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A study on impact of social media marketing on customer satisfaction and perception towards brand with reference to apex consultancy

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Abstract
Social media sentiment analysis is an essential tool for understanding the emotions, attitudes, and opinions expressed in online content. It goes beyond basic tracking of mentions, hashtags, and comments, providing deeper insights into whether interactions are positive, negative, or neutral. With the vast reach of platforms like Facebook, Instagram, and Twitter, sentiment analysis enables businesses to gauge the emotional tone of public conversations, helping them make data-driven decisions and manage their brand reputation effectively. For instance, a sudden spike in brand mentions can be unclear without sentiment analysis, as it may indicate either positive or negative reactions. Sentiment analysis clarifies this by not only identifying the sentiment but also uncovering the underlying reasons behind negative comments, allowing businesses to address issues proactively. Social media, while a powerful communication and marketing tool, also presents challenges such as privacy concerns, cyberbullying, misinformation, and filter bubbles. Sentiment analysis helps mitigate these risks by offering real-time insights into public perception, allowing businesses to respond promptly to emerging issues. By tailoring responses based on emotional feedback, sentiment analysis enhances customer satisfaction and gives businesses a strategic advantage, enabling them to stay agile and responsive in an increasingly digital world.

Keywords: Social media sentiment analysis, increasingly digital world, apex consultancy

Introduction

The premier Apex Company was founded in Pune and offered engineering, education training services, building, individuals more freedom of choice. In the building industry, we are among the top structural design firms. Our team of experts is why we can guarantee our customers' satisfaction with our designs. We are the premier Pune consulting firm, and real estate, and RCC design. Our only goal is to increase and amplify people's alternatives. For those looking to reshape their careers, Apex Consultants provides an integrated service module. Also available from start to finish are our solutions for manufacturing engineering and product engineering. We provide top-notch product design engineering and manufacturing engineering solutions for a range of clients who support us in gaining their confidence and goodwill.

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Literature Review
Almouthna Alarib Almousa et al. (2020) [1]
Technology undoubtedly has an impact on all facets of human existence, but this demands ongoing research into all of its facets. Social networking is one of the hottest technological trends. The current research seeks to evaluate the impact of electronic advertising on keeping clients. Satisfaction alongside brand perception. To determine the influence of social media on consumer satisfaction, a survey of 285 undergraduates about Istanbul Aydin the University in Turkey, alongside a particular emphasis on Turkish telecommunications firms, was conducted. Using a quantitative methodology, inquiries with a Likert scale with five points were used to collect data for this study.

Nunan et al. (2018) [2]
The paper "Social media: Improving consumer happiness in business-to-business advertising" due to Agnihotri, Dingus, Hu, and Krush (2016) are notable for underlining the significance of social networking sites as a precursor to value generation within the sales process, considered the secondary role that this form plays in the wealth creation process. We evaluated Agnihotri et al.'s work critically and situate it throughout the growing body of research on online interactions in the marketing technique in light of the rapidly expanding understanding of social media's impact on B2B sales.

Ashleigh-Jane Thompson et al. (2017) [3]
As websites for socializing grow in prominence, sports merchandising businesses must adapt. Particular techniques for improving consumer loyalty while creating brand equity via social media. Their use of social media. This paper will examine how the Grand Slam tennis tournaments utilized two social media platforms to accomplish branding and relationship advertising objectives. During and after each respective event, Twitter as well as Facebook updates from institutional profiles were analyzed using a content-analytic approach. Rather than engaging in as contrasted with temporary advertising strategies, both places were employed to develop enduring relationships with customers and foster brand loyalty.

Xia Liu et al. (2019) [4]
This study investigates big data analysis of the effect of internet advertising efforts for a luxury company on customer loyalty. This study explores how they impact a luxury brand's internet usage concentrating on fun, interaction and trendiness, in addition to customization, on how buyers utilise brand-related web content from the dual viewpoints of their involvement. This article assesses 3.78 million tweets posted to the fifteen largest premium firms on Twitter during 2012-2017, a span of sixty months).

Elisabeta Ioanăs et al. (2014) [5]
Technology enables consumers to, among other things, investigate products, classify them, and evaluate them.

Therefore, several businesses have accounts on social network tools to supplement the expertise held for items, held by clients about products, along with buyers tend to have a deeper relationship with a company after reading multiple reviews. Quantitative research was conducted because the research is about the impact of online platforms on consumer behavior.

Research Methodology
This research utilizes a mixed-method design, combining both quantitative and qualitative approaches to explore the impact of social media marketing on customer satisfaction and brand growth. The study employs structured questionnaires, personal interviews, and secondary data to provide a comprehensive understanding of social media strategies. A 5-point Likert scale questionnaire is distributed to 100 respondents, with primary data collected from interviews with parents of students at Mango International Preschool. Secondary data is sourced from academic journals, industry reports, and government publications. Non-probability sampling techniques, such as purposive sampling, are used to ensure the sample consists of individuals actively engaged in social media marketing. Data analysis is conducted using MS Excel, with findings presented through graphs, charts, and tables. This systematic approach enhances the reliability and validity of the study, offering valuable insights into the role of social media marketing in shaping customer perceptions, engagement, and long-term brand development.

Objective & Scope of the study
- To study the effect of social media marketing on customer perception towards brand with reference to Apex Consultancy.
- To study the effect of social media marketing on customer satisfaction towards brand with reference to Apex Consultancy.

Data Analysis and Interpretation
1. Pertinence and Value of Social Media Marketing Content
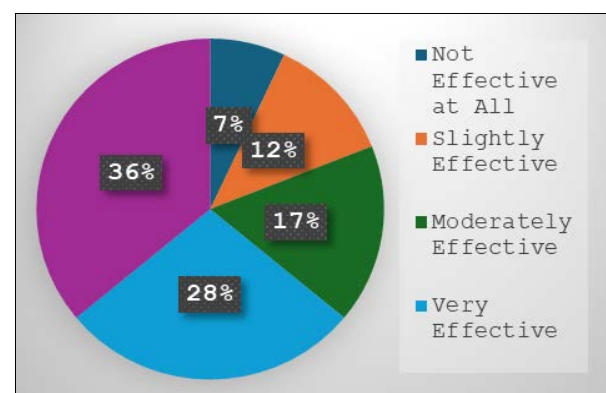
Graph 1: Pertinence and value of social media marketing content

It appears that a majority of respondents find the social media advertising material for a business to be effective. Out of the total 100 valid responses, 36 respondents find social media advertising material for a business to be content to be extremely effective and 28 find it to be very effective. On the other hand, 7 respondents find it not effective at all and 12 find it to be slightly effective. 17 respondents find it to be moderately effective.

2. Frequency of Interaction with Social Media Content
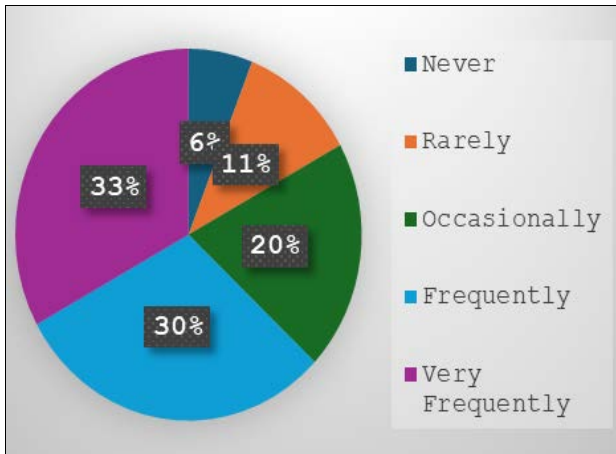
Graph 2: Frequency of interaction with social media content

It appears that a majority of respondents interact with the social media advertising material for a business to be or posts frequently. Out of the total 100 valid responses, 33 respondents interact with the brand's social media content or posts very frequently and 30 interact frequently. On the other hand, 6 respondents never interact with the social media advertising material for a business to be or posts and 11 interact rarely. 20 respondents interact occasionally.

## 3. Impact of Social Media Interaction on Brand Satisfaction
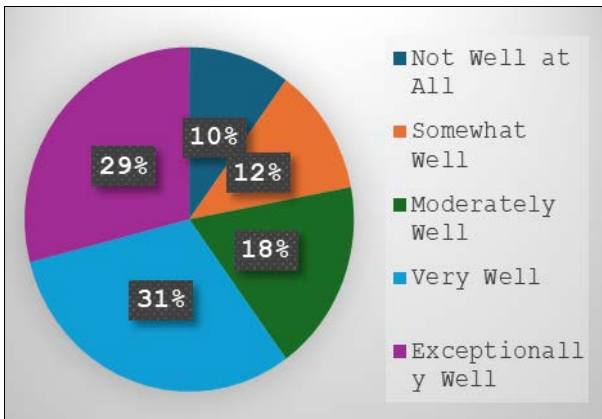
Graph 3: Impact of social media interaction on brand satisfaction

The data indicates that the majority of respondents perceive the aspect being evaluated positively, with 31% rating it "Very Well" and 29% "Exceptionally Well." Moderate satisfaction is reflected by 18% rating it "Moderately Well," while a smaller portion, 12% and 10%, rated it "Somewhat Well" and "Not Well at All," respectively. This suggests a generally favourable perception with room for improvement in addressing the lower satisfaction categories.

4. Effectiveness of Communicating Brand Values and Identity through social media

Moderate satisfaction is reflected by 19% rating it "Moderately Well." A smaller portion rated it "Somewhat Well" (12%) and "Not Well at All" (11%), indicating overall favorable feedback but areas for improvement in lower satisfaction levels.
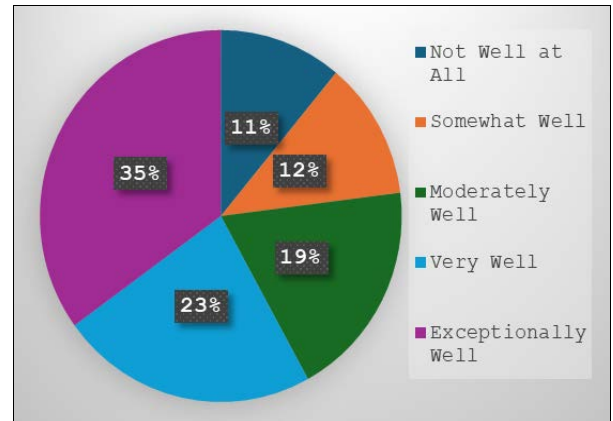
Graph 4: Effectiveness of Communicating Brand Values and Identity through Social Media

5. Influence of Social Media Presence on Brand Credibility and Trustworthiness
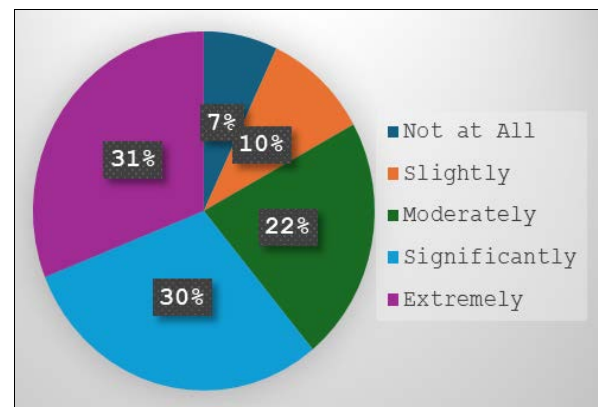
Graph 5: Influence of Social Media Presence on Brand Credibility and Trustworthiness

The data shows that the majority of respondents perceive social media presence to significantly influence brand credibility and trustworthiness, with 31% rating it as "Extremely" impactful and 30% "Significantly." A smaller proportion rated it as "Moderately" (22%) and "Slightly" (10%), while only 7% rated it as "Not at All." Overall, social media presence is seen as a crucial factor for enhancing brand credibility and trust.

6. Likelihood of Endorsing the Brand Based on Social Media Marketing
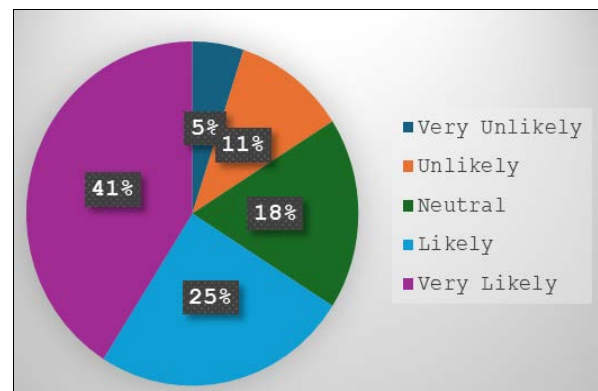
Graph 6: Likelihood of Endorsing the Brand Based on Social Media Marketing

It appears that out of 100 respondents, 41% are very likely to endorse the brand based on its social media marketing initiatives, while 25% are likely to do so. On the other hand, 5% are very unlikely and 11% are unlikely to endorse the brand. The remaining 18% are neutral. Overall, it seems that a majority of the respondents (66%) are likely or very likely to endorse the brand based on its social media marketing initiatives.

7. Importance of Interactivity and Engagement in Social Media Content
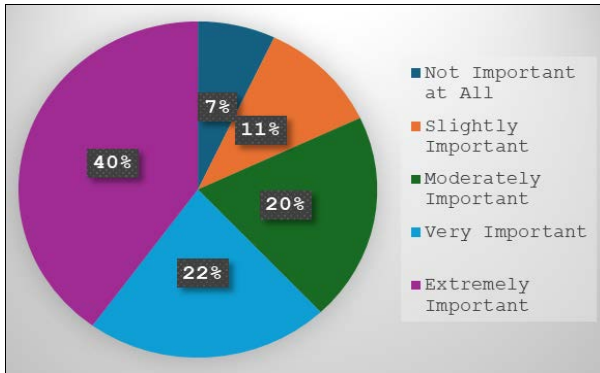
Graph 7: Importance of Interactivity and Engagement in Social Media Content

The majority of respondents believe that interactivity and engagement in social media content are crucial, with 40% rating it as "Extremely Important" and 22% as "Very Important." A significant portion also rated it "Moderately Important" (20%). Only 11% and 7% rated it as "Slightly important" and "Not important at All", respectively. This highlights the strong emphasis placed on engaging and interactive social media content for effective marketing.
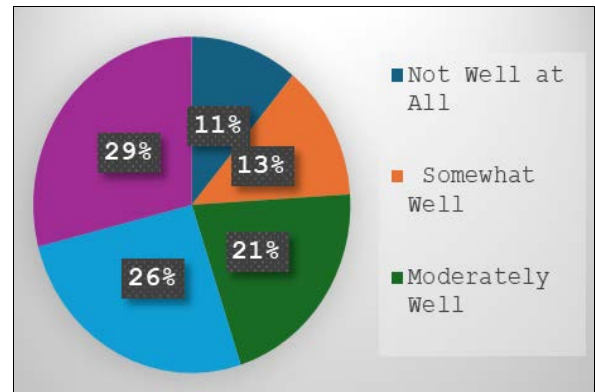
8. Effectiveness of Social Media Marketing in Customer Communication and Feedback Response
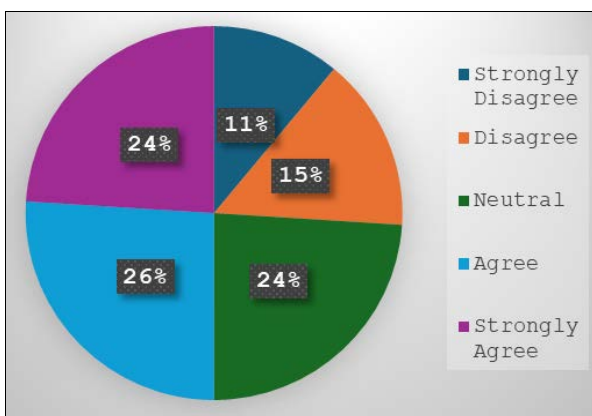
Graph 8: Effectiveness of Social Media Marketing in Customer Communication and Feedback Response

The data indicates a mixed perception of the effectiveness of social media marketing in customer communication and feedback response. While 26% and 24% rated it as "Agree" and "Strongly Agree," respectively, a substantial portion, 24%, remained "Neutral." Additionally, 15% and 11% rated it as "Disagree" and "Strongly Disagree," respectively.

9. Effectiveness of Social Media Marketing in Customer Communication and Feedback Response

Graph 9: Effectiveness of Social Media Marketing in Customer Communication and Feedback Response

The majority of respondents perceive that social media content aligns well with consumer interests and preferences, with 29% rating it "Exceptionally Well" and 26% "Very Well". However, a smaller portion, 21% and 13%, rated it "Moderately Well" and "Somewhat Well", respectively. Only 11% rated it as "Not well at All". This indicates a strong alignment between social media content and consumer expectations, but with areas for improvement in lower satisfaction levels.

10. Likelihood of purchase or transaction after exposure to social media marketing
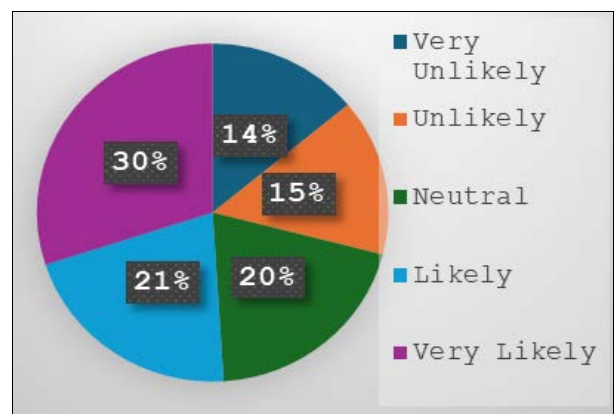

Graph 10: Likelihood of Purchase or transaction after exposure to social media marketing

The majority of respondents are likely to engage in a purchase or transaction after exposure to social media marketing, with 30% rating it as "Very Likely" and 21% "Likely." A smaller portion, 20%, remained "Neutral," while 15% and 14% rated it as "Unlikely" and "Very Unlikely," respectively. This indicates a positive impact of social media marketing on purchase intentions, though some uncertainty remains among respondents.

11. Satisfaction with Overall Brand Experience through Social Media Marketing

The majority of respondents are satisfied with their overall brand experience through social media marketing, with 37% rating it as "Very Satisfied" and 31% "Satisfied." A smaller proportion, 20%, remained "Neutral," while 7% and 5% rated it as "Dissatisfied" and "Very Dissatisfied," respectively. This suggests a positive overall experience, though there are areas for improvement in customer satisfaction.
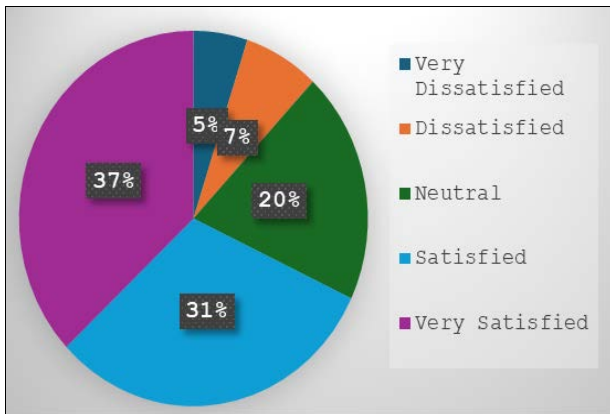
Graph 11: Satisfaction with overall brand experience through social media marketing

12. Positive Influence of Social Media Marketing on Brand Satisfaction
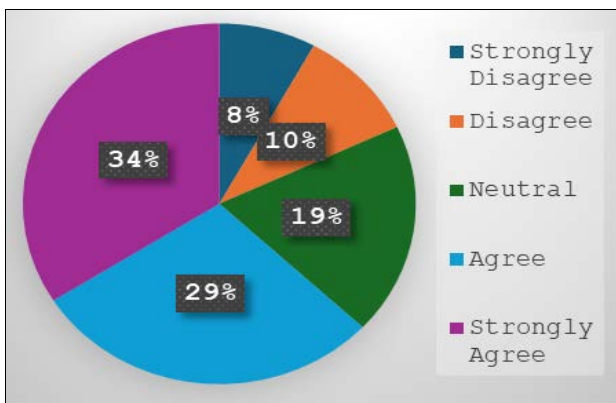
Graph 12: Positive Influence of Social Media Marketing on Brand Satisfaction

It seems as though almost all of the poll participants say that internet marketing efforts have a positive impact on the general perception of the company. Out of the total 100 valid responses, 34 respondents strongly agree and 29 agree with the statement "In what way do you believe social media marketing efforts positively influence your overall brand satisfaction?". On the other hand, 8 respondents strongly disagree and 10 disagree with the statement. 19 respondents remain neutral.

Findings
- The majority of respondents (64%) find social media advertising material for a business to be effective, with 36 rating it as extremely effective, 28 as very effective, 17 as moderately effective, while 19 consider it less effective or not effective at all (Graph No 1).
- The majority of respondents (63%) interact with a business's social media advertising material or posts frequently, with 33 interacting very frequently, 30 frequently, 20 occasionally, while 17 interact rarely or never (Graph No 2).
- The majority of respondents (60%) perceive the aspect being evaluated positively, with 31% rating it "Very Well" and 29% "Exceptionally Well," while 40% expressed moderate to lower satisfaction, highlighting some room for improvement (Graph No 3).
- The majority of respondents (58%) rated the aspect positively, with 35% rating it "Exceptionally Well" and 23% "Very Well," while 42% expressed moderate to

lower satisfaction, indicating overall favourable feedback with areas for improvement (Graph No 4).
- The majority of respondents (61%) view social media presence as highly influential in enhancing brand credibility and trustworthiness, with 31% rating it "Extremely" impactful and 30% "Significantly", while 39% see it as moderately to not impactful (Graph No 5).
- The majority of respondents (66%) are likely or very likely to endorse the brand based on its social media marketing initiatives, while 16% are unlikely or very unlikely, and 18% remain neutral (Graph No 6).
- The majority of respondents (62%) consider interactivity and engagement in social media content crucial, rating it as "Extremely Important" or "Very Important", while 31% view it as moderately to not important, underscoring the need for engaging content in effective marketing. (Graph No 7).
- The data shows a mixed perception of social media marketing's effectiveness in customer communication and feedback, with a significant portion either neutral or expressing disagreement (Graph No 8).
- The majority of respondents perceive social media content as well-aligned with consumer interests, though there are areas for improvement in satisfaction, particularly among those with lower ratings (Graph No 9).
- The data suggests that social media marketing positively influences purchase intentions, with most respondents likely to engage in a transaction, though some uncertainty remains (Graph No 10).
- The majority of respondents are satisfied with their overall brand experience through social media marketing, though there is room for improvement in customer satisfaction. (Graph No 11).
- The majority of poll participants (63 out of 100) believe that social media marketing positively influences overall brand satisfaction, while 18 disagree or strongly disagree, and 19 remain neutral (Graph No.12).

Conclusion
The findings of this study highlight the significant positive impact of internet marketing on customer satisfaction and brand growth. Effective social media marketing strategies that align with consumer preferences and values play a crucial role in enhancing brand perception, credibility, and fostering customer loyalty. Content that resonates with customers' interests and needs is fundamental for successful social media campaigns, with interactive and engaging material being especially important for boosting consumer engagement and overall satisfaction. Brands that can successfully communicate their values and maintain a trustworthy online presence are more likely to cultivate stronger connections with consumers, contributing to a better brand image and increased loyalty.

While the results provide valuable insights, it is important to acknowledge certain limitations, such as the study's scope, potential self-reporting biases, and external factors that could influence the outcomes. These variables may affect the accuracy and generalizability of the findings. Based on the conclusions drawn, businesses can refine their social media strategies by creating more personalized, engaging, and interactive content that fosters deeper consumer interactions and enhances brand satisfaction. Continuous evaluation and adaptation of social media practices are

essential for staying in tune with shifting consumer expectations and market trends. To further strengthen consumer relationships, companies should prioritize offering personalized and timely interactions on social media platforms, ultimately boosting customer happiness and loyalty.

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