A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS WITH SPECIAL REFERENCE TO ORGANIC FOOD PRODUCTS

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ABSTRACT

Social media gives us a way to communicate with others and express our thoughts. Recently, the majority of businesses have demonstrated an interest in engaging with their clients on social media and marketing their organic food products through various social media channels. The current study concentrated on how social media contributes to the level of brand awareness among its consumers with special emphasis on organic food products and also focus on brand awareness through social media .This study also focus on the factors that motivate users to interact with brands on social media. For this a self-administered questionnaire was used for data collection from 100 customers, randomly selected from the city of Udaipur. The findings show that here exists a positive relation between social media marketing and brand awareness of organic food products. Thus, social media marketing has significant impact on consumer brand awareness now a days.

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Keywords: *Organic Product, Social Media, Social Media Marketing, Brand Awareness.*

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Introduction

Digital culture was created as a result of the internet's rapid expansion, technology-driven business models, and online shopping portals. Surprisingly, the rise in popularity of social media has also compelled marketers to use social networking sites to advertise brands and attract target audiences. The paradigm has changed from traditional to technologically driven promotional media as a result. There is no doubt, social media marketing has transformed the industry and created new opportunities for advantages like customer interaction, website traffic, brand awareness, brand preference, etc.

There are abundant social networking sites and their applications that allow users to create their own profiles and share content with others. Some social media sites offer the creation of personal profiles and allow users to share views, photos, and other activities. In contrast, Twitter is a social website where communities can exchange short messages. Today, social networking sites have become essential communication channels. ((Evans et al., 2014).

Over time, new approaches and patterns of advanced technology began to influence traditional trading methods. If organizations and traditional business stakeholders are unaware of the latest technologies and the impact these digital technologies have on their businesses, such businesses can fail. ((Bouwman et al., 2014). Similarly, the conventional businessman is facing numerous challenges today as majority of buyers had learned about virtual shopping. (Pavelek, 2015).

Conceptual Framework

- **Social Media:** Social media is designed to be propagated through social interactions created using accessibility Scalable publishing technology. Social media uses internet and web-based technologies for transformation. Social media includes various online and mobile word-of-mouth forums.

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- **Social Media Marketing:** Social media marketing is a term that describes the use of social networks on the Internet. communities, blogs, wikis or other marketing, sales, public relations and Customer Service. Social media marketing is the process of getting traffic and attention. Via social media websites. Social media itself is a generic term for websites that look radically different Social Actions.
- **Brand Awareness:** Brand awareness refers to the extent to which customers remember or recognize your brand. Brand (Business Dictionary Online). consumers are aware of its existence, Availability of company products or services (Investopedia). Brand awareness is Consumers are familiar with product longevity and availability. that the consumer Accurately assign brands to specific products (managementstudyguide.com). brand awareness Repeated presence means increasing brand awareness, which usually means more It is more effective in raising awareness than brand recall. So much so that the consumer "experiences" the brand. What you see, hear, and think about makes you more likely to have strong brand memories.

Literature Review

Social media consists of online channels that serve as a source of communication and participation in various activities. It is also undeniable that brands have become an important way to communicate with an engaging corporate audience. (Murdough, 2009)

Social media websites have become an incredible source of "word of mouth". Social media consists of various social networking sites where customers share their understandings and perceptions with others. If customers are happy with the brand, this can have a positive impact on their choice of brand. Conversely, if customers are dissatisfied with the brand, this can have a negative impact on corporate loyalty. (Trusov, 2009)

Customers choose products and brands based on their usefulness and symbolic power. Brands have deep meaning for customers (McCracken, 1989)

Shoppers use branded products to build their identity, introduce themselves to others, and achieve their identity goals. Many businesses use the activity of social networking sites to increase brand awareness and increase brand choice for their customers. Social media marketing sheds light on brand identification and its impact on brand choice. (Bettman, 2003)

Previous studies have shown that traditional advertising media (newspaper, radio, and television) positively impact multiple structures of brand attributes, including brand choice, brand loyalty, and brand awareness. increase. Today, shoppers are turning to social media and increasingly turning to the internet for the latest information. We also believe that it is more credible than traditional marketing. (Faulds, 2009)

They argued that social media activity can be used to increase brand loyalty and brand awareness, drive consumer engagement, and foster social connections with customers through brand selection. (Tuten, 2015)

Social media websites have improved the traditional marketing approach to online marketing. Social media activities are carried out with the aim of recognizing the connection between consumers and marketers, creating new perspectives and increasing brand awareness. (Meraz, 2009)

Social media websites have improved the traditional marketing approach to online marketing. Social Social media activities increase brand awareness and social connection with customers by maintaining real events to improve brand selection. In addition, social networking site activity is used to increase brand identification and brand awareness, and to build positive brand choices for consumers. (Solomon, 2014)

Trust is a simple word, but it plays an important role in online brand selection and purchase intent in the electronic world. Over the past decade, the general concept of marketing has changed. Evolved from traditional marketing to online marketing. Trust has become a key characteristic associated with the success and dissatisfaction of many online businesses. (Lorenzon, 2009)

Proliferation of social media helps customers become more improved and engaged in their brand interactions. (Vinerean, 2017)
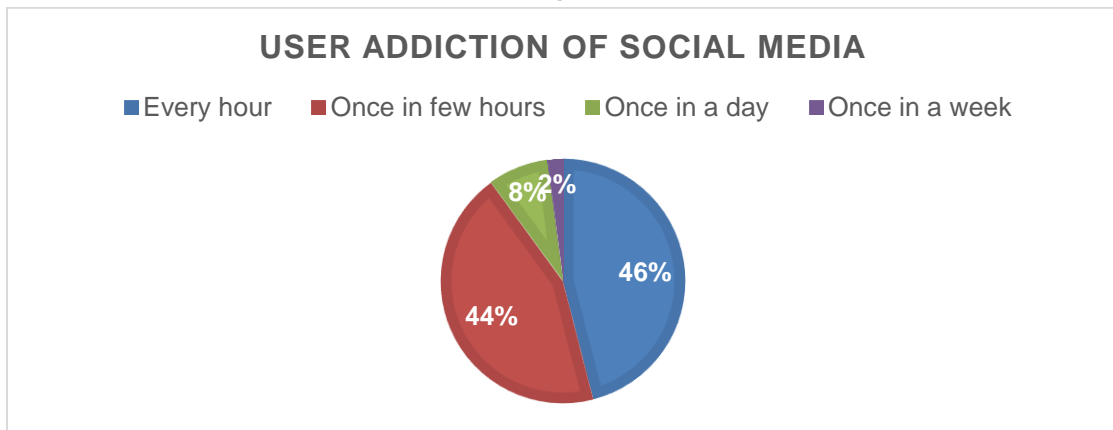
Research Objective

A Study on Impact of Social Media Marketing on Brand Awareness of consumers with special reference to organic food products.

Research Methodology

- **Area of Research (Universe):** Udaipur
- **Sources of Data:** Primary data (collected through questionnaire) Secondary data (collected through books, websites, journals)
- **Data Collection Method:** Survey method
- **Questionnaire Design:** Questionnaire are structured in the form of multiple-choice questions.
- **Sample Size:** 100 respondents
- **Sample Design:** Random sampling
- **Sample Design:** Random sampling
- **Research Design:** Exploratory & Descriptive
- **Data Analysis:** The survey was conducted for a sample size of 100 respondents. The questionnaire link was sent through mail to 100 consumers of various restaurants of Udaipur city but only 72 respondents were collected.
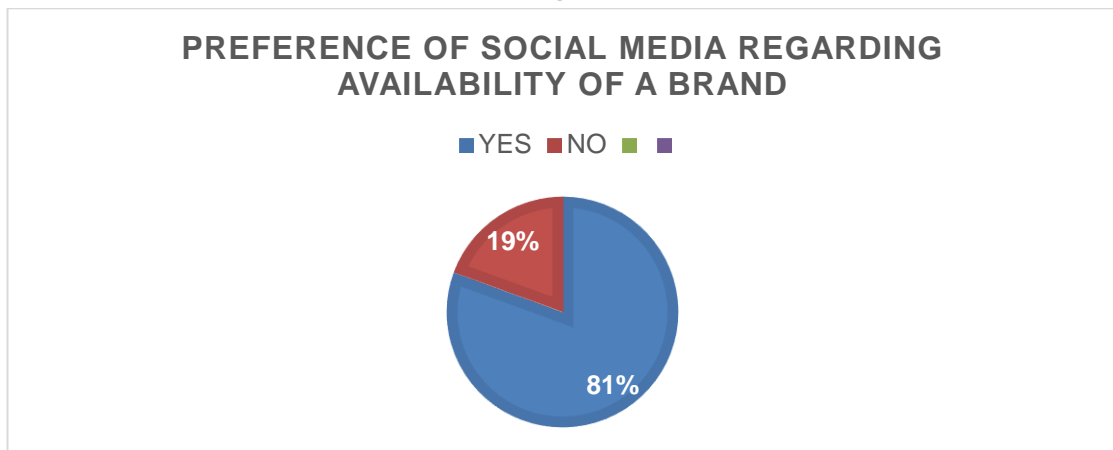
Data Analysis and Interpretation

Fig. 1

USER ADDICTION OF SOCIAL MEDIA

■ Every hour ■ Once in few hours ■ Once in a day ■ Once in a week
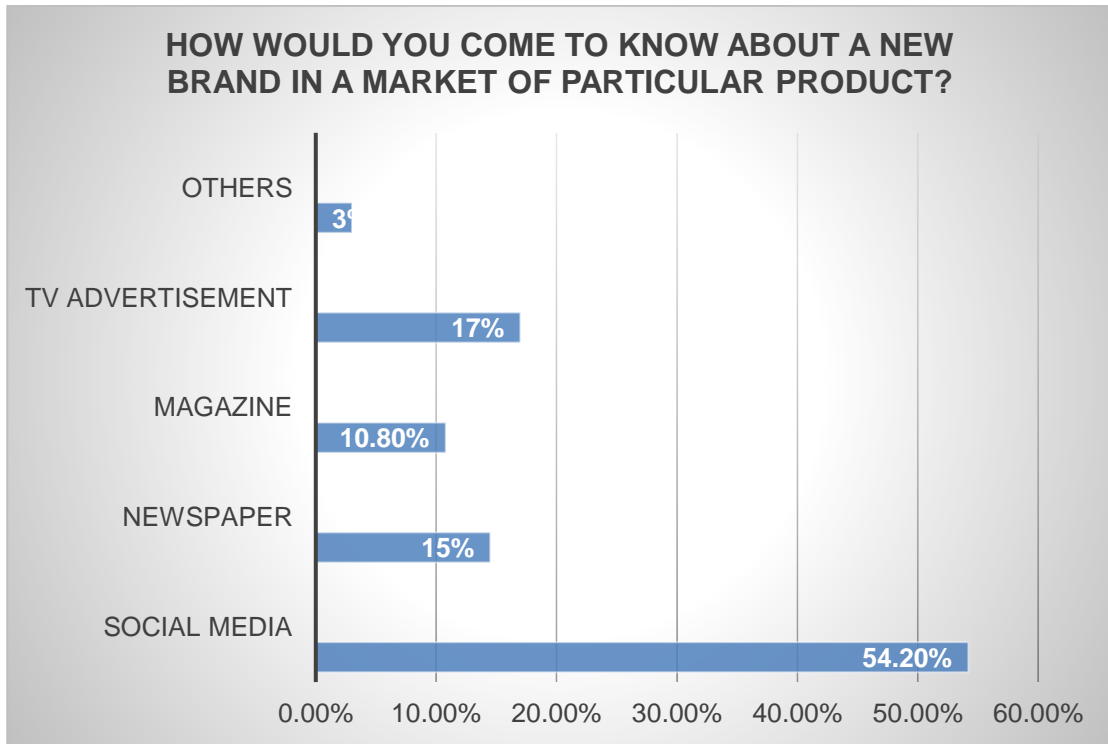
8% 2%

46%

44%

Interpretation

The survey highlights that social media is a part and parcel of everyone's life that they cannot resist to scroll every other hour.
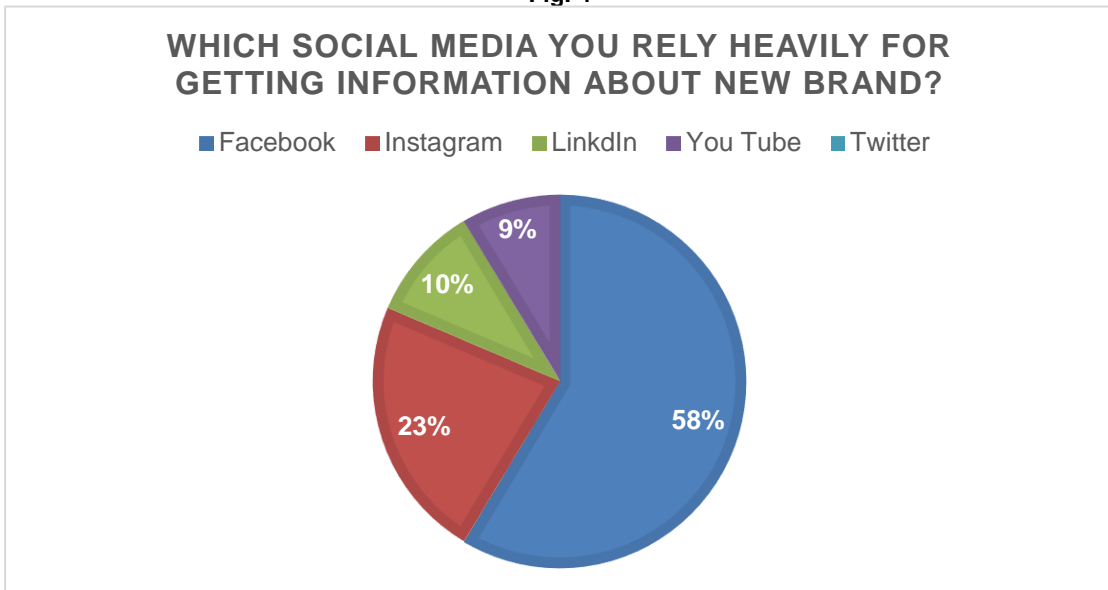
Fig. 2

PREFERENCE OF SOCIAL MEDIA REGARDING AVAILABILITY OF A BRAND

■ YES ■ NO ■ ■

19%

81%

Interpretation

The survey shows that customers prefer the online existence of the brands/services they use.

HOW WOULD YOU COME TO KNOW ABOUT A NEW BRAND IN A MARKET OF PARTICULAR PRODUCT?

- OTHERS — 3%
- TV ADVERTISEMENT — 17%
- MAGAZINE — 10.80%
- NEWSPAPER — 15%
- SOCIAL MEDIA — 54.20%

(Axis: 0.00%, 10.00%, 20.00%, 30.00%, 40.00%, 50.00%, 60.00%)

Interpretation

Thus, it can be concluded that in today's era social media is playing a pivotal role to introduce a new brand in the market. Therefore, marketer should focus on Social Media Marketing for introducing new brand in the market.

Fig. 4

WHICH SOCIAL MEDIA YOU RELY HEAVILY FOR GETTING INFORMATION ABOUT NEW BRAND?

■ Facebook ■ Instagram ■ LinkdIn ■ You Tube ■ Twitter

- Facebook — 58%
- Instagram — 23%
- LinkdIn — 10%
- You Tube — 9%

Interpretation

Thus, the survey shows that twitter is the most reliable platform through which customers are getting information about a new brand in the market.

Fig. 5

DO YOU THINK SOCIAL MEDIA IS HAVING TREMENDOUS ROLE IN CREATING BRAND AWARENESS IN PRESENT SCENARIO?
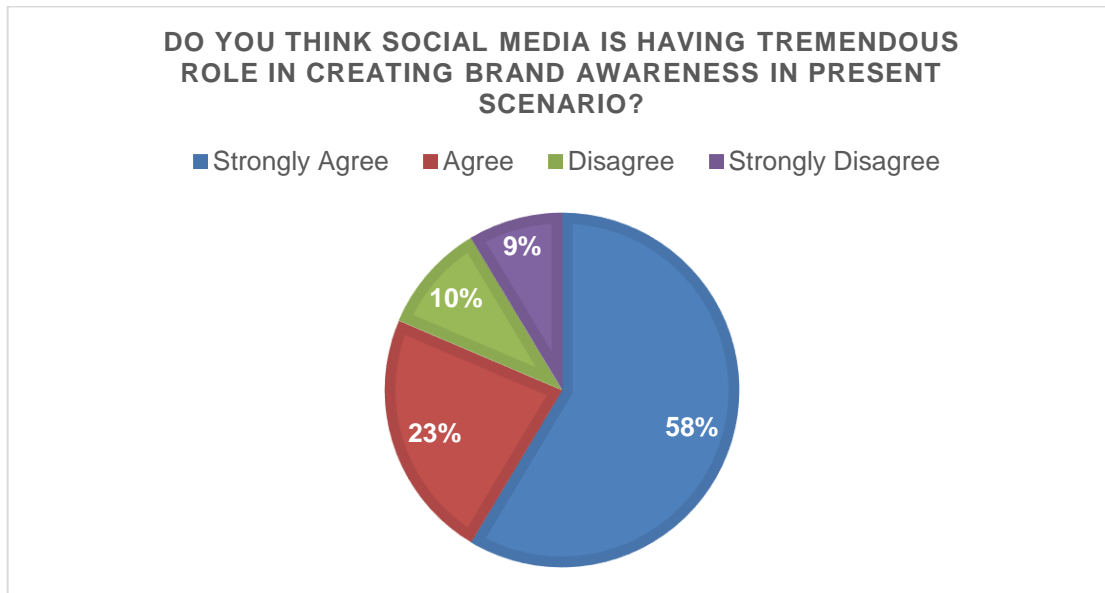
Interpretation

The survey shows that majority of the customers feel that social media is an important weapon to create brand awareness in the market.

Discussion and Conclusion

This study had given a clear indication that social media is now a strong driving force and a secret weapon in the hands of organic food marketers to create strong customer base. Social media not only affect the buying behaviour of consumers but using social media as an advertising platform can really help the marketer to grow and to reach a larger number of customers. Social media is seen as a revolution, so social presence is of paramount importance. Today, businesses are looking to use social media as a platform for building better relationships. Deepen existing relationships.

The results of research highlight that **social media marketing have a positive influence on brand awareness of consumers with reference to organic food products**. Both the aspects are positively related to each other. It can be concluded from the study that social media marketing can be handy in educating potential consumers about brands

Recommendation

Below are the researcher's recommendations based on the responses and responses received. Social media is a useful tool for businesses that offers benefits such as: Customer interactions; Increased website traffic, brand awareness, brand liking, etc. So, to reap these benefits, you have to be social. Media marketing needs to be properly strategized. Marketers are encouraged to thoroughly research and analyse posted feedback, opinions and ratings. Consumers on each social media page that provides valuable information. Traditional media has its own importance and important role in marketing every brand, hence the use of social media Brand advertising media should not completely replace traditional media. Images, videos, images and content for social media marketing must be used appropriately aesthetic value. Social media copyrights should be relevant to the brands you promote and attract attention. Misrepresentation of products and fake reviews should not be taken into account and should be done immediately Cleared. The content of your social media pages should be updated regularly

Limitations or Future Scope for Study

This empirical research study is limited to 100 selected young consumers who are social media aware of Udaipur city. The majority of respondents belong to the 18–24-year-old group. Also, respondents' prejudices and biases can affect the results of research. Further studies can be done by taking a large sample size and including middle-aged and older group of consumers. The same type of research can be done by including other digital activities marketing and Mobile Marketing, Websites, Search Engine Marketing, E-Marketing, etc.

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