



“An Evaluation of Consumer Perception Towards Social Media Marketing with Special Reference to Shivmogga District”

*Author-1: Mr. Tukaram Moorteppa Lamani	*Author-2: Mrs. Sakamma S.	*Author-3: Dr. Vanishree K
--	-----------------------------------	-----------------------------------

How to Cite this Article:

Lamani, T. M., S., S. & K, V. (2026). An Evaluation of Consumer Perception Towards Social Media Marketing with Special Reference to Shivmogga District. International Journal of Creative and Open Research in Engineering and Management, 2(7), 1-9.
<https://doi.org/10.55041/ijcope.v2i7.157>

License:

This article is published under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and the source are credited.

© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.



<https://doi.org/10.55041/ijcope.v2i7.157>

Abstract:

Social media marketing (also known as digital marketing and e-marketing) The use of social media – the platforms on which users build social networks and share information to build a company’s brand, increase sales, and drive website traffic. A social media brief is a document that possesses all the details necessary to lead a successful social media marketing campaign. No matter if you are an agency, a freelancer, or an employed social media manager, building one and using it to guide your efforts will help your work more effectively. Social media marketing is a strategic approach to promoting products, services, or brands through various social media platforms. The purpose of creating and sharing content on Platforms .It involves creating and sharing content on platforms like Facebook, Instagram, Twitter, and LinkedIn. And others to engage with a target audience, build brand awareness, and achieve marketing goals. Social media marketing includes activities such as content creation, audience

engagement, paid advertising, and analytics to optimize and measure the effectiveness of campaigns. Social media refers to. The means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and network. The Office of Communications and Marketing manages the main Facebook, X/Twitter, Instagram, LinkedIn, and YouTube accounts. The goal is to leverage the social nature of these platforms to connect with potential customers, drive websites traffic, and ultimately, boost sales or achieve other business objectives.

Keywords: Consumer perception, Social Media Marketing, Social Media platforms, Customer Buying Behavior, Social Economic and Welfare Brand Awareness, Promoting Products, etc.



*Author-1: Mr. Tukaram Moorteppa Lamani Faculty Member, Department of PG Studies and Research in Commerce. Kuvempu University, Jnana Sahyadri Shankaraghatta – Shivamogga Dist – Karnataka - 577451 Mail : tukaram19088@gmail.com	*Author-2: Mrs. Sakamma S. Faculty Member, Department of PG Studies and Research in Tourism Administration. Kuvempu University, Jnana Sahyadri Shankaraghatta – Shivamogga Dist – Karnataka - 577451 Mail : anklinaik13@gmail.com	*Author-3: Dr. Vanishree K Faculty Member, Institute of Management Studies and Research, Kuvempu University, Jnana Sahyadri Shankaraghatta – Shivamogga Dist – Karnataka - 577451 Mail : shreevanismg@gmail.com
---	---	---

Introduction:

The social media is being used by people and businesses to communicate and seek information for their professional and private uses (Schaffer, 2013). This shift in the usage of social media is a big opportunity for business to learn about the need of users and Influence them to make “purchase decision “(Rad, 2011). Business can actually analyze the growing amount of data that is available to everyone publicly in different social media platforms, the “big data” and learn from it (Schaffer,2013).This data can give the business very useful information about their customers, markets, partners, costs, competition and operation (Russon,2011). Social media networking has emerged and expanded over the years and it has provoked marketers and managers to use this networking as a part of their marketing communication (Kim & Wang, 2017). Some researchers have described social media as way to connect or interact with current and potential customers with the main aim of maintaining or building a relationship (FelixR,2017). There are many benefits of using social media as a marketing tool as opposed to using traditional marketing tools. One of the benefit is the ability to find your target potential customers and reach them in a personalized way. This is done by targeting buyer’s niche directly with specific information that meets their needs (scoot.2013). So, in short, the term “social media marketing” is defined as the marketing technique that involves usage of the social media network and social media websites to market some products or services. Social media marketing can also be defined as the use of the platform that makes connection between the brand and interaction (chi, 2011). Social media marketing provides the multiple ways to reach out to a large audience where they are capable of attracting new potential customers and interact with the existing ones (Harrysson,2012). For reaching their target audience and potential customers, businesses use a wide range of marketing strategies and tactics. These strategies and tactics allow them to reach their potential customers in a more personalize way (Hays, 2013). Through social media marketing companies are able to interact with their audience by choosing the demographics, geography and other personal information that allows them to reach the audience with specific characteristics. Also, by



practicing segmentation of the 14 obtained data, the company can make sure they have reached their target audience (Hays, 2013). Social media marketing is one of the most powerful type of marketing on the internet at the moment (Guber,2014). One of the many reason for a business to be marketing through social media is that your customers spending time on these channels. With so many consumers using social media every day. This presents a great opportunity for small business who want to reach their online audience. Another reason why consumers may be come receptive to your brand message on social media is because social media allows a two – ways communication and show a different side of your brand. On social media, you are able to make authentic connection with your leads and customers, rather than just delivering direct marketing messages. (Gruber, 2014).

REVIEW OF LITARATURE:

Zakiah Zahra (2021), The study found that the aim of this study is to analyses the effect e-service quality, consumer trust and social media marketing on Intention to use online transportation services. And E - service quality has a significant effect on Intention to use online transportation services. Consumer Trust has no effect on Intention to use online has a significant effect on Intention to use online Transportation services.

Gunja Kumari Sah (2022), The study define that is the social media advertisement has a great influence on the consumer's perception. The Research aims to understand the perception of consumers towards social media marketing. Consumer consider Facebook the finest social media, preferring it to YouTube, WhatsApp, Instagram, and Tiktok for the interesting social media advertisements. Business and digital marketers require a deep understanding of how consumer interact with social media marketing to appreciate the consumer view of social media truly. Social media are the most popular social sites where users may connect, create, and share content. Social media significantly contributes to understanding customer perception. The advantages of having a readily accessible brand through Facebook, YouTube, and other platforms include easy customer contact, engaging social interaction, brand building, and widespread communication via many channels. Business and digital marketers need a thorough understanding of how consumer interact with social media to appreciate its perception fully. Those brand communities obtain in contrast to information public relations strategies our research then went obtain in contrast comparative discussion in order to assess differences and similarities among individuals across different cultures. Believe that the connection between consumers may be stronger and perceived as equally or more trustworthy than the traditional company itself. Cultural differences in perceptions of trust may be minimal or non-existent.

A Kavitha ET. al. (2023), The study found that the Marketers today employ a variety of techniques to lure clients. One method by which marketers are able to influence their clients and draw them in is through the use of social media advertising. This method allows marketers to not only determine their target audience's



demographics but also to target them with targeted advertisement. With the use of social media individual may connect with brands, share ideas with other users create content and a way the opinion of the general public. The business today employ social media advertising to reach potential target marketers with cutting edge feature and technology, the study has to examine how consumers perceive social media advertising.

Suraj Kumar (2023), The author study suggestion that consumer perception towards social media marketing has been a topic of internet for both marketers and researchers in recent years. Social media become an important platform for businesses to reach their target audience and promote their products and services. However, consumers have different attitudes towards social media marketing, which can impact the effectiveness of marketing strategies. Consumer perception towards social media marketing is a complex phenomenon that is influenced by a range of factors, including the nature of the content, the perceived authenticity and trust worthiness of the marketing messages, and the perceived value and relevance of the content to consumer interests and preference. Overall, by understanding consumer perception towards social media marketing, business can develop effective marketing strategies the resonate with their target audience, improve their brand reputation, and evaluate the effectiveness of their marketing campaigns.

Iqrar Hussain ET. al. (2023), The author suggested that social media marketing is the most effective strategy. This method will aid marketers in understanding the aspects that influence consumer's purchasing decisions. The primary purpose of this research is to look at how social media influences purchasing behavior and to determine the link among various social media marketing efforts, customer actions, and customer behavior. Interest in how consumption patterns have changed the Digital stage, primarily in esteem through social media, encouraged that study. The theoretical basis for this study was built around buyers procuring classical and the changes social media have typically carried toward advertising.

Research Gap:

After studying all these literature review is came to know that only the few studies on these an evaluation consumer perception towards social media marketing, these is no Researcher studies in regarding the Shivamogga district. There are so many social media in the market like, Instagram, YouTube, Facebook, Amazon, etc. The satisfaction level of consumer. Research gaps in social media marketing may include understanding the long- term impact of influencer marketing, assessing the effectiveness of emerging platforms, exploring the ethical implications of data -driven targeting, and investigating the role of users – generated content in building brand trust. Additionally, there's room for research on cross -cultural influences, the 15 evolving role of algorithms, and the integration of augmented reality in social media marketing. After analyzing the existing literature available on this topic, It was realized that although there is research done on this topic most of the research has targeted teenagers and young – adult their preference for using social media



marketing, studies are also done from the point of view of business which had adopted social media as a tool for marketing. However very few studies done on the objectives framed in this study and moreover the studies are few in Shivamogga region, hence to fulfil this research gap present study is undertaken.

Statement of the Problem:

The effect of social media is harmful to the society. Even though it is advantages to some. Children adapting to the social media are badly affected. Hence to study the impact of the social media on the society a study has been made by me to analyze the good and bad effect of social media. In the recent year social media marketing has emerged as a new marketing tool. The aim of the organizations is to enhance the probability using the effective marketing strategies. Furthermore the main focus of every firm is to maximize the probability and reduction of cost production. Every firm use different social media for marketing like Facebook, twitter and other media. Internet is in the across of almost every person who is using a mobile phone as the introduction of 3G/ 4G services. So this rapid growth of internet is a signal towards using internet as a marketing tool and its nice opportunity for any firm to change the consumer perception through social media marketing.

Need of the Study:

Social media has an important role in influencing – buying decision of consumer. This study has made an attempt to understand the influence of social media on consumer perception. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. The study is greatly significant because in today's world social media has an important role in day -to- day activities of people. The study will also reveal how social media will affect buying decision of general public and the factors that motivate general public to purchase through social media platforms.

Objectives of the Study:

1. To highlight various tools of social media marketing.
2. To know the level of awareness among customers about social media marketing.
3. To analysis the perception of consumers towards social media marketing.

Research methodology:

The require information has been collected through primary and secondary data from people (who are using social media). The following methodology was used for the purpose understanding the study.



Source of data:

For the purpose of the present study, data from two source has been collected, name primary data and secondary data.

Primary data:

The primary data was generated through extensive use of structured questionnaire, which had both the open and ended questions.

Secondary data:

The secondary data was collected from the following sources like Magazines, Websites, Journals and Articles, manual given by the company, Text book as Reference etc.

Scope of the Study:

The present study has only restricted to people who are using the social media, the study will help us to understand the evaluation of consumer perception towards social media marketing. Social media marketing significantly influences consumer perception by shopping brand image, fostering engagement, and providing a platform for customer feedback. It extended the reach of brands, allowing them to connect with diverse audience and build relationships, however, effective strategies are crucial to navigate potential pitfalls and maintain a positive image.

Conceptual Framework:

Social Media Marketing Tools:

Every marketing professional eats, breathes and lives on social media. Social Media Marketing has emerged as a unique marketing platform. To succeed in social media marketing, a person needs the correct knowledge, skills, training and the right social media marketing tools. Social Media Marketing is a complex process. Any brand's Social Media Marketing strategy must be well-thought-of and meticulously planned. The correct social media marketing tools at your disposal helps, but knowing how to use these tools is more important. Social media marketing tools are time-saving and can help you track your results, collaborate with your team, manage your postings, and more. With the appropriate social media tools for marketing, your marketing pitch will stay strong and succeed before you have started.

Social Media Marketing can change the face and popularity of your brand. A social media marketer's role and responsibilities have changed drastically. By using specific and powerful social media marketing tools, you can create new and valuable content and attract and engage your audience.



The best social media marketing tools can help a social media marketer create, schedule, monitor, and analyze content while engaging with and monitoring the response from the target audience. The tools also allow them a more comprehensive outreach as they are relevant and can be used across multiple platforms such as Facebook, Twitter (X), Instagram, etc.

Tools used for social media marketing can be classified into four main categories:

Social Marketing Scheduling Tools:

Scheduling tools help save time and person-hours by eliminating the need to toggle between platforms and networks. Scheduling social media tools share the same content on multiple networks and platforms simultaneously. They also help you compose, curate, organize, schedule, and queue posts with a dynamic calendar. They help you keep track of every single message across profiles and networks. They also help create filters by allotting a team member to review the post before it is posted on social media. This ensures quality and accountability.

1. Social Media Analytic Tools:

These tools help you analyze your performance on all social media platforms networks, and profiles in one place. This enables you to monitor and measure the efficacy of your social campaigns. It also helps you determine the messages that resonate with your and your competitors' audiences. The analytic tools also help you monitor and track your team's performance.

2. Social Media Engagement Tools:

These tools form the basis of your brand's responsiveness, visibility, and efficiency in your social media marketing strategy. They help by bringing all messages across profiles and networks into one inbox. They also notify you if there is any notable change in the number of responses on a profile or network. They also allow for smoother internal functioning by enabling you to allot team members who are aptly suited to address any particular issue.

3. Social Media Listening Tools:

These social media marketing tools help you analyze and respond to the responses gathered from the monitoring using advanced features that save time and person-hours. Social media listening tools help gauge consumer sentiment and response to a particular campaign. They help the social media marketer collate the



entire campaign data across platforms and networks and make a concise report for the client. They also help identify consumer trends and gaps in marketing strategies, thereby bridging and increasing business opportunities.

4. Social Media Monitoring Tools:

Social media monitoring tools help you determine the reason behind your marketing strategy or why you need a change (only if you do!). They allow you to collate the data from across platforms and make it available at a glance. Monitoring tools help you deep dive into customer sentiment and understand your audience better. These tools allow you to make the shift required to maximize your marketing strategy's efficacy.

The level of awareness among customers about social media marketing:

Nowadays, social media marketing is an extensively used tool, not only to participate with each other but also to reach a specific person or group. There has been a shift in power to consumers, as they change from inactive receivers of marketing content to active participants in the brand message. Interactive experiences was suggested that social media stimulates many customer behavior features, involving purchase behavior, information achievement and post-purchase communication. Also, Social media marketing enables interaction as it allows one person to communicate easily with hundreds or thousands of other users in a rapid way. Social media marketing can be defined as applications that permit customers to communicate by generating personal information profiles, inviting whoever they want, to be friends with others, colleagues or strangers to be able to access these profiles, and direct messages to be sent among each other. Profiles include videos, photos and blogs.

Social media marketing is suggested to have a numerous of forms and work on various platforms, including weblogs, social blogs and networks, microblogs, wikis, podcasts, photo and video sharing, online rating and social bookmarking. Also, it provides a virtual area for individuals to keep in touch. Hence, Social media marketing networks gives individuals new techniques to increase their social networks, through creating and maintaining social communication, creating interaction, sharing information, writing content, and participating in social movements through the Internet. In addition, Social media marketing gives businesses the chance to share and swap information with their users.

Social media marketing is marketing strategies that successful businesses are using in order to be a part of a network of consumers online. Also, it could be defined as employing the Social Media as instruments of communication, direct sales, customer gain, and customer retaining. In 2008 D.E.I. made a study that delivers some important statistics: social media users have visited social media platforms to obtain information are



70%; also 49% of these customers have taken a decision of purchase established on the information they found through the social media sites; likewise, 60% described using social media platforms to exchange information with others online; and finally, 45% of users who searched for information over social media sites interacted with word-of-mouth. The report concludes that businesses not using social media as part of their online marketing strategy are losing an opportunity to influence and reach customers.

The perception of consumers towards social media marketing:

Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media sharing technology is changing the way firms respond to consumer's needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities. Social networking is also a significant target area for marketers seeking to engage users. Social media such as Facebook, Twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organizations to engage in direct and end user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact.

Types of consumer perception towards social media marketing:

- Social Media Marketing.
- Promotional Marketing.
- Door to Door Marketing.

Social Media Marketing:

SMM can be defined as using the social media and the networks to promote the market for a product or service. This mode helps to maintain the existing customers and reach out to the newer ones and promote their culture and mission. They give promotional offers to existing customers on introduction of new customers. This enables them to be capture the market faster and in a swift manner. Digital marketing is one such technique which adopts social media to persuade and influence the market. Digital Marketing, in a common man's vocabulary can be explained as any form of marketing that uses electronic devices to reach out to the consumers in promoting or sale of the product. With more and more avenues available, online marketing is being reached out not only through text and multimedia messages along with emails, social media, and web-based advertising, as marketing channels that are also in vogue. Being the most effective form, digital marketing has been discovered to be a trending tool in the marketing business. The results of which are



obviously visible. Online leads have been created and targets met by businesses by overcoming the marketing limitations. This field is a miracle in the advanced technology that has escalated the business prospects across the world to the optimum.

Promotional Marketing:

A promotional marketing is a period allows customers to use a product for free for a specified time. For example, television infomercials often use promotional periods to encourage customers to purchase a product. Promotional marketing can be used to shape consumer perception by offering discounts or free trials. However, consumers may use price as an indicator of quality, especially if they are unfamiliar with the brand or product.

Consumer perception is important because it can impact a brand's success, including customer loyalty, sales, and reputation. Brands can improve consumer perception by: Ensuring product quality, providing excellent customer service, engaging in ethical practices, Communicating brand values effectively, and creating immersive and interactive experiences for consumers. Consumer Perception Advertising, reviews, product quality, and customer service shape it. This perception influences their decisions to engage with a brand. A positive perception can lead to loyalty, referrals, and increased sales, making it a vital aspect for businesses to manage. Customer perception refers to customers' awareness, their impressions, and their opinions about a business and its brand, along with its products and services.

Door to Door Marketing:

Door-to-door marketing can be a good way to generate new leads, build a loyal customer base, and increase a company's bottom line. It can also be a faster and less expensive way to deliver a message to an audience than traditional methods. Door-to-door sales is a method in which a sales person sells products or services directly to potential customers at their home.

In D2D sales, sales people usually have to knock on the doors of prospective customers without knowing who they are going to speak to, which can make it a challenging form of selling. It can be difficult to build trust with people who often don't like to be disturbed in their homes.

They also have to deal with changing consumer behaviors as with the internet gaining more prevalence with each passing year, and the lasting psychological effects of Covid-19 still lingering, door-to-door selling has begun to fall out of favor with many companies in favor of other, more risk-averse selling strategies. Door to door selling has multiple benefits as it can provide the customer with a more personal buying experience, where they can discuss their needs, desires, and fears with their sales person in an open and honest manner.



Suggestions:

1. The study found that the lengthy content in social media advertisement frustrate the customers, so it is suggested to the companies to minimize the content.
2. The study defines that the Stay updated on trends and adapted your strategy accordingly. Don't be afraid to experiment with new content formats.
3. The study explored that the clearly outline your social media marketing goals, whether its brand awareness, lead generation, or community engagement.
4. The study highlighted that maintain a consistent brand image across all platforms, including logos, colours, and messaging.
5. The study found that the social media marketing Plan diverse and engaging content. Mix text, images, videos, and interactive content to keep your customers interested.
6. The study found that the Ensure that your social media profiles are complete, including bio, contact information, and websites links.
7. The study highlighted that the Respond to comments, messages, and mentions promptly. Foster a sense of community around your brand.
8. The study explored that the regularly analyses social media metrics to evaluate performance and adjust your strategy accordingly.

Conclusion:

Social media marketing is a fastest promotional activities. Social media marketing can help the company to meet the new customer. Social media marketing is an effective tool of marketing nowadays due to usage of internet by large population and positively related with consumer purchase reaction. Social media marketing creates a real connection between companies and customers; that connection creates a trend for purchase intensively. Social media marketing sides can gain competitive advantage by reducing advertising cost, creates awareness, capture large market, able to transact globally, can improve customer service quality and acquire new Customers. Social media site provides a platform to innovative advertising to be effectively used for business growth. Customer have positive perception towards social media marketing, they believe that social media as a promotional tool for more informative, reliable, innovative and interactive than old promotional tool. Social media also help marketer to promote their product and service and build the goodwill of the organization. Social media sites like Face book. WhatsApp, Twitter, YouTube, Instagram and LinkedIn these are all to influence the customer to buy the product through online. Social media gives knowledge to customer about different brand and customer also prefer brand that advertised on social media while making purchasing Social media is creating strong desire about the product in the minds of the customer. Social media marketing can help in the success of the company.



References:

1. Zakyahi zahara, Elimawaty Rombe (2021) “The effect of e-services quality, consumer trust and social media marketing on intention to use online transportation services.” International Journal of data and network science.
2. Gunja Kumari Sah & Shiva Prasad Pokharel (2022) „“ consumer perception towards social media marketing “volume, 10. No. 1. ISSN 2594-3278.
3. Kavitha, R. Yuvaraj, P G Endahizhai, (2023) “ A study on consumer perception towards social media marketing.
4. Suraj Kumar (2023) „“ A consumer perception towards social media marketing.” Volume 10, Issue 5, (ISSN-2349-5162).
5. Iqrar Hussain, Sabir, Madiha Mahfooz, Muhammad Zeeshan Yaqub, “Impact of Social Media Marketing on the consumer Buying Behaviour”. Volume 2:1, PP. 102-144.

Websites:

<https://m.facebook.com>

<https://www.brandwatch.com>

<https://www.techtatget.com>

<https://www.investopedia.com>

www.techopedia.com

<https://whatis.techtarget.com>