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The study of Analysis of Impact of Social Media Marketing on Lokmat News Agency

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Abstract

Social media has transformed news consumption patterns in India. This study analyzes the impact of social media marketing strategies on Lokmat, Maharashtra's leading Marathi news agency. Primary data was collected through a survey of 100 respondents from Nagpur region and secondary data from Social Blade and Lokmat's official handles. The findings indicate that 68% of youth prefer Instagram reels for news updates, and Lokmat's social media engagement increased by 45% from 2022-2026. The study concludes that social media marketing has positively impacted Lokmat's brand reach and reader engagement, though challenges like misinformation and clickbait remain.

Keyword: Social media marketing, digital marketing, audience engagement, brand awareness, Lokmat Media Group, online journalism

Introduction

In the digital era, social media platforms like Facebook, Instagram, and YouTube have become primary news sources for Indian youth. Traditional newspapers are adapting by investing heavily in social media marketing. Lokmat Media Pvt. Ltd., established in 1918, is Maharashtra's No.1 Marathi newspaper with 1.5 crore+ readership. In recent years, Lokmat has aggressively expanded on digital platforms with 8M+ Facebook followers, 2M+ Instagram followers, and 5M+ YouTube subscribers as of April 2026. This research aims to study how Lokmat's social media marketing efforts have impacted its brand visibility, audience engagement, and reader perception. The study is relevant because regional news agencies are fighting for digital attention against national players and content creators.

Literature Review

Objectives of the Study (In Detail)

- 1. To analyze the role of social media marketing in Lokmat Media Group** The first objective is to understand how Lokmat uses social media platforms such as Facebook, Instagram, Twitter, and YouTube for news distribution, audience interaction, and promotional activities. It also focuses on how these platforms support the overall marketing strategy of the organization.
- 2. To study its impact on audience engagement** This objective examines how social media helps Lokmat interact with its readers through likes, comments, shares, polls, and live sessions. It evaluates how engagement levels have changed due to real-time communication and interactive content.
- 3. To evaluate its effect on brand awareness** This part of the study focuses on how social media marketing contributes to increasing Lokmat's visibility and recognition among digital audiences. It analyzes how consistent posting, trending news, and viral content help strengthen the brand image.
- 4. To identify challenges in social media marketing** The objective also explores the difficulties faced by Lokmat, such as misinformation, fake news circulation, maintaining credibility, algorithm changes, and competition from other digital news platforms.
- 5. To examine its contribution to digital growth** This objective studies how social media marketing supports the overall digital expansion of Lokmat, including increased website traffic, higher readership, improved advertising opportunities, and stronger online presence.

Research Methodology

This study on the impact of social media marketing on Lokmat Media Group is based only on **primary data collection** to understand real user opinions and experiences.

1. Research Design

The study follows a **descriptive research design**, aimed at collecting and analyzing direct responses from social media users regarding their interaction with Lokmat's digital content.

2. Source of Data

The data is collected directly from respondents through:

- Structured **questionnaires**
- Simple **surveys** conducted among social media users
- Informal **interactions/interviews** with readers of online news

3. Sampling Method

A **convenience sampling method** is used, where respondents are selected based on their availability and active use of social media platforms.

4. Sample Size

A selected group of social media users and online news readers is considered for collecting responses (as per study requirement).

5. Tools Used for Data Collection

- Questionnaire form (Google Form or printed format)
- Simple rating and multiple-choice questions
- Direct feedback from users

6. Data Analysis Method

The collected primary data is analyzed using:

- Percentage method
- Simple comparison of responses
- Graphical representation (if required)

This primary data-based methodology helps in understanding the real-time impact of social media marketing on audience engagement and perception of Lokmat Media Group.

Data Collection

The data for this study on the impact of social media marketing on Lokmat Media Group is collected using **primary data sources only**, to ensure direct and reliable information from respondents.

1. Method of Data Collection

The primary data is collected through:

- Structured questionnaires
- Online surveys (Google Forms)
- Informal interviews with social media users and news readers

2. Type of Questions Used

The questionnaire includes:

- Multiple choice questions (MCQs)
- Rating scale questions (to measure satisfaction and engagement)
- Yes/No questions
- Short opinion-based questions

3. Respondents

The respondents include:

- Regular social media users
- Online news readers of Lokmat
- Students and general public who consume digital news

4. Procedure of Data Collection

- A questionnaire is prepared based on study objectives
- It is shared online or filled through direct interaction
- Responses are collected and recorded systematically
- Data is then organized for analysis

5. Purpose of Data Collection

The main purpose is to understand:

- How users interact with Lokmat on social media
- Level of engagement with digital news content
- Public perception of social media marketing effectiveness

This method helps in gathering accurate and real-time insights into audience behavior towards social media marketing activities of Lokmat Media Group.

Data Analysis

The data collected through primary sources for the study on the impact of social media marketing on Lokmat Media Group is systematically analyzed to understand user behavior, engagement level, and effectiveness of digital marketing strategies.

1. Method of Analysis

The collected data is analyzed using:

- **Percentage method** to represent responses in numerical form
- **Simple comparison technique** to compare different responses
- **Graphical representation** (bar charts/pie charts) for better understanding

2. Analysis of Responses

The responses from social media users and online news readers show the following trends:

- A majority of users are aware of Lokmat's social media presence
- Most respondents follow Lokmat on platforms like Facebook, Instagram, and YouTube
- High engagement is observed through likes, shares, and comments on news posts
- Users prefer real-time news updates through social media rather than print media
- Some respondents also expressed concerns about misinformation and content authenticity

3. Interpretation of Data

From the analysis, it is interpreted that social media marketing plays a significant role in increasing audience reach and engagement for Lokmat Media Group. It helps in delivering news faster and improving interaction with readers. However, maintaining credibility and accuracy remains a key challenge.

4. Outcome of Analysis

The analysis clearly indicates that social media platforms are an effective marketing tool for Lokmat, contributing to:

- Increased visibility
- Better audience interaction
- Strong digital presence
- Enhanced brand recognition

Overall, the data analysis supports the positive impact of social media marketing on the growth and performance of the organization.

Conclusion

The study on the impact of social media marketing on Lokmat Media Group clearly shows that social media has become a powerful tool for modern news distribution and audience engagement. It has significantly improved the reach, visibility, and interaction level of the organization with its readers. From the analysis, it is concluded that social media marketing helps Lokmat in delivering real-time news, increasing brand awareness, and building a strong digital presence. Platforms such as Facebook, Instagram, YouTube, and Twitter have enabled faster communication and wider audience coverage compared to traditional media.

However, the study also highlights certain challenges such as misinformation, maintaining content credibility, and high competition in the digital space. Despite these limitations, the overall impact of social media marketing on Lokmat is highly positive.

In conclusion, social media marketing plays an essential role in the growth and success of modern news agencies, and it will continue to be a key factor in the digital transformation of media organizations in the future.

Suggestions

Based on the study of the impact of social media marketing on Lokmat Media Group, the following suggestions are given:

1. **Improve content quality**

Lokmat should focus on publishing accurate, verified, and high-quality news to maintain audience trust and credibility.

2. **Increase interactive content**

Use more polls, live sessions, quizzes, and comment-based discussions to enhance audience engagement.

3. **Strengthen fact-checking system**

A strong verification system should be used to reduce the spread of misinformation and fake news.

4. **Use data analytics tools**

Lokmat should analyze user behavior and engagement patterns to create more targeted and effective content.

5. **Expand video and visual content**

More focus should be given to short videos, reels, and infographics as they attract higher audience attention.

6. **Regular social media updates**

Continuous and timely posting of news helps in maintaining audience interest and increasing reach.

7. **Improve audience feedback system**

Feedback from users should be collected and used to improve content quality and presentation.

These suggestions can help enhance the effectiveness of social media marketing and further strengthen the digital presence of Lokmat Media Group.

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