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A STUDY OF SOCIAL MEDIA MARKETING STRATEGIES EFFECTIVENESS ON CONSUMERS OF GWALIOR DISTRICT

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KEYWORDS

Social media marketing, marketing strategies, purchase intention

ABSTRACT

An enormous development in the technological environment has fabricated the world of media. The collaboration, communication, consumption and creation are reframed the means of social media marketing. The recent development in the digital market and landscape shows social media embraces it for enticing, engaging and transacting customers. The social media marketing spawn consumer traffic by techniques including online communities, social networks, blog creation and many more through Twitter, Instagram, Facebook, LinkedIn, and YouTube. The social media marketing strategies involves the set of actions through which a company or organisation expects to achieve its targeted audience by the means of social media. A large section of young generation is using various social media and to attract these consumers' social media marketing strategies are set. Therefore, this paper strategically studies the factors affecting consumers purchase intentions through social media marketing strategies. The research paper also focuses on defining the relationship between social media marketing and its strategies. Also, the paper examines the shift in the demand of the customers due to social media marketing strategies.

Introduction

Technological development has map out the roads for competition in every market place. The marketing of the product to make it reach the targeted audience is now governed by the social media platforms peculiarly in the young generations who are massive engaged on the social media networking. The digital marketing tool is incredibly formulating the strategies to reach out millions of consumers. Social media marketing enables to promote websites, products, services and

many more to millions on large scale unlike traditional methods. The marketing method entice through social media is word-of-mouth creating a market which revolves around trust of the consumer in the branding. The strategies for procuring the trust and loyalty include listening, influencing, networking and selling. These four stages are vital parts of the marketing strategies through social media.

Review of Literature

Social Media Marketing

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Soegoto et. al., (2019) in the research work studies that social media being one of the most common means to reach out consumers thus being of the most popular means to promote goods or services among the masses. The researcher also social media platforms like Instagram are the most prominent way to reach out consumers.

D. Lakshmanan et. al., (2017) in their research work has studied the effectiveness of social media marketing on generation Y. The study shows that social media marketing influences a large section of young generation by content quality provided on the various platforms. The company's involvement and association has generated satisfactory return on their investment but the targeted audience is yet not achieved through digital marketing.

Chintan H Rajani et. al., (2016) in their research paper that feedback and personal engagement of the producers is the key for immense audience on social media marketing. The consumer loyalty is also due to personal engagement of the producers which creates traffic on the social media platforms.

Marketing Strategies

Larimo et. al., (2020) have studied in their research work importance of social media marketing strategies to reach out consumers through consolidated and proved expertise. The audience is acquired by the conceptualization of four elements which includes generators, input, output and throughputs.

Brendan James Keegan et. al., (2017) studied in their research work social media marketing strategies are the key element for reaching out the consumers and to attain it is a challenging process. The strategies provide ways to evaluate objectives

and identify key indicators to reach consumers and to provide them satisfaction.

Vivek Bajpai et. al., (July, 2012) have studies in their research work that social media platforms have formed an environment for themselves. Utilizing the strategies of social media marketing helps to customize the market for their consumers.

Purchase Intention

Alzyoud et. al., (2018) founded in their research work that branding creates intentional purchasing among the consumers that diverse the consumers' intention towards the deliberate purchasing of the products or services.

Ranjitha et. al., (2012) in their research work tried to examine the purchase behavior of the consumers through social media marketing strategies. For gaining the insights of the consumer's preference communication tracking is one of the most influential method to drive through.

Research Objectives

- a. To understand the relationship between social media marketing and its strategies.
- b. To determine factors that affect the consumers purchase intentions through social media marketing strategies.
- c. To examine the shift in consumer demands due to social media strategies.

Research Methodology

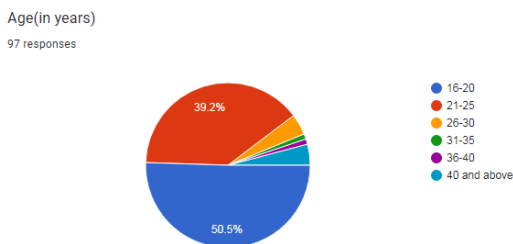
The research paper entitled "A Study of Social Media Marketing Strategies Effectiveness on Consumers of Gwalior District" aims to study the relationship between the social media marketing and its strategies by analyzing the consumers purchase intentions and factors affecting them. The study for the research is done by collecting primary

and secondary data. The source for the secondary data is various books, magazines, research papers, journals, reports etc., while the primary data is collected through online questionnaire which is circulated among the consumers of the Gwalior district in the age bracket of 18-40 years and 119 responses were collected out of which 97 responses are considered for study. The data collected has been sorted, classified and edited for analysis in the required format.

Data Analysis and Interpretation

The data analysis, interpretation and representation are done on the basis of the primary data responses. The following charts and graphs represent the effectiveness of social media marketing strategies towards affecting the consumers’ intentions of purchasing the product or service in Gwalior district. The behavior of the consumer can be understood by the following representations:

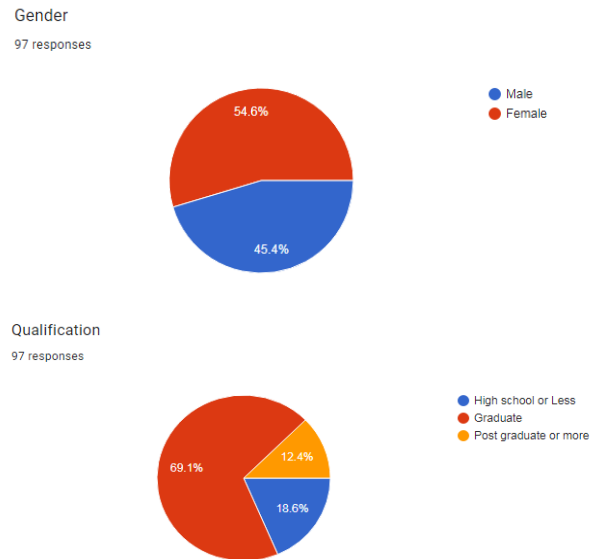
Age of the respondent in years



Source: Primary Data

The survey shows that majority of the consumer engaged in product purchasing through social media marketing are between the age group of 16-20 years. 50.5% out of 97 responses are between 16-20 years age group. 39.2% of total responses are from an age group of 21-25 years depicting that majorly 16-25 years of consumers prefer social media for purchasing products in Gwalior District.

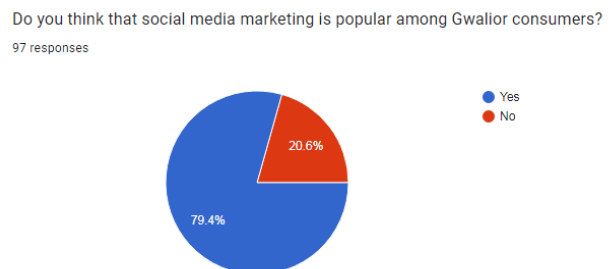
Gender and Qualification of Respondents



Source: Primary Data

The above chart shows that female consumers of Gwalior district are dominantly utilizing the social media network for purchasing the products. 54.6% out of 97 responses are female who prefer social media marketing and its strategies. Also, a large section of graduates is showing their intention and engagement in social media marketing strategies. 69.1% out of total 97 responses consider social media marketing platforms for purchase of products.

Social Media Marketing Strategy Popularity in Gwalior District

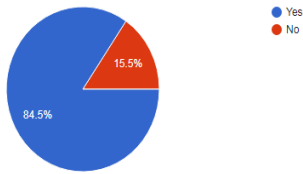


Source: Primary Data

79.4% of responses out of 97 responses consider that social media marketing strategy is used by the consumers of Gwalior district. The digital marketing strategies are creating a large consumer market for the organizations.

Usage of Social Media for Purchasing Products

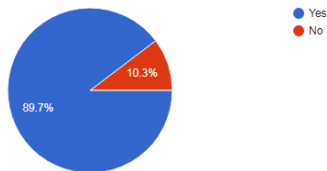
Do you purchase products using social media?
97 responses



Source: Primary Data
84.5% of the total 97 responses consider prefer social media to purchase products. The digital marketing strategies are predominantly approachable by the consumers of the Gwalior District.

Social Media Marketing Strategies as Alluring

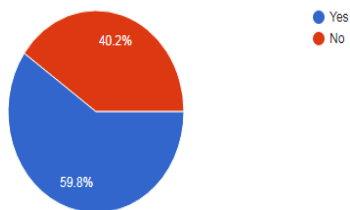
Do you find social media marketing strategies more alluring(ATTRACTIVE)?
97 responses



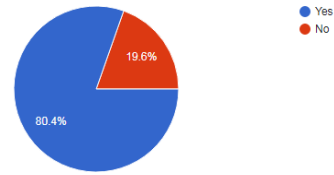
Source: Primary Data
A large section of consumers i.e., 89.7% of 97 consumers who participated in the survey finds that social media and its marketing strategies attracts consumers and creates traffic by using various marketing strategies and generating profit through it in the Gwalior District.

Trust and Loyalty of the Consumers in Social Media Marketing

Do you trust the information shared about the product on social media platforms for marketing?
97 responses



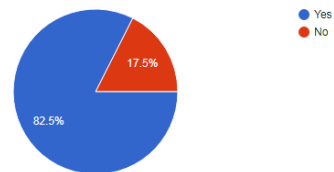
Do you think that social media impacted customer loyalty and purchase decisions
97 responses



Source: Primary Data
About 59.8% of the 97 consumers who responded through the survey find that the details shared about the product or service for its marketing purpose is true and can be trusted by the consumer for making purchase decisions in the Gwalior District. Also 80.4% of the total responses consider that purchasing products through digital market are loyal towards consumers.

Influence through Social Media Marketing

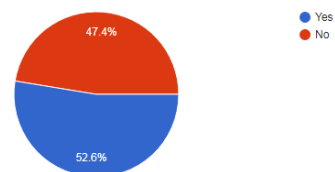
Do you think social media influences your decisions for purchasing products?
97 responses



Source: Primary Data
The above pie chart shows that 82.5% of consumers out of 97 consider social media marketing strategies as influential among the masses. The strategies of digital marketing thump the traditional marketing method for purchasing of products in Gwalior district.

Frequency of Utilisation of Social Media for Purchasing

Do you purchase products from social media more frequently?
97 responses



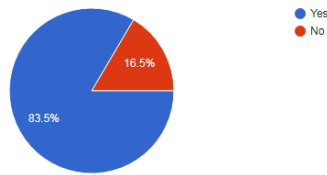
Source: Primary Data
As the above chart shows that 52.6% of respondents out of 97 responses signify that they use social media for the purchase of products quite

frequently in the Gwalior district.

Affect on Traditional Marketing Strategies

Can social media marketing strategies affect the traditional marketing strategies?

97 responses



Source: Primary Data

The chart above shows that 83.5% out of total 97 responses consider that social media marketing strategies have created a lot of effect on the targeted audience of the traditional marketing of Gwalior district.

Conclusion

The predominant change in the marketing space has tremendously changed the purchasing intentions of the consumers in Gwalior district. The social media strategies have created an ecosystem of their own. The consumers trust the digital marketing practices for the purchase of the products. As a lot of generation Y consumers are engaged in social media they prefer purchasing through these platforms due to ease in the availability of the product. The hassle-free environment created by the digital marketing strategy is base for return consumer responses especially among the female users. The alluring attribute of social media marketing has reduced the size of the traditional marketing consumers in the market place. Even after attaining a lot of popularity among the consumer there is yet a lot to be done to create more traffic through social media marketing.

Scope for Future Research

1. The research work studies the purchase behavior of the Gwalior district only. The

researcher in future can modify the research according the area in which the research work is to be conducted.

2. The research is done considering few factors that will reflect the shift in the demand of the consumers. The future researcher can include more factors to the research work to draw relatable results.

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