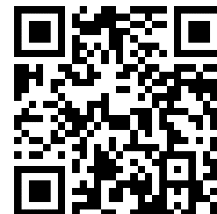


## A Study of the Impact of Social Media on E-Marketing



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**ABSTRACT:** The study focused on the impact of social media on e-marketing. The researchers used primary data through a Google form from various college students in Puducherry during the 2022–2023 periods and secondary data collected from various websites. The study focused on three main objectives: To research how social media affects online marketing, to investigate the relationship between social media and consumer perception and to determine the most popular social media platforms. It indicated that the majority of the respondents were involved in retail (32%), and the majority of students use Instagram (32%). Therefore, social media can influence e-marketing for various college students in Puducherry.

**KEYWORDS:** Social media & E-marketing

**JEL:** M3

### INTRODUCTION

Social media has become an important tool in the e-commerce industry. It's a useful tool for learning about customers and assessing their interests. Social media has an immediate effect on goods and services by influencing market trends. One of the most effective tools that marketers have at their disposal for promoting goods and services is social media marketing. Because approximately half of the world's population uses social media sites, there is a significant market for advertising. The platform enables advertisers to distribute information in the form of text, photos, and videos.

E-commerce refers to the online buying and sale of products and services. E-commerce includes online payments, mobile shopping, and targeted internet advertising. It can build their business page on social media networks. These business pages can then be used to publish and promote content, post special deals and promotions, solicit valuable consumer feedback, and reply to inquiries.

### REVIEW OF LITERATURE

**Manohar** and **Gobindbir** (2018) the study discovered that the brand market outreach and the association between increased followers and Samsung Mobile quarterly sales. **Shamsudeen** and **Ganeshbabu** (2018) the study can be evaluated by comparing marketing before and after the beginning of social media, as well as the technology used in social media.

**Senthilkumar** and **Nisha** (2020) in a study titled "*Impact of Social Media in Online Marketing*" the increasing popularity of social media demands that marketers include this medium in addition to traditional marketing functional areas. The findings revealed that it can also aid in the improvement of a strong community that will enable efficient marketing and initiative-buying.

### Objective of the study

- ✓ To research how social media affects online marketing
- ✓ To investigate the relationship between social media and consumer perception
- ✓ To determine the most popular social media platforms

### Methodology

- ✓ The present paper is both descriptive and analytical in nature.
- ✓ The researcher used primary data collected through a Google form from various college students in Puducherry during the 2022–2023 periods and secondary data collected from various websites.
- ✓ For this study, a sample size of 125 respondents was used.

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- ✓ Percentage analysis and a pie chart were used for survey respondents.

### Social Media e-Commerce Marketing:

- ❖ It is the process of promoting an online store through social media to increase brand exposure, interest in items or services, and sales.
- ❖ This is when e-commerce firms use social media as a marketing medium to promote their brand, product, or service, increasing sales and connecting with customers.

Figure A



Source: <https://blog.hootsuite.com/social-media-ecommerce/>

### Popular social media ecommerce strategies:

- ✓ Promote and growing traffic to an e-commerce site or branded app
- ✓ Honestly selling everything through social media
- ✓ Engaging with consumers and prospects through social media.
- ✓ Contribution pre- and post-sale support to consumers.
- ✓ Gathering information about your industry and market.
- ✓ Create a social media network for your brand.

### Benefits of using Social Media in Marketing

- ✓ Interact with targeted audiences
- ✓ Monitor online chats
- ✓ Increase brand recognition
- ✓ Increase your message's reach
- ✓ Promote products and services.
- ✓ Understand your competitors
- ✓ Evaluate campaign success
- ✓ Maintain brand relevancy.

### Powerful different types of social media channels for e-commerce businesses:

- ✓ Facebook
- ✓ Instagram
- ✓ Pinterest
- ✓ Twitter
- ✓ Snapchat
- ✓ LinkedIn
- ✓ Youtube
- ✓ Wechat

### Six ways brands can use social media for e-commerce:

1. Increase brand awareness.
2. Advertise

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3. Products can be sold directly through social media.
4. Increase your sales with an e-commerce Chabot
5. Customer support
6. Listening to social situations

### Advantages:

- ✓ Lower upfront costs
- ✓ Large audience
- ✓ Web traffic
- ✓ Access to client information
- ✓ Scalability
- ✓ 24/7 sales

### Disadvantages:

- ✓ Technical issues
- ✓ Security risks
- ✓ Shipping costs and times
- ✓ Privacy issues

### Analysis

Table 1 shows that 32% of the 125 respondents were involved in retailing (40 respondents), and so on, indicating that social media use is highest in the service business and lowest in distribution.

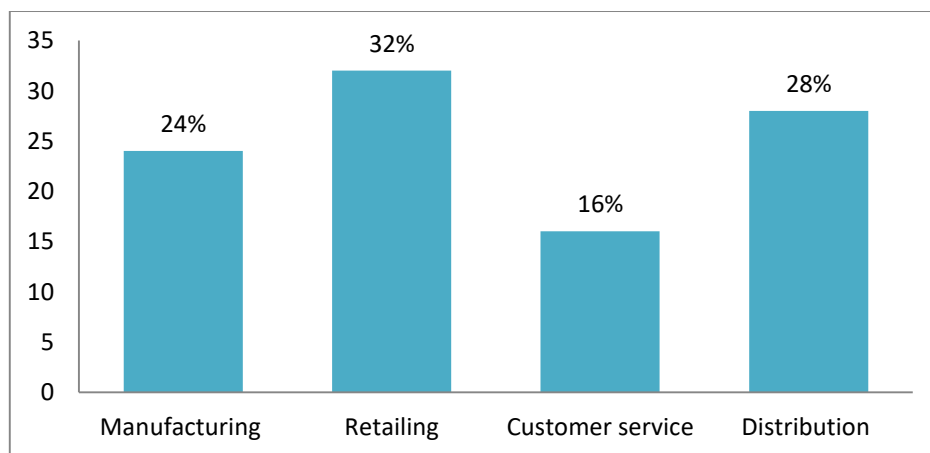
**Table 1: Types of Business**

Sl. No.	Particulars	Respondents	Percentage %
1	Manufacturing	30	24
2	Retailing	40	32
3	Customer service	20	16
4	Distribution	35	28
<b>Total</b>		<b>125</b>	<b>100</b>

*Source: Primary data*

Figure A shows the percentage of different types of businesses like manufacturing, retailing, customer service, and distribution.

**Figure A**



*Source: Primary data*

Table 2 showed the most of the respondents use Instagram 32%, Whatsapp 28% and Facebook 24% while 8% of them use Youtube and Others. Further, indicating that social media use is highest in the service business and lowest in distribution.

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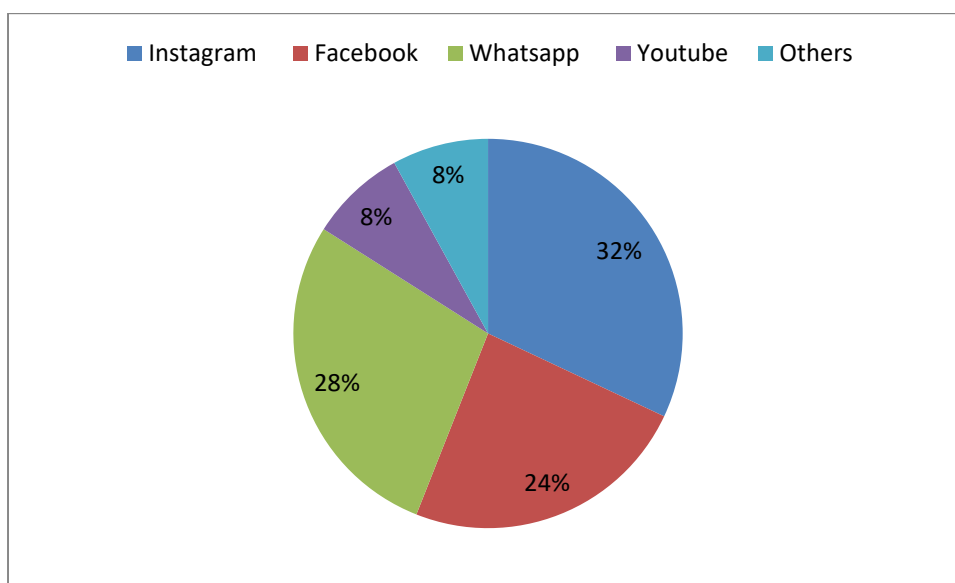
**Table 2: Types of Social Media**

Sl. No.	Particulars	Respondents	Percentage (%)
1	Instagram	40	32
2	Facebook	30	24
3	Whatsapp	35	28
4	Youtube	10	8
5	Others	10	8
<b>Total</b>		<b>125</b>	<b>100</b>

Source: Primary data

Figure B shows the percentage of different types of social media like Instagram, Facebook, Whatsapp, Youtube and Others.

**Figure B**  
**Social Media**



Source: Primary data

### Findings:

- ✓ The majority of respondents (32%) were involved in retail.
- ✓ The majority of respondents use Instagram (32%).
- ✓ The majority of respondents feel social media is an effective e-marketing strategy.
- ✓ Social media can influence the various college students in Puducherry.

### CONCLUSION

The study focused on the impact of social media on e-marketing. The researcher used both primary and secondary data collected through a Google form from various college students in Puducherry. The researcher indicated that the majority of the respondents were involved in retail (32%), and the majority of students use Instagram (32%). Therefore, social media can influence e-marketing for various college students in Puducherry.

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