



A study on effectiveness of social media marketing

B Snega

Assistant Professor, Department of Information Systems Management, Annai Violet Arts & Science College, Ambattur, Chennai, Tamil Nadu, India

Abstract

These days, social media is more than just a way to talk to friends. Businesses of all sizes and types use it as a marketing tool. Brands now reach people in a whole new way thanks to sites like Facebook, Instagram, YouTube, and LinkedIn. This research, titled “A Study on Effectiveness of Social Media Marketing,” examines the efficacy of social media utilization by businesses and individuals in achieving their marketing objectives. We look at what really makes social media marketing work, like the quality of the content, how interested the audience is, which platforms people choose, and how often they post. We used a questionnaire to ask 50 people—students, working professionals, and small business owners—what they thought. We also got information from books, journals, and websites. What were the results? Instagram is the most popular marketing platform, and pictures that catch people's attention work best. It's pretty clear what the main point is: when brands use social media in a planned way, they get more people to see their brand, talk about it, and buy things.

Keywords: Social media marketing, effectiveness, brand awareness, instagram, facebook, customer engagement, digital marketing

Introduction

Social media has changed marketing completely in the last ten years. It used to be just a way for people to talk and share pictures, but now it's a big business tool. Brands aren't just reaching a few people; they're reaching millions, and they don't have to spend a lot of money to do it. Social media marketing (SMM) is all about using these sites to advertise your products, grow your brand, and really connect with your audience.

These days, apps like Instagram, Facebook, YouTube, Twitter, LinkedIn, and even WhatsApp do a lot more than just connect people; they're full-fledged marketing machines. Big companies and small businesses alike use social media to show off their products, run ads, work with influencers, and build loyal communities.

Social media marketing has grown quickly in India. India is one of the biggest markets in the world, with more than 700 million internet users and more than 467 million people who use social media. Everyone can use social media, no matter how old or rich they are, because smartphones and data are so cheap. That means a huge chance for businesses to reach the right people without ever leaving the digital world.

This study looks into how well marketing on social media really works. We look at different platforms, types of content, and ways that brands get people involved online. We also look at how all of this affects things like brand awareness, engagement, and what really makes people buy.

Importance of the Study

Social media marketing is not just a nice thing to have if you own a business; it's a must-have. A lot of companies, especially smaller ones, just dive in without a plan or a way to tell if what they're doing is working. That means you wasted time and effort and didn't get much done.

This study is important because it helps business owners, students, and marketing professionals figure out what really works on social media. This study gives brands real, useful advice on how to improve their social media game and see

results by finding the platforms, content, and strategies that work best.

For academics, the study adds more to what we know about digital marketing in India, and hopefully helps future researchers dig even deeper into what makes social media marketing effective.

Statement of the Problem

Yeah, social media marketing is all over the place, but measuring what actually works? Well, that's still a challenge. Most businesses monitor things like that, but that does not always translate into more sales or business growth. There's a disconnect between all that online activity and what really matters to the bottom line.

And with so many social media platforms out there, like Instagram, Facebook, YouTube, LinkedIn, Twitter, and so many others, businesses are often confused about which one actually works best for their business.

This study attempts to address these issues by examining what actually works in social media marketing.

Objectives of the Study

- To find out how aware people are of social media marketing and how much they use it.
- To figure out which social media platforms are the most popular and effective for marketing.
- To see how social media marketing impacts brand awareness and customer engagement.
- To examine the kinds of content that actually get results.

Need of the Study

As the popularity and use of social media are constantly on the rise, the importance of knowing the effectiveness of social media marketing has also increased. A lot of money and time are being spent by businesses on social media marketing, but the effectiveness of the same is not clear to many. This study is necessary as it provides clear

information about the effectiveness of social media marketing, and the data collected will be useful for the students to learn about the digital marketing practices taking place in the real world, businesses, and the academic field in the context of India.

Scope and Limitations of the Study

This study aims to investigate the effectiveness of social media marketing among the respondents in Chennai, Tamil Nadu. The study will include the major social media sites such as Instagram, Facebook, YouTube, LinkedIn, and WhatsApp. The respondents will include students, working professionals, and small business owners who are active users of social media.

This study has the limitation of the sample size of 50 respondents, which may not be representative of the entire social media users in India. The data collected will be opinions of the users rather than actual data from the marketing analytics of the social media sites. The dynamic nature of the social media sites will also limit the study.

Review of Literature

A review of existing literature helps establish the theoretical foundation of this study and identify gaps in current research on social media marketing effectiveness.

1. Kaplan & Haenlein (2010) [1], in their research paper, introduced the term 'social media' as internet-based applications that allow users to create and share content. The researchers also identified the various forms of social media, of which there are six, and its importance as a marketing tool for businesses of all sizes.
2. Stelzner (2022) [5] published the Social Media Marketing Industry Report, in which 89% of marketers reported increased brand exposure due to social media marketing, and 75% reported increased website traffic. The research thus proved that businesses need to remain active on social media to improve their marketing activities.
3. Kumar & Gupta (2021) [3] published a research paper based on the Indian market, in which the businesses that used social media marketing reported an improvement of 35% in acquiring customers. The research also reported that Instagram and WhatsApp Business are the best marketing tools for businesses in the Indian market, particularly for the retail and food industries.
4. Chaffey and Ellis-Chadwick (2019) [2] stressed that social media marketing is most effective when it is supplemented by a strong content strategy, posting schedule, and engagement. It was also stressed that businesses that engage in responding to customer comments have higher brand loyalty.
5. Sharma and Verma (2020) [4] in their study on Indian consumers reported that 68% of consumers had purchased a product after seeing it advertised on social media, validating the strong impact of social media marketing on consumer purchases, especially in the age group of 18-30.

Research Methodology

This study uses a descriptive research design to examine the effectiveness of social media marketing. Both primary and secondary data were collected for this research.

Research Design: Descriptive research design was used in this study as it helps in describing the existing patterns of the usage and effectiveness of social media marketing.

Sample Size: A total of 50 respondents were surveyed, including students, working professionals, and business owners in Chennai.

Sampling Method: The convenience method of sampling was used in this study to select the respondents who use social media.

Data Collection: Primary data collection was done using a structured questionnaire via Google Forms. Secondary data collection was done using journals, books, and websites.

Area of Study: The study was conducted in Chennai, Tamil Nadu, during January 2025 and February 2025.

Data Analysis and Interpretation

Table 1: Most Used Social Media Platform

Platform	No. of Respondents	Percentage
Instagram	25	50%
Facebook	10	20%
YouTube	8	16%
WhatsApp	5	10%
LinkedIn	2	4%
Total	50	100%

Interpretation: Instagram is the most popular social media site (50%), thus confirming its popularity as a marketing tool. Facebook is the second most popular social media site (20%), while YouTube is the third (16%). LinkedIn is the least popular (4%), given that its target market is professionals and not consumers.

Table 2: Has Social Media Marketing Influenced Your Purchase Decision?

Response	No. of Respondents	Percentage
Yes, many times	22	44%
Yes, sometimes	18	36%
Rarely	7	14%
Never	3	6%
Total	50	100%

Interpretation: An overwhelming majority of 80% of respondents confirmed that social media marketing has influenced their purchase decisions many times or sometimes. This confirms the effectiveness of social media marketing. Only 6% of respondents said it never influenced them, which confirms the impact of social media advertising on consumer behavior.

Table 3: Most Effective Type of Social Media Content

Content Type	No. of Respondents	Percentage
Short Videos / Reels	24	48%
Images & Infographics	13	26%
Stories	8	16%
Text Posts	3	6%
Live Videos	2	4%
Total	50	100%

Interpretation: Short videos and Reels have been rated the most effective form of content, at 48%, followed by images and infographics at 26%. These statistics show the trend towards quick and visually appealing content, which is the new norm for social media users. Meanwhile, text posts and live videos have been rated the least effective, which suggests the need for businesses to create videos and visual content to increase their engagement.

Table 4: Does Social Media Marketing Help Small Businesses Grow?

Response	No. of Respondents	Percentage
Strongly Agree	28	56%
Agree	15	30%
Neutral	5	10%
Disagree	2	4%
Total	50	100%

Interpretation: A significant 86% of the respondents strongly agreed or agreed that social media marketing helps in the development of small businesses. This is a very positive perception towards the use of social media as a growth tool for SMEs. Only 4% of the respondents disagreed with the use of social media marketing in the development of businesses.

Findings

Based on data collected from 50 respondents, the study presents the following key findings:

1. Instagram is found to be the most popular social media site (50%) for marketing, reaffirming its position as the most dominant social media site for digital marketing in India.
2. A staggering 80% of respondents have confirmed that social media marketing has impacted their purchasing decisions, reaffirming its success as a marketing strategy.
3. Short videos and Reels are found to be the most effective form of social media content, followed by images and infographics.
4. A staggering 86% of respondents have agreed that social media marketing is effective for small businesses, reaffirming its success as a marketing strategy.
5. Consistent posting, engaging content, and responding promptly to customers are found to be the most important factors for the success of social media marketing.

Suggestions

Businesses should create short videos, as this yields the highest results. Businesses should post content at regular intervals, at least 4-5 times a week. This helps them stay in touch with their audience and also helps them get better visibility from social media algorithms. For small businesses, Instagram and WhatsApp Business should be their main marketing tools, as these platforms are more popular in India and are cost-effective for advertisements. Businesses should also move beyond metrics like likes and followers, as these are not going to give them any results. They should measure their social media marketing results based on metrics like website traffic, leads, and conversions. Collaborating with micro-influencers can greatly improve social media marketing results for small businesses.

Conclusion

This study has clearly proved that social media marketing is one of the most potent tools for doing business. With Instagram and Facebook offering a range of advertising tools at a low cost, social media has indeed leveled the playing field for small and medium-sized businesses. The study has proved the fact that social media marketing indeed impacts consumer behavior to a large extent. The study has also proved the fact that social media marketing indeed helps businesses to create brand awareness, connect with customers, and drive sales. The study has also proved the fact that short-form video content, especially Instagram Reels, is the most potent tool for grabbing the attention of the audience. For social media marketing to be effective, businesses need to do more than just posting random content. They need to create a strategy for social media marketing. By doing this, they will be able to leverage the full potential of social media marketing.

References

1. Kaplan AM, Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*,2010:53(1):59-68.
2. Chaffey D, Ellis-Chadwick F. *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education, 2019.
3. Kumar R, Gupta P. Social Media Marketing and SME Growth in India. *Journal of Digital Business*,2021:14(3):22-35.
4. Sharma N, Verma A. Impact of Social Media Advertising on Consumer Purchase Decisions in India. *Indian Marketing Journal*,2020:18(2):45-57.
5. Stelzner M. *Social Media Marketing Industry Report*. Social Media Examiner, 2022.
6. Kotler P, Keller KL, Koshy A. *Marketing Management — A South Asian Perspective* (15th ed.). Pearson Education, 2019.