

# CHANGING CONSUMERS PREFERENCES TOWARDS SOCIAL MEDIA MARKETING

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## ABSTRACT

Social media usage easily influences the buying behaviour decisions of consumers. With the changing consumers attitude towards modern-day marketing practices, it very important for marketers to understand how their target group, where do they like to buy products /services, when do they buy, why do they buy the product or service etc. This empirical investigation-based article aims to analyse: nature of consumers engages themselves in SMM, perception and satisfaction of the consumers' towards SMM. Psychometrics test were performed to measure, analyse and to draft SEM model. To measure the association between the selected variables 13 social media shopping reasons and 13 satisfaction variables were identified and needed data were collected through distribution of 300 questionnaires. Data were collected from the SM subscribers hailing in Coimbatore city. Empirical data analysis acknowledges that consumers from all segment income class actively indulge in social media via shopping. Most of the social media consumers avail travel/entertainment services (38.50 per cent) and hospitality services (boarding and lodging services) (32.40 per cent) through reviewing social media review channels. It was established that there exists close association between the reasons stated by the consumers for preferring social media channels for shopping and their level of satisfaction towards it. SM marketers/sellers and product reviewers and promoters are suggested to upload recent videos, pass in current and very much correct information about a product or service to the viewers and kindly inform the buyers about the time taken for delivery of the goods to retain them satisfied and loyal for a longer time.

**KEYWORDS:** Social Media, Social Media Marketing, Social Media Shoppers  
& Shopping

## INTRODUCTION

The art of understanding the consumers' needs, their aspiration, buying behaviour and shopping pattern have changes over the years among the marketers. With the change in time, technology, life-style modification and rise in urban societies demands newer skills of marketing and changing techniques of selling products among the target group consumers. Social media viewers in India are expected to raise 448 million (Business Today, 2023), average Indians spends 145 minutes (2hours and 25 minutes) on browsing internet content per day (Wong and Jain, 2023). In this pursuit the digital media and its sub-sector social media have evolved as an effective marketing tool, a medium and a platform. SMM (Social Media marketing) is considered as blend "hybrid" of traditional and modern means of marketing (online marketing) (Raut and Bhusar, 2018). Social media usage easily influences the buying behaviour decisions of consumers' (Kavitha et al., 2023). With the changing consumers attitude towards modern-day marketing practices, it very important for marketers to understand how their target group, where do they like to buy products /services, when do they buy, why do they buy the product or service etc (Linkedin, 2023).

India has large number of internet users via mobile phone accounting to nearly 1.2 billion. Raise in the internet and mobile phone usage is considered as the potential scope for the development of SMM for the business entrepreneurs and for the consumers. SMM has it certain merits and unique features that make it as more reliable marketing tool compared to the online marketing. One of them is the SM prevention in dissemination of information, it aims to building up genuine and emotional bondage with the consumers, maximum leveraging of shopping outlets, short and comprehensive information, transparent third-party reviews, increasing role of AI (Artificial Intelligence), integrated digital partners and popularity advertisement (Emeritus, 2023). SMM provides wider scope for the marketers (regional and domestic level small and medium scale manufacturers and marketers) to understand their consumers needed based on their geographical regions, their demographic status and categorising consumers based on their income groups and defined their marketing strategies. Participation in social media marketing provides wider scope to the regional and domestic market to avoid the competitions possessed by the large-scale brands and MNCs (Multi-National Companies) to get more closer to their target group buyers (Padhi and Sharma (2022). Social media marketing offers the power to the marketers to make effective communication to their potent buyers and convert them into their loyal consumers (Andreea and Ionut, 2012).

SM has become a prime tool of communication for the small-scale localised business operators, especially in tier II and tier III cities. Small retailers and business houses aim to offer very innovation, high quality and sustainable products to their customers. They are also found to be more social and environmental conscious too. They target the audience through use of multiple SM channels. The SMEs adopt not only technology advancement; rather they use these smart technologies for expansion and sustainability of their business.

Most of the SM consumers support the localised home-grown retailers and brands, in turn it helps them in realising a sustainable growth(Tandon, 2023).Changing marketing practices have given consumers the power to demand for the products/services needed by them to personalise or tailor-made. It has also provided wider access to various product /service-related information, build a network and relationship with large number of sellers /marketers/manufacturers eliminating the wide-range of middlemen interferences. In short, through social media marketing participation consumers gets the freedom and opportunities to express their perception, need and demand for a product or services (Raut and Bhusar, 2018). On the whole social media marketing offer number of benefits to the small and medium scale manufacturers cum marketers and the consumers (Raut and Bhusar, 2018).

## **LITERATURE DISCUSSION**

Past literatures were surveyed to understand the role, significance SMM and its impact on consumers buying behaviour, perception and satisfaction towards SMM.

## **ROLE OF SOCIAL MEDIA IN MODER-DAY MARKETING**

Social media is considered as powerful marketing tool of modern-day society as it greatly affects consumers' buying behaviour compared to the traditional means of marketing (Surenderkumar, 2016). Social media-based marketing got prominence right from the year 2000 and it has strongest hold on consumers driven research based marketing and effective management of SCM (Supply Chain Management) (Anjum and Yaseem, 2022). Social media promotions support the consumers to learn about the products. in making the decision marking and in selection of brands (Kavitha et al., 2023). Viewers of social media quickly react to the advertisement and promotions they view (Daroch, 2017). Thus, marketers use it as a prime tool these days to build relationship with their targeted group of consumers. Social media marketers create quality content, provides valuable, reliable and transparent information to their subscribers (Asma and Misbah, 2018). It is a most effective in term of marketing and cost for marketers of various branded products (Jayanna, 2019). Through social media marketing practice the small retailers attempts to create a valuable experience to their viewers and consumers (Vijaya, 2019). Changing perspective of marketers in social media have earned them loyal consumers, who trust them the most (Rajanikanth, 2019, Kour and Kaur, 2020).

## **CONSUMERS PERCEPTION AND SATISFACTION TOWARDS SMM**

Marketing through SM supported the FMCGs (Fast Moving Consumer Goods) companies to focus their operation mode customers centric and they are able to retain their customers satisfied. Constant, presence of FMCGs on SM (like facebook, instagram or twitter) supports them in creating awareness about the brands and it creates WOM (word of mouth) publicity about the product /service (Banerjee, 2013). Promotion made by media personal and marketers influences the SM subscribers buying behaviour the (Surenderkumar, 2016).

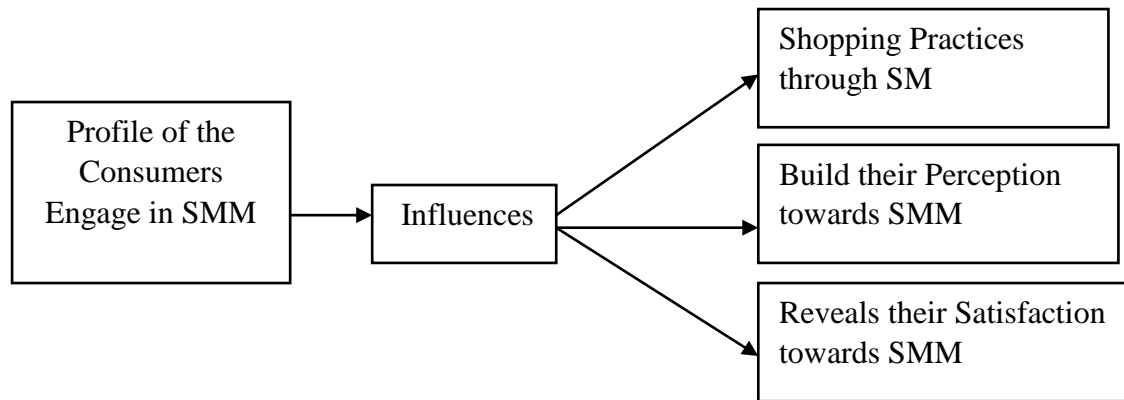
SM viewers feel that information provided through SMM are good in quality, informative and has positive reflection on their buying behaviour (Singh, 2016). SMM is considered as more accessible, transparent, informative and it greatly influences their purchase behaviour (Asma and Misbah, 2018). Several factors influence consumer's perception towards SMM i.e., their opinion on the nature of information gathered and share, sources of information gathered, evaluation of information and their final decision of buying or restriction from buying (Singh and Sao, (2021). Time spend by the viewers on SMM influences their understanding and perception towards its (Muskan et al., 2022). Consumers' perception towards SMM and their satisfaction an inter-linked with each other (Anjum and Yasmeen, 2022). Demographic status of the consumers' and their satisfaction with the social media promotion are associated with each other (Sivaranjani and Sivakumar, 2022).SMM partonagers apricated and express satisfaction with the value of information exchanged through SM, awareness created on brands, creativity and innovative ideas of product promotion and demonstrations and the trust build with the end-consumers (Begam, 2021).

Extensive literature discussion provided qualitative information on the role of SMM on modern-day marketing practices and influences SMM features on consumer's perception and satisfaction towards it. Certain studies have established positive and direct linkages between consumer's perception towards SMM and its influences on their satisfaction level. Authors understand that only few studies discussed on the consumers management, strengthening relationship with them and encouraging them to actively participate in SMM is the need of the day (Vidya, 2022). Based on the scope identified through the assessment of research gap provided a wider scope for conduct of this study i.e., assessing the consumer's perception and satisfaction towards SMM practices.

## **FOCUSED THEME OF THE ARTICLE**

Social media channels have turned into an important communication tool (Kumar et al., 2020). This marketing channel is considered as faster and more efficient in reaching the cyber consumers, especially the younger generation consumers (Balakrishnan et al., 2014). Unlike the online shopping retailers' sites that offers goods for sales, social media sites provides' information, create interest and share knowledge or opinion about a product a service. The information share through the social media community supports the consumers in making their buying decision and executes their buying. This empirical investigation-based study aims to analyse:

- Nature of consumers engages themselves in SMM?
- What is the perception of the consumers' towards SMM?
- Whether the consumers' have derived satisfaction towards SMM?



### Chat: 1 -Conceptual Framework

To assess, measure and address the feasibility of the queries raised above a conceptual framework was constructed that measure the relationship between the SMM consumer's perception and satisfaction. The assessment of the variables was compared and their causal relationship were established with the construct of SEM model with the support of hypothesis (Garg et al., 2020)

## METHODOLOGY AND DESIGN OF THE STUDY

The study applied multiple methodologies for the conduct of this research work. One is explorative in nature, where needed literatures for the study construct were collected and assembled in relative sequences. Followed by descriptive analysis was conducted, with the supply of close ended questioner i.e., the research tool. The article aimed to measure the association between consumer's preferences for social media shopping and their satisfaction towards it. Though numbers of statistical techniques are available for data analysis, for drafting this article the authors have used selective statistical technique. Psychometrics test were performed to measure, analyse and to draft SEM model. A SEM model is constructed to measure the relationship between social media shoppers (SMS) perception towards SMM (social Media Marketing) and their satisfaction towards it, using the IBM SPSS AMOS version 20.

To measure the association between the selected variables 13 social media shopping reasons and 13 satisfaction variables were identified and needed data were collected through distribution of 300 questionnaires. Data were collected partially through personal contact with social media subscribers (150 questionnaires) and partially through online survey (150 questionnaires). Data were collected from the SM subscribers hailing in Coimbatore city. For the construct of the SEM model 13 reasons (perception variables) were grouped into five groups. COEN-Consumer Engagement (narrative descriptions and video demo, casual discussion and efforts taken in consumers engagement), LEBE-Leveraging Benefits (leveraging social occasions, quick logistics supply (short-time delivery), more attractive offers and fair pricing), PRFE-Product Features (availability of localised / unique products and wider choice of products), UNPR-Unique Promotion (exclusive advertisement and creates media partners) and PEBU-Relationship Building (direct contact with producers/manufacturers/retailers and reliability & trusted seller).

Similarly, the 13 satisfaction variables are grouped into five groups headed as: EAAC-Ease of Access and Clarity (ease of navigation platforms (prefer social media) and more clear and direct contact), QUIN-Quality of Information and Videos (knowledge exchanged on best products to purchase, quality of explainer videos, content of the video and visual content), PRFA-Price Factor (payment options and cost effective (cheaper and quality products)) and EFCO-Efficiency and Consistency (speed in delivery of current updates, skillful delivery of information (dexterity), consistency in product /service promotion, delivery time and advertisement /promotions). The computed KMO value stood of this study recorded at .887 and explorative factor-analysis established positive correlation among the variables tested. Over all Reliability test score Cronbach's Alpha value was recorded as .926 and individual determinant values recoded i.e., customers level of perception on SMM (.853) and customers level of satisfaction on SMM (.870). F -test (validity test) value stood at significant mark at five per cent. These two values are found to be meritorious and acceptance as per the test norms. In short, they are found to be satisfactory.

## RESEARCH DISCUSSION

Out of 300 social media channel subscribers surveyed 57.67 per cent of are male, 41.67 per cent are female and remaining 0.66 per cent of samples are transgender. Majority of the social media marketing consumers are segregated in the age brackets of 21-25 years (36.67 per cent), 26-30 years (16.33 per cent) and 36-40 years (15 per cent).

Fifty-one per cent of shoppers had completed UG degree and 26.67 per cent are PG graduates. Occupation of the social media shoppers are assessed as private sector employee (24.32 per cent), home maker (20.67 per cent), businessman (19.67 per cent), professional (18.67 per cent), labourer (9.33 per cent) and a small batch of retired person (3.34 per cent). Data collected represented that 28.33 per cent of the samplers earning monthly income range between Rs. 50,001 to Rs. 70,000, 26.33 per cent of shoppers to earn Rs.30,001 to Rs.50,000 per month and 17.67 per cent of consumers Rs. 10,000 to Rs. 30,000. Thus, consumers from all segment income class actively indulge in social media via shopping. Samplers are highly aware of the SM channels like: Facebook, Youtube, instagram and whatsapp (88.33 per cent). Out of 300 SM subscribers surveyed nearly 77.05 per cent of the consumers are highly aware (43.46 per cent) and very highly aware (33.59 per cent) of SMM. As on date exactly 78.33 per cent of the sample SM subscribers are actively participates in online shopper. Approximately, 80.67 per cent of SM subscribers surveyed that opine that they are able to establish direct contact with producer/manufacturers SMM retailers /markets, this act is absence in the online shopping activities. As per the survey 83.73 per cent of the consumers access SM through smart phones.

The samples shopping are influenced by Youtube promotions (60.38 per cent) and 23.08 per cent are influenced by the product /service promotions made in the facebook. The samples were found to be influenced by the SM features like: support in product /service search options (86.40 per cent),

offers and discounts extended by the retailers/marketers' (83 per cent), recommendation made by others (77.60 per cent), influences on buying decisions (77 per cent), support extended during shopping (76 per cent) and post-purchase services (74.60 per cent). On an average, 82 per cent of the consumers appreciate the features of SMM channels like: ease of navigation platforms (prefer social media) (83.40 per cent), feasibility of payment options (81.40 per cent) and delivery time of the product /services (81.20 per cent). Around 52.82 per cent of the SM subscribers prefer to execute their shopping by making a direct purchase from the producer/manufacturer /retailer or by visiting their shop/store i.e., social media market players.

**TABLE: 1 ASSOCIATION BETWEEN SHOPING ON SOCIAL MEDIA RETAILERS AND NATURE OF PRODUCTS/SERVICES SHOPPED**

Variables	Regularly	When find a new/rare/useful product	During Festival Seasons	During offers/Discount Seasons	Very Much Influences by the Product/Service	Total
Household Essential (Food items, Vessels, Kitchen Instruments etc.,)	21 (14.70)	48 (33.60)	38 (26.60)	30 (21.00)	6 (4.20)	143 (100)
Household Goods (Furniture, Home Textiles, Electrical Electronic Goods)	18 (17.80)	14 (13.90)	28 (27.70)	39 (38.60)	2 (2.00)	101 (100)
Electronic /Electrical Products	16 (16.80)	2 (2.10)	27 (28.40)	12 (12.60)	38 (40.00)	95 (100)
Fashion Goods (Clothing and Accessories, Footwear etc.,)	14 (7.40)	57 (30.30)	47 (25.00)	62 (33.00)	8 (4.30)	188 (100)
Life-Style Goods	19 (18.40)	47 (45.60)	14 (13.60)	21 (20.40)	2 (1.90)	103 (100)
Education Products	16 (27.60)	8 (13.80)	13 (22.40)	2 (3.40)	19 (32.80)	58 (100)
Travel/Entertainment Services	25 (38.50)	15 (23.10)	10 (15.40)	11 (16.90)	4 (6.20)	65 (100)
Hospitality Services (Boarding/Lodging etc.,)	12 (32.40)	10 (27.00)	6 (16.20)	9 (24.30)	0 (0.00)	37 (100)
Others (Medicine, Hardware, Home Cleaning Products, Garden Products and Others)	5 (13.90)	8 (22.20)	8 (22.20)	1 (2.80)	14 (38.90)	36 (100)

Source: Computed Data

Most of the social media consumers avail travel/entertainment services (38.50 per cent) and hospitality services (boarding and lodging services) (32.40 per cent) through reviewing social media review channels. Exactly, 33.60 per cent of the consumers buy food items, Vessels, Kitchen Instruments etc.,) through social media marketing channel when they find new products/ rare or useful product. Precisely, 38.60 per cent and 33 per cent of the consumers buy household goods (furniture, home textiles, electrical electronic goods) and fashion goods (clothing and accessories, footwear etc.,) through social media marketing channel during offers/discount seasons. Section of samples i.e., 40, 38.90 and 32.80 per cent of the consumers buy electronic /electrical products, education products and others (medicine, hardware, home cleaning products, garden products and others) through social media marketing channel very much influences by the product/service.

Satisfaction mediates relationship between the SM marketers and the targeted group of consumers. Understanding this concept supports the marketers /retailers in understanding the need /expectation of their consumers, further design their product /services to retain the consumers satisfied and loyal (Jamil et al., 2022). Discussion on the reasons stated by consumers for shopping through SM and their perception towards SMM work as a prelude in assessing the consumer's level of satisfaction towards SMM (Vidya, 2022). Based on these discussion consumers perception and satisfaction towards SMM are presented below.

**TABLE: 2**  
**REASONS STATED BY CONSUMERS FOR**  
**SHOPPING THROUGH SOCIAL MEDIA CHANNELS**

<b>Variables</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Direct Contact with Producers/Manufacturers/Retailers	3416	11.39	1
Narrative Descriptions and Video Demo	3355	11.18	2
Casual Discussion	3087	10.29	3
Leveraging Social Occasions	2262	7.54	12
Exclusive Advertisement	2384	7.95	11
Creates Media Partners	2754	9.18	8
Quick Logistics Supply (Short-Time Delivery)	2631	8.77	10
Reliability & Trusted Seller	2847	9.49	6
Availability of Localised / Unique Products	2732	9.11	9
More Attractive Offers	2852	9.51	5
Efforts Taken in Consumers Engagement	3015	10.05	4
Fair Pricing	2792	9.31	7
Wider Choice of Products	2051	6.84	13

Source: Primary Data



According to the perception of the SMM subscribers the shopping through SMM channels were influenced by its unique features of SMM like: direct contact with producers/manufacturers/retailers, narrative descriptions and video demo on the product/services, casual discussion, efforts taken in consumers engagement and more attractive offers provided by the manufacturers and marketers generally influences the consumers to shop through SMM channels. These variables are ranked in the first to fifth place with Weighted Arithmetic Mean (WAM) score computed with the application of Likert's five-point scale falls between 11.39-9.51. Customers feel of reliability and trusted towards the seller, fair pricing of the products / services, existence of media partners, availability of localised / unique products, quick logistics supply (short-time delivery), exclusive advertisement, leveraging social occasions and wider choice of products are also observed to be the features that influence the SM consumers to shop through these channels. These eight variables are ranked in the sixth to thirteenth place with WAM score is 9.49-6.84 respectively.

**TABLE: 3**  
**SATISFACTION RELEASED B THE SMM SHOPPERS**

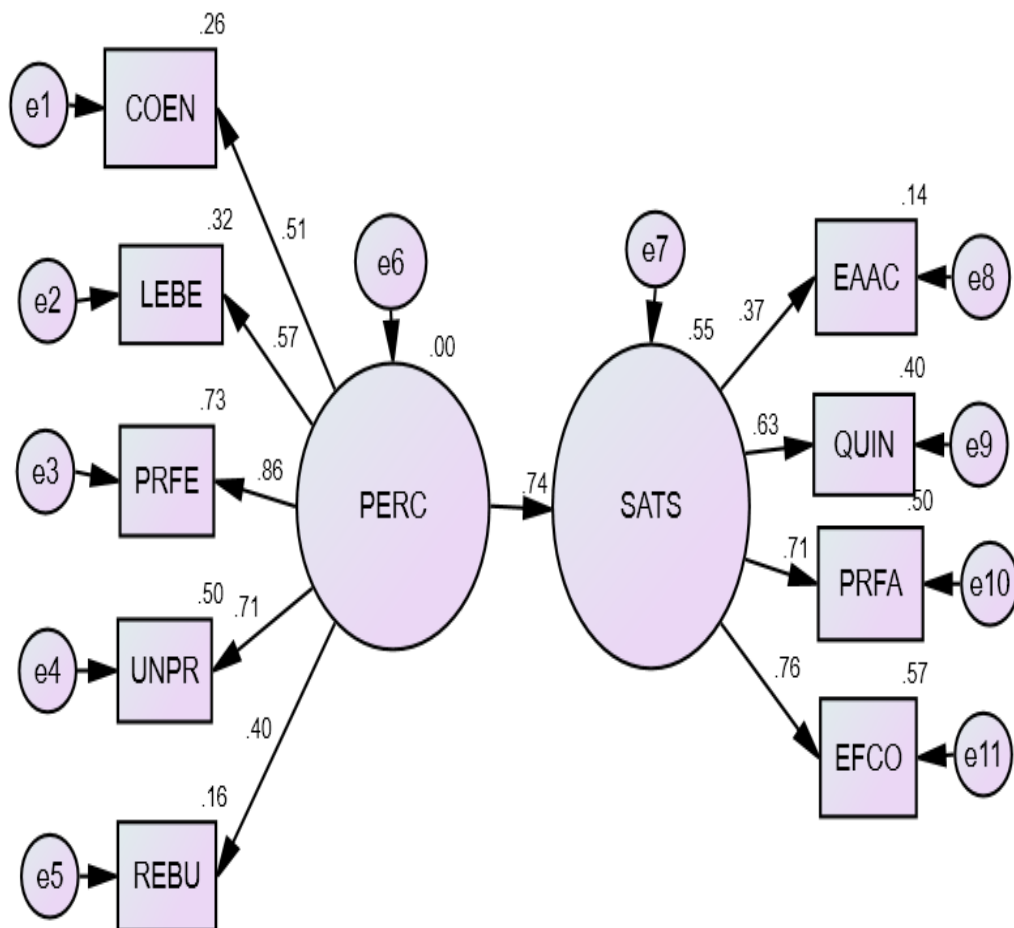
<b>Variables</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Ease of Navigation Platforms (Prefer Social Media)	1247	4.16	<b>1</b>
Knowledge Exchanged on Best Products to Purchase	1196	3.99	3
Quality of Explainer Videos	1182	3.94	6
Speed in Delivery of Current Updates	1168	3.89	11
Skillful Delivery of Information (Dexterity)	1176	3.92	9
Consistency in Product /Service Promotion	1159	3.86	13
Payment Options	1232	4.11	2
Delivery Time	1185	3.95	5
Content of the Video	1183	3.94	6
Advertisement /Promotions	1178	3.93	8
Visual Content	1167	3.89	11
Cost Effective (Cheaper and Quality Products)	1170	3.90	10
More Clear and Direct Contact	1193	3.98	4

Source: Primary Data

Samples are fond to be satisfied with the ease of navigation platforms (prefer social media), payment options and knowledge exchanged on the best products to purchase. The samples expressed satisfaction towards clear and direct contact with the retailers' product/service, delivery time and SMM content of the video, quality of explainer videos. The above discussed variables are ranked in the first to sixth place with WAM score is 4.16-3.94. The respondents are also found to be satisfied with the advertisement /promotions, skillful delivery of information (dexterity), cost effective (cheaper and quality products), visual content, speed in delivery of current updates and consistency in product /service promotion. These variables are ranked in the eighth to thirteenth place with WAM score is 3.93-3.86.

Study of Barhemmati and Ahmed (2015) established positive association between consumer’s engagement in social media marketing practices and their buying practices through this medium. Article of Anjum and Yaseem (2022) claim that there exist association between the consumers perception and their satisfaction towards social media marketing based on a survey conducted among 79 social media Tamil shoppers.SEM Model is performed to association between online shoppers’ perception and satisfaction on social media shopping.

**CHART: 1**  
**CONFIRMATORY FACTOR ANALYSIS**  
**ASSOCIATION BETWEEN ONLINE SHOPPERS’ PERCEPTION**  
**AND SATISFACTION ON SOCIAL MEDIA SHOPPING**



Note: COEN-Consumer Engagement, LEBE-Leveraging Benefits, PRFE-Product Features, UNPR-Unique Promotion, PEBU-Relationship Building, PERC-Perception, SATS-Satisfaction, EAAC-Ease of Access and Clarity, QUIN-Quality of Information and Videos, PRFA-Price Factorand EFCO-Efficiency and Consistency.

The CFA results are presented in Table: 4 and Chat: 1. The fit indices indicate that the measure has a good fit overall. On the basis of these measurements, the result of the study shows that the proposed model has a Good data fit  $\chi^2$  (CMIN) = 76.831(p=.000), GFI=.936,

AGFI=.915, TLI=.995, CFI=.907, NFI=.992, PNFI=.900, PCFI=.911, RFI=.973, IFI=.910, RMSEA=.001, indicative of a good fit, although not all of the values to the right of the observed variables represent standardised factor loadings ( $\beta$ ), it is represented in the following Table: 5.

**TABLE: 4**  
**CONFIRMATORY FACTOR ANALYSIS**  
**PATH ANALYSIS STRUCTURE**  
**MAXIMUM LIKELIHOOD –REGRESSION WEIGHTAGE**

Path			Unstandardise d Estimates	Standardise d Estimates	S.E	C.R	P Valu e	Relationshi p
SATS	<-- -	PER C	.759	.742	.18 4	4.13 3	<b>.000</b>	<b>Significant</b>
REB U	<-- -	PER C	1.000	.399	.16 5	4.85 6	<b>.000</b>	<b>Significant</b>
UNP R	<-- -	PER C	2.056	.709	.32 5	6.32 3	<b>.000</b>	<b>Significant</b>
PRFE	<-- -	PER C	2.940	.857	.44 9	6.55 5	<b>.000</b>	<b>Significant</b>
LEBE	<-- -	PER C	2.479	.568	.44 2	5.61 2	<b>.000</b>	<b>Significant</b>
COE N	<-- -	PER C	2.103	.507	.41 3	5.08 9	<b>.000</b>	<b>Significant</b>
EAA C	<-- -	SATS	1.000	.372	.45 6	4.96 3	<b>.000</b>	<b>Significant</b>
QUIN	<-- -	SATS	1.934	.634	.38 9	4.96 8	<b>.000</b>	<b>Significant</b>
PRFA	<-- -	SATS	3.079	.708	.53 7	5.73 8	<b>.000</b>	<b>Significant</b>
EFCO	<-- -	SATS	3.295	.757	.64 5	5.11 0	<b>.000</b>	<b>Significant</b>

Level of Significance: 5 per cent

Association between online shoppers 'perception and satisfaction on social media shopping: SATS vs PERC ( $\beta=.742$ ,  $p=.000$ ) is found to be positive and has correlation of 74.20 per cent (.742). It has been inferred that the reasons stated by the consumers for preferring social media channels for shopping and influences their level of satisfaction towards social media-based shopping practices. Inter-association between the variables tested were scored as: PERC vs REBU ( $\beta=.399$ ,  $p=.000$ ), UNPR ( $\beta=.709$ ,  $p=.000$ ), PRFE ( $\beta=.857$ ,  $p=.000$ ), LEBE ( $\beta=.568$ ,  $p=.000$ ), COEN ( $\beta=.507$ ,  $p=.000$ ). SATS vs EAAC ( $\beta=.372$ ,  $p=.000$ ), QUIN ( $\beta=.634$ ,  $p=.000$ ), EAAC ( $\beta=.708$ ,  $p=.000$ ), EAAC ( $\beta=.757$ ,  $p=.000$ ) are found to be positively correlated and it is statistically significant at 5 per cent. The hypotheses framed as accepted and it has been concluded that there exists close association between the reasons stated by the consumers for preferring social media channels for shopping and their level of satisfaction towards it.

On an average, 79.29 per cent of the shoppers have expressed positive perception towards SMM practices and 79.17 per cent of the shoppers are found to be satisfied with the SMM practices. Therefore, nearly 20-21 per cent of the samples SM shoppers are observed to dissatisfy with their SMM practices. SM shoppers were found to be dissatisfied with the deceiving information passed through SM (97 per cent), time delay in delivery (72.70 per cent), time consuming longer description of products /services (72.30 per cent) and feel boarded of the old videos' promotions circulated on SM (67.10 per cent).

## CONCLUSION

SMM marketing has number of merits and it empowers the marketers, retailers and local small manufacturers. Through active and regular consumers engagement in SM activities, high reach to the targeted consumers, creates greater impression and influences among the audience, feel of sentiment and more demographic focused (TOI, 2023). Empirical data analysis acknowledges that consumers from all segment income class actively indulge in social media via shopping. Most of the social media consumers avail travel/entertainment services (38.50 per cent) and hospitality services (boarding and lodging services) (32.40 per cent) through reviewing social media review channels. It was established that there exists close association between the reasons stated by the consumers for preferring social media channels for shopping and their level of satisfaction towards it. In new age marketing business strives to be competitive, aims to gain more customers who in turn retain satisfied and loyal. SM platforms act as active and more effective tools in achieving this goal (TOI, 2023). SM marketers/sellers and product reviewers and promoters are suggested to upload recent videos, pass in current and very much correct information about a product or service to the viewers and kindly inform the buyers about the time taken for delivery of the goods to retain them satisfied and loyal for a longer time.

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