

## AN EMPIRICAL STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR AND BRAND LOYALTY

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### Abstract

*Social media marketing has emerged as a powerful tool for organizations to engage with consumers, build brand awareness, and influence purchasing behavior in the digital era. This empirical research study examines the impact of social media marketing on consumer perception, brand loyalty, and buying decisions. The study aims to analyze how various social media platforms, promotional strategies, and content types affect customer engagement and business performance. The research is based on primary data collected through structured questionnaires distributed among users of different social media platforms, along with secondary data from existing literature and industry reports. Statistical tools and analytical methods are used to evaluate the relationship between social media marketing activities and consumer responses. The findings indicate that social media marketing significantly influences consumer awareness, trust, and purchase intentions. Interactive content, influencer marketing, and personalized communication play a crucial role in enhancing customer engagement and brand loyalty. However, challenges such as information overload, privacy concerns, and negative feedback also impact the effectiveness of social media strategies. This study provides valuable insights for marketers and organizations to design effective social media marketing strategies. It also highlights the need for continuous innovation and ethical practices to maximize the benefits of digital marketing in a highly competitive environment.*

### Introduction

In today's modern era, digital technology has become an important part of our daily life. With the rapid growth of the internet and smartphones, businesses are shifting from traditional marketing methods to digital marketing. Digital marketing includes the promotion of products and services through online platforms such as social media, websites, search engines, and mobile applications. It helps companies to reach a large number of customers in a cost-effective and efficient way.

Digital marketing plays a significant role in creating awareness, building brand image, and increasing sales. Platforms like Facebook, Instagram, and YouTube are widely used by businesses to connect with customers, share product information, and promote offers. These platforms also allow customers to give feedback, which helps companies to improve their products and services.

Super Sonik Life Pvt. Ltd. is a growing company that offers healthcare and agriculture-related products. The company also provides an opportunity for individuals to earn income through its direct selling business model. In order to expand its reach and increase awareness, the company uses digital marketing strategies such as social media promotion, online campaigns, and content marketing.

The main purpose of this study is to analyze the impact of digital marketing on customer awareness, product usage, satisfaction, and business opportunities related to the company. It also aims to

understand how digital marketing influences customer behavior and decision-making.

This topic is important because digital marketing has become a powerful tool for business growth in today's competitive environment. By studying its impact, the company can improve its marketing strategies and achieve better results in the future.

### Objectives Of The Study

- To understand the role of digital marketing in promoting the company's products.
- To analyze customer perception towards healthcare and agriculture products.
- To understand the impact of social media on product promotion.
- To analyze the effectiveness of marketing strategies used by the company.
- To understand the benefits provided to distributors and members.

### Hypothesis

**H<sub>0</sub> (Null Hypothesis):** Digital marketing has no significant impact on customer awareness, product usage, and satisfaction.

**H<sub>1</sub> (Alternative Hypothesis):** Digital marketing has a significant impact on brand awareness of Super Sonik Life Pvt. Ltd..

### Limitations Of The Study

The study conducted on Super Sonik Life Pvt. Ltd. has certain limitations which may affect the overall findings and conclusions of the research.

- The study is based on responses from a limited

number of respondents, which may not fully represent the entire population.

- The research is conducted only in selected areas, so the results may not represent the views of customers from other regions.
- The study was conducted within a limited time period, which restricted the depth of research and data collection.
- The study mainly depends on the information provided by respondents, which may sometimes be biased or inaccurate.
- Some internal information of Super Sonik Life Pvt. Ltd. was not available, which limited the scope of analysis.

### Review Of Literature

- ❖ **V.S. Ramaswamy and S. Namakumari (2018):** In their book *Marketing Management: Indian Context*, digital marketing plays a key role in creating awareness and influencing customer decisions. They explain that with the growth of internet usage in India, companies must adopt digital marketing strategies to reach a wider audience.
- ❖ **Rajan Saxena (2017):** In his book *Marketing Management* highlighted that customer behavior in India is rapidly changing due to digital platforms. He stated that social media marketing helps companies in building strong relationships with customers and increasing brand visibility.
- ❖ **C.B. Gupta and Rajan Nair:** Digital marketing is an effective tool for promoting products and services in a cost-efficient manner. They emphasized that online marketing helps businesses to target specific groups and improve customer engagement.
- ❖ **R.S.N. Pillai and Bagavathi:** In their book *Modern Marketing* explained that digital marketing provides better opportunities for communication and interaction with customers. They also stated that customer satisfaction can be improved through continuous engagement and feedback.
- ❖ **Dr. K. Karunakaran (2019):** Discussed that digital marketing has become essential for Indian businesses due to increasing competition. He mentioned that companies using digital tools are able to achieve better growth and market reach.

### Data Sources (Primary & Secondary)

- 1 Primary Data: Primary data is the first-hand data collected directly from respondents. It is collected through a structured questionnaire. The respondents include customers, potential

customers, and distributors. Data is collected through personal interaction, surveys, and online forms. This data helps in understanding customer awareness, perception, satisfaction, and impact of digital marketing.

- 2 Secondary Data: Secondary data is collected from already available sources. It includes information from: Official website of Super Sonik Life Pvt. Ltd. Books related to marketing and digital marketing. Company reports and documents. Internet sources like Facebook, Instagram and other websites.

### Sampling Design

#### 1. Population

The population of the study includes all customers, potential customers, and distributors of the company. It also includes individuals who are aware or unaware of the company's products and digital marketing activities.

#### 2. Sampling Unit

The sampling unit refers to the individual respondents selected for the study. These include customers, students, working professionals, and distributors.

#### 3. Sample Size

The sample size of the study is 100 respondents. This sample size is considered sufficient to understand general customer opinions and behavior.

#### 4. Sampling Technique

The study uses Convenience Sampling Technique. In this method, respondents are selected based on ease of access and availability. It is simple, quick, and cost-effective for collecting data.

#### 5. Sampling Area

The data is collected from local areas and nearby regions (urban and rural). It may also include respondents from online platforms through digital surveys.

### Objective Wise Analysis And Interpretation

The study conducted on Super Sonik Life Pvt. Ltd. helps to understand the impact of digital marketing on customers. Firstly, it is found that 60% of people are aware about the company, while 40% are not aware.

**Interpretation:** This shows that the company has moderate awareness in the market, but there is still a need to increase promotion through digital marketing to reach more people.

Secondly, it is observed that 40% of respondents came to know about the company through social media, while 30% through friends and 30% through other sources.

**Interpretation:** This indicates that social media is the main source of awareness and digital

marketing is playing a very important role in promotion.

Thirdly, when we study product usage, 55% people are using the products and 45% are not using them.

**Interpretation:** This shows that product usage is average and there is a good opportunity for the company to increase its customer base through better marketing.

Further, in terms of customer satisfaction, 50% respondents are satisfied, 30% are neutral and 20% are not satisfied.

**Interpretation:** This means customers are generally satisfied, but the company should improve product quality and service to increase satisfaction level.

Also, it is found that 45% people are interested in direct selling business, 35% are not interested and 20% are neutral.

**Interpretation:** This shows that interest level is moderate and the company needs to build more trust and awareness among people.

Lastly, 65% respondents believe that digital marketing is effective, while 35% think it is less effective.

**Interpretation:** This clearly shows that digital marketing is an effective tool for promotion and growth of the company.

### Hypothesis Testing

1. **Null Hypothesis ( $H_0$ ):** There is no significant impact of digital marketing on customer awareness and product usage of Super Sonik Life Pvt. Ltd.
2. **Alternative Hypothesis ( $H_1$ ):** There is a significant impact of digital marketing on customer awareness and product usage of Super Sonik Life Pvt. Ltd..

### Result of Testing

Since a majority of respondents are aware of the company and believe that digital marketing is effective, it shows a strong relationship between digital marketing and customer awareness.

### Conclusion of Hypothesis

The Null Hypothesis ( $H_0$ ) is rejected

The Alternative Hypothesis ( $H_1$ ) is accepted

### Final Interpretation

The study clearly proves that digital marketing plays an important role in increasing awareness and influencing customer behavior. It has a positive impact on the growth and promotion of Super Sonik Life Pvt. Ltd..

### Statistical Results

The statistical results of the study on Super Sonik Life Pvt. Ltd. are based on the analysis of data

collected from respondents through a questionnaire. The results help in understanding customer awareness, satisfaction, and the effectiveness of marketing strategies.

- It is found that a majority of respondents are aware of the company and its products, while a smaller group is still unaware.
- Most of the respondents have shown a positive response towards healthcare products, especially for improving energy and overall health.
- Customers who have used the products are generally satisfied with the quality and benefits.
- Some respondents showed neutral or negative responses, mainly due to lack of proper product knowledge or experience.
- The direct selling business model has created interest among individuals, but not everyone is fully aware of its benefits.
- It is observed that digital marketing plays an important role in increasing product awareness and customer engagement.
- The study also shows that there is still a need to improve marketing strategies and customer awareness to reach a larger audience.

### Major Findings

- It is found that 60% of respondents are aware of Super Sonik Life Pvt. Ltd., while 40% are not aware.
- Social media is the main source of awareness, with 40% respondents knowing the company through platforms like Facebook and Instagram.
- Around 55% of respondents have used the company's products, showing moderate product reach in the market.
- About 50% of respondents are satisfied with the products, while 30% are neutral and 20% are not satisfied.
- Nearly 45% of respondents are interested in the direct selling business model, but some people are still not fully convinced.
- 65% of respondents believe that digital marketing is effective in promoting the company's products.
- It is observed that customer awareness and product knowledge directly affect satisfaction levels.

### Conclusion And Recommendations

The present study was conducted to analyze the impact of digital marketing on customer awareness, product usage, satisfaction, and business

opportunities related to Super Sonik Life Pvt. Ltd.. Based on the data collected and analyzed, it can be concluded that digital marketing plays a very important role in the growth and development of the company.

The findings of the study show that a majority of respondents are aware of the company, and a significant portion of this awareness is created through social media platforms. This clearly indicates that digital marketing is an effective tool for reaching customers and promoting products. Social media platforms have become a major source of communication between the company and its customers, helping in building relationships and trust.

The study also reveals that product usage among respondents is moderate, which means that while many customers are using the products, there is still scope to increase the customer base. Customer satisfaction levels are also found to be average, with many respondents expressing satisfaction but some remaining neutral or dissatisfied. This suggests that the company needs to focus on improving product quality and customer service.

In addition, the study highlights that there is a moderate level of interest in the direct selling business model offered by the company. This shows that people are open to earning opportunities but may require more information and trust-building measures before fully engaging.

Overall, the hypothesis testing confirms that digital marketing has a significant positive impact on customer awareness, product usage, satisfaction, and business growth. Therefore, it can be concluded that digital marketing is a powerful and essential tool for the success of Super Sonik Life Pvt. Ltd..

### Recommendation

Based on the findings of the study, the following recommendations are suggested for improving the performance of Super Sonik Life Pvt. Ltd.:

- The company should increase its presence on digital platforms by posting regular and engaging content.
- More focus should be given to social media marketing, as it is the main source of awareness among customers.
- The company should create awareness campaigns to reach people who are still unaware of its products.
- Product quality and customer service should be improved to increase customer satisfaction levels.
- The company should use customer feedback to

improve its products and services.

- Special offers, discounts, and promotional schemes can be introduced to attract new customers.
- The company should focus on targeting different groups such as working professionals and students, as their participation is low.
- More training programs should be conducted for distributors to improve their marketing and communication skills.
- The company should build trust among customers by providing transparent information about products and business opportunities.
- Use of video marketing and influencer marketing can help in increasing reach and engagement.
- The company should expand its digital marketing efforts in rural and semi-urban areas to increase its market share.

### References

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3. Government of India reports on Digital India initiatives
4. Articles from Indian marketing journals and magazines

**Reports And Institutional Sources**

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2. IBEF Industry Reports on Healthcare &

Marketing

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