A Study on Role of Social Media Marketing In Building Brand Awareness for Peperfry's Furniture Products Pondicherry

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ABSTRACT

This research delves into the pivotal role of social media marketing in amplifying brand awareness specifically for Pepperfry's range of furniture products. Through a comprehensive analysis of various social media platforms, consumer behavior, and marketing strategies, this study aims to elucidate the nuanced ways in which social media initiatives contribute to enhancing brand visibility and engagement within the furniture industry. By examining Pepperfry's marketing endeavors and their impact on brand perception, this research endeavors to provide valuable insights and strategic recommendations for leveraging social media to augment brand awareness and foster consumer connections in the furniture market landscape.

Keywords: Marketing strategies, Sales performance, Team Cycle World, Brand visibility, Customer engagement, Promotional campaigns, Purchasing behaviour, Online advertising, Offline advertising, Consumer preferences

1. INTRODUCTION

In the ever-evolving landscape of the furniture industry, Pepperfry, the leading online furniture marketplace in India, has carved its niche. But beyond its expansive product catalog and convenient delivery services lies a potent secret – its mastery of the digital canvas. Among its brushstrokes, none are as vibrant as its social media marketing, a strategic symphony that orchestrates brand awareness for its diverse furniture offerings. This study delves into the intricate notes of Pepperfry's social media strategy, uncovering how it paints a compelling brand story, resonating with target audiences and propelling them towards a deeper connection with the brand.

OBJECTIVES

- To identify the problems faced by consumer through on online purchases.
- To identify the most effective social media platforms for building brand awareness.
- To identify that business leverage different types of social media content to increase brand awareness.
- To identify the purpose of using social media networks in pepperfry's furniture.
- To identify the factors that influence buying pepperfry's furniture in online.

2. REVIEW OF LITERATURE

A survey was conducted about perception on social media marketing among 20 participants from Northern Virginia (NOVA) Community College. The responses to the survey showed that 95% of the participants use social media platforms on a daily basis. The most used social media platforms are Facebook and Instagram with 22.7% of participants having an account in these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 55% of respondents said online visibility would affect their purchase. The most important factor for a company using social media was customer engagement and the least important factor was the timing of the posts. The survey also found that only 55% of respondents post about a company's products or services. However, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience. The results also suggest that people are more likely to share and experiences they have had with a company than to share the sales or promotions that a company has to offer. Based on the results of this study, purchasing behaviour tends to have a positive effect on a company when social media platforms are used for marketing strategies. This conclusion highlights the importance of social media marketing for a positive increase in brand loyalty, brand recognition, and foot traffic.

The first sociologist to systematically use the term social network is J.A. Barnes, who first used the term in 1954 in his study "Class and Committees in a Norwegian Island Parish," (Barnes, 2013). The term used to describe the existence of social networks, "largely a system of ties between pairs of persons who regarded each other as approximate social equals", next to the other terms that were used in sociology in those days. Social media is described as consumer –generated media. This form of media, describes a variety of new sources of online information that are created, initiated, circulated and used by consumers", intent on educating each other about products, brands, services, personalities and issues (Nazzaro, 2006).

Businesses have taken advantage of the many marketing strategies that social media offers. One strategy is structuring their business model on ads that are similar to Google. When Google began to dominate online searches in the early 2000s, it did not take long for them to discern a then unique model of monetization of search, through online advertising (Edosomwan, 2011). This method is profitable because, on average, people spend a lot of time searching the web. The number of users who are constantly browsing the Internet has increased due to the availability of social media platforms. Companies have also created their own social media pages so that consumers can subscribe to their feeds and are essentially a forum for consumer-business communication. Not only can this give businesses a chance to interact with their consumers, but also to see what their competitors are doing and how they are interacting with their customers.

Most studies have shown that consumers see social media as a more reliable source of information than traditional marketing communication tools used by companies (Hennig-Thurau et al, 2004) (Karakaya & Barnes, 2010). The internet allows you to reach consumer groups that are not easily accessible and makes it easy to build brand awareness (Keller, 2009). Hence, marketing and brand managers can assume that brand communication will increase through communication on social media, (Smith et al, 2012). Researchers in the field of social media communication mainly focus on word of mouth (WOM) and electronic word of mouth (eWOM) studies (Balasubramanian & Mahajan, 2001). Today's consumers look for product-related information on these websites because they can be more confident of getting feedback from their peer groups. In terms of marketing, social media can be

categorized as a digital communication channel. Nowadays, many companies use social media marketing to promote their brands. Social media helps companies to reach their specific segments and to retain customers more than was traditionally assumed (Winer, 2009) (Toppi, 2012). So many studies exist that support social media to be incorporated into integrated marketing (North & Fin, 2011).

Su-Chao Chang and Chi-Min Chou (2010) Conducted an investigation on - Variables affecting client's web shopping conduct: Incorporating the need based and obligation based relationship viewpoints. This investigation intends to look at the relationship be0veen the predecessors and outcomes of the two commitments based and control construct segments with respect to data structures post gathering utilizing web shopping as a blueprint. The outcomes exhibited that the messengers of fundamental based impacts - the appropriateness of web shopping districts (saw operational limit and correspondence) and the viewpoint of online customers' closeness in the relationship (client relationship meander and saw association) - have circuitous valuable outcomes on online customers' timeframe objective toward web shopping goals, as interceded by their trust in the web shopping site page and their impression of the exchanging cost. The information in like way displayed that constrainment based impacts have a more basic impact than obligation based impacts (fulfilment and saw regard) on the period of time want toward web shooping goals.

Claudia Extensions (2006) Conducted an investigation on Web based Shopping Conduct: Key Measurements and Exploration Union. Indispensable targets join (a) To propose four estimations of the web shopping channel which solidifies heading, settlement, client association, and experiential uniqueness in context of the composed work audit and ace decisions, (b) To talk

about these key estimations in the relationship of the set up standard channel forming; and (c) To examine the relationship between the normal channel lead and web shopping conduct. This assessment offered experts to investigate the types of progress in web some help with shopping creating and the more settled standard shopping channel forming.

Christy Cheung, (2005) Conducted a research on A Basic Survey of Online Shopper Conduct: Exact Exploration this examination attempts to give an escalated audit of earlier hypothetical composed work and to give an integrative model of online buyer direct. The goals of this investigation are: (l) to give an effective and complete audit of online purchaser direct exploration, (2) to perceive irreplaceable adds to that are explicit to the setting of web increasing, (3) to propose a combined structure that upgrades our awareness of the basic driving portions of online customer conduct, and (4) to offer headings to future assessment around there. This system not just gives us a firm perspective of online customer lead, moreover fills in as a vital standard for analysts around there.

Naiyi (2004) conducted a research on Measurements of Buyer's Apparent Hazard in web based shopping. A structure model with seven portions of purchaser's unmistakable danger in web shopping is made in this paper. The outcomes have the expressive force about Chinese purchasers' conspicuous danger in Web shopping and offer structure to legitimate use in China's e-business advertises condition. Regardless of the way that the basic piece of this examination was to prove electronic trade hypothesis, some legitimate ramifications both for e-business specialists and bosses can be gotten from the subsequent assessment work.

3. RESEARCH METHODOLOGY

Research methodology encompasses a structured approach to conducting research, guiding the researcher through the entire process. It comprises several key components. First and foremost, the research design

outlines the type of research (qualitative, quantitative, or mixed methods) and the approach (deductive, inductive, or abductive) along with the strategy employed, whether it's a case study, experiment, survey, or observation. It also includes the formulation of hypotheses or research questions to direct the study.

4. DATA ANALYSIS AND INTERPRETATION

TABLE 1 - Showing chi-square

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	270.568a	16	0
Likelihood Ratio	217.013	16	0
Linear-by-Linear Association	39.297	1	0
N of Valid Cases	103		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .16.

TABLE 2 - Showing Anova analysis

	Sum of squares	df	Mean square	F	Sig.
Between Groups	83.635	3	27.878	174.017	.000
Within Groups	15.860	99	.160		
Total	99.495	102			

TABLE 3 – Showing Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000a	1.000	1.000	.000

5. FINDINGS

CHI-SQUARE

From the above table, it is inferred that all three tests (Pearson Chi-Square, Likelihood Ratio, Linearby-Linear Association) indicate very low p-values (close to zero), suggesting a significant association between the responses. This indicates that there is a relationship between the level of satisfaction expressed. The warning about expected counts less than 5 in 18 cells (72.0%) and the minimum expected count being 0.16 suggest that in numerous categories, the observed counts are lower than statistically recommended. This could potentially impact the reliability of the chi-square test results.

ANOVA

From the above the table, it is inferred that based on the extremely low p-value (less than .001), you can infer that there is strong evidence to suggest that there are significant differences between at least two of the groups in your study regarding the dependent variable.

REGRESSION

From the above table, it is inferred that model seems to be an ideal fit for the data, with a perfect correlation between the predictor variable and the dependent variable. The R-squared value of 1.000 indicates that the entire variance in the dependent variable is explained by the predictor. However, in practical scenarios, a perfect fit without any error (indicated by a standard error of 0.000) is extremely rare and could potentially indicate overfitting or issues with the model's calculation. It might be beneficial to review the data and model-building process to ensure accuracy and reliability.

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