.0: a term that refers to a different way that end users use the Internet, in which all administrators continuously modify content in a sharing and cooperative manner (Kaplan and Haenlein, 2010). According to Campbell et al., the fact that users are now creating and consuming information rather than simply retrieving it adds value to the websites that enable them to do so. This has less to do with the technology itself as much as it does with what people are doing with it. 2011, 87). From straightforward information retrieval to collaboration, interactivity, and interoperability, Web 2.0 has evolved (Campbell et al., 2006). 2011).

"a collection of Web put together applications that form in accordance with the philosophical and mechanical underpinnings of Web 2.0, and permit the creation and trade of client-produced content," according to Kaplan and Haenlein (2010, 61). Sinclaire and Vogus (2011), p. 294, apply O'Reilly's (2005) meaning: The wide term "online amusement" alludes to programming devices that produce client created content that can be shared. Regardless, a site must have the following fundamental components in order to fulfill the requirements of a casual local area site: The website needs to have content, user profiles, a way for users to connect and comment on each other's pages, and a way for users to join virtual groups based on common interests like politics or fashion. 2005, Gross & Acquisti; 2007 by Ellison, Steinfield, and Lampe; 2007 by Goad and Lenhart; 2007 Switch; Boyd and Ellison, 2007 (referred to in Cox, 2010).

It is common practice to use the terms "social media" and "social networking sites" interchangeably.

Online gaming, on the other hand, is different because it allows people to join by creating individual profiles and inviting friends and partners to go to those profiles (Kaplan and Haenlein 2010, 63). The ways in which consumers gather information and make purchases have changed as a result of social media, which is where social networking takes place.

The Customer Satisfaction Measure (CSM) is a tool used by scientists to gauge how well virtual entertainment advertising will be received by consumers. According to Lawson et al., The general attitudes of consumers

toward marketing and the market are referred to as CSM. 2001, as Mady (2011) mentioned. According to Mady (2011), a person's motivation to engage in activities involving consumption is significantly influenced by their perception of the market as a whole. A buyer ought to be available to the development for an electronic diversion exhibiting work to make progress. According to Mady (2011), 195, "individuals' affinity to embrace and utilize new advances for achieving objectives in home and work," purchaser innovation preparation is defined as When promoting through online entertainment, retailers should keep in mind customer innovation preparation because their online entertainment advertising will be ineffective if their intended target market does not use virtual entertainment, is unfamiliar with it, or has a negative opinion of it. A retailer's target market might be a good candidate for interactive advertising marketing based on an examination of their readiness for technology.

Another instrument that provides data on a consumer's acceptance of new technology is the Innovation Adoption Process (IAP). Mady (2011) refers to Rogers as saying that the IAP is where an individual goes through their advancement choice interaction. There are five phases to the interaction: knowledge of the innovation, developing an attitude toward it, deciding whether to put the innovation into action or not, putting the innovation into practice, and confirming the decision are all important (Mady, 2011). Marketers can successfully run a social media marketing campaign with knowledge of IAP.

Electronic redirection has progressed from essentially giving a stage to people to keep in contact with their loved ones. Customers can now learn more about the products and businesses they love. At this point, these web-based retailers and advertisers are utilizing them as yet another means of engaging customers and providing an original shopping experience. Shankar et al. state that It has become easier for marketers to connect with customers at new points of contact thanks to the rise of powerful search engines, cutting-edge mobile devices and interfaces, peer-to-peer communication vehicles, online social networks, and peer-to-peer communication vehicles. 2011, 30).

"Shopper marketing" is a novel idea that involves creating a new point of contact for interactions between businesses and customers. Shankar et al. point out, " "The planning and execution of all marketing activities that influence a shopper along, and beyond the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation" is what we mean when we talk about "shopper marketing." 2011, 29). When marketing to customers, retailers must take into account perceived fit; According to DelVecchio and Smith, who are cited in Cha 2009, "saw fit" refers to the degree to which existing products that are related to the brand and another item class are practically identical. Individuals are bound to search for things in casual networks in the event that they see shopping administrations on significant distance correspondence stages as helpful and easy to utilize (Cha, 2009). Since such countless individuals utilize online diversion settings, giving shopping administrations on casual networks can assist retailers with developing their organizations. It is possible to reach the majority of target markets due to the wide range of social network users (Cha, 2009). Retailers can make effective use of this to promote their brands and products to potential customers. For instance, according to Shankar and others (2011), shopper marketing can work with customers to improve products, create clear messages, locate promoters, and link to store-based activities. This shows how significant web-based entertainment is to a retailer's promoting plan. Consumer communities that are defining new ways in which businesses and customers can interact with one another to share information about brand products have been created as a result of advancements made to social media platforms. For instance, a PC-based environment in which retailers and customers can interact with one another through advertising is being created by virtual brand networks.

3. Research Methodology

The science of research methodology is centred on logical examination methods. By consistently pursuing various advancements, it is the most effective strategy for systematically addressing the exploration problem. In a similar vein, it describes how information is gathered for a research project.

A narration of the research methodology that was used to guide the research will be presented in this section. It describes the chosen research method, examines and influences the selection of appropriate methods based on the subject of the study. Further it portrays the approach for data grouping and raises quality models for the exploration. It has been isolated into sub-fragments. It incorporates Exploration Plan, Information Assortment Configuration, Inspecting Plan, Information Examination Plan and Functional Plan.

Title of The Study: An examination of Social Media for Contemporary Marketing Approach.

Research Design

Research design is the structure of examination strategies and methods is called the research design. Analysts can focus on topic-appropriate research methods and prepare their investigations for progress thanks to the plan.

Major types of Research Design:

1. **Exploratory Research Design:** The purpose of exploratory research is to provide a foundation, familiarize the researcher, and, as the name suggests, "investigate" the topic as a whole. A piece of exploratory examination is the assessment of connection between factors without understanding the justification for why they're mulled over. It differs from it only in the sense that the researcher thinks there might be a result in application someplace in the timberland of questions, which is why it borders on an inactive interest approach.

2. **Descriptive Research Design:** In many areas of life and business, descriptive research is common. The majority of our plans for a descriptive study are to depict a group or other materials. In light of the exploration problem, it enables the testing of both explicit and verifiable speculations.

3. **Experimental Research Design:** The process of conducting research in which at least one factor is altered in a manner that enables the collection of data demonstrating the effects is referred to as experimentation. In order for the researcher to obtain the necessary specific information and concentrate fully on the information, experiments create counterfeit conditions.

4. **Diagnostic research design:** The goal of diagnostic design is to determine the fundamental cause of a subject or characteristic. This method makes it easier to investigate the factors that lead to unpleasant situations.

Problem Statement

Advertisers can benefit from interpersonal organizations to anticipate procurement expectations, according to the issue. Taking into account a company's organizational structure (such as Facebook, Instagram, Pinterest, and so on) should make this feasible. what's more, by checking out at the information on that organization. Looking over an association's data fundamentally further fosters an association's exhibiting attempts since it outfits the association with vital information on the association's clients, which chooses the best electronic amusement methodologies for that particular page considering this survey, it can also be battled that knowing

which virtual diversion objections an association's goal market utilizes is another key figure guaranteeing that web advancing will make enduring progress. Businesses must find novel ways to use social networking sites for conversation with customers rather than advertising instead of using them as a one-way communication network.

Hypotheses:

First hypothesis:

H10:

H1a: People are not interested in commenting on photographs, uploading photographs, commenting on other people's status updates, chatting with friends, making friends, or inviting others to parties.

Second hypothesis:

H20: It doesn't matter if people post videos, write messages, read notes, comment on blogs, or keep up with them.

H2a: Uploading videos, watching videos, writing messages, reading notes, commenting on blogs, and staying up to date are all popular activities.

Third hypothesis:

H30: Customers have no interest in using various applications or tools for bidding or gambling, organizing events, creating groups, or playing games.

H3a: Customers are especially interested in using a variety of applications and tools to play games, organize events, form groups, bid on and gamble, and organize events.

Objectives

- To investigate the purpose of social media use.
- To investigate the social media-using activities of interested individuals.
- To figure out the utilization of web-based entertainment as a promoting instrument.
- To break down the effect of web-based entertainment on buying conduct of shoppers.

Sampling Design

A unique method for selecting a sample from a particular population is known as a sample design. It refers to the approach or approach that the researcher would take when selecting items for the sample. test configuration moreover prompts a procedure to instruct the amount regarding things to be associated with the example i.e., the size of the example. Therefore, the test is not completely established prior to the collection of data. Among various kinds of test plan technique, the specialist should pick that examples which are strong and reasonable for his exploration review.

Types of Sampling Design:

1. **Non-probability sampling:** In contrast to random selection, non-probability sampling is a sampling method in which the researcher selects samples based on their own emotional judgment. This approach is less rigid. The ability of the researchers is crucial for this method of sampling. It is based on perception and is frequently utilized in qualitative research.

Type of Non-Probability Design:
- Convenience sampling
- Consecutive sampling
- Quota sampling
- Judgmental or Purposive sampling
2. **Probability Sampling:** A sampling method known as probability sampling is one in which a researcher selects tests from a larger population using a strategy based on the probability hypothesis. A member must be selected using an irregular selection in order to be considered a Probability sample.

Types of Probability Sampling:
- Simple random sampling
- Stratified random sampling
- Random cluster sampling
- Systematic sampling

3. **Sample Size:** The term "size of sample" refers to the total number of items from the universe that will be selected for a sample. The size shouldn't be too big or too small; rather, it should be perfect. A sample that meets the requirements of productivity, representativeness, unwavering quality, and adaptability is an ideal sample. When selecting the sample size for an examination concentrate, it is important to keep the boundaries of interest in mind. The cost factor, or financial circumstances, should also be taken into consideration.

4. **Sampling Unit:** Before selecting a sample, a decision about the sampling unit must be made. A sampling unit could be a topographical one like a state, region, town, etc., or it could be a development unit like a house, level, etc. It could also be a social unit like a family, club, school, etc., or it could be a person.

5. **Sampling Method:** The type of sample that a researcher will use, or the methods that will be used to select the items for the sample, should be chosen by the researcher.

Sampling Population: Customers Who Are Using Online Facility.
Sampling Unit: Customers Who Are Using Online Facility.
Sampling Method: Convenient Sampling.
Sampling Size: Sampling Size Would Be 100.

Statistical Tools
MS-Excel:
One of the most widely used tools for data analysis is Microsoft Excel. The majority of data professionals would rather use Excel for statistical data analysis due to its cost and ease of use. In any case, utilizing Succeed for measurable examination requires consistent focus, information examination information, and solid thinking abilities.
Whether you are performing factual examination utilizing Succeed 2010 or Succeed 2013, you really want to have an unmistakable comprehension of diagrams and turn tables. These two Excel features are heavily relied

upon by the majority of data analysts who use Excel for statistical analysis. It helps to be familiar with the essential statistics for data analysis with Excel answers.

Application of Excel in Statistical Analysis:

One of the most popular Microsoft spreadsheet software tools for data analysis is Excel. The majority of statisticians and data professionals use MS Excel for data analysis because it is simple, less expensive, easy to use, easy to manipulate data and draw graphs, and offers a lot of control and flexibility. Succeed is an ideal instrument for learning measurable ideas and playing out some fundamental factual examination yet it is frequently to utilize SPSS, SAS, or MINITAB for further developed factual investigation.

Calculation sheet programming is utilized to store data in sections and lines and is intended to work with numbers however frequently incorporate text. Excel organizes work primarily into workbooks, each of which contains numerous worksheets and charts. Lists and analyses of data are done on worksheets. A Turn Table is a succeed device for summing up a rundown into a basic organization. Large datasets can be condensed into a separate, concise table using this interactive data summarization tool.

Most of Succeeds genuine techniques are significant for the data assessment mechanical assembly pack, which is in the gadget's menu. Included are descriptive statistics, correlations, t-tests, regression, one- or two-way analysis of variance, and other techniques. The Investment ToolPak in Microsoft Succeed 2000 (variant 9) contains a number of information examination tools that can be used to create mind-boggling factual investigations. The Data Analysis TookPak contains a descriptive statistics tool that provides summary statistics for a set of sample data. Mean, mode, middle, least, greatest, standard error, standard deviation, difference, skewness, range, and other concepts are included in summary insights. Succeed Information, Information Examination Enlightening measurements can be utilized to notice elucidating investigation.

The Succeed highlight's position and percentile are primarily used to locate the relative positions of a list's various values. The data's category is displayed by percentile, such as the top 60%, top 40%, top 20%, and so on.

When performing statistical data analysis in Excel, regression is frequently utilized to establish a relationship between independent variables and dependent variables.

When it comes to creating samples from a large population, sampling is one of the most popular Excel tools. Excel 2010 employs methods of periodic and random sampling to identify data set items.

4. Data Analysis and Interpretation

1. Do you have a social media account on any of the following platforms?
   (Yes/ No) _____
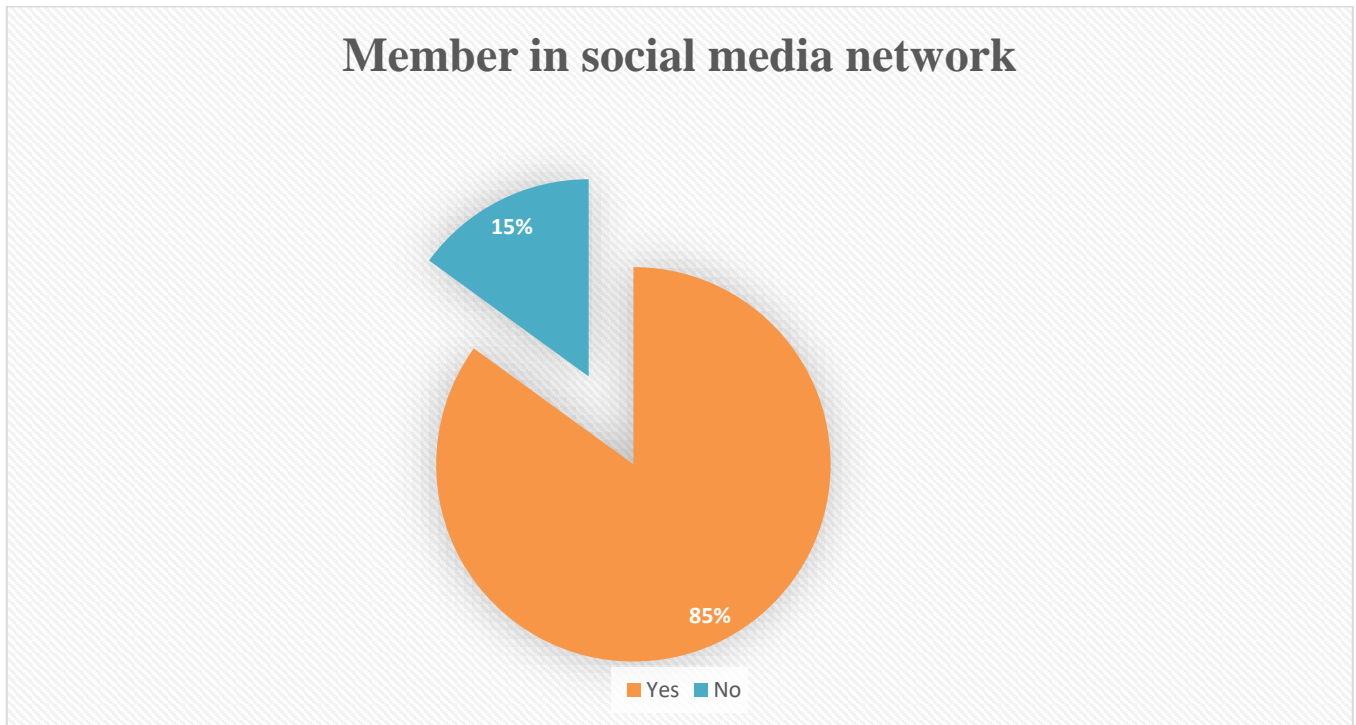
Member in social media network

Figure 1: Member in Social media network

Interpretation:

Of the complete respondents, 85% of them have accounts in either interpersonal organization destinations and other 15% have no record.

2. How long have you been using any social media platform?
   a. Above 5 Years   b. 3-5 Years
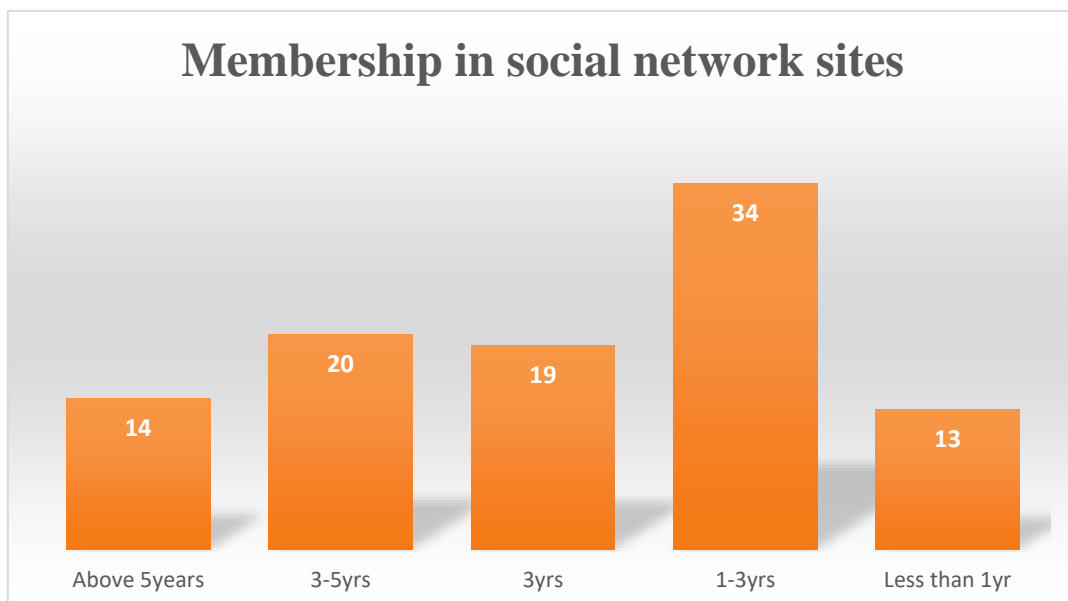   c. 3 Years   d. 1-3 Years
   e. < 1 Year

Membership in social network sites

Figure 2: Membership in social network sites

Interpretation:

A total of 13% and 34% of respondents have been members of social media sites for less than a year, respectively. The remaining 34% of respondents have been involved in the social networking site for more than three years, while 19% of respondents have only been members for three years.

3. Mark the social media platform where you have an account as selected.
   a. Facebook
   b. Twitter
   c. Instagram
   d. LinkedIn
   e. Pinterest
   f. google plus
   g. Others please specify _____
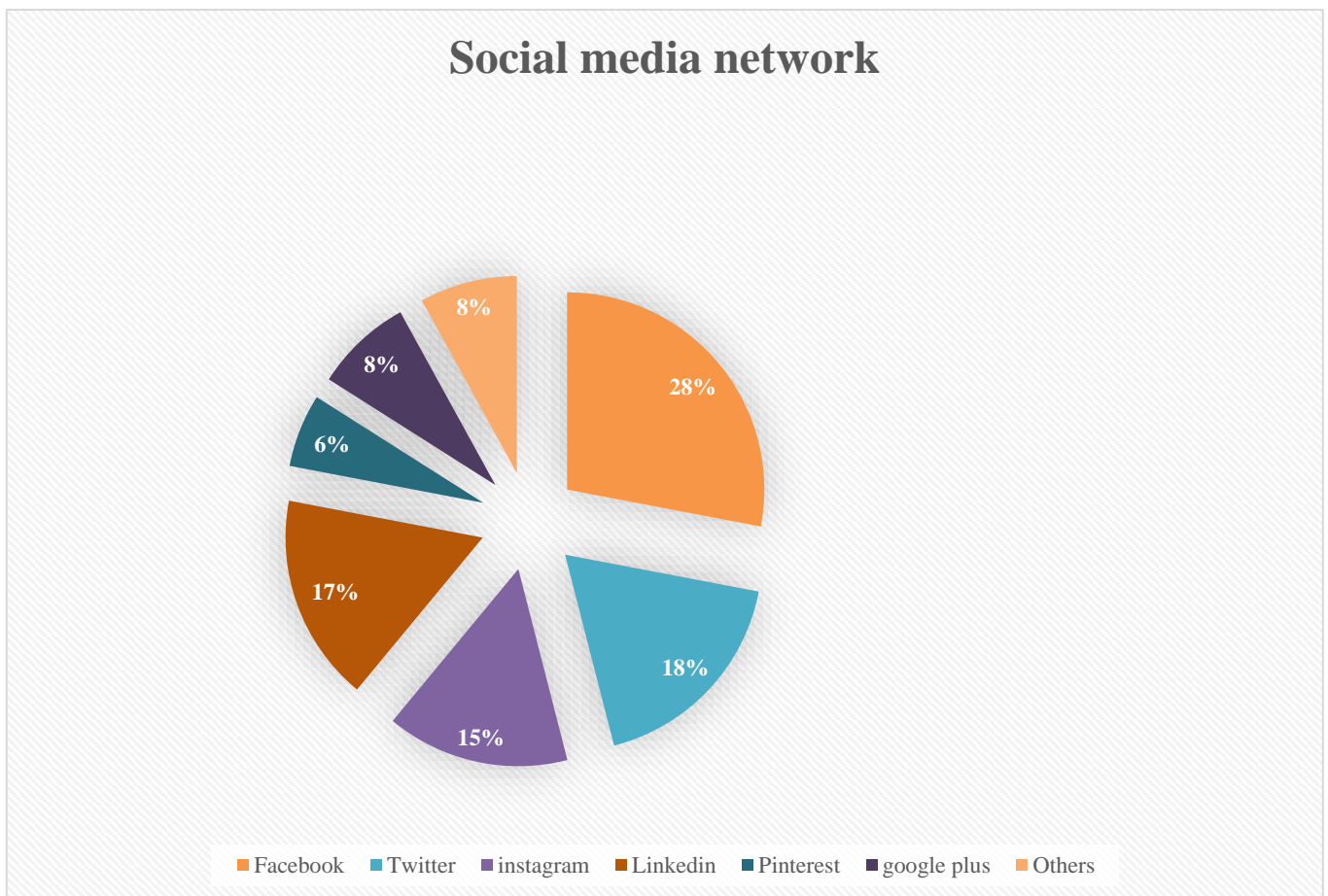
Figure 3: Social media network

Interpretation:

28% of respondents have accounts on Facebook, 18% have accounts on Twitter, 17% have accounts on LinkedIn, and 15% have accounts on Instagram. Other network sites like Google Plus and Pine Rest are used by 22% of respondents.

4. Do you use multiple social media platforms? (Yes/No) _____ if so how many__

Interpretation:

Nearly everyone who responded has multiple social media accounts. Only a small percentage of them have accounts in more than two websites.

5. Among the accompanying for which reason do you for the most part utilize web-based entertainment?
   a. Increasing network
   b. Sharing Ideas
   c. Improving knowledge
   d. Entertainment
   e. Communication
   f. Mass mingling (community/groups)
   g. Other please specify _____
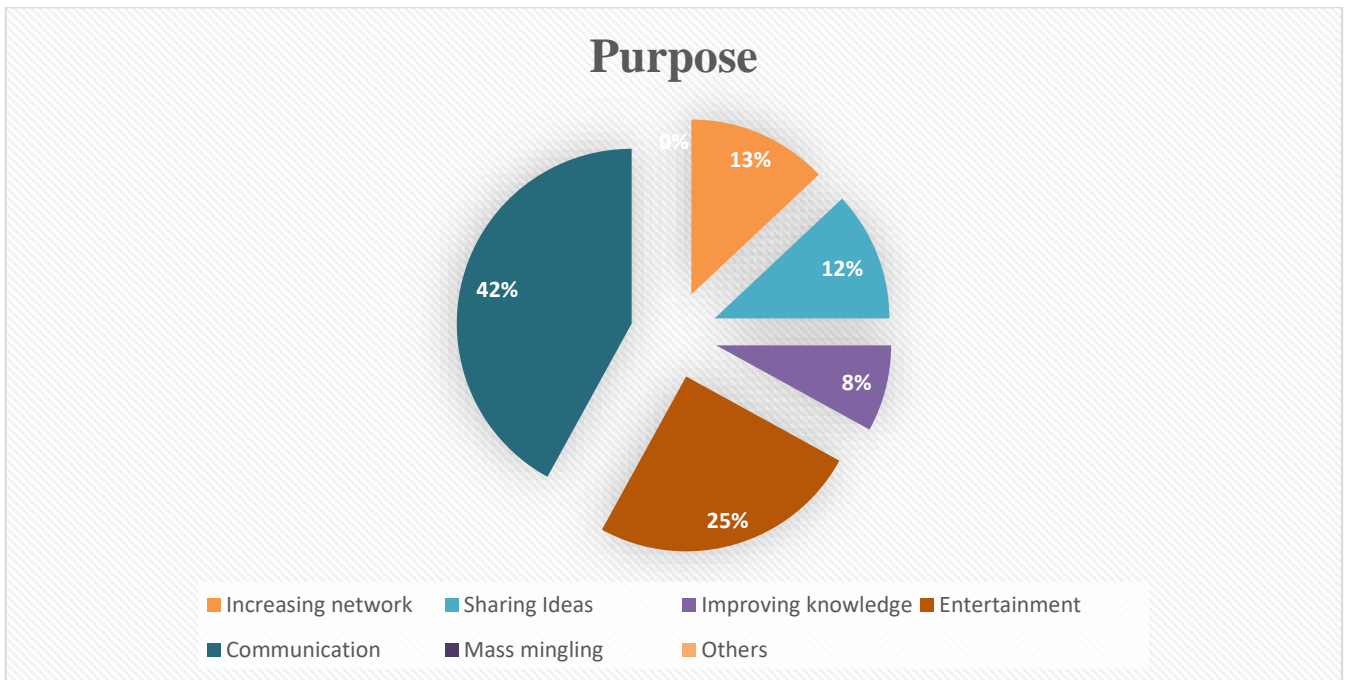
Figure: 4 Purpose

Interpretation:

42% of respondents use social networking sites primarily for communication, while 25% use them for entertainment. The remaining 8% of respondents use them to improve their knowledge, 12% use them to share ideas, and 13% use them to expand their network.

6. How much time do you spend each day using your social media platform?
a. Less than 30min b. 30-60min c. 1-2hrs   d. More than 2hrs
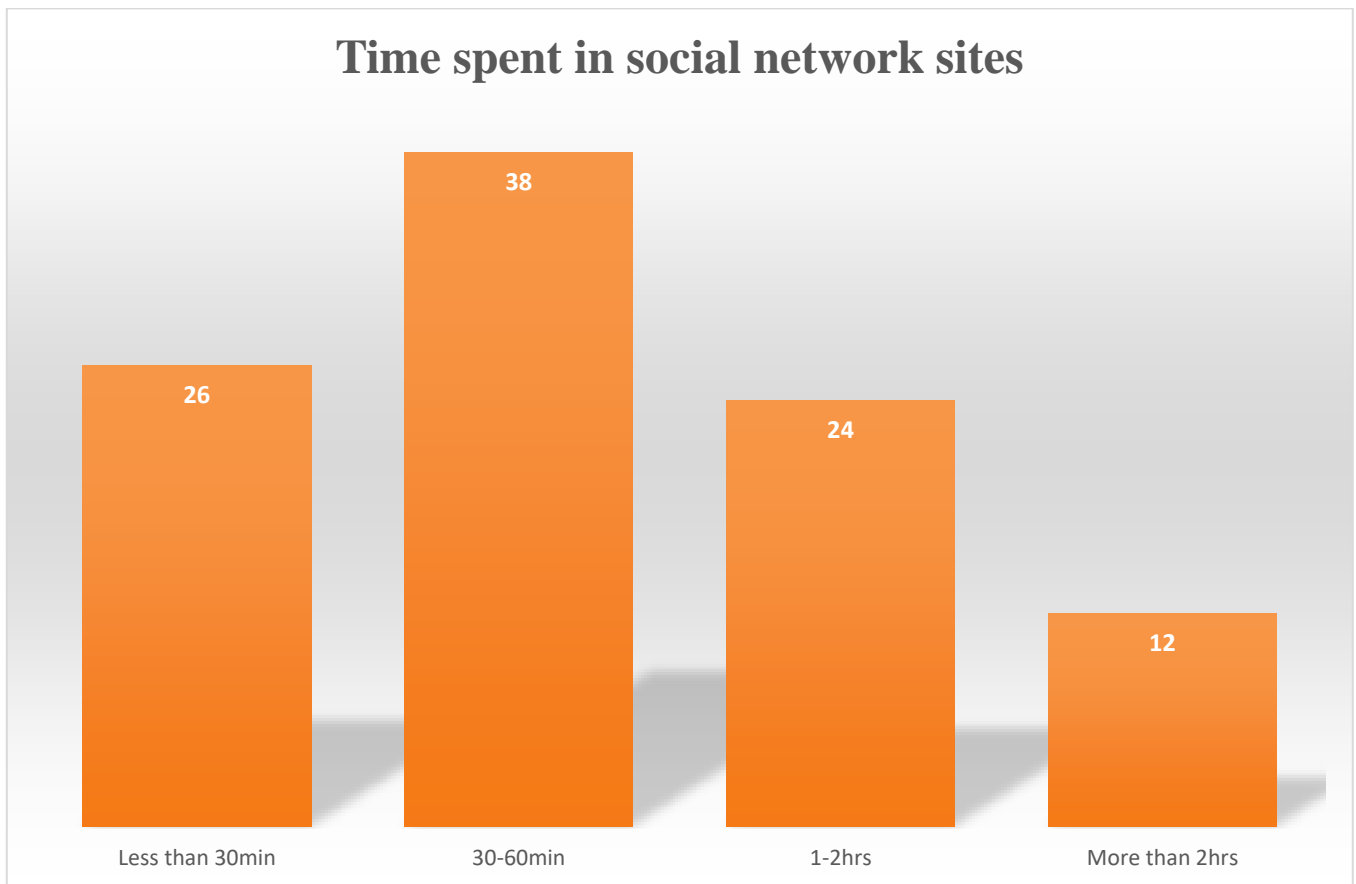
Figure 5: Time spent in social network sites

Interpretation:

38% of respondents spend up to an hour on social networking sites, while 26% of respondents spend up to half an hour. 24% respondents spend more than 1hr and the leftover 12% respondents spend more than 2hrs for the equivalent.

7. How often do you log on to social media websites?
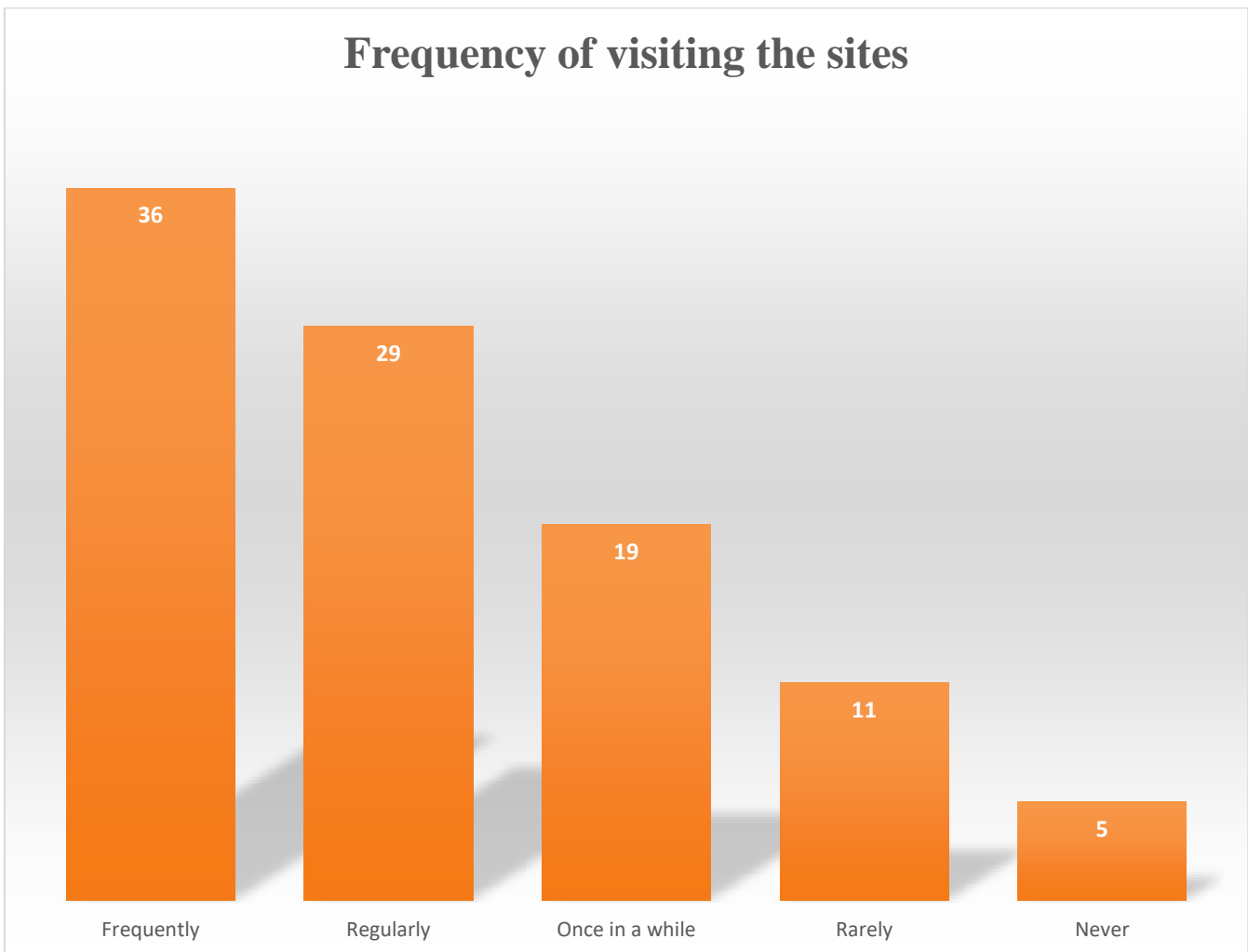a. Frequently   b. Regularly   c. Once in a while
d. Rarely   e. Never

Figure 6: Frequency of visiting the sites

Interpretation:

Of the total respondents, 36% of them visit social network sites frequently, 29% of them visit regularly and 19% respondents do the same once in a while. The remaining 16% respondents rarely or never visit these sites.

8. In your social media networks, talk about how interested you are in the following activities.

Mark 5 if, you are highly interested

Mark 4 if, you show usual interest

Mark 3 if, you show medium importance

Mark 2 if, you are not interested

Mark 1 if, you do not show any interest

Commenting on Photographs
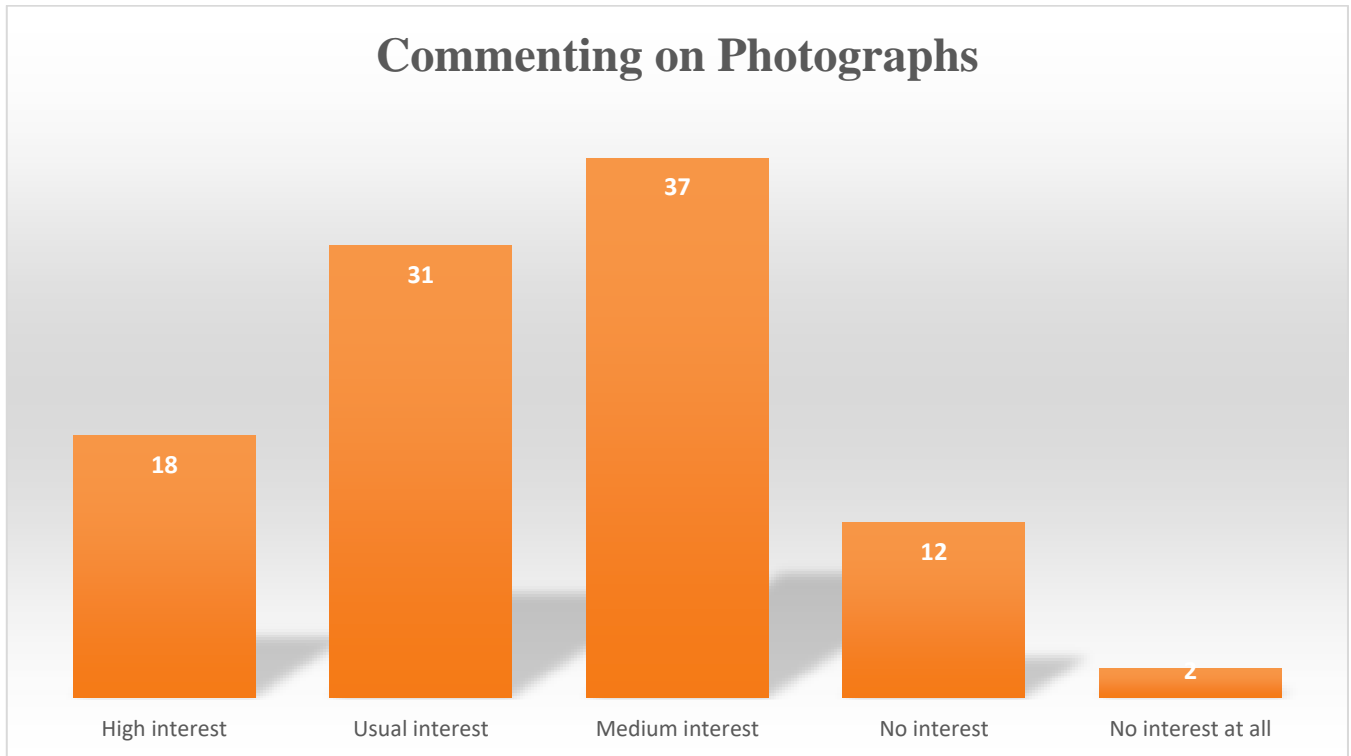
Figure 7: Commenting on Photographs

Interpretation:

18% of respondents display high interest, 31% display usual interest, and 37% display medium interest in commenting on the photographs or images. The remaining 2% of respondents have no interest at all, and 12 percent of respondents have little interest in this.

Commenting on Other's Status
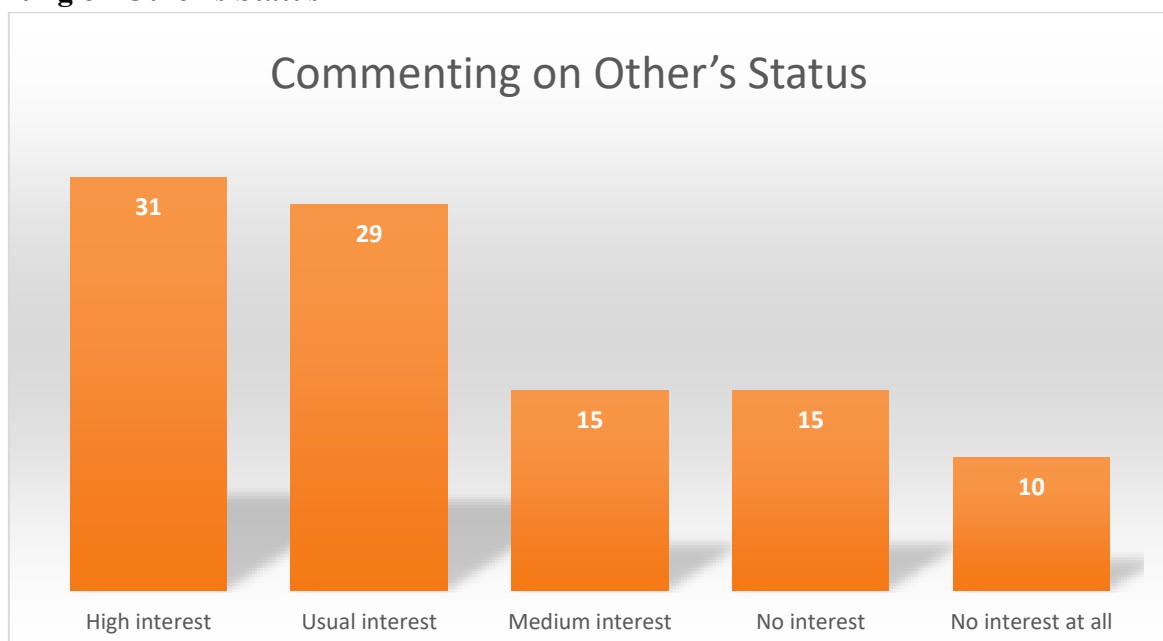
Figure 8: Commenting on other's status

Interpretation:

Of the all-out respondents, 31% of them show exorbitant interest, 29% of them show normal interest and 15% of them show medium interest in remarking on others' status. 15% respondents are very little intrigued by this and the excess 10% respondents show no interest by any means.
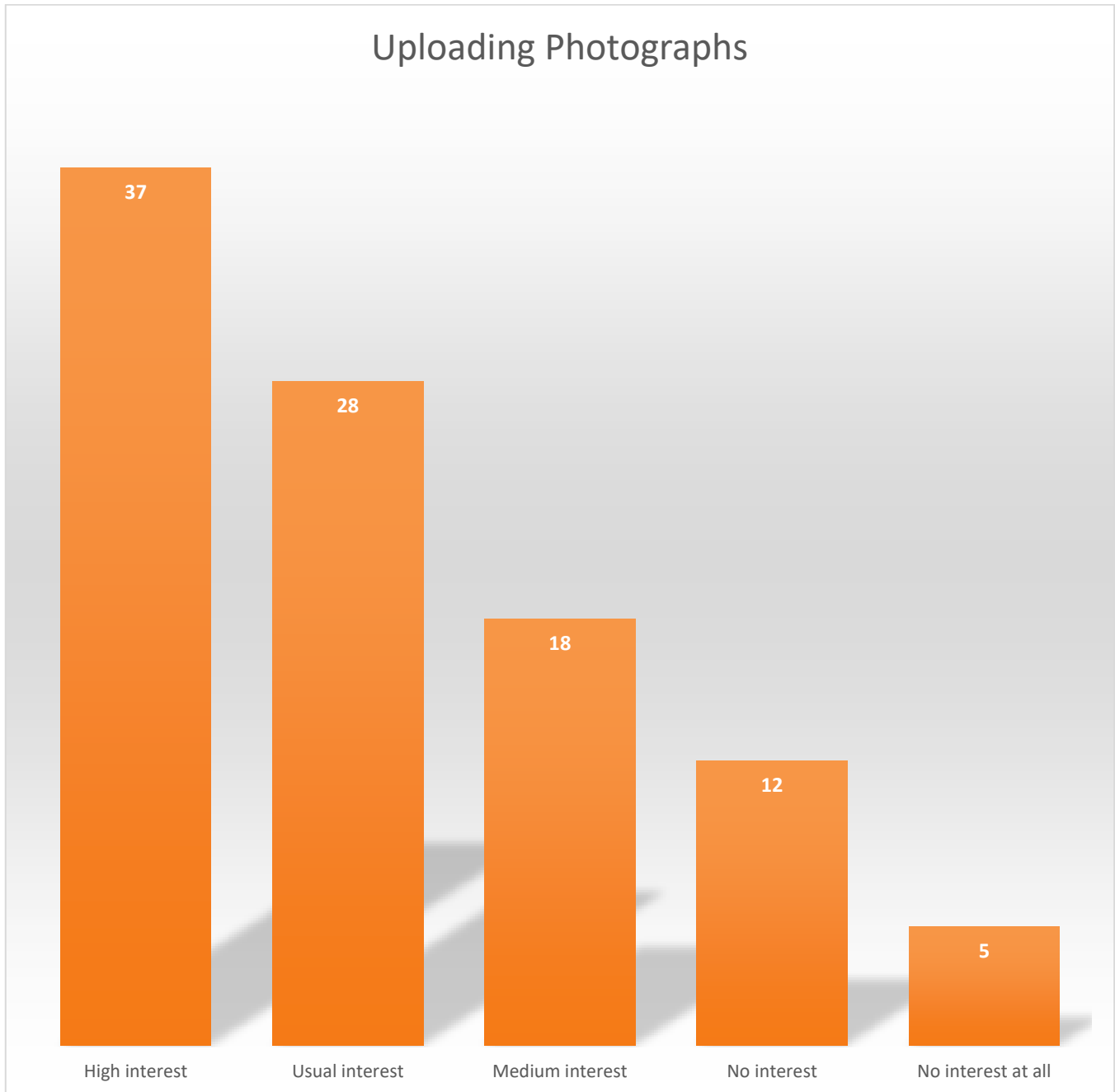
Chatting
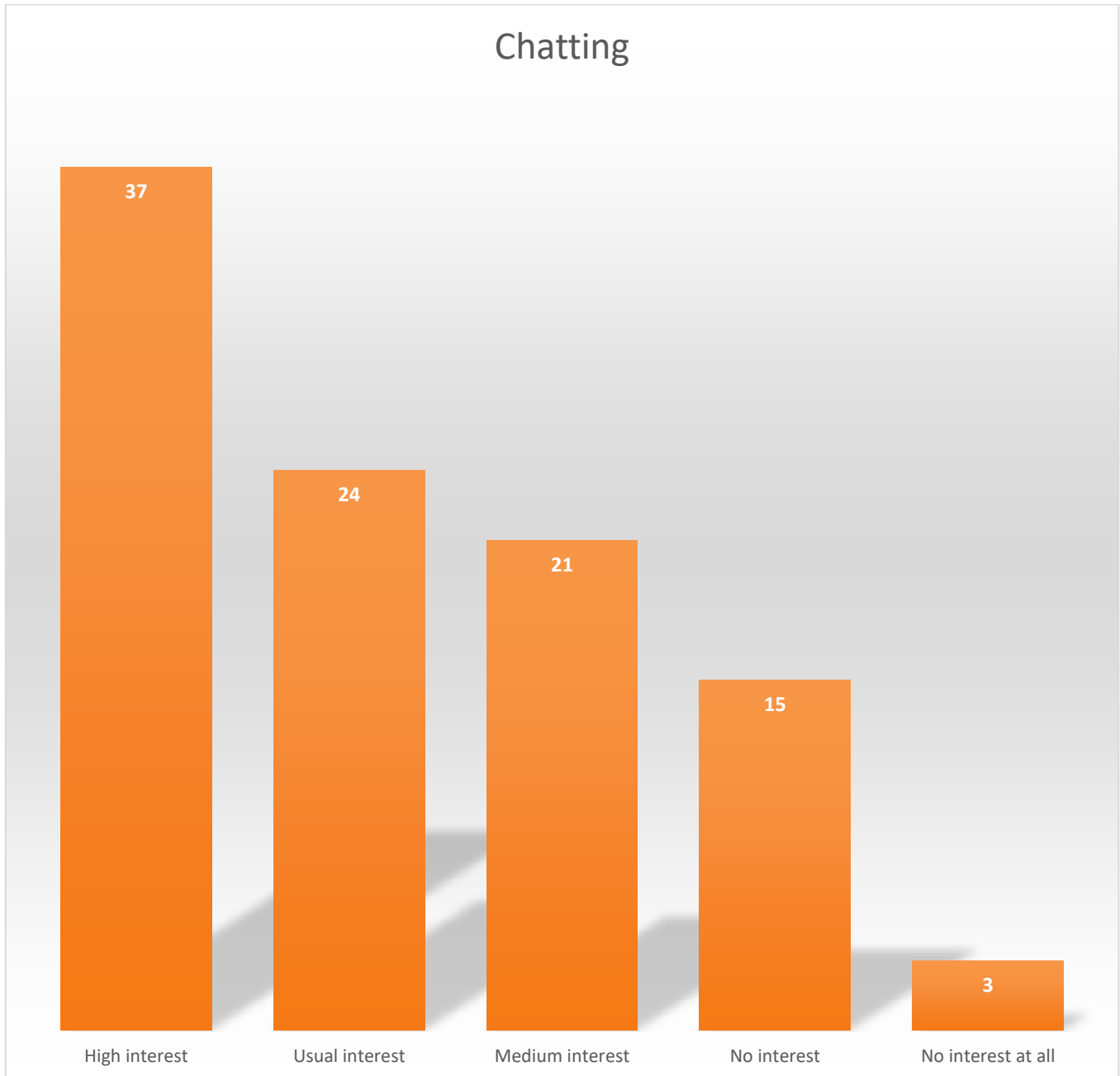
Figure 9: Chatting

Interpretation:

37% of respondents indicate high interest, 24% indicate usual interest, and 21% indicate medium interest in chatting. 15% of respondents have little or no interest in this, and the remaining 3% have no interest at all.

Uploading Photographs

Figure 10: Uploading photographs

Interpretation:

37% of respondents indicate high interest, 28% indicate usual interest, and 18% indicate medium interest in uploading photos. The remaining 5% of respondents have no interest at all, and 12 percent of respondents are not particularly interested in this.
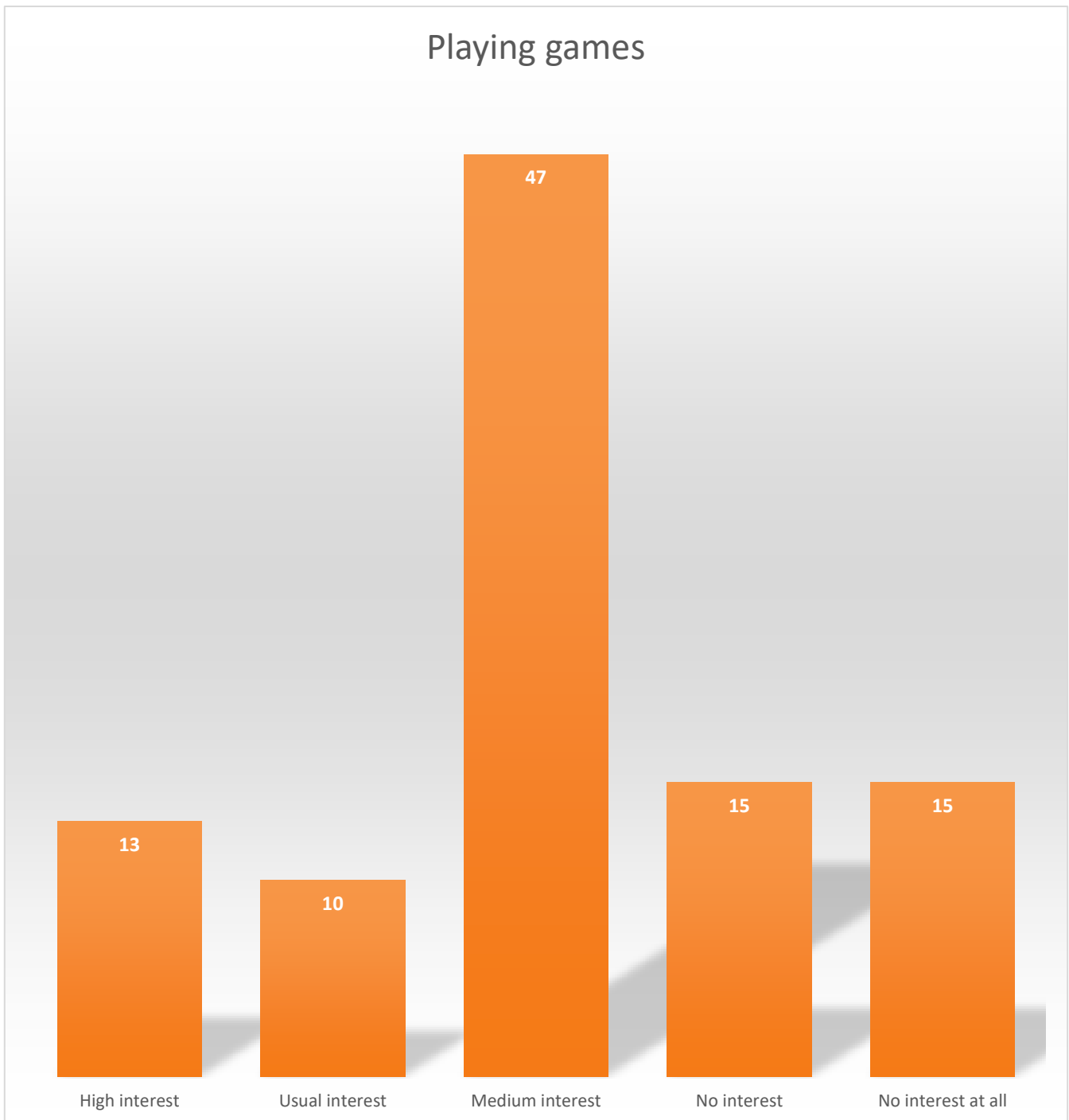
Playing Games

Figure 11: Playing games

Interpretation:

Of the complete respondents, 13% of them show exorbitant interest, 10% of them show common interest and 47% of them show medium interest in messing around. The remaining 15% of respondents have very little interest in this, and the remaining 15% have no interest at all.
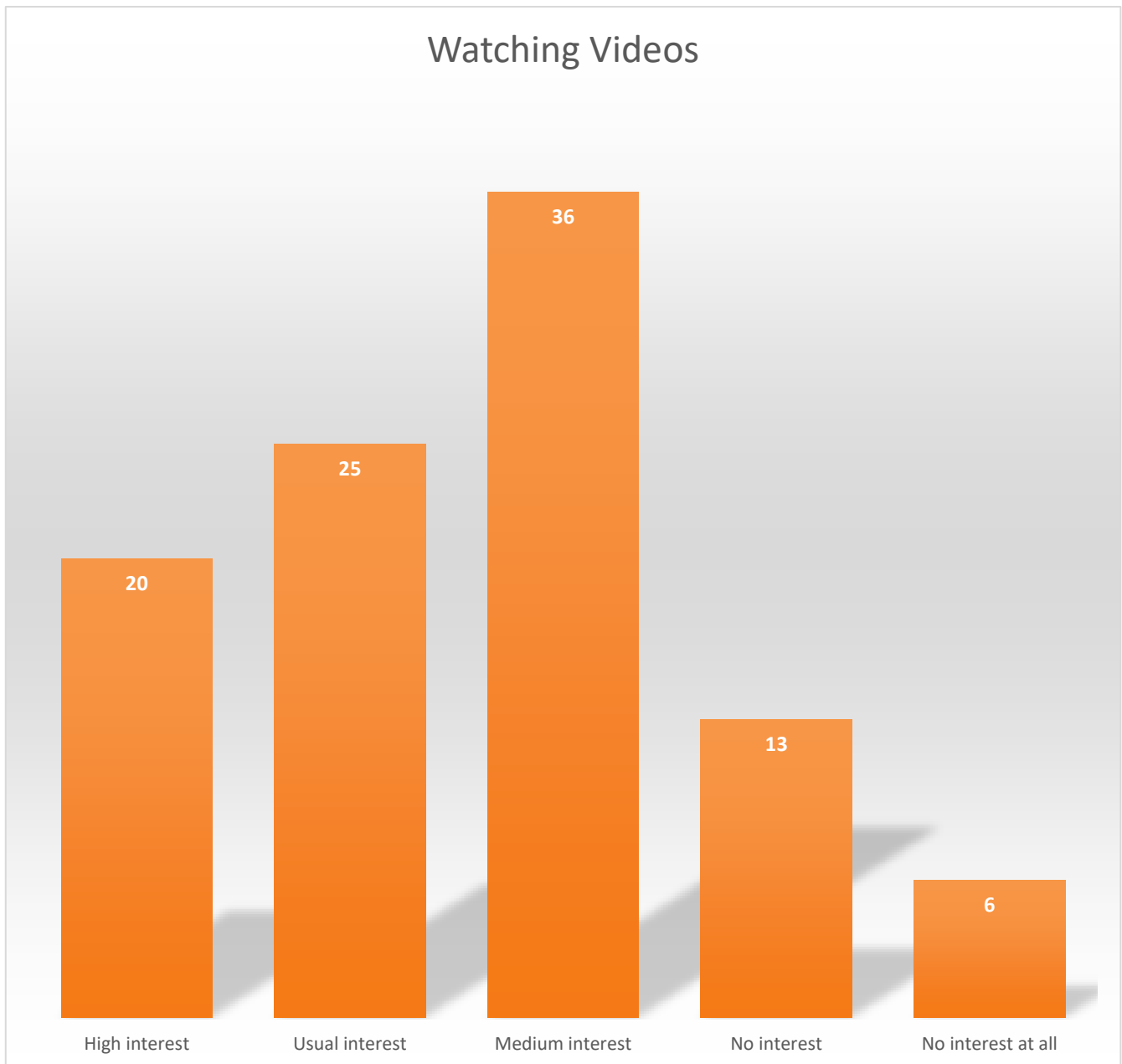
Watching Videos

Figure 12: Watching videos

Interpretation:

Of the all-out respondents, 20% of them show exorbitant interest, 25% of them show regular interest and 36% of them show medium interest in watching recordings. The remaining 6% of respondents have no interest at all, while 13% are not particularly interested.
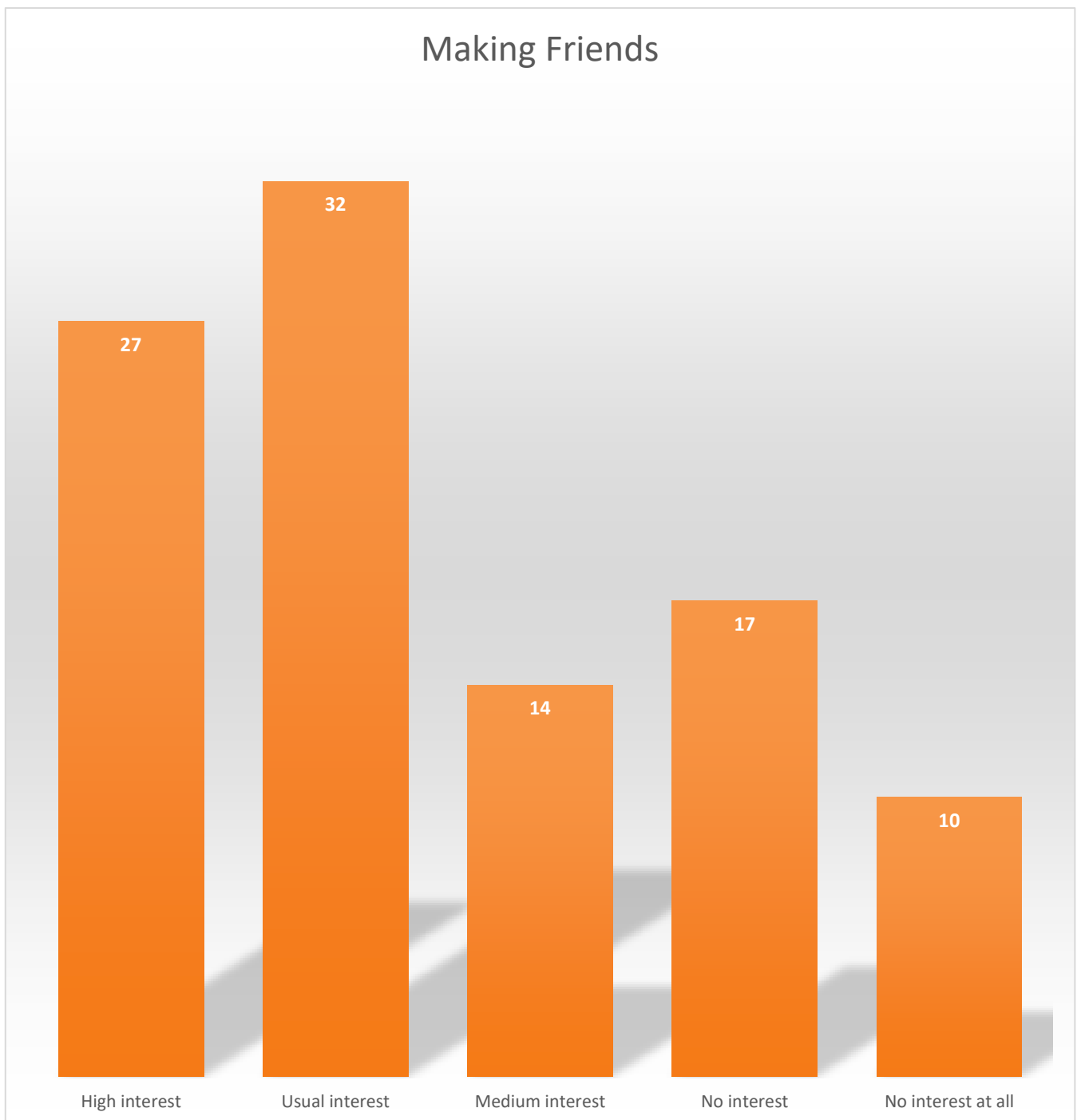
Making Friends

Figure 13: Making friends

Interpretation:

In terms of interest in making friends, 27% of respondents indicate high interest, 32% indicate usual interest, and 14% indicate medium interest. 17% respondents are very little inspired by this and the excess 10% respondents show no interest by any means.
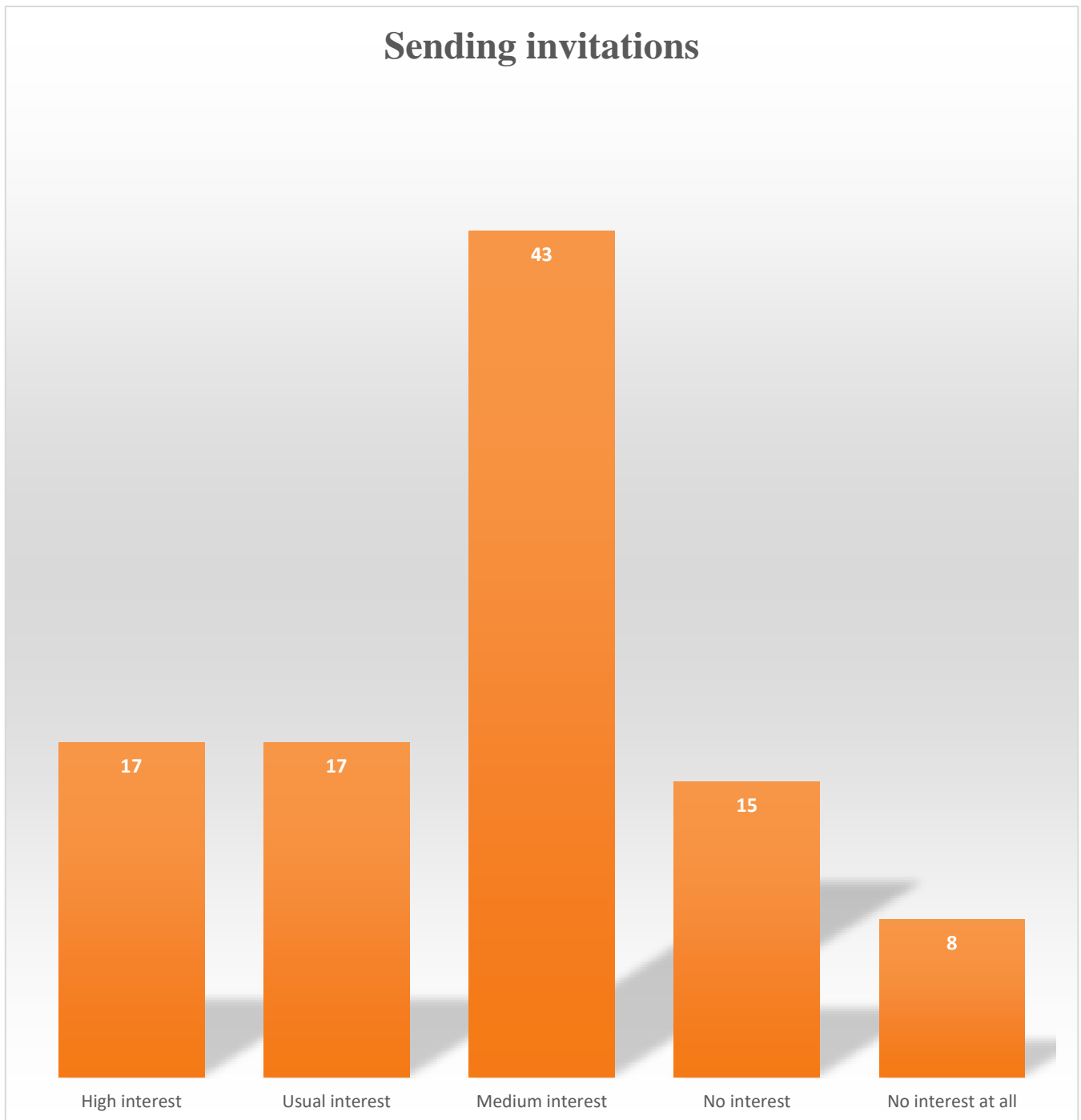
Sending Invitations

Figure 14: Sending invitations

Interpretation:

Of the complete respondents, 17% of them show exorbitant interest, 17% of them show common interest and 43% of them show medium interest in sending solicitations. 15% of respondents have little or no interest in this, and the remaining 8% have no interest at all.

Organizing Events

Figure 15: Organizing events

Interpretation:

10% of respondents express high interest, 9% express usual interest, and 23% express medium interest in event planning. The remaining 16% of respondents have no interest at all, while 42% are not particularly interested.
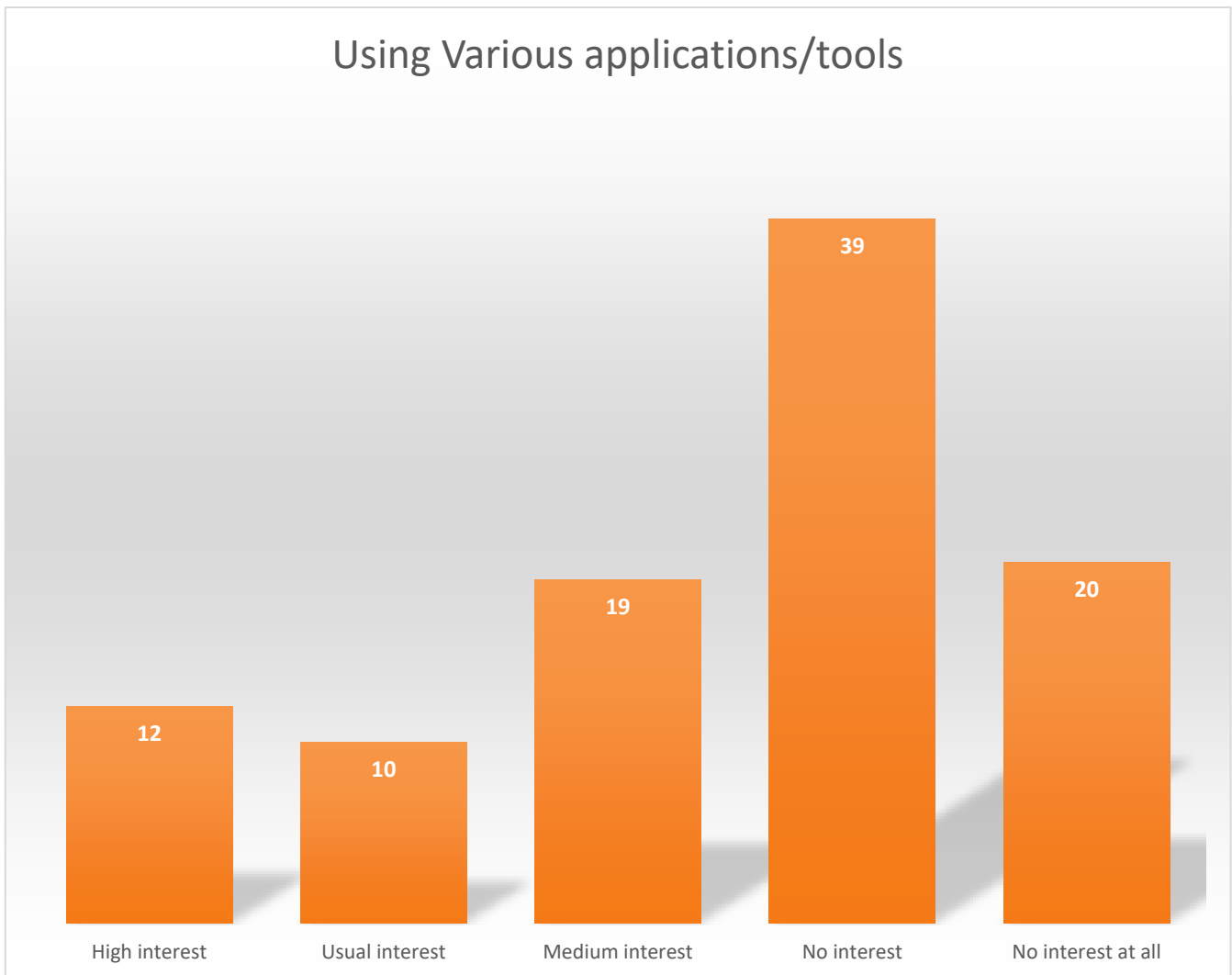
Using Various Applications/Tools

Figure 16: Using various applications/tools

Interpretation:

In terms of interest in using applications, 12% of respondents indicate high interest, 10% indicate usual interest, and 19% indicate medium interest. The remaining 20% of respondents have no interest at all, while 39% are not particularly interested.
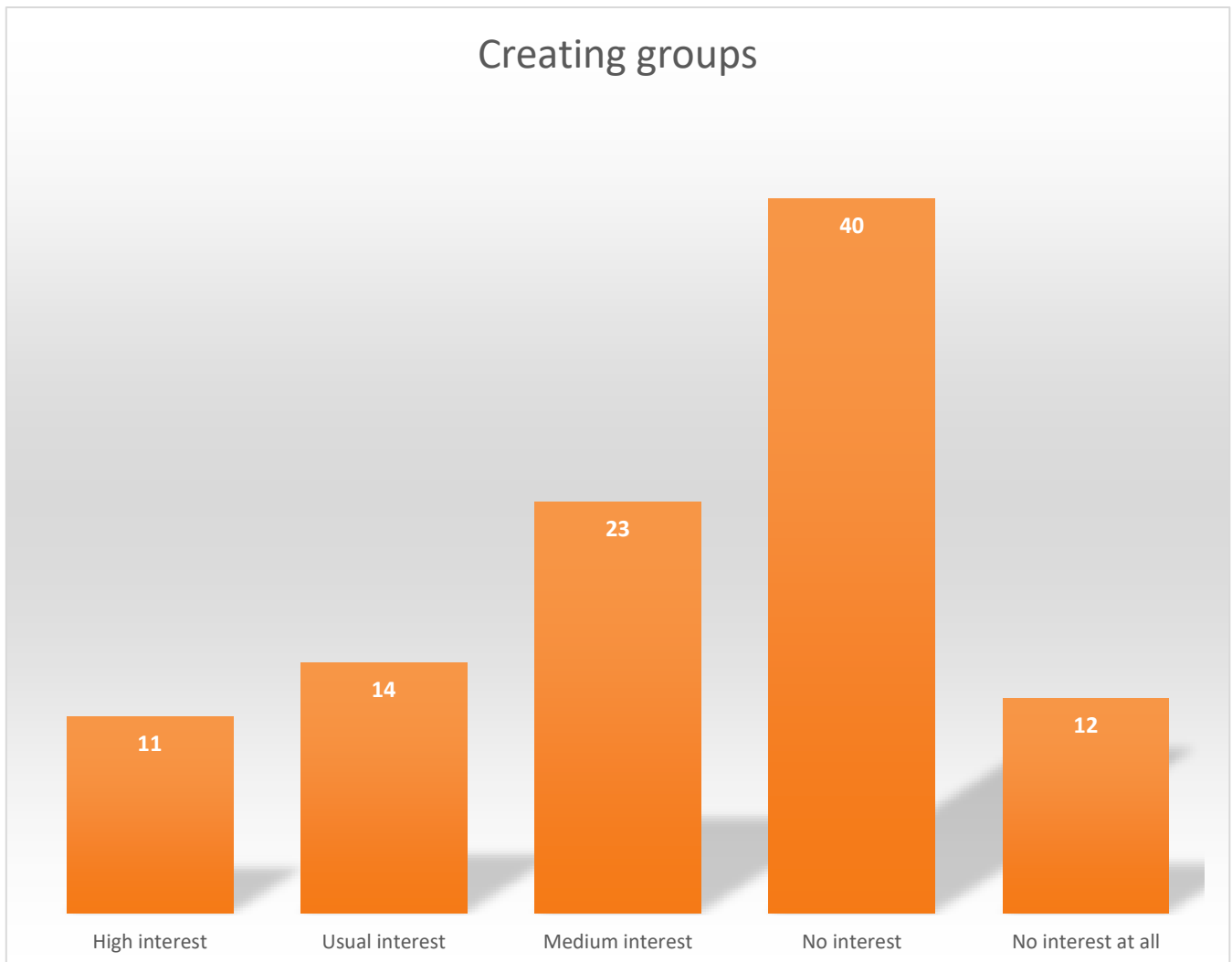
Creating Groups

Figure 17: Creating groups

Interpretation:

11% of respondents express high interest, 14% express usual interest, and 23% express medium interest in group formation. The remaining 12% of respondents have no interest at all, while 40% of respondents have little interest in this.
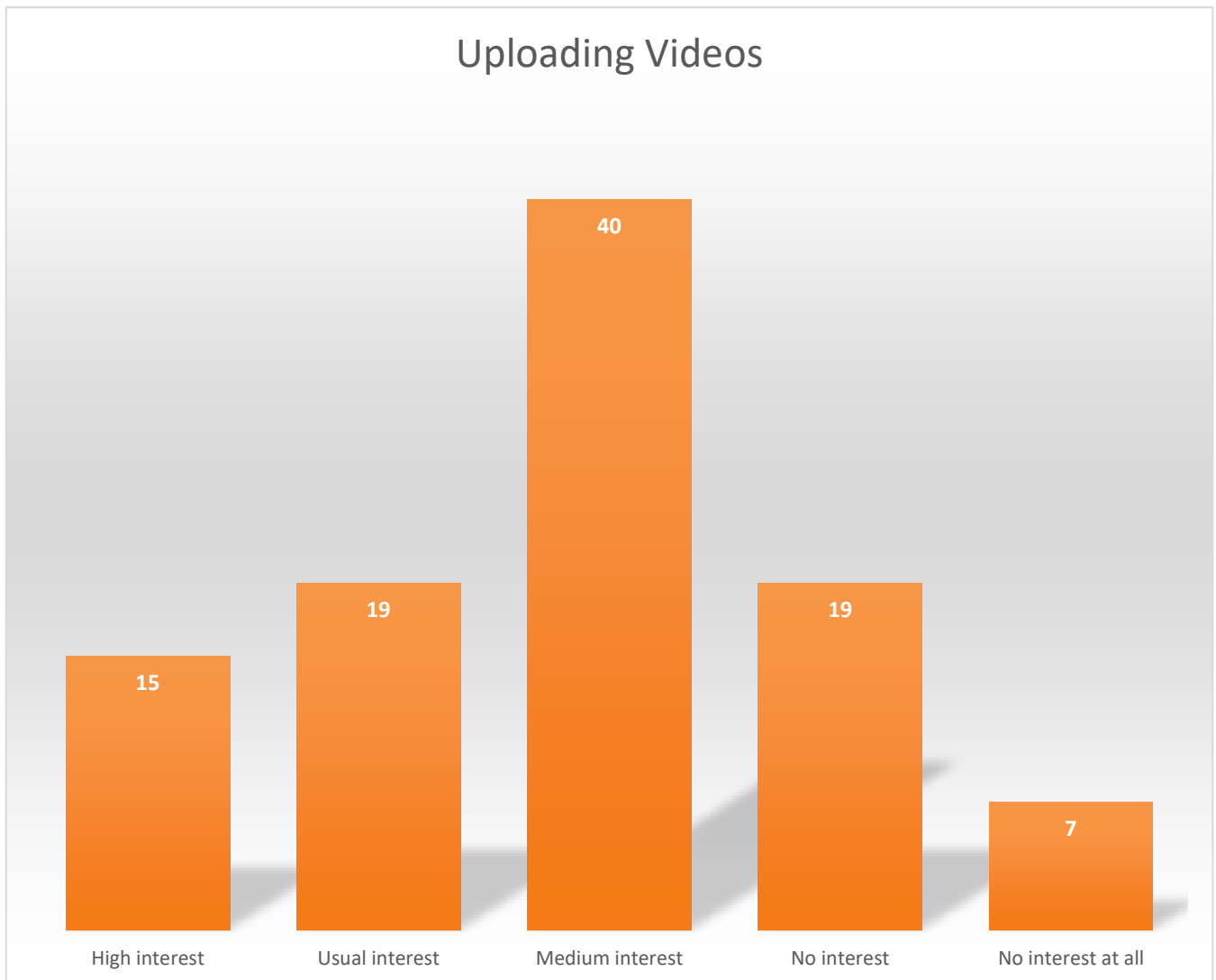
Uploading Videos

Figure 18: Uploading videos

Interpretation:

15% of respondents express high interest in uploading videos, 19% express usual interest, and 40% express medium interest. 19% respondents are very little inspired by this and the leftover 7% respondents show no interest by any means.
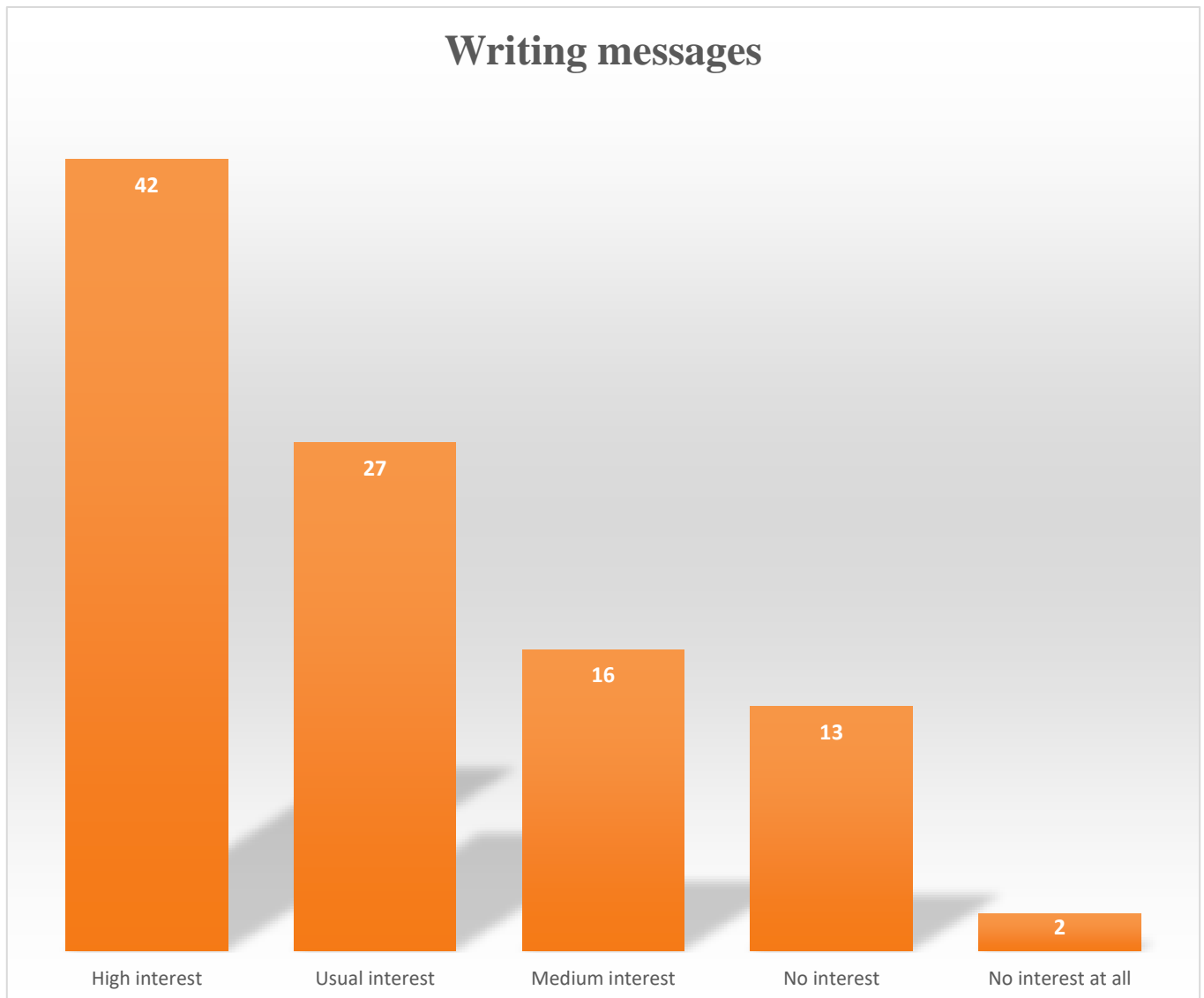
Writing Messages

Figure 19: Writing messages

Interpretation:

42% of respondents indicate a high level of interest, 27% indicate a typical level of interest, and 16% indicate a medium level of interest in writing messages. The remaining 2% of respondents have no interest at all, while 13% of respondents are not particularly interested.
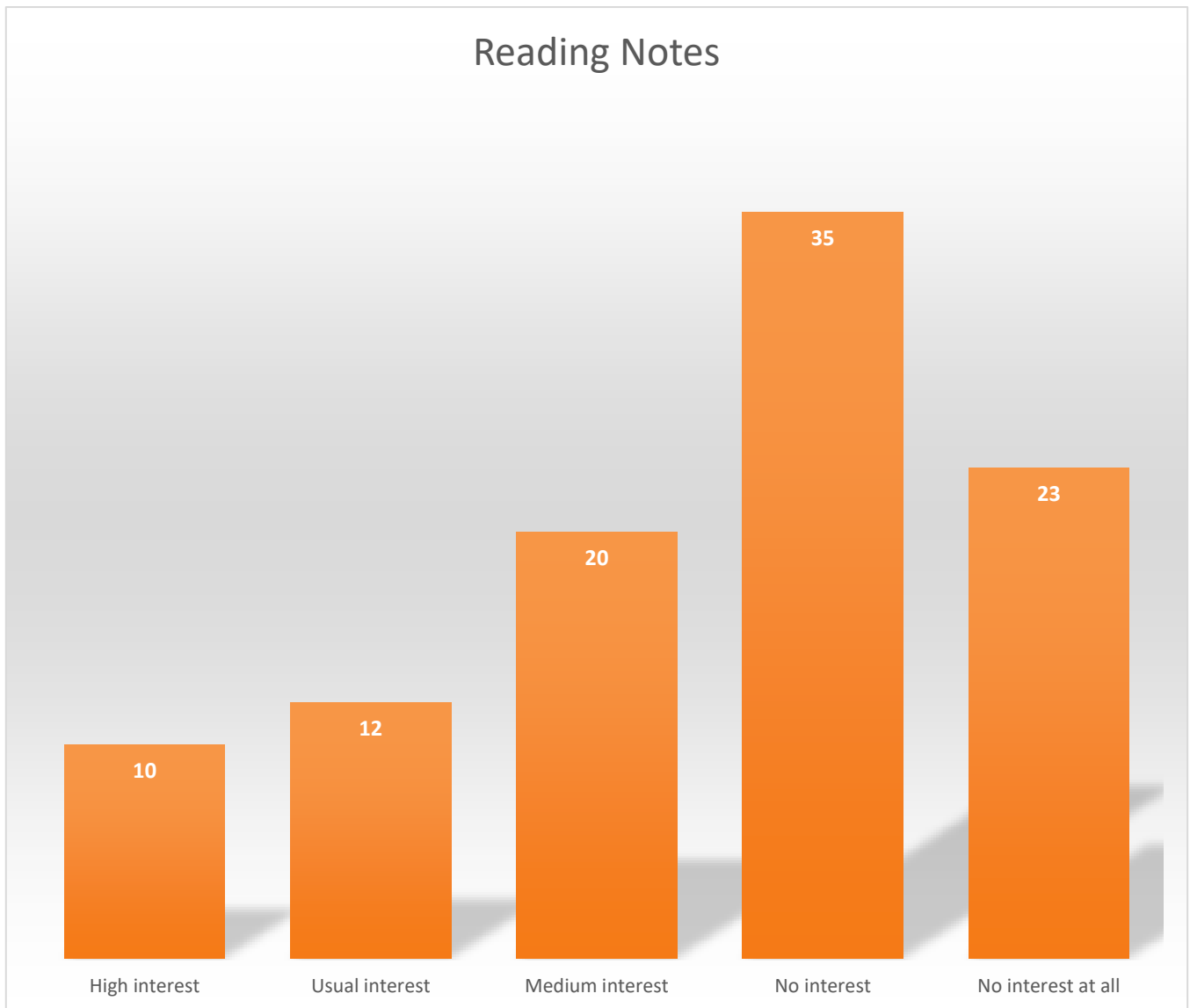
Reading Notes

Figure 20: Reading notes

Interpretation:

10% of respondents express high interest in reading notes, 12% express usual interest, and 20% express medium interest. The remaining 23% of respondents have no interest at all, while 35% are not particularly interested.

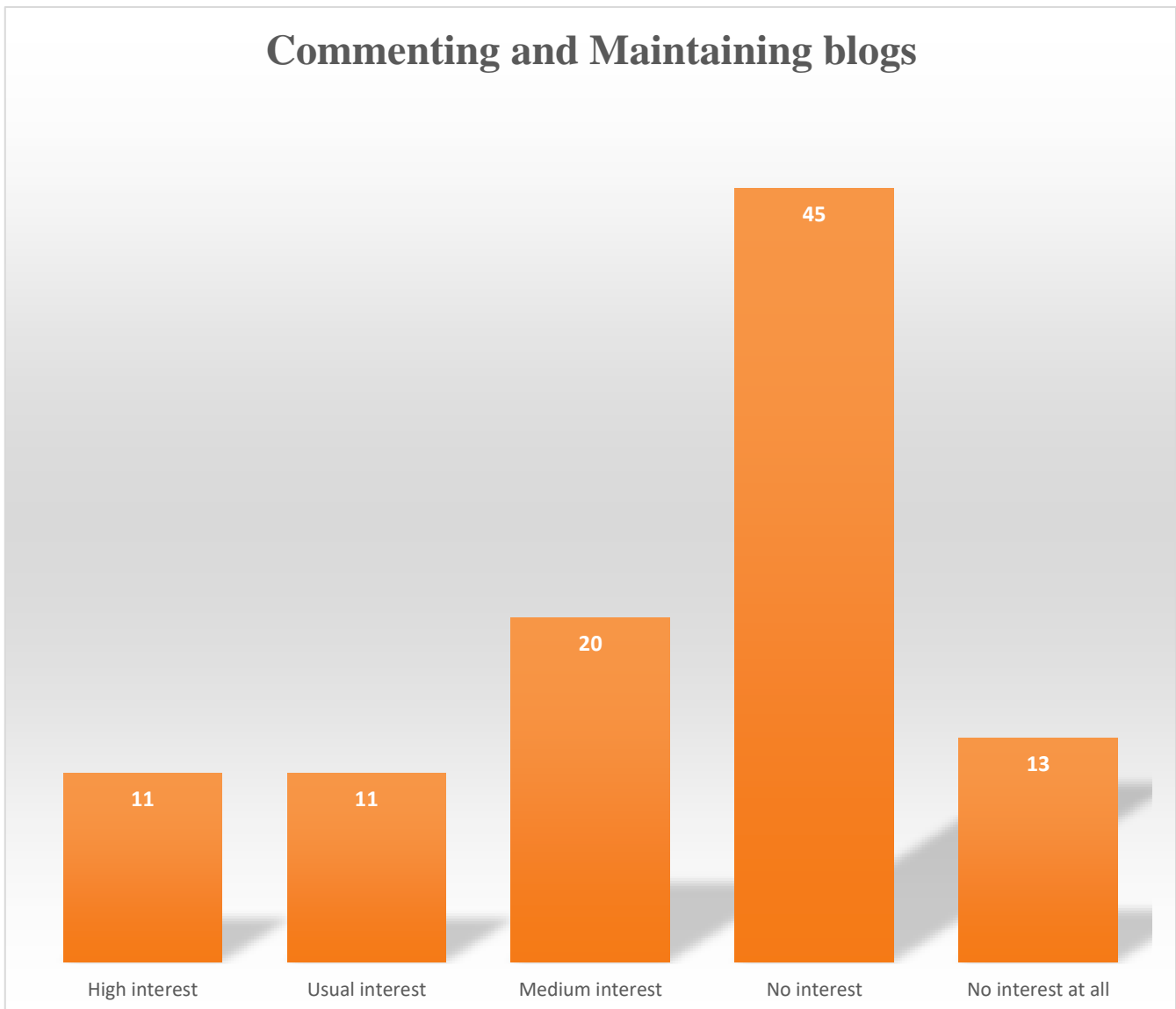**Commenting and Maintaining Blogs**

Figure 21: Commenting and maintaining blogs

Interpretation:

In terms of interest in commenting and maintaining blogs, 11% of respondents indicate high interest, 11% indicate usual interest, and 20% indicate medium interest. The remaining 13% of respondents show no interest at all, while 45 percent are not particularly interested.

Bidding & Gambling

Figure 22: Bidding & Gambling

Interpretation:

9 percent of respondents express high interest, 13 percent express usual interest, and 16 percent express medium interest in bidding and gambling. The remaining 32% of respondents have no interest at all, while 31% are not particularly interested.

9. Do you care about the advertisements on social networking sites?
a. Yes   b. No
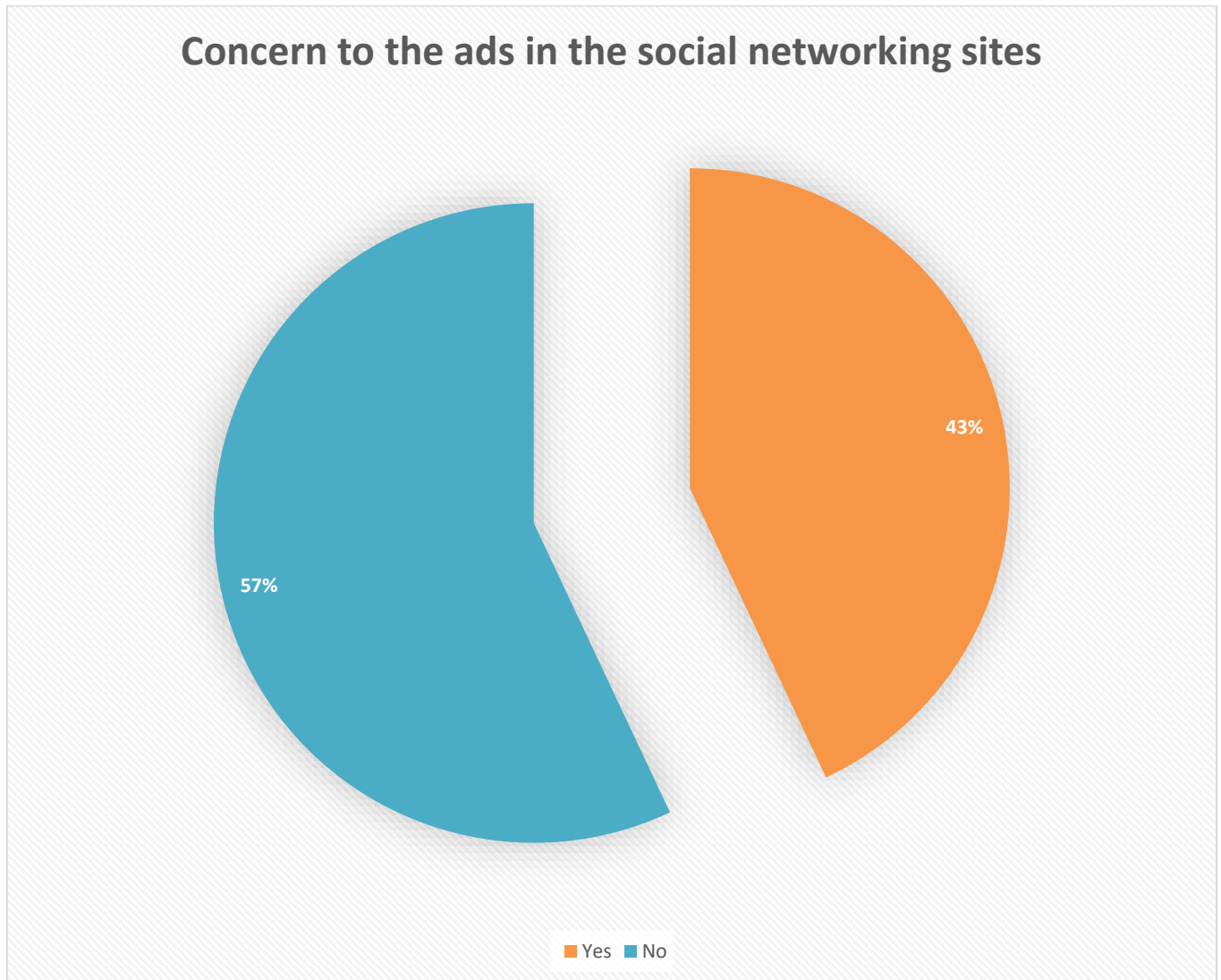
Figure 23: Concern to the ads in the social networking sites

Interpretation:

The remaining 43% of respondents express concern about the ads on social networking sites, while 57% of respondents express no concern at all.

10. Have you ever purchased any goods/services advertised in the social networking sites?
a. Yes   b. No

Figure 24: Purchase of goods/services

Interpretation:

Only 12% of respondents have purchased products or services advertised on social media, while 88% have not done so.

11. How frequently do you buy products or services advertised on social media?
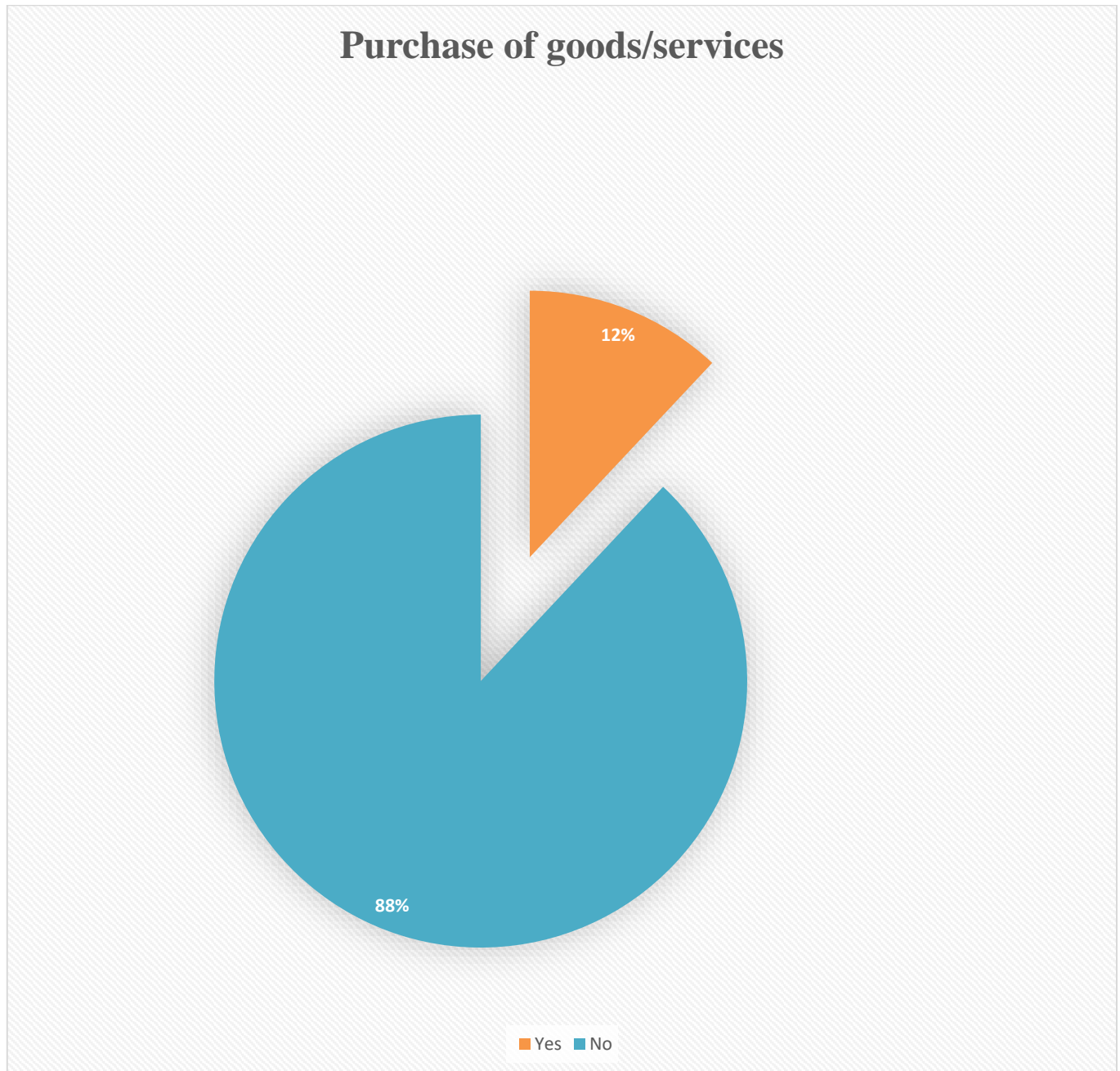 a. Whenever there is satisfactory offer (more than 5 times)
  b. Whenever it is essential to buy (3-5 times probably)
  c. When it is unavoidable (1-3 times)
  d. Only once as a trail (1 time)
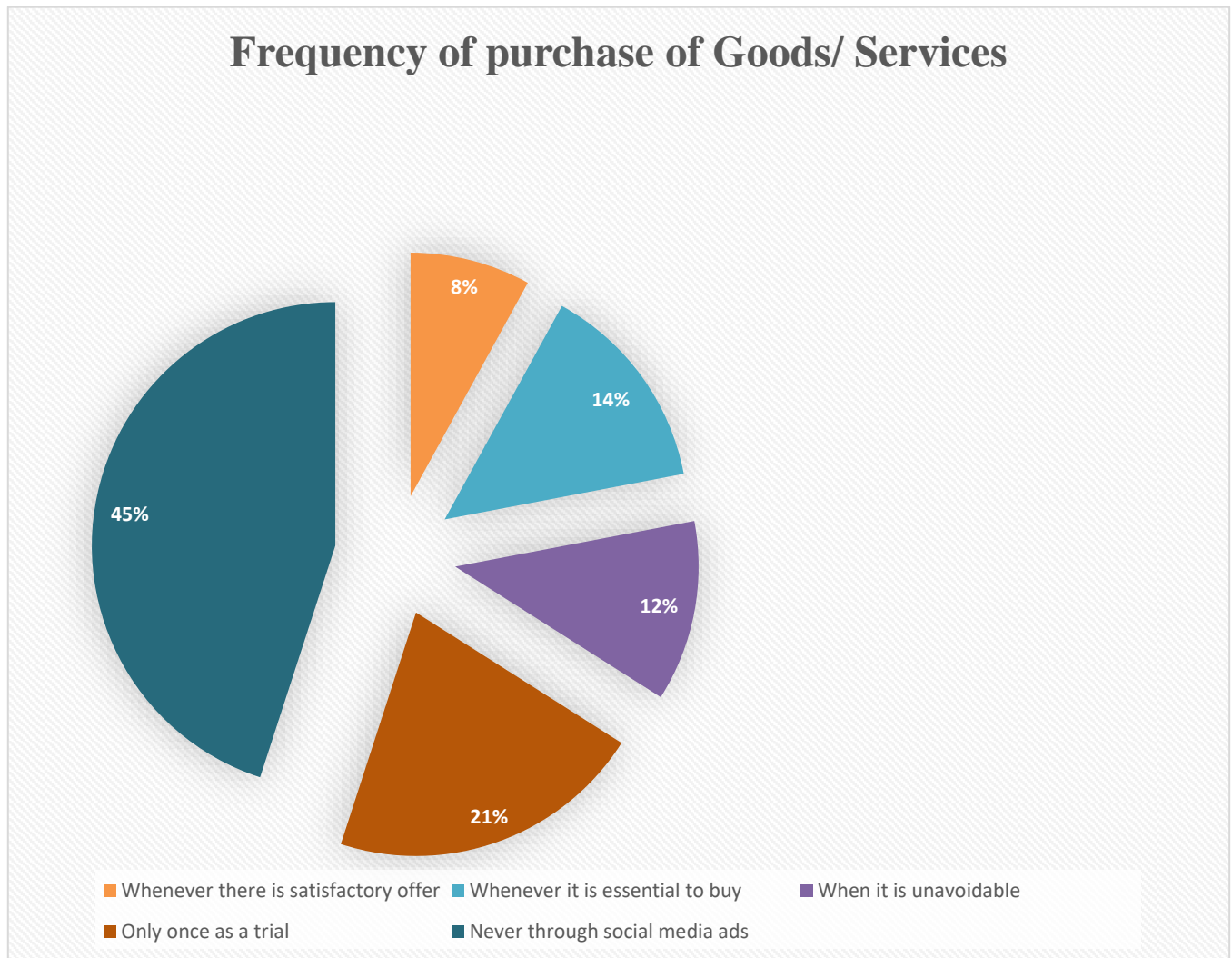 e. Never through social media ads

Figure 25: Frequency of purchase of goods /services

Interpretation:

45 percent of respondents never make a purchase from social media advertisements. 21% of respondents say they buy the products to test them out, 12% say they buy them out of necessity, and 14% say they buy them out of necessity. 8 percent of respondents make a purchase whenever they see a good deal.

12. In general, how much of an impact do you think social networking sites have on social behavior?

a. Very high impact   b. High impact   c. Medium

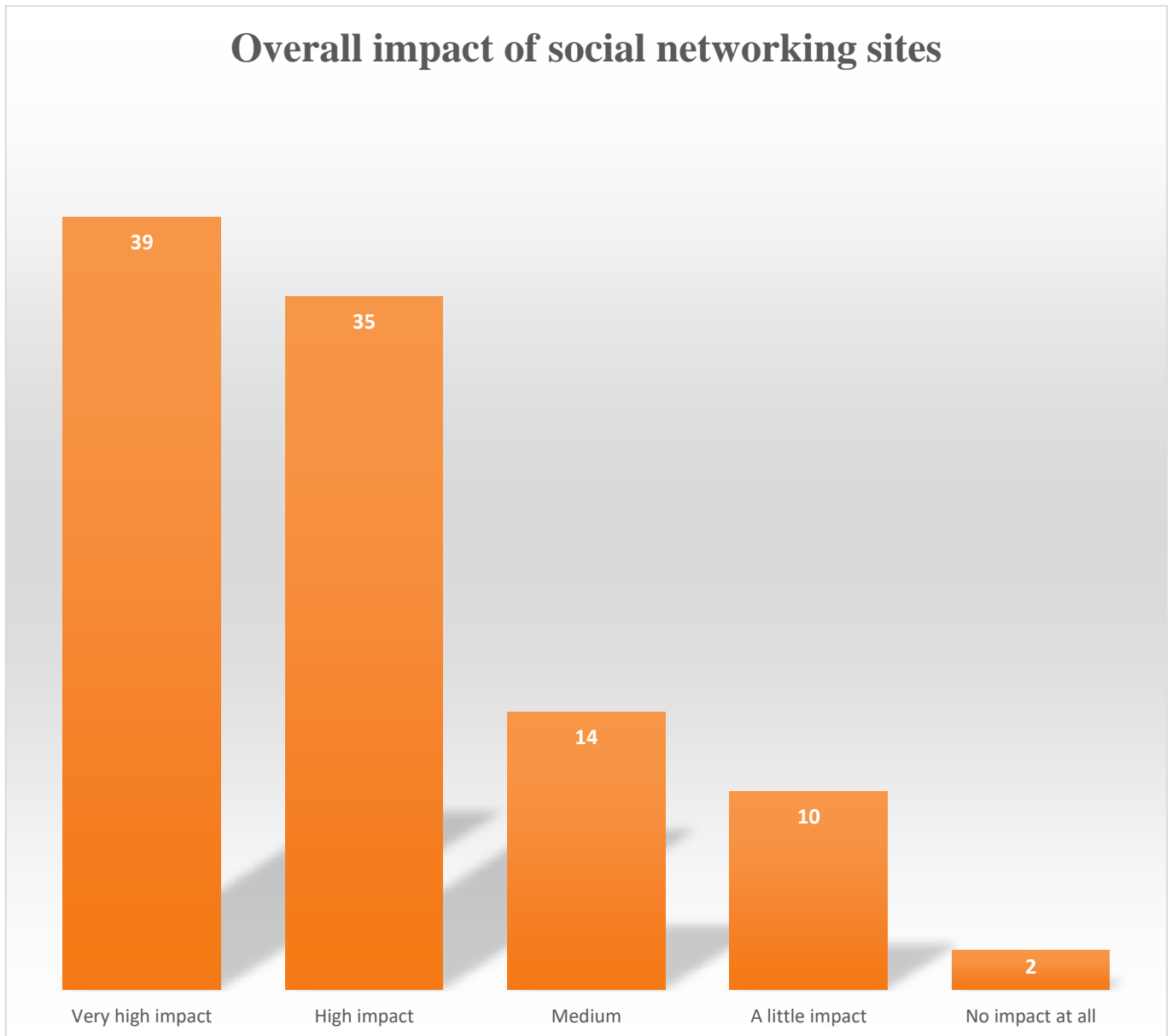d. A little impact   e. No impact at all

Figure 26: Overall impact of social networking sites

Interpretation:

74% of respondents believe that social networking sites have a significant impact on social behavior, while 12% do not share this opinion. Another 14% of respondents believe that these websites have some kind of effect on the behavior of their members.

5. FINDINGS

- Most of the people who responded have been using social media for more than three years.
- The majority of respondents use multiple social media platforms, with Facebook, Twitter, and Orkut being the most popular.
- The majority of respondents use it for various purposes, including communication and entertainment. and putting in more than 30 minutes of work per day.
- The majority of them have demonstrated an interest in chatting, photograph uploading, photograph commenting, and user status updates.
- Some of them have communicated an interest in sending solicitations, messing around, transferring recordings, and watching recordings.
- A minimum number of respondents have indicated an interest in establishing groups, reading and commenting on notes, bidding and gambling, organizing events, utilizing a variety of applications and tools, organizing events, and blogging.
- The majority of respondents have shown no interest in the advertisements, and only 12% of respondents have purchased something through social networking sites.
- It has been observed that respondents are significantly influenced by social networking sites as a whole.

6. Theoretical and Managerial Implications

- The features of popular social networking sites like Facebook, Twitter, Instagram, and Google Plus, such as the ability to share photos and videos and communicate with friends, which are extremely helpful for connecting, exchanging ideas, messages, etc., with companions.
- As a result, social networking sites need to make these features better so that more and more customers can use them.
- The privacy control features on social networking sites must be enhanced.
- As of late, there was a consistent on face book because of changing protection and security settings like clockwork.
- These sorts of grievances, reports will demolish the singular interest. Consequently, at most consideration ought to be taken to get fulfillment of clients.
- The advertisements on social networking sites need to be appealing.

7. Conclusion

Social media marketing is one of today's most effective strategies for promoting a company and its products on the market. Numerous businesses are advertising through email marketing, and the outcomes are excellent. Online marketing is a novel approach to business networking and the most straightforward and effective form of direct marketing currently available. Through online entertainment venues, businesses can reach a global audience and a variety of customers. A wide range of business endeavors may benefit from a well-thought-out marketing strategy; It is a place where new business ideas can grow. The presentation of the effects of social media and the electronic component on marketing strategy is the goal of this study. Secondary data from a variety of reports, scientific papers, and other pieces of literature discuss the significance of social media and its tools for marketing strategy.

A company's social media marketing strategy, including blog posts, social networks, and email marketing. how this kind of marketing has changed and improved the business climate, as well as how it is expected to

change the business climate in the future. The paper concludes that the company's exposure and awareness, customer loyalty development and interaction, and traffic growth will all be significantly impacted by a well-thought-out social media marketing strategy. It is suggested that social networking sites improve the quality of their features in order to gain access to a greater number of features.

8. References

1. Michael T. Ewing, Dineli R. Mather, Mark Wallace, David Stewart, Bampo, Mauro, and The Effect of Social Structure in Digital Networks on Viral Marketing Performance." 19th Data Frameworks Investigation: 273-290.

2. Feng Li, Savvas Papagiannidis, and Michael Bourlakis 2009. Development of Retail Space: laying the groundwork for metaverse retailing to take the place of conventional ones." Electronic Consumer Research, 9:135-148.

3. Leyland F. Pitt, Colin Campbell, Michael Parent, and Pierre R. Berthon (2011) Getting a handle on Buyer Conversations around Advancements in a Web 2.0 World." 40: Journal of Advertising, pages 87-102.

4. Luis V. Casaló, Miguel Guinalu, Flavián Carlos Promoting Customers' Participation in Virtual Brand Communities: The fourteenth issue of the Journal of Marketing Communications features a novel strategy for branding: 19-36.

5. This is Jiyoung Cha. 2009. " Social Networking Websites for Shopping: attitudes toward digital goods versus tangible ones." 10, of the Journal of Interactive Advertising, is as follows: 77-93.

6. Cheong, Hyuk Jun, and Margaret A. Morrison. 2008. " The Eighth Issue of the Journal of Interactive Advertising: Consumers' Reliance on User-Generated Content (UGC) for Product Information and Advice 38-49.

7. Hsu-Hsien, Chi 2011. " Online community of brands versus intuitive advanced publicity: "Experimental Investigation of Virtual Entertainment Promoting Reactions and Client Inspiration in Taiwan." Journal of Savvy Publicizing 12: 44-61.

8. Shirley A. Cox, "2010" Online Casual people group Part Mindset Toward Electronic Advancing Setups." Master's thesis, Rochester Institute of Technology.

9. Shu-Chuan, Chu 2011. " Advertising that goes viral on social media: Participation in Facebook groups and responses from college-aged users." Journal of Savvy Publicizing 12: 30-43.

10. 2011: Curran, Sarah Graham, Christopher Temple, and Kevin World Facebook Advertising Diary of E-Business Development 1: 26-33.

11. Di Pietro, Loredana, and Elenora Pantano, 2012. An Empirical Investigation of the Impact of Social Networks on Purchase Decisions by Consumers: Facebook as an example." The Journal of Direct Data and Digital Marketing Practice, 14th edition, pages 18–29.

12. Rick Ferguson. 2008. " Viral and verbal exchange promoting: taking the temperature of the most hot examples in publicizing." Review of Consumer Marketing, 25th Year: 178-182.

13. Dominik, Georgi, and Moritz Mink, 2012. eCCIq: The nature of electronic cooperations between clients," Diary of Retailing and Customer Administrations, http://dx.doi.org/10.1016/j.jretconser.2012.08.002.

14. Fellow J. Golan and Lior Zaidner 2008. " Creative Methods for Viral Publicity: A Six-Segment Diary of PC Application of Taylor's Message Strategy Wheel: Intervened Interchanges 13 959-972.

15. Gonzalez, Cuitlahuac, 2010. " From the perspective of the style business, "Best Practices for Correspondence Experts via Virtual Entertainment" Mother proposition, The School of Southern California.

16. Harris, Charles Dennis, and Lisa, 2011. Facebook client commitment: Problems that E-Retailers Face," Diary of Buyer Behavior No. 10: 338-346.

17. Khaled, Hassanein, and Milena Head 2005-6. " The Imposition of Social Presence at the Internet Connection Point's Effect: A Look at Various Kinds of Products" The Interactive Journal of Electronic Commerce's tenth issue: 31-55.

18. Kristina Heinonen 2011. " Customers' social media activity: managerial approaches to the use of social media by customers. 10th Diary of Customer Behavior: 356-364.

19. Foster Provost, Shawndra Hill, and Christopher Volinsky (2006) Utilizing a Network to Sell: Using Buyer Organizations to Track down Possible Connectors." 21st Century Statistics: 256-276.

20. Andreas M. Kaplan and Michael Haenlein, 2010. Overall clients, join together! 53: The Challenges and Opportunities of Social Media Business Skylines 59-68.

21. Kelly, Louis, Gayle Kerr, and Judy Drennan in 2010. Absence of Promoting Individual-to-Person Communication Through a Teenager's Eyes" Diary of Publication Cooperation 10: 16-27.

22. Tarek T. Mady, "2011 Assessment toward exhibiting: Should we be concerned about the alienation and unwillingness of customers to utilize technology? 10th Diary of Customer Behavior: 192-204.

23. Glynn W. Mangold and David J. Faulds, 2009. The Online World: 52nd Business Horizons: The Brand's New Hybrid Promotional Element 357-365.

24. Hope Jensen Schau, Albert M. Muiz, and 2007 Vigilante Publicizing and Buyer Made Exchanges." 36th Annual Advertising Review: 35-50.

25. David W. Stewart and Paul A. Pavlou 2000 "Estimating Connection Publicizing's Belongings and Adequacy: A Study Strategy." The Journal of Interactive Advertising's First Issue: 62-78.

26. Pehlivan, Ekin, Funda Sarican, and Pierre Berthon. 2011. " Mining messages: Researching the Reaction of Customers to Buyer Created versus Firm-Produced Advertisements." 10th Diary of Customer Behavior: 313-321.

27. Kristian Koesler, Sanjukta, and Pookulangara 2011. " Social Impact on Internet based Buy Goals and Customers' Utilization of Interpersonal organizations 18: 348-354 of the Journal of Consumer Services and Retailing

28. Shankar, Venkatesh, Jeffery Inman, Murali Mantrala, Eileen Kelley, and Ross Rizley are among the participants. 2011. " New Ways to deal with Customer Advertising: Knowledge Flows and Issues for Future Exploration First Diary of Retailing: doi:10.1016/j.jretai.2011.04.007. s29-s42

29. Jollean K. Sinclaire and Clinton E. Vogus 2011. " Making use of various social media platforms: a worldwide association's exploratory versatile structuration point of view Information Development The board 12: 293-314, DOI 10.1007/s10799-011-0086-5.

30. Alina Sorescu, Cheryl Bridges, Ruud T. Frambach, Jagdip Singh, Rangaswamy Arvind, and others (2011) Retail Plan of action Advancements Journal of Retailing 1: s3-s16, doi: 10.1016/j.jretai.2011.04.005.

31. Kenneth Thompson, David Strutton, and David G. Taylor (2012) Motivation for Sharing Online Advertising as a Self-Enhancement Journal of Intelligent Publication 12:13–28

32. Zeng, Fue, Wenyu Dou, and Li Huang, 2009. Client Discernments and Promotion Reactions in Web-based Person to person communication Networks: Diary of Intelligent Promoting 10: Social Factors 1-13.

33. 2011: Mimi Zhang, Abdur Chowdhury, and Bernard J. Jansen Twitter commitment to business: a look down the road." 21st Electron Markets: 161-175. DOI 10.1007/s12525-011-0065-z.

34. Tobias Honer, Markus, and Zinnbauer 2011. " A New Era for Brand Management: A System for How Brands Can Make Social Money St. Gallen Advertising Survey Number 28: 50-55.

9. Questionnaire

1. Do you have a social media account on any of the following platforms?
(Yes/ No) _____

2. How long have you been using any social media platform?
    a. Above 5 Years   b. 3-5 Years
    c. 3 Years   d. 1-3 Years   e. < 1 Year

3. Mark the social media platform where you have an account as selected.
    a. Face book
    b. Twitter
    c. Instagram
    d. LinkedIn
    e. Pine rest
    f. Google plus
    g. Others please specify _____

4. Do you use multiple social media platforms? (Yes/No) _____ if so, how many__

5. Among the accompanying for which reason do you for the most part utilize web-based entertainment?
    a. Increasing network
    b. Sharing Ideas
    c. Improving knowledge
    d. Entertainment
    e. Communication
    f. Mass mingling (community/groups)
    g. Other please specify _____

6. How much time do you spend each day using your social media platform?
a. Less than 30min b. 30-60min c. 1-2hrs   d. More than 2hrs

7. How often do you log on to social media websites?
a. Frequently   b. Regularly   c. Once in a while
d. Rarely   e. Never

8. In your social media networks, talk about how interested you are in the following activities.
    Mark 5 if, you are highly interested
    Mark 4 if, you show usual interest
    Mark 3 if, you have medium interest
    Mark 2 if, you are not interested
    Mark 1 if, you do not show any interest

i.	Commenting on Photographs	_____
ii.	Commenting on Other's Status	_____
iii.	Chatting	_____
iv.	Uploading Photographs	_____
v.	Playing games	_____
vi.	Watching Videos	_____
vii.	Making Friends	_____
viii.	Sending invitations	_____
ix.	Organizing events	_____
x.	Using Various applications/tools	_____
xi.	Creating groups	_____
xii.	Uploading Videos	_____
xiii.	Writing messages	_____
xiv.	Reading Notes	_____
xv.	Commenting and Maintaining on blogs	_____
xvi.	Bidding & Gambling	_____

9. Do you care about the advertisements on social networking sites?
a. Yes   b. No

10. Have you ever purchased any goods/services advertised in the social networking sites?
a. Yes   b. No

11. How frequently do you buy products or services advertised on social media?
   a. Whenever there is satisfactory offer (more than 5 times)
   b. Whenever it is essential to buy (3-5 times probably)
   c. When it is unavoidable (1-3 times)
   d. Only once as a trail (1 time)
   e. Never through social media ads

12. In general, how much of an impact do you think social networking sites have on social behavior?
a. Very high impact   b. High impact   c. Medium
d. A little impact   e. No impact at all

13. Suggestions please!