A Research on Consumer Satisfaction Towards Social Media

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Abstract:
The use of social media becomes the part of everyone's life which satisfies the need of the online users. People used to prefer social media in buying process. The Revolution in Digital life has given way for marketing where marketers use social media in attracting customers by promoting their products. An effort made in this paper is to know social media's reach in online and decision in buying of the customers. This study is based on statistical research design to describe the data collected from the users of social media

Keywords—Social Media, Online Marketing, Digital environment, Consumers Strategies

I. INTRODUCTION

Social Media becomes the daily part of youngsters which satisfies their need. It creates more chance for the corporate to sell their economic consumption through online. Public Networks like Facebook, Instagram and Youtube becomes the tool which facilitates the online relationship with the consumers. The compliance of social media by the users are very important for the success of the companies in social media.

This paper is based on the perception of consumers and their satisfaction level towards social media. The paper is a strive to the expanse of social media in making, influencing and decision in consumers buying.

The study is based on the prescriptive research and questionnaires. Conclusion in this paper reveals about the satisfaction level of consumers in online marketing.

II. SCOPE OF THE STUDY

The scope of the study is to inspect about consumer's satisfaction in social media which will be useful for the companies to know the perception of consumers in social media.

III. OBJECTIVES IN THIS STUDY

1. To study on the consumer behavior towards social media.
2. To study on the consumer perception and attitude on advertisements in social media.
3. To study on the consumer satisfaction level towards brands in social media.
4. To study about the impact of social media based on the behaviour of the consumers.

IV. LIMITATIONS IN THIS STUDY

1. The study is only limited to 2 months.
2. The study is made within the Coimbatore district.
3. Numbers of respondents are limited to 100.

V. TARGETED RESPONDENTS

The targeted respondents are the users of Instagram, Facebook and Youtube.

VI. METHODOLOGY USED IN THIS RESEARCH

The method used in this research is based on descriptive design. Descriptive research is used to describe characteristics of a population being studied.

VII. DATA COLLECTION

Primary Data Collection

In this study primary data is collected by close ended questionnaire. Data collection was done by survey made by our research people. Primary data was collected through field survey with sketched questionnaire. The questionnaire was filled by the consumers to know the consumer satisfaction towards social media.

Secondary Data Collection

The secondary data includes explanatory data. Secondary data is the data that has already collected by someone else for the same, similar or for different need or cause. The secondary data was also collected through various researches and websites. The secondary data was used for the purpose of preparing questionnaires & company profiles.

VIII. SAMPLING AND ITS SIZE

Sample Size & its Unit

The sample size is about 100 respondents to know the consumer satisfaction towards social media.

Procedure in Sample Selection

Multistep technique is used in sample selection. At first step, we have used unsystematic technique in sampling to the places from where I have to select customers from local region as it was not possible to select all customers at a time because of wide area. At second step, I used grab sampling technique to get responses from the people.

VIII. TOOLS USED IN STATISTICS

The following tools were used in this study
1. **Simple Percentage Analysis**
2. **Chi-square**

IX. SIMPLE PERCENTAGE ANALYSIS

Percentage methods means to the specific kind which is adopted in comparing two or more data collected. Percentages are of descriptive relationship. It compares the similar items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

FORMULA

Percentage = <u>No of Respondents</u>   x 100
Total No of Respondents

X. CHI-SQUARE

A Chi Square is a way to explain a relationship between two variables in a category. The two types of variables in statistics are:
i)   Numerical variables
ii)   Non-numerical variables.

The value can be calculated by using the given observed frequency and expected frequency. The Chi Square is denoted by X^2.

FORMULA

$$X^2 = \sum (O-E)^2 E$$

XI. PROFILE OF THE COMPANIES SELECTED

INSTAGRAM

Original Author's: Kevin Systrom, Mike Krieger
Developer's   : Facebook
Available in   : 32 languages
License   : Freeware
Industry Type   : Social networking site

FACEBOOK

Founders   **:** Mark Zuckerberg, Eduardo Saverin
Available in   : Multilingual (140)
Subsidiaries   :Instagram, WhatsApp, Oculus and Calibra
Type of site   : Social Networking, service and publisher

YouTube

Founders   : Chad Hurley, Steve Chen
Products   : YouTube Music, YouTube TV
Parent   : Google LLC
Industry   : Internet, Video hosting service

XII. DATA ANALYSIS AND INTERPRETATION

The interpretation for the analyzed data is given based on the majority of the respondents for the concerned table in reference with percentage and so for chi-square. The need of analyzing data is to get usable and useful information.

XIII. FINDINGS& RESULTS

From this study we found that the most of the social media users are youngsters in which male users are more than the female. The satisfaction level of

youngsters and middle aged consumer is more compared to the old aged consumer.

XIV. SUGGESTIONS

The taste and lifestyle of different aged people are different. So, the acceptance and satisfaction of consumers in social media will also have difference. Company doing brand promotion through social media must also focus on different aged people.

XV. CONCLUSION

The success of any marketing is based on the effectiveness of its ideas and techniques. From this study it is understood that the reach of social media is high.