



## Influence of social media in promoting brands

Hamsini Mangalampally<sup>1</sup>, Dr. Balanji Reddy Mora<sup>2</sup>

<sup>1</sup> Department of Marketing, Siva Sivani Institute of Management, Hyderabad, Telangana, India

<sup>2</sup> Department of Finance, Siva Sivani Institute of Management, Hyderabad, Telangana, India

### Abstract

This study explores the impact of social media marketing on brand promotion and consumer purchasing behavior across different demographics. Utilizing a stratified random sample of 109 respondents from diverse educational, occupational, and marital backgrounds, the research investigates the role of social media in enhancing brand awareness, loyalty, and emotional connection.

Key findings reveal that younger individuals (ages 18-34) are significantly influenced by social media marketing, while older demographics show less responsiveness. Women slightly outnumber men in social media interaction, and a majority hold intermediate or secondary-level education. Platforms like Instagram and Facebook emerge as effective tools for reaching target audiences, with personalized content driving engagement and loyalty. Statistical analysis underscores a strong correlation between age and social media influence, highlighting the platform's potential to shape purchasing decisions. These insights emphasize the strategic importance of tailored social media campaigns to engage specific audience segments effectively.

**Keywords:** Tribal education, EMRS, different aspects

### Introduction

#### Introduction of Influence of social media in promoting brands

Social media marketing is now a key part of promoting brands and changing how businesses connect with their customers. Websites like Facebook, Instagram, LinkedIn, and Twitter help brands quickly reach many people and talk directly with them. The strength of social media is its ability to spread information fast, allowing brands and customers to interact right away. This quick communication brings more visitors to websites and increases online visibility and engagement through likes, shares, and comments, which all help make the brand more known. One big reason businesses like social media marketing is that it doesn't cost much. Unlike traditional advertising, social media lets companies promote what they sell for a low price, which is great for small businesses or new ventures with tight budgets. Additionally, social media marketing helps brands create content and connect with their audience through focused campaigns, building a community and customer loyalty over time. This personal touch—using specific content, targeted ads, and direct messages—helps brands understand what customers want and develop engaging marketing plans. As more people interact online, social media marketing gives businesses a wonderful chance to improve relationships with current customers and reach new ones. The effect of social media marketing on brand promotion is strong, helping not just to widen the brand's reach but also to build loyalty by creating meaningful, lasting connections with consumers.

### Literature Review

In the article, Qotrunnada and Marsasi (2023) look at how social media promotion affects brand awareness and buying choices for Generation Z consumers in the local skincare market. They point out that social media is changing how people shop, making them more involved in marketing and helping brands get seen more (Mason et al., 2021). The

review mentions that good social media strategies can really help people recognize a brand and decide to buy from it (Kusumasondjaja, 2020). It also talks about how a strong brand image can greatly affect what consumers choose to buy (Hongjoo, 2019; Yuanita & Marsasi, 2022). The authors notice that there are gaps in what we know about how brand awareness connects with buying choices, and they stress that we need to study this more, especially for local brands and what makes Generation Z unique.

In the article, Durgude, Sawant, and Chavan (2023) look at how social media is changing the way electronic products are marketed. They explain that companies use social media to connect with customers, moving away from old advertising methods to more engaging platforms (Alghizzawi, 2019; Kudeshia & Mittal, 2016). The authors point out that social media allows people to talk to each other and influences how they make decisions (Savitri et al., 2022). They stress that online reviews and recommendations are very important for buying choices, especially for younger people who see electronic gadgets as part of their lifestyle (Santos et al., 2022). The review also mentions that good social media strategies can help raise brand awareness and increase sales, showing that businesses need to keep up with the changing digital world (Chiang et al., 2019; Jasin, 2022).

In the study, "The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention," Aekram Faisal and Iwan Ekawanto (2021) take a close look at how social media marketing affects what consumers do. They point out that social media can be a strong way to boost brand awareness and improve brand image, which also impacts what people decide to buy. The authors mention earlier research that identifies five key aspects of social media marketing—entertainment, interaction, trendiness, customization, and electronic word-of-mouth (E-WOM)—that help draw in consumers. They also explain how brand awareness plays an important role between social media marketing and what consumers want

to buy, claiming that better brand awareness can lead to more choices and loyalty from consumers. The review highlights how essential social media has become in marketing, especially during the COVID-19 pandemic, when many traditional business methods faced challenges.

Nitin B. Veer, Prafulla A. Pawar, and Ashutosh Kolte (2019) look at how well social media works for promotions. They point out that social media is very important for communication and marketing. Their study shows that many people use social media, but the ads often do not give users the information they want. Baglione and Tucci (2019) talk about the ethics of ads that target specific people on sites like Facebook. They say these methods can work well, but some people might find them annoying. Also, Levin et al. (2003) and Norazah et al. (2008) note that more people are shopping online because it is easy and saves time. This means businesses need to change how they promote their products online. In summary, while social media is a strong tool for promotions, it works best when businesses understand what users like and how they behave.

Dillip Kumar Parida and D. Prasanna (2021) explore how social media marketing can help new businesses increase their brand awareness. They point out that platforms like Facebook and Instagram allow start-ups to reach potential customers without spending a lot on ads. The authors stress that good social media strategies can build trust and recognition with consumers, which is important for new businesses to succeed and grow in a tough market. The study also shows that having conversations on social media is important, as these chats can greatly improve brand visibility and customer loyalty. In summary, the research highlights how social media can be a cost-effective and strong tool for new businesses looking to make their mark and effectively promote their products.

Lately, social media marketing has become important for how brands connect with their customers. Batra et al. (2012) and Bergkvist & Bech-Larsen (2010) point out that loving a brand really helps create strong feelings between people and brands, which makes them stick with those brands. According to Wallace et al. (2014), interesting content on social media helps build this brand love, leading to more loyal customers. Loureiro et al. (2012) mention that talking about brands with others can greatly affect how people see those brands and their loyalty to them. Additionally, Wang et al. (2018) and Smit et al. (2007) show that personalizing ads and keeping up with trends on social media meet what users want, making them more engaged with and loyal to the brand. In the restaurant industry in Pakistan, these factors are key to building a loyal customer base.

In 2022, I Wayan Suartina and associates carried out a study called "The Role of Brand Love in Mediating the Effect of Intensive Distribution and Social Media Promotion on Brand Loyalty and e-WOM." The purpose of this study was to investigate how brand love affects the connections between electronic word-of-mouth (e-WOM), social media promotion, brand loyalty, and intensive distribution among Bali minimarket franchise patrons. According to the study, social media promotion and extensive distribution both have a good effect on brand love and loyalty. Crucially, brand love acts as a mediator, amplifying the impact of promotional efforts and distribution tactics on e-WOM and consumer loyalty. The authors stress that in order to strengthen customer interactions and boost overall business success, minimarkets must concentrate on efficient distribution and powerful social media tactics.

According to a 2021 study by Santi Budiman and associates, "The Effect of Social Media on Brand Image and Brand Loyalty in Generation Y." The study explores the ways in which social media affects brand loyalty and image among Indonesian Generation Y customers, who are major actors in the industry.

According to the study, online communities, online advertising, and electronic word-of-mouth (e-WOM) all have a beneficial impact on company loyalty and image. Based on a sample of 150 respondents between the ages of 23 and 30, the results show that e-WOM greatly improves brand image and loyalty, and online communities have comparable beneficial effects. Effective internet marketing also helps to improve consumer loyalty and brand perceptions. All things considered, the study emphasises how critical it is to use social media tactics to successfully engage Generation Y customers and create enduring brand bonds.

The impact of social media promotions, specifically on Instagram, on consumer purchasing decisions is examined in the research paper "Influence of Promotion Through Social Media Instagram on Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions" by Dr. Osly Usman and Ravita Gesit Navari (2019). The study examines the connections between promotional activities and brand-related elements like awareness, equity, and loyalty using a survey approach with 201 respondents and an emphasis on millennials. According to the research, using Instagram for promotion effectively raises brand awareness and loyalty, which in turn affects consumer decisions to buy. The study highlights the value of social media as a potent marketing tool in the digital era and shows a direct correlation between Indonesian customer behaviour and promotional tactics.

The impact of social media marketing on consumer behaviour and brand equity is examined in the 2019 study "The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response" by Rida Sehar, Sarfraz Ashraf, and Faisal Azam. Along with brand equity characteristics including awareness, image, and quality, the authors examine five aspects of social media marketing: trendiness, customisation, entertainment, interactivity, and word-of mouth. The study, which focusses on Pakistani companies Outfitters, Khaadi, and Junaid Jamshed, shows a strong, positive correlation between social media activities and customer responses like preference, loyalty, and readiness to pay higher costs. By integrating brand quality into brand equity dimensions and highlighting the function of social media in promoting customer engagement and loyalty, this study builds on previous research.

### Research Methodology

A precise, step-by-step procedure will be followed in order to examine how social media aids in brand promotion. This covers goal setting, selecting the most effective research methodology, gathering information, and evaluating the findings.

### Objectives of the Research

- Learn how social media platforms are used to engage customers and increase brand exposure.
- Recognise the effects of demographics such as gender, age, and geography on social media behaviour.
- Find out which social media sites are most effective at promoting brands.

**Research Plan**

The study examines how social media platforms aid in brand promotion using a combination of techniques, such as observations and data. It seeks to explain how brand promotion and social media are related.

**The use of samples**

The subjects of the study are consumers who engage with brands on social media. There are one hundred participants in the study. These participants frequently use Facebook, Twitter, TikTok, LinkedIn, Instagram, YouTube, and other social media sites. The stratified random sample technique is used to ensure that the study fairly represents various categories of people. This guarantees the participation of people from different backgrounds or groupings.

**Data Gathering**

**Primary Data:** I used social media sites like Facebook, Instagram, and Twitter to collect responses to a thorough questionnaire that I designed and posted online. How people use social media, brand awareness, brand loyalty, brand emotional connection, and whether social media influences purchasing decisions were all covered in the poll.

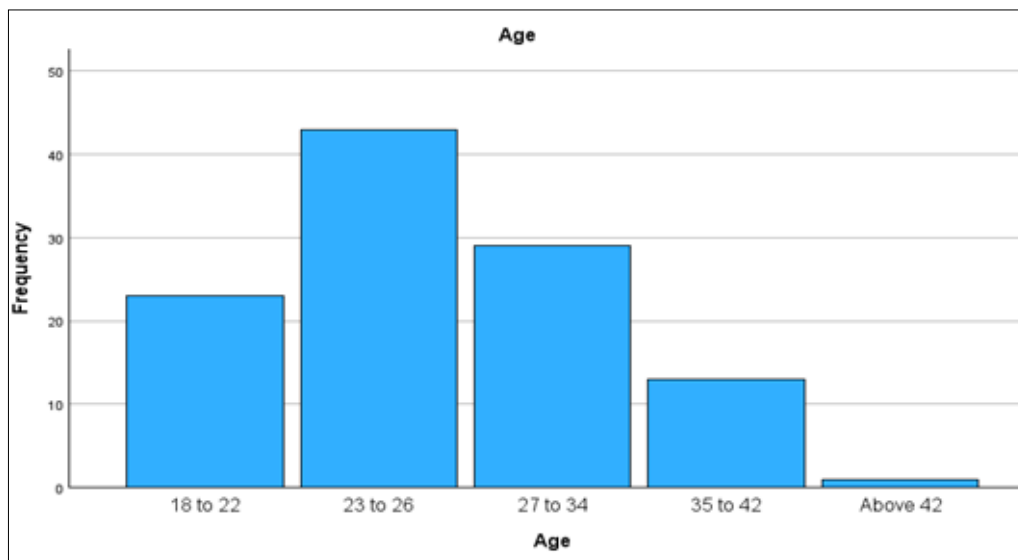
**Secondary Data:** I reviewed previous social media marketing research, case studies, and publications. I also looked over research papers and online marketing journals to find patterns and trends.

**Components of Questionnaire:**

- **Demographics:** Compile fundamental background data, including age, gender, income, employment position, and educational attainment.
- **Social Media Marketing:** Recognise how advertisements on social media affect consumers' purchasing decisions.
- Learn how customers choose to continue purchasing the same good or service by studying brand loyalty.
- **Brand Awareness:** Assess the degree to which consumers are aware of and recall a brand while making purchasing decisions.
- Examine how people sense an emotional connection and fondness for a brand.

**Data Analysis**

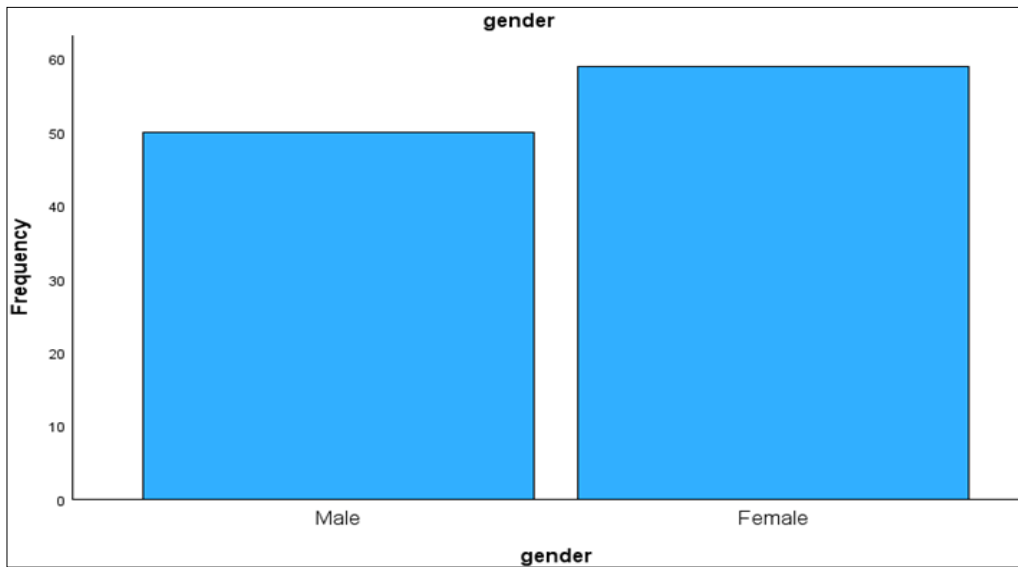
Age group	Frequency	Percent	Valid percent	Cumulative percent
18 to 22	23	21.1	21.1	21.1
23 to 26	43	39.4	39.4	60.6
27 to 34	29	26.6	26.6	87.2
35 to 42	13	11.9	11.9	99.1
Above 42	1	0.9	0.9	100
Total	109	100%	100%	



43 individuals, or 39.4% of the total, belong to the study's largest group, which is those aged 23 to 26. With 29 people (26.6%), the next age group is 27–34 years old. 23 individuals, or 21.1% of the total, are between the ages of 18 and 22. The smallest groups consist of one person (0.9%) above the age of 42 and thirteen (11.9%) in the 35–42 age

range. Most participants (87.2%) are between the ages of 18 and 34. As evidenced by this, younger individuals are using social media more frequently, which could affect how businesses market. One way to decide where to focus marketing efforts is by looking at these age groups.

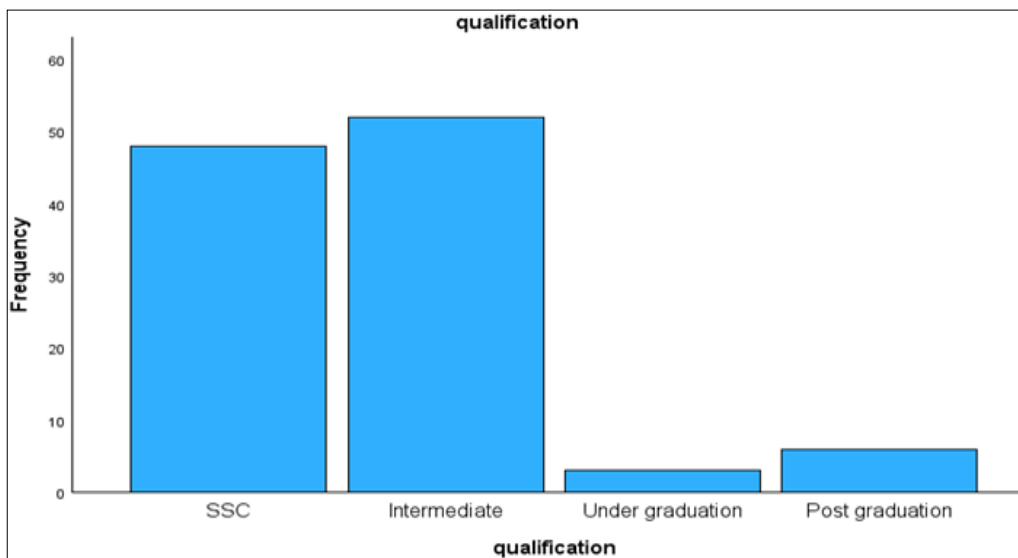
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	45.9	45.9
	Female	59	54.1	100.0
	Total	109	100.0	100.0



There are 50 men (about 45.9%) and 59 women (approximately 54.1%) in the group of 109. Accordingly, the group is slightly more female than male. By the end of

the count, all 109 people are counted, making the total 100%. The group's gender distribution is generally balanced overall, with a slight female preponderance.

	Frequency	Percent	Valid Percent	Cumulative Percent
SSC	48	44.0	44.0	44.0
Intermediate	52	47.7	47.7	91.7
Under graduation	3	2.8	2.8	94.5
Post graduation	6	5.5	5.5	100.0
SSC	48	44.0	44.0	44.0



The majority of the 109 respondents to the education poll hold an Intermediate or Secondary School Certificate (SSC). In particular: Forty-eight individuals (44%) have finished SSC. The Intermediate level has been completed by 52 individuals (47.7%).

Six individuals (5.5%) hold a postgraduate degree, while only three individuals (2.8%) have an undergraduate degree. This indicates that only a tiny percentage of individuals have pursued bachelor's or postgraduate degrees, despite the majority having SSC or Intermediate credentials.

**Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	2	1.8	1.8	1.8
Employee	26	23.9	23.9	25.7
Business	50	45.9	45.9	71.6
Retired person	31	28.4	28.4	100.0
Total	109	100.0	100.0	1.8
Student	2	1.8	1.8	



The 109 group members' jobs are displayed in the table. This is the largest category, with 50 individuals (45.9%) being business owners or entrepreneurs. With 31 individuals (28.4%) no longer employed, retirees make up the next largest group. Just two individuals (1.8%) are students, whereas 26 individuals (23.9%) work in a variety of

occupations. All groupings are represented by the percentages, which add up to 100%. In conclusion, the majority of the group is business-related, followed by a sizable portion of employees and retirees, and the smallest category is students.

**Marital status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Unmarried	79	72.5	72.5	72.5
Married	30	27.5	27.5	100.0
Total	109	100.0	100.0	

The majority of the 109 respondents—79, or 72.5%—are single. In the meantime, 30 individuals, or 27.5%, are married. The sum of the percentages equals 100%. This indicates that fewer people are married and the majority of

the group is single. Numerous people may be unmarried for a variety of reasons, including age, cultural customs, or personal preferences.

Cross Tab				
Age group	Social media marketing somewhat influences my shopping behaviour	Social media marketing strongly influences my shopping behaviour	Composite score 3.00	Total
18 to 22	11	9	3	23
23 to 26	13	19	11	43
27 to 34	2	15	12	29
35 to 42	1	7	5	13
Above 42	1	0	0	1
Total	28	50	31	109

Chi Square			
Test	Value	df	Asymptotic Significance(2-sided)
Pearson chi square	18.110	8	0.020
Likelihood Ratio	19.529	8	0.012
Linear by Linear Association	8.748	1	0.003
Number of Valid Cases	109		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .26.

- Social media marketing and its impact on consumers' purchasing decisions were discussed by people of all ages. Fifty people had the most common reaction, which was that "social media marketing really affects how I shop."
- With 19 respondents stating they are "strongly influenced" by social media marketing, the age group of 23 to 26 experienced the most impact of all. Additionally, this demographic accounted for the majority of survey respondents.
- 15 respondents said they felt heavily impacted by social media marketing, making the 27–34 age group the second most affected.
- In the 18–22 age range, views were more divided. Nine respondents reported being significantly influenced, three provided a range of answers, and eleven reported being somewhat influenced.
- Older age groups are less affected by social media marketing (35–42 and over 42). Just seven individuals between the ages of 35 and 42 reported feeling

significantly influenced, and none of the individuals above 42 said the same. Conversely, younger demographics—especially those between the ages of 23 and 26 and 27 and 34—are more impacted by social media marketing. This implies that promotions on social media are more effective for younger consumers.

- With a p-value of 0.020 and a score of 18.110 on a statistical test (Pearson Chi-Square), it is clear that age and the degree to which social media influences purchasing behaviour are strongly correlated.
- With a p-value of 0.012 and a value of 19.529, the Likelihood Ratio test yielded a convincing result. This implies that there is probably a connection between the two things.
- A substantial correlation was also demonstrated by the Linear-by-Linear Association test, which yielded a p-

value of 0.003 and a value of 8.748. This suggests that social media marketing has a continuous impact on people's purchasing behaviour as they become older.

- Nevertheless, 33.3% of the cells had extremely low counts (less than 5), which could compromise the validity of the Chi-Square test findings. Nevertheless, age and the impact of social media marketing on purchasing decisions are probably related, according to the substantial results across several tests.
- This implies that different age groups might react to social media marketing in different ways, which could help with age-specific marketing strategy customisation.

**gender \* BL1 Crosstabulation**

			D	N	A	SA	5	Total
gender	Male	count	4	11	16	15	4	50
		% within gender	8.0%	22.0%	32.0%	30.0%	8.0%	100.0%
	Female	Count	5	11	18	19	6	59
		% within gender	8.5%	18.6%	30.5%	32.2%	10.2%	100.0%
Total		Count	9	22	34	34	10	109
		% within gender	8.3%	20.2%	31.2%	31.2%	9.2%	100.0%
gender	Male	Count	4	11	16	15	4	50

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.359 <sup>a</sup>	4	.986
Likelihood Ratio	.359	4	.986
Linear-by-Linear Association	.180	1	.672
N of Valid Cases	109		

The information demonstrates how men and women answered a survey question that had five possible answers: Total, agree (A), Strongly Agree (SA), Neutral (N), and Disagree (D). Fifty males and fifty-nine women made up the 109 respondents to the study. 32% of men selected "Agree," and 30% selected "Strongly Agree," suggesting that they either strongly agree or inclined to agree with the statement. With 30.5% selecting "Agree" and 32.2% selecting "Strongly Agree," women exhibit a similar pattern.

There was no discernible difference in the responses of men and women on the survey question. Responses from each gender are distributed very similarly.

This is supported by the Chi-Square test findings, which show a Chi-Square value of 0.359 and a p-value of 0.986. There is no discernible relationship between survey replies and gender, as indicated by the strong p-value. However, the reliability of the Chi-Square test may be impacted by data cells with predicted numbers below 5. Overall, the results indicate that respondents' responses to the survey were unaffected by their gender.

**qualification \* BA1 Crosstabulation**

		BA1				Total
		N	A	SA	5	
	% within qualification	12.5%	27.1%	45.8%	14.6%	100.0%
	Count	7	6	24	15	52
Intermediate	% within qualification	13.5%	11.5%	46.2%	28.8%	100.0%
	Count	0	0	0	3	3
Under graduation	% within qualification	0.0%	0.0%	0.0%	100.0%	100.0%
	Count	0	1	5	0	6
Post graduation	% within qualification	0.0%	16.7%	83.3%	0.0%	100.0%
	Count	13	20	51	25	109
Total	% within qualification	11.9%	18.3%	46.8%	22.9%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.586 <sup>a</sup>	9	.021
Likelihood Ratio	20.205	9	.017
Linear-by-Linear Association	2.856	1	.091
N of Valid Cases	109		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .36.

Agree (A), Strongly Agree (SA), Neutral (N), and a total count of responses were the four response options available in the poll. The responses were categorised into four groups according to the participants' educational backgrounds: undergraduate, graduate, intermediate, and SSC (Secondary School Certificate).

**109 people in total**

SSC qualifications were held by 48.  
 52 of them were qualified in the intermediate range.  
 Three were undergraduates, though.  
 Postgraduate degrees were held by six.  
 According to the survey, respondents' agreement with the statement differed according to their educational attainment:

Of those who responded to the SSC, 14.6% strongly agreed and 45.8% agreed.  
 28.8% of respondents at the intermediate level agreed, while 46.2% strongly agreed.  
 83.3% of postgraduate respondents strongly agreed, but none of the undergraduate respondents agreed or were neutral.  
 People's comments and their educational level were significantly correlated, according to a statistical test. According to the test's p-value of 0.021 and value of 19.586, persons are more likely to strongly agree with the statement the more educated they are. However, some of the analysis's projected figures were too low, which could have compromised the accuracy of the findings.

occupation * BLV1 Crosstabulation								
			BLV1					Total
			D	N	A	SA	5	
occupation	Student	Count	0	0	1	0	1	2
		% within occupation	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
	Employee	Count	1	5	7	9	4	26
		% within occupation	3.8%	19.2%	26.9%	34.6%	15.4%	100.0%
	Business	Count	2	8	15	17	8	50
		% within occupation	4.0%	16.0%	30.0%	34.0%	16.0%	100.0%
	Retired person	Count	1	4	9	12	5	31
		% within occupation	3.2%	12.9%	29.0%	38.7%	16.1%	100.0%
Total		Count	4	17	32	38	18	109
		% within occupation	3.7%	15.6%	29.4%	34.9%	16.5%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.368 <sup>a</sup>	12	.992
Likelihood Ratio	3.910	12	.985
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	109		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .07.

Disagree, Neutral, Agree, and Strongly Agree were the four available answers on the poll. The comments were contrasted with the jobs of the participants, including retirees, employees, students, and business owners. The statement was selected as "Agree" by only two students out of 109 replies.

In one sample of 26 individuals, 26.9% agreed and 34.6% strongly agreed that they are employees. Thirty percent agreed and thirty percent strongly agreed in a sample of fifty individuals from the Business category. Of the 31 individuals in the Retired group, 29% agreed and 38.7% strongly agreed.

To determine whether there is a relationship between respondents' responses and their employment status, a statistical test was conducted. A very high p-value of 0.992 is displayed in the results. This indicates that there is no discernible relationship between respondents survey responses and their employment position. In other words, people's responses don't seem to be influenced by whether they are employed, running a business, or retired.  
 The precision of the data may be impacted because several of the cells in our investigation had predicted counts lower than 5. Regardless of occupation, the results generally indicate that survey responses are very similar across groups.

marital status * BE1 Crosstabulation								
			BE1					Total
			D	N	A	SA	5	
marritalstatus	Unmarried	Count	1	5	18	34	21	79
		% within marritalstatus	1.3%	6.3%	22.8%	43.0%	26.6%	100.0%
	Married	Count	0	1	8	10	11	30
		% within marritalstatus	0.0%	3.3%	26.7%	33.3%	36.7%	100.0%
Total		Count	1	6	26	44	32	109
		% within marritalstatus	0.9%	5.5%	23.9%	40.4%	29.4%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.132 <sup>a</sup>	4	.711
Likelihood Ratio	2.418	4	.659
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	109		

Five responses were available for the survey’s question about a statement: disagree, neutral, agree, strongly agree, and a total count. Thirty of the 109 respondents were married, while the remaining 79 were single. The results were compared according to marital status. While 22.8% of the unmarried respondents agreed with the statement, a sizable majority (43%) strongly agreed. 26.7% of married respondents agreed, and 36.7% strongly agreed. Married folks generally agreed with the statement less than single people did.

The test yielded a Pearson Chi-Square value of 2.132 and a p-value of 0.711. This high p-value indicates that survey responses and marital status do not significantly correlate. To put it another way, people's responses to the question do not appear to be influenced by their marital status. Additionally, it's crucial to remember that many of the categories had extremely low expected numbers, which might have compromised the accuracy of the results. All things considered, married and single people's answers differ slightly, but not significantly.

**Findings**

- The majority of survey respondents (39.4%) are in the 23–26 age range. The groups of 18 to 22 (21.1%) and 27 to 34 (26.6%) are the second largest.
- The bulk of participants (87.2%) are in the 18–34 age range, which makes them the youngest group in total. When making purchasing decisions, many people take social media into account. Eleven of the fifty respondents claimed social media had some influence, while nineteen believed it had a significant one.
- The age range that is most affected is 23 to 26. As people age, social media's influence on their purchase decisions decreases. People above the age of 42 are little affected, while those between the ages of 35 and 42 are only slightly affected.
- Those under the age of thirty-four, in particular, are more influenced by social media when making purchases. Those over 42, in particular, are less likely to allow social media to influence their shopping decisions.
- There are a few more women than men in the study, with 50 men (45.9%) and 59 women (54.1%) out of 109 participants.
- Of the participants, approximately 47.7% have completed their intermediate level of schooling, and 44% have achieved their Secondary School Certificate (SSC).
- Just 2.8% of people have a bachelor's degree, and only 5.5% have a postgraduate degree, indicating how few people have higher education.
- Of the population, 23.9% have conventional occupations, 28.4% are retired, and nearly half (45.9%) work for themselves. Students make up just 1.8%.
- While 27.5% of persons are married, the majority (72.5%) are single.

**Conclusions**

The majority of poll respondents are young, primarily in the 23–26 age range (39.4%) and the 27–34 age range (26.6%). Together, these two age groups account for 66% of the total, indicating that the study primarily consists of younger individuals who are probably frequent users of social media. Social media marketing had the biggest impact on the youngest demographic (ages 23 to 26), as 19 out of 43 think it "strongly influences" their purchasing decisions. Fifteen members of the next group, which consists of adults aged 27 to 34, stated that social media marketing has a significant influence on their choices. Fewer individuals in these age categories report that social media has a significant influence on their purchasing decisions, indicating that older groups—such as those over 42 and those between 35 and 42—are less impacted by social media. Age and the degree to which social media influences purchasing behaviour are clearly correlated, according to statistical testing. The findings of both experiments point to a statistically significant relationship. Young people like and interact with social media advertisements, particularly those between the ages of 18 and 34. There, they are more likely to notice and react to promotions. However, people get less interested in social media advertisements as they age. This implies that older folks may have different marketing preferences than social media. There are more women than men in the group, according to the data. The majority of residents have completed at least secondary school, however they are not highly educated. Since the majority of this group is employed in the business world, it is likely that entrepreneurship is a prevalent tendency among them. Many people may be unmarried because of cultural or financial considerations that influence their decision to get married.

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