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Customer Satisfaction Towards Social Media with Special Reference to Uthangarai Taluk

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Abstract: Social media is an essential component of today's world. It allows people to stay connected and share their ideas, thoughts, and opinions with others in a safe and secure setting. It can also be used to promote companies, organizations, and causes, as well as to keep up with current events and trends. Social media can help us develop relationships with others by allowing us to communicate with people from all over the world and form meaningful connections. Finally, it can serve as a platform for self-expression, allowing us to be creative while also sharing our thoughts and experiences with others. The goal of this study is to assess customer satisfaction with social media usage in Uthangarai Taluk. It seeks to uncover critical elements influencing client perceptions and prospects while collaborating with local companies online. Method: This study used both primary and secondary data to assess customer satisfaction with social media in Uthangarai Taluk. A sample size of 100 respondents was chosen to capture information about their experiences and expectations, ensuring a thorough investigation of the local context. This combination strategy is intended to improve the reliability and depth of the findings. According to the study, the majority of customers in Uthangarai Taluk are active on social media, with a preference for platforms such as Facebook and WhatsApp. Prompt responses and appropriate local material are key drivers of happiness, yet delayed customer service can cause dissatisfaction as well. Overall, social media has a substantial influence on purchasing decisions and customer trust.

Keywords: Demographical Profile, Customer Satisfaction and Usage, Findings and Recommendations.

1. INTRODUCTION

Social networking has become an integral component of modern life, influencing everything from commerce to email, education, and professional tools. Social media has a tremendous influence on how people live their lives. Social media include blogs and social networking sites that facilitate easy communication between users. Ever since social media platforms such as Facebook and Twitter became indispensable news tools, journalists and the organizations that represent them have had to perform a high-wire performance. People now consider these sites to be part of their daily routine. The term "social media" has primarily been used to describe the multitude of publicly available, reasonably priced, and easily accessible electronic tools that allow everyone to publish and access information, work together on a project, or establish relationships. Websites and apps that let users engage in social networking or produce and share content are referred to as social media. With a ton of features, it's one of the most popular and contemporary social media platforms. Over the past couple decades; the use of social media has increased dramatically in popularity. Almost everyone has a Facebook or Instagram account these days, which they use frequently for a variety of reasons, such as socializing, entertainment, or stress reduction. Social media can be a great tool for communication and company development, but it also has a lot of disadvantages, such as the potential for psychological addiction and the inability to substitute in-person connections. This essay will explore the key distinctions between a life on and off social media, with an emphasis on behavioral addiction, interpersonal communication, and experience quality.

2. REVIEW OF LITERATURE

(Ajani, 2019) discovered through his research that social media networking significantly affects bank customers' loyalty. Using social media is essential for banking businesses because it improves client loyalty and boosts financial performance for banks that spend in social media marketing. Through an analysis of Qatar's banking industry, (Keaton et al., 2020) investigated how e-banking improves customer satisfaction and fosters enduring customer connections. The social networking platform helps banks obtain a competitive edge in the modern era by meeting clients' information needs and giving them fast feedback. Y Ma, U Winging, SC Chen, and A Widower 2020: Sustainability Marketing strategy has been significantly impacted by social media. Businesses can use social networking sites (SNS), which are a subset of social media.

N Alien - Pakistan Journal of International 2021; M Khan am; IU Hague It is well knowledge that the goal of acquiring Pakistan is to create an Islamic state. According to this interpretation, the first Prime submitted the objectives resolution. According to the findings of (Wei et al., 2021), financial institutions should prioritize sustainability and use social media as a useful tool for client interaction. Social media marketing helps build a brand's reputation among consumers, which in turn improves customer satisfaction, which in turn leads to increased customer loyalty and retention.

3. SCOPE OF THE STUDY

Social media is now present practically everywhere in the world. Social media has become a crucial instrument for marketing in the genuine sense of customer orientation. Social media marketing is quite popular and has affected marketers in decision-making when it comes to how useful they may advertise their goods. Social networking is becoming more and more widespread, and it now gives businesses a powerful tool to provide that much-needed human touch. The capacity of social media marketing to target particular audience segments is what makes it so unique. Social media is becoming a crucial instrument for marketing that is truly focused on the needs of the consumer.

4. STATEMENT OF THE PROBLEM

Student social media addiction is a serious problem that has an adverse effect on both personal control and academic achievement. Research has indicated that students are often more susceptible to social media addiction, characterized by intense fixation and a dearth of self-control. The overuse of social media is linked to the addiction as well. The amount of time spent on social media every day, the use of certain social media platforms, and the uploading of images with filters or makeup are all factors that lead to addiction. Addiction to social media has been linked to detrimental outcomes for students' connections with others, productivity, and mental and physical health. Furthermore, social networking sites influence how college students internalize the norms around substance use, which in turn affects how they behave when using substances. Among college students, social media addiction has also been connected to psychological distress and food addiction. To address these unfavorable effects and encourage social media use that is healthier, interventions are required. This study is what I have selected for this purpose.

5. OBJECTIVES OF THE STUDY

1. To analyze the demographic profile of the respondents.
2. To analyze the customer segmentation among social media respondents.
3. To evaluate the social media usage patterns of customers.
4. To offer suggestions for the improvement of social media applications.

5. RESEARCH DESIGN

A research design integrates both exploratory and descriptive components, serving as the fundamental framework for a study that directs data gathering and interpretation. Descriptive studies generally aim to ascertain the frequency of particular occurrences or the correlation between two variables. I conducted my research using both primary and secondary data. To assess the data, I took 100 samples from the Uthangarai taluk and used percentage analysis techniques.

6. LIMITATION OF THE STUDY

Due to time constraints, I was unable to cover the entire population and therefore selected a sample size of 100. Additionally, some respondents did not respond to the questionnaire.

7. ANALYSIS AND DISCUSSION

(a) Demographic profile of the respondents

TABLE 1. Demographic profile of the respondents

| Demographic profile | Category | No.of Respondents | Percentage % |
|-------------------------|---------------------|-------------------|--------------|
| Gender | Male | 24 | 24 |
| | Female | 76 | 76 |
| Age | Below 20 years | 40 | 40 |
| | 21 to 25 years | 38 | 38 |
| | 26 to 40 years | 12 | 12 |
| | 41 to 50 years | 10 | 10 |
| Education Qualification | Illiterate | 4 | 4 |
| | Graduate | 48 | 48 |
| | Post Graduate | 32 | 32 |
| | Others | 16 | 16 |
| Occupation | Students | 66 | 66 |
| | Self employee | 8 | 8 |
| | Private | 10 | 10 |
| | Professional | 12 | 12 |
| | Assistant Professor | 4 | 4 |
| Family Size | 2 to 3 Members | 26 | 26 |
| | 4 to 5members | 48 | 48 |
| | 5 to 6 members | 20 | 20 |
| | 6 to 7 Members | 4 | 4 |
| | Above 7 Members | 2 | 2 |

(b) To analyze the customer satisfaction among social media respondents.

TABLE 2. Level of Satisfaction

| S.NO | Social Media | No.of respondents | Percentage (%) |
|------|-----------------------|-------------------|----------------|
| 1 | Strongly Disagree | 2 | 2 |
| 2 | Disagree | 10 | 10 |
| 3 | Agree or not Disagree | 20 | 20 |
| 4 | Agree | 45 | 45 |
| 5 | Strongly agree | 23 | 23 |
| | TOTAL | 100 | 100 |

(c). To evaluates the social media usage patterns of customers.

TABLE 3. Social Media Usage of the Respondents

| S.No | Social Media Use | Frequencies | Percentage (%) |
|------|------------------|-------------|----------------|
| 1 | Face book | 14 | 13.3 |
| 2 | YouTube | 58 | 60 |
| 3 | Twitter | 6 | 5 |
| 4 | Others | 22 | 21.7 |
| | TOTAL | 100 | 100 |

The above table reveals that 76% of the respondents are female and 24 % of the respondents are Male, (40%) of the respondents below 20 years category and (38%) of the respondents 21 to 25 years category and (12%) of the respondents 26 to 40 years category and (10%) of the respondents 41 to 50 years category, (4%) of the respondent& Illiterate category (48%) of the respondent& graduate category and (32%) of the respondents &; graduate category and (16%) of the

respondent & others category, (66%) of the respondent's students category (8%) of the respondent & self-employee category (10%) of the respondents & Private category and (12%) of the respondent & professional category and (4%) of the respondents & assistant professor category, (26%) of the respondents 2 to 3 members category and (48%) of the respondents 4 to 5 members category and (20%) of the respondents 5 to 6 members category and (4%) of the respondents 6 to 7 members category and (2%) of the respondents above 7 members category, (2%) of the respondents strongly Disagree category and (10%) of the respondents Disagree category and (20%) of the respondents Agree or not disagree category and (45%) of the respondents Agree category and (23%) of the respondents strongly agree on category and (14%) of the respondents' book categories (58%) of the respondent's Tube category (6%) of the respondent's Twitter category and (22%) of the respondent's others category.

8. RECOMMENDATION

Communication should be preferred over advertising. So, if the brand is communicated well and remembered by the audience, then it is the greatest success for the company for its promotion through social media. Promotional way of advertising is best the usual banner ads and video ads attract them. To keep the audience engaged, advertising must be interactive, promotional, and original. Advertisements should target individuals rather than the masses. If it is hosted for a group then that would be no advantage in delivering specified information. Adding more multimedia elements to have more interactive factors in fan pages and groups would benefit the brand user. Facebook and WhatsApp are the most popular social networking applications and must be used for social media promotions.

9. CONCLUSION

This study on customer satisfaction towards social media in Uthangarai Taluk has provided valuable insights into the preferences, behaviors, and overall satisfaction levels of users in the region. The findings indicate that social media plays a significant role in shaping customer experiences and influencing their perceptions of brands and services. The analysis reveals that while customers appreciate the connectivity and engagement opportunities that social media platforms offer, there are areas requiring improvement, such as user privacy, content relevance, and customer service responsiveness. Moreover, demographic factors such as age, gender, and education level influence user satisfaction levels, suggesting the need for tailored strategies to enhance user experiences across different segments. In conclusion, to further improve customer satisfaction, social media platforms and businesses must focus on enhancing user engagement, addressing privacy concerns, and providing more personalized content. By doing so, they can foster a more satisfying and effective social media experience for customers in Uthangarai Taluk.

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