

## The Impact of Social Media Marketing on Individuals' Attitudes and perceptions at Alva's Institute of Engineering and Technology

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### Abstract

In the twenty-first century, social media has grown in popularity. In order to boost business growth, companies are constantly seeking for innovative methods to integrate this new platform into their marketing plans. Due to the networking and communication capabilities of social media, it is crucial for businesses to establish a voice in order to humanise their brand and keep customers coming in. There are research on using social media marketing within businesses, however there is little evidence to support how social media marketing activities affect consumers' purchasing decisions. From the viewpoint of Alva's Institute of Engineering and Technology College students, this study examined the influence of social media on consumer attitudes toward social media marketing and purchase behaviour. a study asking about attitudes toward social media marketing were given to 50 participants from Alva's Institute of Engineering and Technology College.

The survey's responses revealed that 95% of respondents regularly utilise social media sites. With 22.7% of participants having accounts on each of these platforms, Instagram, Facebook, and Snapchat are the most popular social media sites, while 70% of participants reported utilising more than three social media sites. According to the findings, 55% of respondents said that their purchase would be impacted by internet presence. Customer engagement was the most crucial element for a firm using social media, while post timing was of secondary importance. Only 55% of respondents, according to the poll, post about the goods or services that a company offers. However, 95% of respondents said that a company would see better outcomes when it came to customer satisfaction. If social media is used into marketing, customers will be more loyal and businesses will make more money, according to 75% of respondents. The findings also imply that customers are more inclined to discuss a positive customer experience than a company's current sales or promotions. The findings from this study suggest that leveraging social media platforms for marketing techniques increases the likelihood that consumer behaviour will benefit a firm.

**Keywords:** *social media; marketing; attitudes and perceptions*

### Introduction

In recent years, social media advertising has taken center stage in the marketing and advertising industry. Social media is a useful tool for connecting with other people or organizations. One of the benefits of the internet is that it gives businesses access to a global market, allowing customers to research, compare, and buy goods and services from companies all over the world. An innovative method of consumer socialization that has a significant impact on consumer decision-making and, consequently, marketing strategies is peer communication via social media. According to the consumer socialization theory,

consumers' cognitive, affective, and behavioral attitudes are influenced through communication. Social media, particularly social networking sites, offer a cybernetic space for people to communicate via the Internet, which may also be a significant consumer influencer.

Human communication and interpersonal relationships have changed as a result of the development of the internet. Each user transitioned from being a just information receiver to a creator as a result of the development of the Web and social networks. As a result, the production, personalization, and socializing of information became in the new dynamics of the use of social media. Nowadays, the Internet and particularly social media are no longer seen as tools for leisure and recreation, but rather as an effective tool for work and study, particularly in the field of marketing, thanks to the decline in connection costs, technological advancements, and the widespread adoption of personal computers in homes, schools, universities, and businesses. Social networks are unbelievably powerful tools that have forced companies to adapt their strategy to conform to them. Marketing has gone through an important development, as the Internet has changed its rules, and most organizations saw the opportunity to advertise on social media. The present study examined the relationship between consumers' beliefs and attitude toward social media advertising response.

### **Review of Litratue**

In the twenty-first century, social media has drawn the interest of many young adults and is increasingly valued by young people as a resource. Because the younger generation uses the internet to research companies before spending their hard-earned money, businesses have discovered that social media has a positive impact on foot traffic and sales. Theoretically, new firms' revenue will rise dramatically if they integrate social media into their operations, particularly in the 21st century where technology is everywhere. Therefore, it is crucial to provide a response to the following query: What effect does social media have on buying choices?

Social media has proven to have an effect on a business in the current modern and technological era. Businesses have taken it upon themselves to adapt to emerging marketing tactics, particularly social media marketing, for their advantage with the development of social media. In the twenty-first century, social media marketing is a crucial aspect of doing business. To achieve visibility, viability, and sustainability and to survive in the current cutthroat business environment, small business leaders are employing this marketing method to promote their companies. "The process of generating traffic or attention through social media sites" is the definition of social media marketing.

The widespread production and consumption of content has produced a fiercely competitive online ecosystem where many forms of material compete for the limited attention of the user base. Due to the large number of users connecting with one another, social media first became popular. Businesses rapidly became aware of the volume of web traffic social media sites were attracting and saw the potential for attention that social media may produce. Thus, the value of web traffic was converted to money. Since then, social media marketing has grown to be a well-known type of online marketing.

### **Statement of the Problem**

In the world of today, young people now utilize social media more and more frequently. The rise in social media use has given businesses the chance to focus their marketing efforts, but it has also provided a dilemma about how to best connect with customers. The issue with this increase in social media usage is that the great majority of users, particularly those who use it for news and product or business reviews, have the power to either positively or negatively affect a company's reputation and financial success. These actions have now had an effect on business operations. Studies have shown that businesses

participating in social media may help foster client loyalty, prevent online abuse, and, most importantly, significantly boost sales their revenue and clientele. Given the extensive usage of social media, it would appear that businesses must adapt to it if they want to survive and prosper in the twenty-first century.

While social media has grown quickly in recent years, some have questioned if this development has diminished marketers' ability to handle brand management.

This is particularly evident when one considers how social media creates the framework for global consumers to interact with one another. Thus, businesses are not the only ones who can supply communication materials on products and brands. Additionally, consumers are avoiding traditional media outlets like television, radio, and journals in favor of social media, which is growing in popularity. Marketers can therefore anticipate that brand communications that are only offered by enterprises will disappear in the near future, whilst brand communications that are created by customers and social media continue to expand. The interactions between businesses and customers have subsequently taken a historical turn, giving rise to two categories of social media communication that must be discussed in this article. It is important to note that corporate communications produced by businesses on social media are under the control of the company and brand management. This is because the corporation has no control over the user-generated content on social media.

### **Need of the Study**

This study's goal is to find out how people's attitudes and perceptions are affected by social media marketing. This study will focus on how social media marketing is perceived and how it affects consumers' purchasing behavior. The study's interests are specifically focused on the examined effects of social media use on brand awareness and customer loyalty, which in turn could result in an increase in business revenue, despite the fact that there have been numerous studies on the effects of social media marketing on financial gains. Surveys on the social media presence of businesses will be used to perform the study, and participants will be students at Alva's Institute of Engineering and Technology College.

### **Objectives of the Study**

- To investigate the link between attitudes and beliefs regarding social media advertising.
- The influence of social media on students mindset or mentality.
- To know how affective the social media influence the attitude of individuals.
- To study how social media changes the trend among the people.

### **Scope of the Study**

In today's highly interactive marketing environment, social media is catching up fast amongst marketers. The scope is very wide, and In terms of careers this is one of the most sought-after field. There is literally huge competition in big brands on social media so these companies are always search in social media experts. Social media marketing will keep on benefitting from the innovative, financial and social changes in the nation and Indian organizations should have a strong marketing methodology set up to receive maximum benefits.

### **Methodology**

The following sections detail the research design, the participants of the study, and the methods and procedures to conduct the study. The study's methods and procedures were assessed by the Alva's Institute of Engineering and Technology, Mijar.

## Research Design

A descriptive correlational survey method was utilised to assess the effect of social media marketing on people's attitudes and views. This approach was utilised to evaluate each participant's demographic profiles, including their age and sex, as well as their use of social media. Each responder was also required to complete a survey questionnaire in order to identify the variables that can influence their attitudes and views while interacting with businesses on social media. The purpose of the study was to answer the following research questions:

- What are people's opinions on using social media?
- How are people feeling about social media advertising?
- What effects has social media had on patronage and purchasing choices?
- What social media tools can businesses employ to enhance their interactions with customers?
- What are the key elements that contribute to the success of social media marketing?

## Research Setting/Content

The study was conducted at Alva's Institute of Engineering and Technology, Mijar Campus

## Data Collection

The primary data collection technique used in this study are survey research.

## Data Analysis and Findings

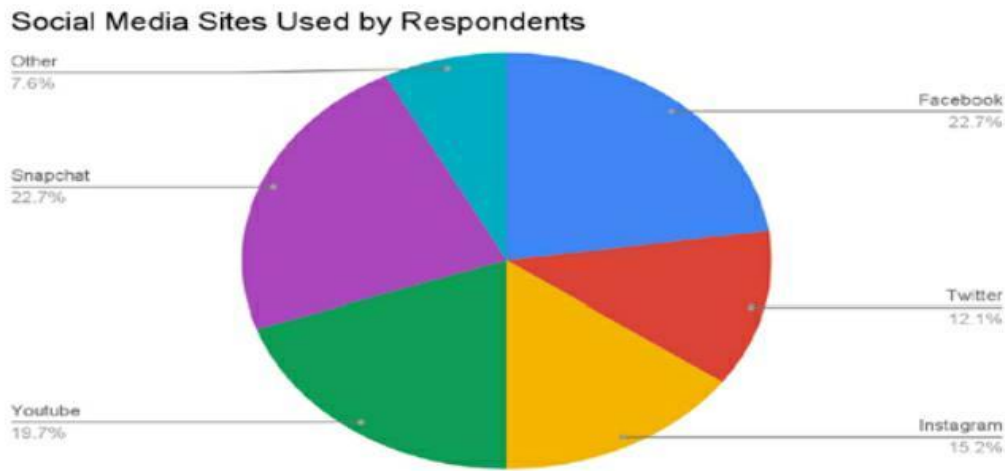
### *Analysis of Data*

Responses were tabulated and findings were prepared after retrieving the completed questionnaires. To identify social elements or behaviours that affect social media marketing, the findings were studied. Descriptive analysis was utilised in the study to examine how participants' attitudes and perceptions were affected by social media marketing. Utilizing the survey's aggregated results, observations were made. The descriptive correlational survey method was used to assess the demographic profiles, such as sex and age, of each of the participants, along with their social media use. In order to analyse the factors that may affect the participants' attitudes and perceptions when using social media to connect with businesses, each respondent was asked to fill in a survey.

## Data Representation

### *Social Media Usage*

All of the respondents have a social media account, confirming the assumption that everyone is engaged in some sort of social media. From the 50 respondents in the study, 70% have three or more social media accounts, whereas the other 20% has at least one social media account. In Figure 1 the analysis of social media platforms that are used by the respondents is shown. Since most of the respondents use more than one social media platform, the percentages are reflected differently. Figure 1 also shows that the social media platform that was most used by the participants were Facebook and Snapchat (both at 22.7%).



Figure

1: Social Media Platforms Used by Respondents

### Time Spent on Social Media

The respondents reported how often they use social media and the amount of time they spend on social media per day. Results show that 95% of the respondents noted that they connect every day to a social media platform. The other 5% of participants reported connecting to a social media platform once a week (see Figure 2). Of the 95% that connect every day, 63%, reported that they spend 3 or more hours a day on social media periodically.

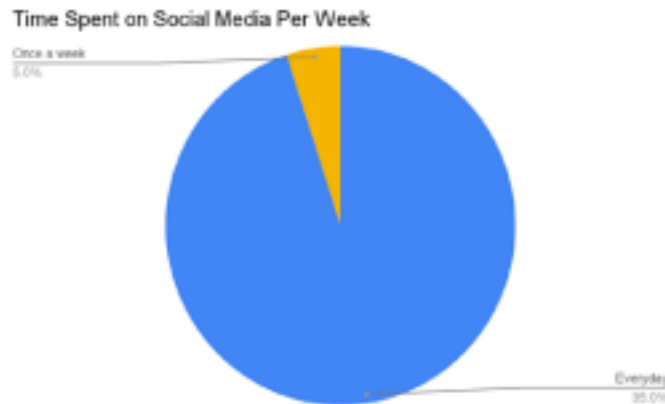


Figure 2: Time Spent on Social Media Platforms According to Respondents

### Online Visibility

Responses to the questionnaire show that 95% of the participants use social media on a day-to-day basis. This figure may be important when deciding whether it is necessary for a business to opt into social media as a selling strategy. The participants were also asked if the online visibility of a business would affect their

purchase. Results show that 55% of the respondents says that online visibility would affect their purchase, while the other 45% says that it would not affect.

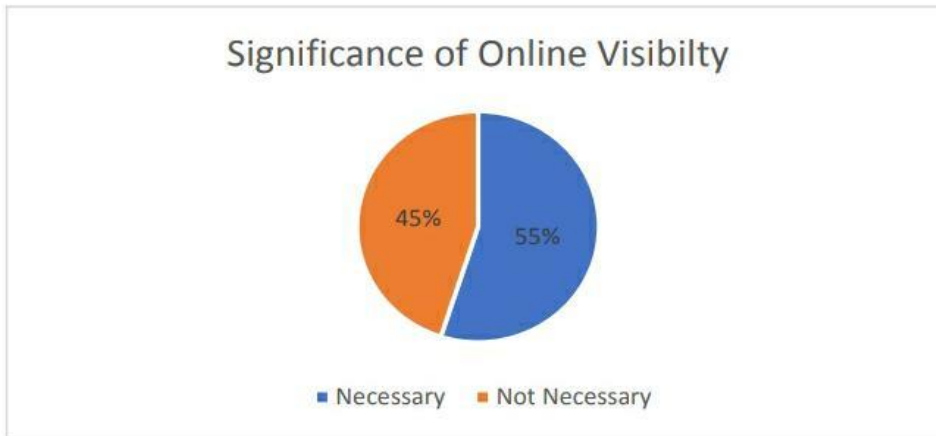


Figure 3: Significance of Online Visibility

### Descriptive Analysis

The participants were asked to rate what are the important factors for a business using social media on a scale of 1 to 5, with 1 being the most important and 5 being the least important. The variables in this rating question include consistency of posts, type of content, customer engagement, online promotions and timing of posts. A descriptive analysis was conducted after tabulating the results of the question, specifically focusing on the most important and the least important. The least important factor was the timing of posts and the most important factor was customer engagement. The results are reflected in Table 2.

Table 2: Descriptive Analysis of What the Participants Believe are Important Factors for a Business Using Social Media

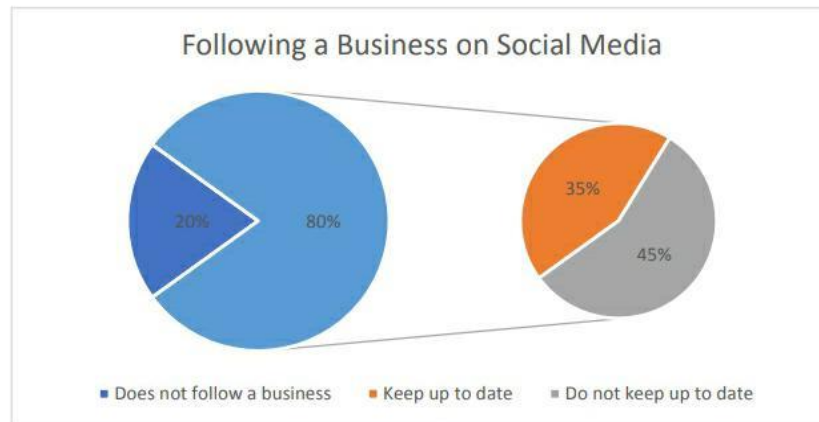
Variables	Rating Responses					N	Mean Rating	Standard Deviation
	Most Important		Least Important					
	1	2	3	4	5			
Consistency of posts	7	5	13	15	10	50	4.73	1.28
Type of content posted	17	15	13	2	3	50	5.45	1.47
Customer engagement	7	17	13	2	11	50	4.95	1.19
Online promotions	13	14	5	13	5	50	3.05	1.39
Timing of posts	0	10	16	9	15	50	3.85	0.87

### Social Media Marketing

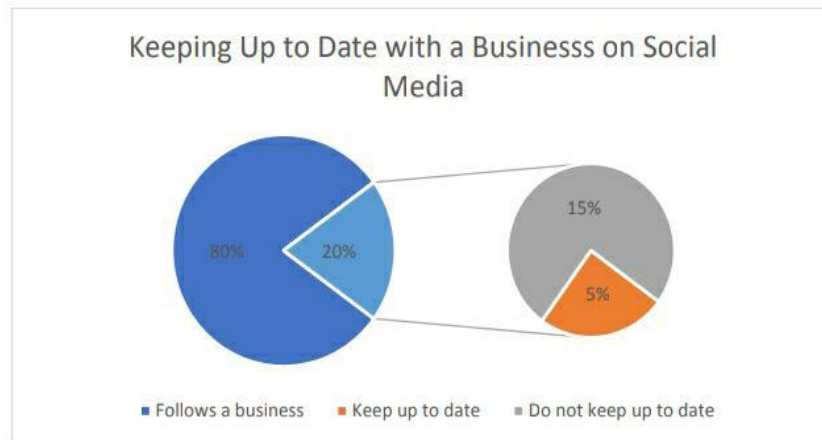
Results show that 55% of the respondents post about products or services a business offers while the other 45% of the respondents do not. Although the participants may or may not post about the products or services a business is offering, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing. Since social media is integrated into everyday life, it is important for businesses to utilize this avenue of marketing. The results also show that 75% of the respondents believe that social media is the best way to reach a business’s targeted audience, whereas the other 25% believe that there are other useful ways to reach a target market.

### Social Media Activities

Since new technologies have been dominated by social media, businesses have decided to expand their horizons by joining this social movement. Businesses have set up their profiles online in hopes of attracting members in the online community. Out of the 50 participants in this study, results show that 80% of the respondents follow a business on social media. Of the 80% of respondents, only 35% (7 of 16) keep up to date with sales and promotions by using social media. Results show that out of the other 20% that do not follow a business on social media, less than 5% (1 of 4) keep up to date with sales and promotion. The responses of the questions suggest that although people are not likely to share promotions or keep tabs on a business via social media, they do pay attention. Despite of this hypothesis, the results show that 90% of the respondents have taken advantage of a sale they heard about via social media.



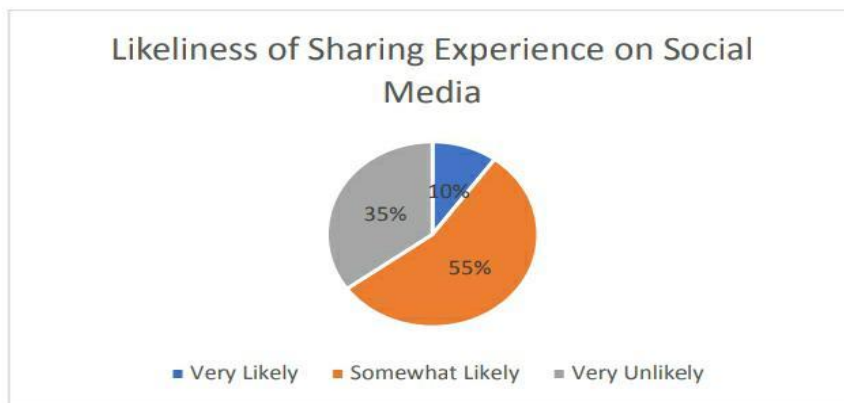
**Figure 4: Respondents Following a Business on social media**



**Figure 5: Respondents Keeping Up to Date with a Business on social media Social Media Experience**

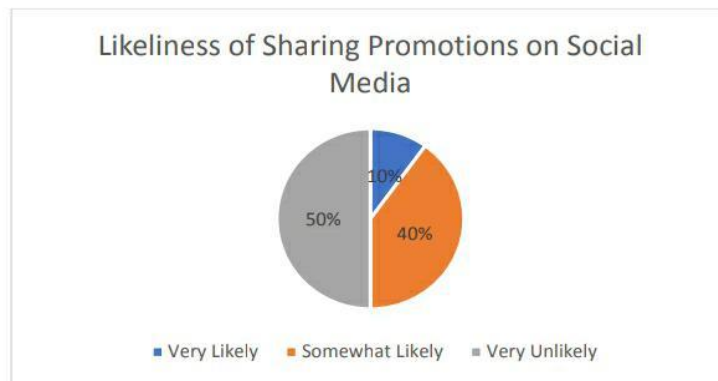
The participants were asked about the likeliness of sharing an experience they have had with a business on their social media accounts. The results show that 10% of the respondents are very likely to share an experience had on social media, 55% of the respondents are somewhat likely, and 35% of the respondents are unlikely.

The participants were also asked about the likeliness of sharing sales or promotions that a business offers on their social media accounts. The results show that 10% of the respondents are very likely to repost a sale or promotion codes to friends, 40% of the respondents are somewhat likely, and 50% of the respondents are very unlikely. Responses to the questions suggest that people are more likely to share an experience they have had with a business rather than sharing sales or promotions a business is offering.



**Figure 6: Likeliness of Sharing an Experience on social media**





**Figure 7: Likeliness of Sharing Promotions on social media**

### Findings

The replies of 50 participants, who ranged in age from 18 to 30 years old, to a questionnaire on their attitudes toward companies employing social media marketing were studied in order to determine the relationship between social media and customer purchasing decisions and equity. In this study, a response rate of 100% was attained. The analysis of the questionnaire responses from this study is presented in the section that follows.

### Conclusions And Recommendations

The aim of this study was to investigate how social media affects consumer attitudes and perceptions of a company using social media marketing. According to the results, social media marketing is effective at increasing brand awareness. As 95% of interviewees said they utilised social media every day and 70% said they used more than three social media sites, it can be leveraged to reach customers. The greatest way to contact a business's intended audience, according to 75% of respondents, is through social media. The study's results and suggestions for additional research are covered in the sections that follow.

### Conclusions

Businesses with a social media presence have the ability to significantly affect business revenue, according to observations made from survey responses from a sample population. While some participants don't actively engage in every business propaganda that is provided to them via social media, a significant portion of participants are aware of their efforts and seize the possibilities that are advantageous to them.

There are several reasons why businesses should engage in social media marketing. The opportunity to view what clients, prospects, colleagues, and competitors are saying as well as online visibility, brand awareness, customer-to-business communication, and important feedback are a few of the possible explanations. According to the study's conclusions, social media not only allows for direct customer connection, However, it also rewards companies with repeat business. We can draw the conclusion that social media can assist firms keep up their relationships with potential clients and direct them toward successful endeavours.

- Most customers use social media to search for the goods or services a company offers.
- On average, people spend three hours or more on social media each day.

- Social media marketing is crucial for retaining customers and influencing their buying habits.

Although a company may function without social media in the modern world, having a social media presence has been shown to greatly increase customer loyalty, purchasing behaviour, and income.

### **Recommendations**

There have been a number of recommendations and suggestions as a result of the replies to the study and the analysis of the data. The following advice and ideas can be provided with the aid of this study:

- Businesses should focus on the timing and content of their social media posts, use social media to monitor competition.
- The business should focus on customer engagement and feedback to update business operations.
- Businesses should also use social media marketing to keep their customers informed about sales, promotions, and new products and/or services.

The purpose of this study was to shed light on how consumers utilise social media as a medium for communication and how businesses can use this knowledge for efficient marketing. The following suggestions are made for future research:

- Expand the sample size; include participants from a variety of backgrounds, not just community college students.
- Examine the precise impact of social media marketing on financial gains.
- Focus on particular companies that are already utilising social media marketing to advertise their brands and interact with customers.

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