

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337

P-ISSN: 2663-3329

[www.marketingjournal.net](http://www.marketingjournal.net)

IJRMMS 2025; 7(1): 155-160

Received: 15-11-2024

Accepted: 25-12-2024

## Dr. Pushpraj Wagh

Assistant Professor, Yashaswi  
Education Society's IIMS  
Chinchwad, Savitribai Phule  
Pune University, Pune,  
Maharashtra, India

## Jayakrishnan P

Student, Yashaswi Education  
Society's IIMS- Chinchwad,  
Savitribai Phule Pune  
University, Pune,  
Maharashtra, India

## Corresponding Author:

### Jayakrishnan P

Student, Yashaswi Education  
Society's IIMS- Chinchwad,  
Savitribai Phule Pune  
University, Pune,  
Maharashtra, India

## A study on customers' awareness and perception towards social media marketing for Vivek Doba academy

Pushpraj Wagh and Jayakrishnan P

DOI: <https://doi.org/10.33545/26633329.2025.v7.i1b.222>

### Abstract

For organizations to engage with their target consumers, social media marketing, or SMM, is essential. With an emphasis on the variables affecting their attitudes and actions, this study explores consumer awareness and perception of SMM. Using business coach Vivek Doba's social media presence as a case study, it examines how social media improves company. Both quantitative and qualitative methodologies are used in the study. In order to improve Mr. Doba's visibility, the report looks at social media platforms, Canva, Google Business Profile creation, keyword research, competitor analysis, content marketing, campaign development, product offerings, and flyer design for several platforms. It also discusses possible hazards when implementing SMM.

The study comes to the conclusion that SMM successfully increases consumer involvement and brand visibility. For businesses to cultivate client loyalty, privacy, genuine message, and trust-building should be given top priority. To connect with target audiences, strategies need to be in line with demographic preferences. The present status and prospects for future expansion of SMM are also examined in the paper.

**Keywords:** Social media marketing (SMM), digital marketing, target audience, customer perception, customer awareness

### Introduction

Customers' knowledge and perception of Vivek Doba Academy's social media marketing (SMM) on Facebook, Instagram, Twitter, and YouTube are investigated in this research. It recognizes the trend toward social media marketing (SMM) in the twenty-first century, which is fueled by rising internet and mobile usage as well as the need for interactive experiences. The two-way communication and focused reach of SMM are emphasized.

The study looked at how social media enhances online visibility and digital communication. Targeted flyers were made, audience behaviour was examined, and a variety of platforms were investigated during the study. Beyond merely gaining more likes and follows, the objective was to increase reach and customer base through audience segmentation, innovative advertising, and competitive analysis.

However, there are difficulties because of shifting consumer tastes and the dynamic nature of social media. Success in SMM over the long run demands flexibility and steady expansion in line with changing trends. The study looks at how these elements affect how Vivek Doba Academy's SMM initiatives are seen and known by its customers.

### Literature review

Yoo *et al.* (2000) <sup>[1]</sup> merge brand awareness and brand association into brand image. They declare that exposing customers to a brand's information via the WOM sources creates, modifies and strengthens the relation between the customers and the brand. The higher the consumer contact with a brand, the stronger it will be in the mind of customers.

Lempert (2006) <sup>[2]</sup> says that customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also frequently demand more control over their media consumption. They require immediate access to information at own convenience. Customers are looking more frequently to various types of social media to look into their information searches and to make decisions regarding purchasing.

Benjamin Ach (2013) <sup>[3]</sup> in their bachelor thesis highlighted the evolution of marketing strategies for businesses more especially their communication strategies, with the important emanate of influence in social media which is changing the way people will get informed and their purchase decision process. The research shows that any business, small or big sized, have to get online and to use social media, if they want to stay on top of their markets. The research is derived by a case study of an Australian internet marketing company, in order to get valuable awareness from internet marketing experts.

Christopher Ratcliff (2014) <sup>[4]</sup> on his case study on a global organization that appears to have mastered in social media strategy Ford. He explains how Ford has included the key success in its strategy including customized posts, user connectivity through tone of voice and importantly, a social media team that read and responds to every single comment made by followers. However, Ford has worked out what works for its own business, and this strategy will not be achievable for different organizations.

Priyanka P.V & Padma Srinivasan (2015) <sup>[5]</sup> in their research study identified various factors that determine the purchase of a product using social media from the point of view of customer's. A model from the perspective of retailer's has been developed that explains to increase customer loyalty of hoe social media can be used. The conclusion of the study gives that continuous customer support services will result in improvement of customer retention. New applications and social platforms will develop and allow even greater personalization and real - time, location - based undertaking in media.

Brendan James Keegan & Jennifer Rowley (2017) <sup>[6]</sup> in their research paper says that knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. A Social Media Marketing Evaluation framework has been developed by the research paper. There are six stages for the framework: setting evaluation objectives,

identifying Key Performance Indicators [KPIs], identifying metrics, data collection and analysis, report generation and management decision making. The paper also identifies and discusses challenges related with each stage of the framework with a vision for better understanding of decision making associated with social media strategies. Two key challenges derived by the study are the agency-client relationship and the available social analytical tools.

### Significanace

The Study talks about the ability of social media to improve digital communication strategy and to increase the online presence.

The Study will also be useful for reference to the society for understanding the long term effectiveness of social media marketing in enhancing the brand awareness, generate leads, and ultimately drive sales.

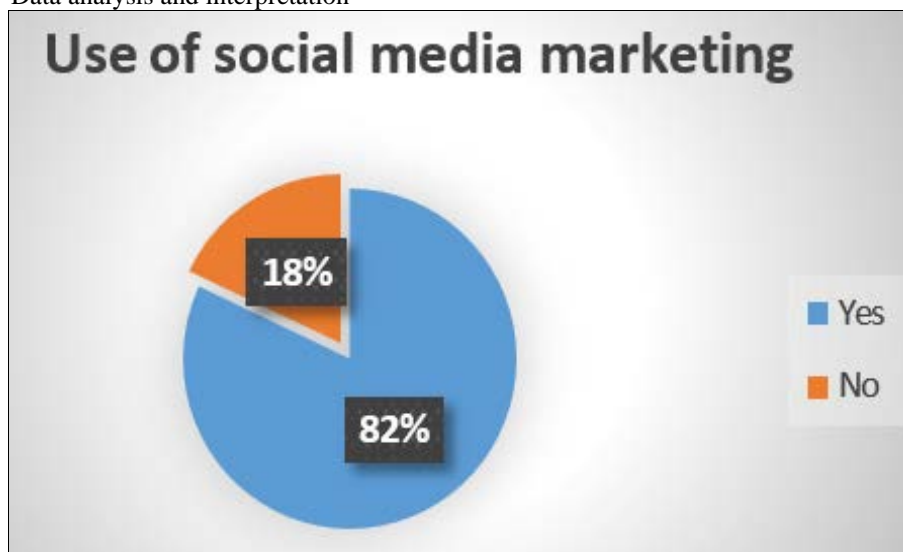
### Research Methodology

The present study is based on primary as well as secondary data. The secondary data was collected through various journals, books and websites. The primary data is collected through a structured questionnaire and personal interview from a sample of 100 individuals selected on the basis of convenience sampling method from Chinchwad. MS Excel was used for the analysis of the data. The conclusion is based on the information collected through questionnaire, interaction with respondents of Vivek Doba Sir's clients through formal/informal interactions with the respondents as well as observations of respondents made during the study.

### Objectives of the study

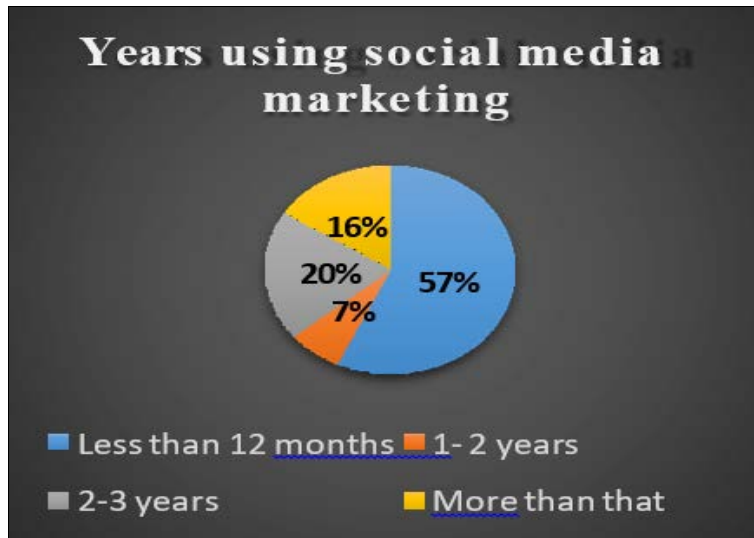
1. To study about the customer awareness towards social media marketing.
2. To study about the customer perception towards social media marketing.
3. To understand the effectiveness of social media as a marketing tool in reaching target customers.

### Data analysis and interpretation



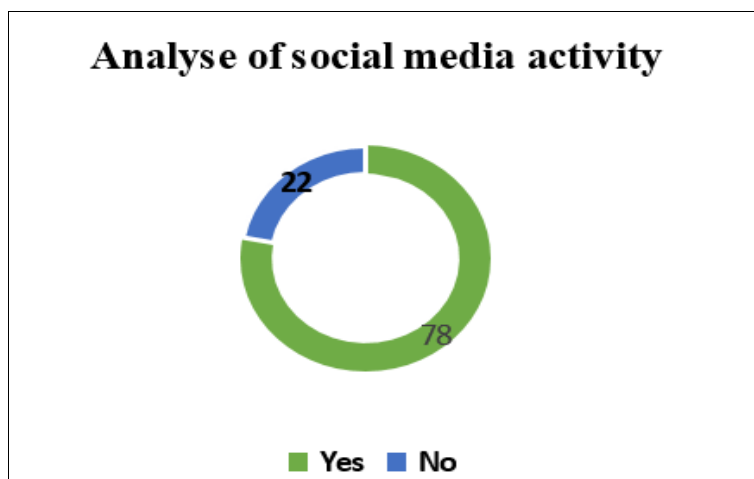
**Graph 1:** Use of social media to market your business

**Interpretation:** From the above analysis it is interpreted that 82% respondents use social media for marketing and rest 18% said no.



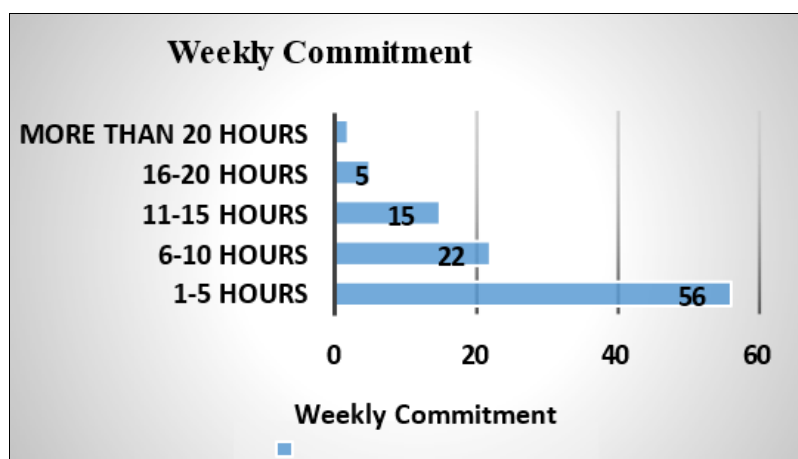
**Graph 2:** Years of using social media for marketing

**Interpretation:** From the above analysis we can see that 57% of respondents using social media for marketing for less than 12 months, rest with 7% for 1-2 years, 20% for 2-3 years and 16% for more than that.



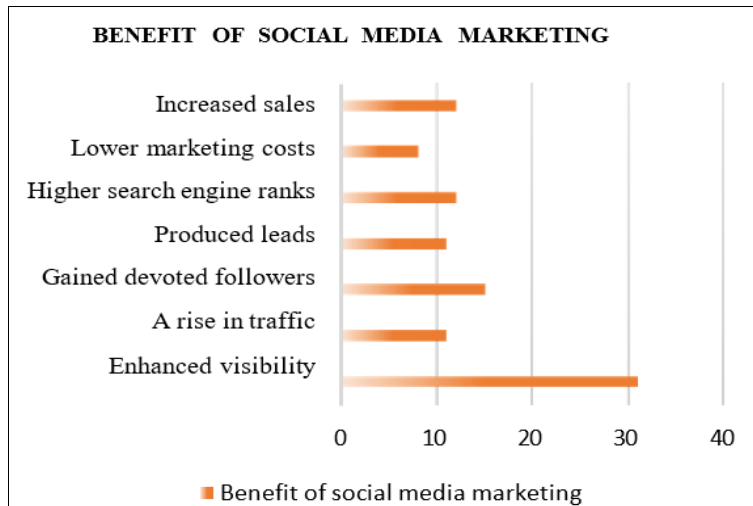
**Graph 03:** Analyze your social media activity

**Interpretation:** From the given pie chart representation we can see that the no. of respondents who analyze social media activities is 78% with Yes and rest 22% with No response. Weekly commitment for social media marketing:



**Graph 4:** Weekly commitment for social media marketing

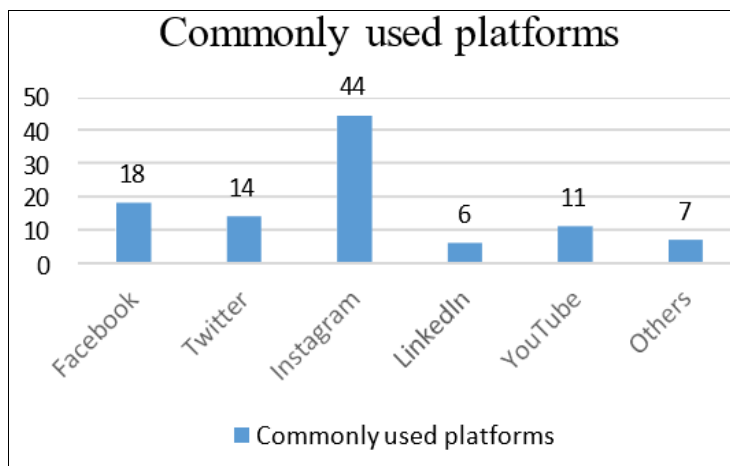
**Interpretation:** Based on this outcome, it can be shown that 56% of marketers use social media for 1- 5 hours as weekly commitment and rest as follows.



Graph 5: Benefit get from social media marketing

**Interpretation:** The main benefit of social media marketing is firstly, enhanced visibility with responses of 31%; secondly, gained devoted followers with 15%;

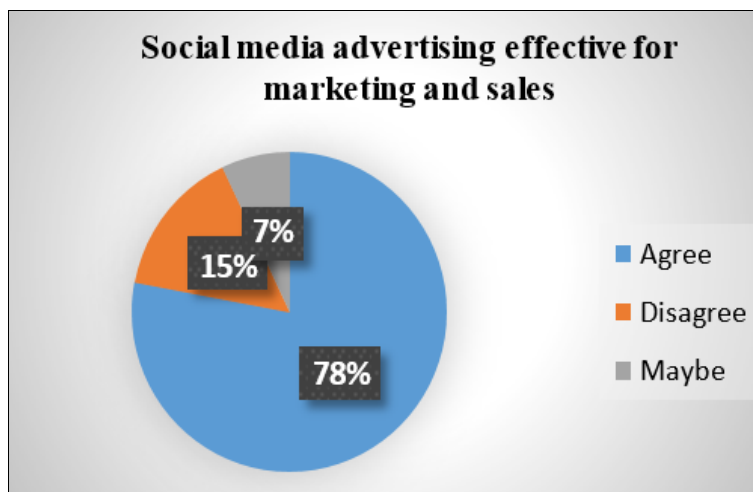
thirdly, higher search engine ranks and increased sales with 12%; fourthly, a rise in traffic and produced leads with 11% and lastly 8% with lower marketing costs.



Graph 6: Commonly used platforms used for social media marketing

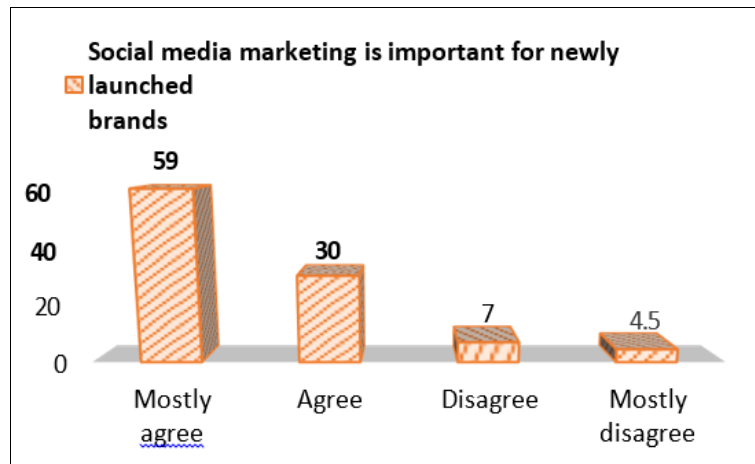
**Interpretation:** The top five platforms used by marketers were Facebook, Twitter, Instagram, LinkedIn, YouTube,

Others; with Instagram (44%) leading the field. Social media advertising effective for marketing and sales:



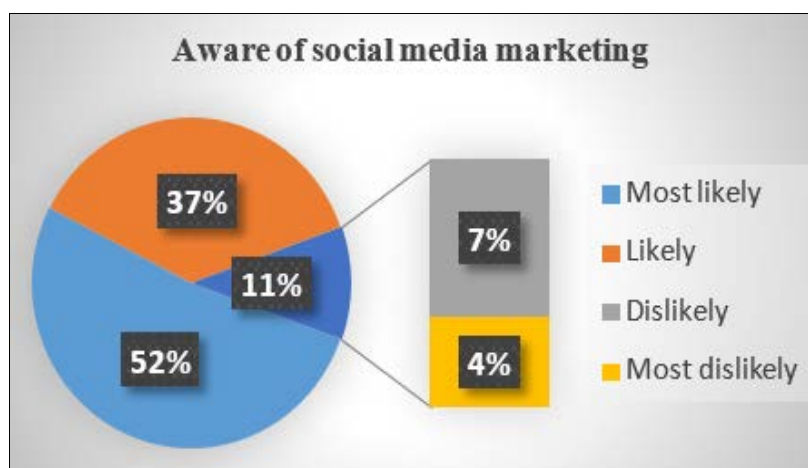
Graph 7: Social media advertising effective for marketing and sales

**Interpretation:** From the above analysis it is interpreted that 78% of respondents are saying social media advertising is effective for marketing and sales.



**Graph 8:** Social media marketing important for newly launched brands now a days

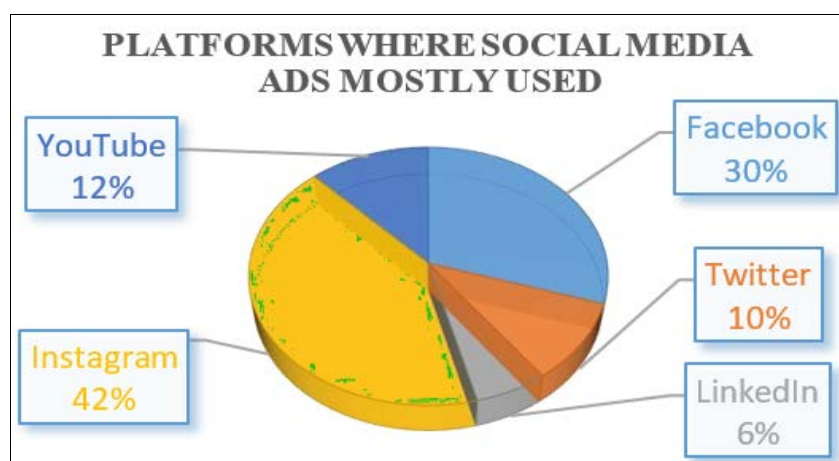
**Interpretation:** Based on the outcome, it can see that mostly new launch brands have importance in social media marketing with a response of 59% and rest as follows.



**Graph 9:** Aware of social media marketing of respondents

**Interpretation:** From the above data analysis 52% of responded are aware of social media marketing.

Platforms where social media ads mostly used for different brands



**Graph 10:** Platforms where social media ads mostly used

**Interpretation**

Instagram was ranked as the most significant platform by the marketers (42%) followed by Facebook (30%), YouTube (12%), Twitter (10%) and LinkedIn (6%). This graph shows that Instagram is the most powerful platform for marketers.

**Findings**

- 82% respondents use social media for marketing and rest 18% said no. (Graph 01)
- It was observed that majority of the respondents i.e. 57%, have started using social media for marketing from last 12 months, rest with 7% for 1- 2 years, 20%



for 2-3 years and 16% respondents said that they are using social media for marketing since more than three years. (Graph 02)

- 78% of respondents analyze social media activities and rest 22% of respondents don't analyze their social media activity. (Graph 03)
- 56% of marketers use weekly commitment towards the social media for 1-5 hours, 22% use social media for 6-10 hours, 15% with 11-15 hours, 5% with 16-20 hours and rest 2% more than 20 hours as weekly commitment toward social media activities. (Graph 04)
- 31% of respondents says the main benefit of social media is to enhanced visibility, 15% with gained devoted followers, 12% respondents with search engine ranks and increased sales, 11% with rise in traffic and produced leads and lastly 8% of respondents thinks lower marketing costs as the benefit of marketing. (Graph 05)
- 44% of respondents find Instagram as commonly used platform, 18% with Facebook, 14% with Twitter, 11% with YouTube and 6% with LinkedIn. (Graph 06)
- 78% of respondents are saying social media advertising for marketing and sales. (Graph 07)
- 59% of respondents mostly agree that social media marketing is important for newly launched brands. (Graph 08)
- 52% of respondents is aware about social media marketing. (Graph 09)
- Instagram with a respondents data of 42% continue with Facebook 30%, YouTube 12%, Twitter 10% and LinkedIn 6% have been the platforms where social media ads mostly used. (Graph 10)

**Conclusion and discussion:** Organizations globally recognize social media's power to connect with customers. Its use is rapidly growing and becoming crucial for marketing. Effective social media strategies require more than just platform experimentation; they demand developing impact metrics and fostering customer dialogue. Future success hinges on navigating these new connections with stakeholders. While social media's potential is vast, innovative outreach methods are still evolving. This study reveals significant customer awareness of SMM techniques, particularly regarding Canva, content, and lead marketing. Positive audience perceptions of SMM as a valuable information source influence purchasing decisions. Businesses can effectively leverage SMM by providing transparent, authentic, and valuable content.

**Scope for future research:** This study of consumer knowledge and perception of Vivek Doba Academy's social media marketing should be expanded upon in future research. Targeted methods would be made possible by investigating demographic differences in awareness and perception. The changing influence of SMM would be shown by longitudinal studies that monitor changes over time. Competitive analysis could point out areas that need work. It would be beneficial to look at how SMM directly affects consumer actions like enrolling in courses. Richer insights may be obtained through qualitative research using interviews. Analysis of efficacy by platform (e.g., Facebook vs. Instagram) would be helpful. It is essential to investigate new trends, such as short-form video. It's critical to develop reliable SMM ROI measuring techniques. Lastly, ethical considerations, such as consumer views on data privacy,

should be taken into account in future research. These investigations would advance a more thorough comprehension of social media marketing.

## References

1. Yoo B, Donthu N, Lee S. An examination of selected marketing mix elements and brand equity. *J Acad Mark Sci.* 2000;28(2):195-211. doi:10.1177/0092070300282002.
2. Mora E, Vila-Lopez N, Küster-Boluda I. Segmenting the audience of a cause-related marketing viral campaign. *Int J Inf Manag.* 2021;59(C):102296. doi:10.1016/j.ijinfomgt.2020.102296.
3. Lamberton D, Stephen AT. A thematic exploration of digital, social media, and mobile marketing: research evolution from 2000 to 2015 and an agenda for future inquiry. *J Mark.* 2016;80(3):146-172. doi:10.1509/jm.15.0415.
4. Dukare G, Salunke MS. Effect of promotional tools in product marketing. In: 2nd International Conference on Innovation in Management & Information Technology; 2022 Feb; p. 203.
5. Misal S, Mundhe S. Study of usage & impact of HRIS in IT and non-IT industry. *Organ.* 2020;72:20.
6. Misal S, Mundhe S. Impact of e-learning websites on students learning: A study of the influence of e-learning website on MCA students. *Int J Manag IT Eng.* 2019;9(5):328-336.
7. Misal S, Mundhe S. Study of various influencing factors to use new technologies in teaching-learning by MBA faculty. *Think India J.* 2019;22(10):5721-5726.
8. Wagh P, Patil V. A study on the impact of COVID-19 pandemic and recovery of Indian economy. In: 2nd International Conference on Innovation in Management & Information Technology; 2022 Feb; p. 221.
9. Ubale VN, Wagh P, Samudre MVB. An analysis of non-banking financial companies (NBFC) in the post-COVID-19 pandemic era.
10. Wagh DP. A study of consumer behavior towards cosmetic products with reference to Lakme. *Sambodhi UGC Care J.* 2021;44(1):25-31.
11. Mahankal M, Jindal S. GST (Goods and Services Tax): Impact on the Indian Tax System. *Int J Res Anal.* 2022; 10(2):156-163.
12. Rahate V, Mohanty V, Arora A, Bagul DB, Disawal V, Kulkarni A. Analysis of human resource predictive models utilizing machine learning. In: 2023 International Conference on Communication, Security and Artificial Intelligence (ICCSAI); 2023 Nov; p. 145-150. IEEE.
13. Mohanty V, Zunjur A. Covid-19 pandemic preparedness of organizations and its impact on digital maturity. *Parikalpana KIIT J Manag.* 2022;18(1):134-144.
14. Mohanty V, Jyotirmaya S. Post-pandemic metamorphosis in HR curvatures. *Parikalpana: KIIT J Manag.* 2021;17(1):110-119.
15. Gaikwad SB, Deshpande M, Gautam I. Role of social media information in influencing investment preferences of retail investors: an empirical study. *J Inform Educ Res.* 2023;3(2):45-56.
16. Deshpande M, Dhoka H. An analytical study of use of UPI payment gateways among post graduate students in PCMC. 2025; Available from: [insert publication URL or citation if applicable].