

Impact Of Social Media On Promoting Company Products And Services At Digital Brandlance Pvt Ltd” In Hyderabad

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ABSTRACT:

Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Facebook, Twitter and Instagram have played significant roles in expanding consumers' online purchases Social media has revolutionized the way companies promote their products and services, providing a cost-effective and far-reaching marketing platform. explores the impact of social media on brand visibility, customer engagement, and sales growth. It highlights how businesses leverage platforms such as Facebook, Instagram, Twitter, and LinkedIn to interact with consumers, create targeted advertising campaigns, and analyze market trends. Additionally, it examines the role of influencers and user-generated content in shaping consumer preferences. While social media presents opportunities for businesses, challenges such as negative feedback and algorithm changes must be managed strategically. Overall, the study underscores the significance of social media as a powerful tool for modern marketing.

1.1 INTRODUCTION

Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost-infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Social media has become an indispensable tool for consumers online in this day and age. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. consumers are 71% more likely to make a purchase based on social media referrals. As social media continuously reaches a wider audience, social media advertising has made it possible for hyper focused targeting and retargeting. social media can play a huge role in influencing consumers in their purchases. This allows brands to make more strategic marketing strategies that reach their market while maximizing their resources.

1.2 NEED FOR THE STUDY

In today's digital era, social media has become an essential tool for businesses to market their products and services. With billions of users actively engaging on platforms such as Facebook, Instagram, Twitter, and LinkedIn, companies have unprecedented opportunities to reach their target audience more efficiently and cost-effectively. However, despite its vast potential, the effectiveness of social media marketing is influenced by various factors, including consumer behavior, platform algorithms, and competition.

This study is necessary to analyze the impact of social media on business promotions, understand the benefits and challenges it presents, and explore strategies that can maximize its effectiveness. It will also help businesses and marketers gain insights into consumer engagement trends, brand loyalty, and return on investment (ROI) through

social media marketing. Furthermore, the study will provide recommendations for businesses to optimize their online presence and enhance their digital marketing strategies.

1.3 OBJECTIVES OF THE STUDY

- 1) To Analyze the strengths and weaknesses of platforms such as Facebook, Instagram, Twitter, LinkedIn, in reaching target audiences.
- 2) To Investigate how customers interact with brands on social media and the influence of digital marketing strategies on their purchasing decisions.
- 3) To Explore the use of influencer marketing, user-generated content, paid advertisements, and content marketing in driving business growth.
- 4) To Identify potential challenges businesses, face in social media marketing, such as negative feedback, algorithm changes, and competition.
- 5) To Evaluate how social media contributes to increased sales, customer retention, and overall brand loyalty.

1.5 SCOPE OF THE STUDY

This study examines the role of social media in promoting company products and services, focusing on its impact on brand awareness, customer engagement, and sales growth. It explores various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and analyzing their effectiveness in reaching target audiences through organic and paid marketing strategies.

The study covers key aspects of social media marketing, including content creation, influencer partnerships, user-generated content, and data analytics. It also investigates consumer behavior, engagement patterns, and the influence of social media advertisements on purchasing decisions. Additionally, it addresses challenges such as algorithm changes, negative feedback, and the need for businesses to adapt to evolving digital trends.

While the study primarily focuses on businesses operating in digital and e-commerce environments, it also provides insights applicable to traditional businesses looking to enhance their online presence. The research is based on case studies, market analysis, and existing literature, offering valuable recommendations for businesses aiming to optimize their social media marketing strategies.

1.6 METHODOLOGY

RESEARCH DESIGN

Descriptive Research design has been used which clearly indicates that the study is about the characteristics of individuals or investors towards their investments.

ANALYTICAL TOOLS

Various tables and charts are used as a means for easy representation of data analyzed through Percentage Analysis.

SOFTWARE USED

Microsoft Excel SPSS :Statistical Package for the Social Science

1.7 LIMITATIONS OF THE STUDY

- 2 The study primarily focuses on major social media platforms like Facebook, Instagram, Twitter, LinkedIn, and However, emerging platforms and regional social media networks may not be covered in detail.

- 3 – Social media trends, algorithms, and user behavior evolve continuously. As a result, some findings may become outdated quickly as new marketing strategies and technologies emerge.
- 4 The study relies on secondary data, case studies, and surveys, which may have inherent biases or limitations in accuracy. The effectiveness of social media marketing can also vary based on industry, geography, and target audience.
- 5 Although the study provides general insights applicable to various industries, it may not comprehensively address sector-specific challenges and nuances in social media marketing.

2.2 REVIEW OF LITERATURE

Review of Literature (2020–2024)

1. Dwivedi et al. (2021)

Explored the evolution of social media marketing post-COVID-19 and found that companies increased their investment in digital platforms, leading to better customer targeting and engagement during lockdowns.

2. Alalwan (2020)

Studied consumer engagement with branded content on social media. The research emphasized the role of content quality and platform-specific strategies in enhancing brand-consumer relationships.

3. Shan, Chen & Lin (2020)

Analyzed how influencer marketing on Instagram and YouTube affects consumer purchase decisions. The study concluded that authenticity and relevance of influencers greatly boost consumer trust and brand visibility.

DATA ANALYSIS AND INTERPRETATION

4.8. Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / Editorials / other marketing means on mass media?

TABLE 4.20 SHOWING THE RESPONDENTS HAVE HIGHER CREDIBILITY THAN ADVERTISEMENTS / EDITORIALS / OTHER MAKING MEANS ON MASS MEDIA

Particulars	No. of Respondents	Percentage of Respondents
Strongly Agree	27.3%	27.3%
Agree	45.3%	45.3%
Neutral	20.3%	20.3%
Disagree	3.1%	3.1%
Strongly Disagree	3.9%	3.9%
Total	100%	100%

Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / editorials / Other marketing means on mass media ?

128 responses

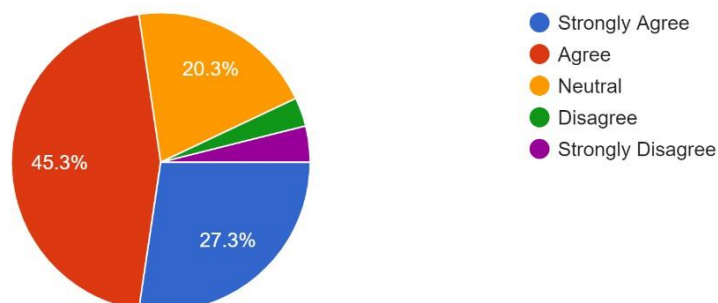


Chart 4.20 Shows the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media

INTERPRETATION

In the above data total number of respondents which I collect is 128 in which 35 consumers strongly agree that Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / Editorials / other marketing means i.e., 27.3%, 58 members get agree with this i.e., 45.3%, 26 members are neutral on this statement i.e., 20.3%, 4 members are getting disagree with this statement i.e., 3.1% and 5 members are getting strongly opposed i.e., 3.9%.

Inference

Majority of members are agree to show the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media i.e 45.3%

4.9. Which according to you have highest media potential

TABLE 4.21 SHOWS THE RESPONDENTS HAVE HIGHEST MEDIA POTENTIAL

Particulars	No. of Respondents	Percentage of Respondents
Social media	78.9%	78.9%
Print media	07%	07%
Television ads	8.6%	8.6%
Radio	00%	00%
In person media	5.5%	5.5%

Total	100%	100%
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Which according to you have highest media potential

128 responses

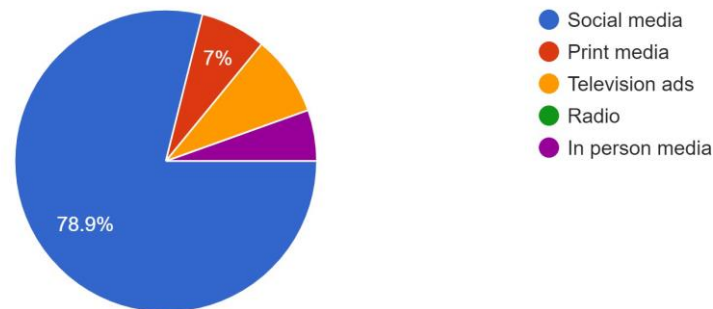


Chart 4.21 Shows the Respondents have highest media potential *INTERPRETATION*

In the above data total number of responds which I collect is 128 in which 101 members are getting privilege to social media to get highest media potential i.e., 78.9%, 9 members giving to print media highest media potential i.e., 7%, 11 members giving in the favour of television media to highest media potential i.e., 8.6%, no one getting respond on radio and 7 members getting respond in person media i.e., 5.5%.

Inference

Majority of the members are getting responds that social media have highest media potential i.e 78.9%

HYPOTHESIS

STATISTICAL ANALYSIS (ONE WAY ANOVA)

The study is based on the following hypotheses:

To find the relationship between demographic variable of the respondents such as Annual Income, and their perception toward the job satisfaction, and relationship between Reward & Recognition of the employees and their perception toward the Retention in the Organization.

HYPOTHESIS 1

Hypothesis H0: There is no significant relationship between the age of the employee and their perception towards impact of digital marketing in organization's sales.

Hypothesis H1: There is significant relationship between the age of the employee and their perception towards impact of digital marketing in organization's sales.

INTERPRETATION:

The computed p value is .000 which is less than 0.05. So we reject the null hypothesis and accepted the alternative hypothesis. There is significant relationship between the age of the employee and their perception towards impact of digital marketing in organization's sales.

Table 4.2.1 Impact on Digital Marketing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.463	1	28.463	257.504	.000
Within Groups	11.938	10	.111		
Total	40.400	100			

HYPOTHESIS 2

Hypothesis H0: There is no significant relationship between the gender of the employee and their perception towards factors influence digital marketing initiatives decision.

Hypothesis H1: There is significant relationship between the gender of the employee and their perception towards factors influence digital marketing initiatives decision.

Table 4.2.2 Decision Making

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.536	1	27.536	498.682	.000
Within Groups	5.964	100	.055		
Total	33.500	100			

INTERPRETATION:

The computed p value is .000 which is less than 0.05. So we reject the null hypothesis and accepted the alternative hypothesis. There is significant relationship between the gender of the employee and their perception towards factors influence digital marketing initiatives decision.

5.1 FINDINGS

I find that 93% of all marketers indicated that their social media efforts have generated more exposure to their business, increased traffic was the second major benefit, with 87% reporting positive results.

- ☐ Majority of the respondents are between 20-30 years old i.e 75%
- ☐ Majority of the respondents are Male i.e 78.9%

- ☐ Majority of the respondents are Unmarried i.e 77.3%
- ☐ Majority of the respondents are Post graduate i.e 45.3%
- ☐ Majority of the respondents are students i.e 43.8%
- ☐ Majority of the respondents are Bellow - 2,00,000 i.e 60.2%
- ☐ Majority of the respondents are doing online shopping i.e 98.4%
- ☐ Majority of the respondents are doing online shopping is monthly once i.e 31.7%
- ☐ Majority of the consumer responds that they are doing online shopping for more than 2-5years i.e 39.8%
- ☐ Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e 55.5%
- ☐ Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e 64.1%
- ☐ Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e 44.5%
- ☐ Majority of the consumers show the respondents that they often use the internet more than 4hrs. In a day i.e 40.6%

5.2 SUGGESTIONS

☐ **Develop a Comprehensive Social Media Strategy:**

- Align social media goals with overall business objectives to ensure cohesive efforts.
- Regularly assess and adjust the strategy based on performance analytics.

☐ **Leverage Influencer Partnerships:**

- Collaborate with influencers whose followers align with your target market to enhance credibility and reach.
- Ensure transparency in partnerships to maintain trust with your audience.

5.3 CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

BIBLIOGRAPHY:

Books

1. "Digital Marketing" by Dave Chaffey and Fiona Ellis-Chadwick

- This comprehensive guide covers all aspects of digital marketing, including strategy development, search engine optimization, social media marketing, and analytics. It's widely used in academic settings and by professionals seeking to deepen their knowledge.

2. **"Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk**

- Vaynerchuk provides practical advice on crafting compelling content tailored to specific social media platforms, emphasizing the importance of delivering value before making a sales pitch. [Reddit](#)

3. **"Digital Marketing Analytics: In Theory And In Practice" by Kevin Hartman**

Journals

1. **Journal of Digital & Social Media Marketing**

- A peer-reviewed publication offering in-depth articles and case studies on digital marketing strategies, social media trends, and best practices.

2. **"Twenty Years of Social Media Marketing: A Systematic Review, Integrative Framework, and Future Research Agenda"**

- This systematic review examines two decades of social media marketing research, providing an integrative framework and suggesting directions for future studies. [ResearchGate](#)

Websites

1. **Social Media Examiner**

- A leading online resource offering articles, reports, and podcasts on the latest trends and strategies in social media marketing.

2. **HubSpot Blog**

- Provides a wealth of information on inbound marketing, including topics on content marketing, SEO, and social media strategies.

3. **Moz Blog**

- Focuses on SEO and digital marketing, offering insights, research, and updates on search engine algorithms and best practices.

4. **MarketingProfs**

- A comprehensive resource for marketing professionals, featuring articles, webinars, and training programs on various marketing disciplines.

5. **Content Marketing Institute**

- Dedicated to advancing the practice of content marketing, this site offers research, articles, and educational resources.