



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Impact Of Social Media And Its Role In Online Market

Dr Mallikarjun B

Associate professor

Government First Grade College

Birur

Abstract: The growing popularity of social media has forced marketers to consider this platform as part of their overall marketing strategy, along with traditional marketing areas. The number of social media users today is larger than the population of many countries. Social media has become a key tool for people to communicate and connect with others, including organizations. Individuals use these platforms to share their experiences, reviews, information, advice, warnings, tips, and any other issues that are relevant or interesting to their network or friends. As a result, it can help build a strong community that supports effective marketing efforts and encourages customer action.

Index Terms - Marketing, Media, Traditional, Effective, etc

1. Introduction

Internet marketing is entirely digital, meaning it involves electronic information shared on computers or similar devices. However, it can also work alongside traditional offline advertising and sales. The importance of internet marketing for a business depends on the type of products or services it offers and the habits of its target audience. Over the past eight years, there has been a significant shift in how people consume media, moving more towards digital platforms. This means that the internet is becoming increasingly important across all product and service categories. As new technologies emerge, businesses that adapt quickly gain a competitive advantage. Companies like Microsoft, eBay, Amazon, and Google are prime examples of how technology can drive success. In India, social media has become a favourite tool for young people. Social Media Marketing is now a hot topic, and every business owner is eager to learn how it can benefit their business. People naturally want to connect with others and share important information. Social Media Marketing focuses on how technology helps people interact with their social circles and how businesses can take advantage of these interactions. More and more customers use social media in their daily lives for both personal and professional reasons. Social media can be broadly defined as activities where people create, share, bookmark, and network content quickly. Social networking sites are a type of platform where people connect with others who share similar interests. These sites use social media technology to build relationships and communities. Users can create profiles, share content, and view connections within a structured system. It's clear that social networking sites are a form of social media. The growing reliance on technology for everyday communication shows how important it is to understand how these platforms affect daily activities. Anyone from teenagers to older adults can join a social network. Once registered, users can start building their own network of friends with shared interests. Sites like Facebook, Twitter, and LinkedIn are changing

how people form and maintain relationships, from close friendships to casual connections. Today's consumers want to know more about products before purchasing. Social networks are very effective at influencing buying decisions because many users trust their friends' opinions more than traditional marketing. Customers can now directly share their views about a brand, which means marketers must respect and respond to these voices.

2. Social media

Social media are tools that use computers to let people make, share, or trade information, ideas, and images or videos in online communities and networks. Social media can be described as a group of internet-based apps that are built on the ideas and technology of Web 2.0, which let users create and share content. Moreover, social media use mobile and web technologies to build highly interactive platforms where individuals and groups can share, work together on, discuss, and change content that people create. These platforms bring major and widespread changes to how businesses, organizations, communities, and people communicate. These changes are the main topic of the new field of self-studies.

Social media differ from traditional or industrial media in several ways, such as quality, reach, how often content is shared, how easy it is to use, how fast information is shared, and how long content stays available. There are many effects that come from using the internet. According to Nielsen, internet users spend more time on social media websites than on any other type of website. At the same time, the total time people in the U.S. spent on social media, both on computers and mobile devices, went up by 99%. In 2024, the biggest social network was Facebook, and other popular ones included Twitter, Instagram, LinkedIn, and Pinterest.

3. Statement of the Problem

Technology enables consumers to research products and services, which makes social media a crucial tool for online marketing. The purpose of this study is to gather suggestions for improving online products and services and to assess consumer satisfaction through social media.

4. Need for the study

Social media has a big effect on online shopping by shaping how people make buying decisions, how brands are built, and how businesses plan their marketing. It helps people find new products, build relationships with brands, interact with companies, and see ads that are tailored to them. Because it's interactive, it allows businesses and customers to talk directly to each other, which builds trust and makes people more likely to buy something.

5. Objectives of the study

- 1.To understand what social media is and how it is used in online marketing.
- 2.To learn about the factors that affect a consumer's decision to buy products through Social media.
- 3.To study and explain how satisfied social media users are with their experience.
- 4.To provide useful recommendations based on the findings from the survey.

6. Research Methodology

Secondary Data: Secondary data is gathered by someone who isn't involved in the current research or analysis. This data was collected for a different purpose and at a different time in the past. When a researcher uses this data for their own study, it becomes secondary information. This type of information can be in the form of written, typed, or electronic documents. Secondary data is obtained from external sources, such as articles, newspapers, the internet, research papers, and other similar materials.

7. The Role of social media in Online marketing

Social media is really important for e-commerce, helping to boost sales, connect with customers, and make a brand more well-known. By knowing how social media helps in e-commerce, your business can make the most of it and do well in the online marketplace. Here's how social media helps in e-commerce:

1. **Building a Brand:** social media helps businesses create their brand image, earn customer trust, and keep customers loyal.
2. **Engaging with Customers:** It allows businesses and customers to talk directly, which means quick communication, getting feedback, and offering support.
3. **Marketing and Advertising:** Social platforms let businesses advertise to the right people, which helps increase visibility and send more traffic to their websites.
4. **Promoting Products:** It's a great way to show off products, give demos, and share special deals, making it a key part of promoting products.
5. **Researching the Market:** social media gives businesses information about what customers like, what they buy, and what they think, helping them improve their strategies.

8. Strategies for social media in Online Marketing

By understanding how to use social media effectively for e-commerce, businesses can make the most of social media's influence on online sales. Here are some key strategies to follow:

1. **Define Your Target Audience:** Know who your ideal customers are, including their age, interests, and online habits. This helps in creating content and ads that speak directly to them.
2. **Content Marketing:** Create a plan for content that highlights your products, shares your brand's story, and offers useful information to your customers.
3. **Work with Influencers:** Partner with influencers to connect with new people, build trust, and boost sales.

9. Impact of social media on online Marketing

1. Building a Strong Brand and Increasing Awareness: social media allows businesses to build a clear brand image and develop long-term customer relationships. Sharing interesting content, running ads that target specific groups, and engaging with followers can boost how well-known your brand becomes.

2. Boosting Sales and Conversions: social media offers direct ways to promote and sell products. You can show off your products, share demos, offer special deals, and even let customers buy directly through social media features. Working with influencers also helps move more products by reaching their followers.

3. Improving Customer Interaction and Loyalty: social media allows businesses to talk directly with customers, respond to questions, and offer support in real time. Platforms like Facebook, Instagram, and Twitter also offer tools for reaching specific groups of people, helping to build stronger connections. Customer reviews and testimonials shared on social media can also make people trust your brand more and keep coming back.

4.Gaining Insights and Researching the Market: social media gives businesses a way to learn what customers like, what they say, and how they behave. By monitoring conversations and tracking trends, businesses can adjust their plans and improve their offerings.

5.Increasing Reach and Visibility: social media gives businesses access to a huge audience around the world. Using targeted ads and sharing content helps businesses reach the right people, making their message more effective.

6.Adapting to Changing Customer Behaviour: social media has changed how people find products, decide to buy, and interact with brands. To keep up, businesses need to focus on mobile-friendly experiences, easy ways to shop on social platforms, and personalized service.

10. Importance of Social Media Service in E-commerce

Every business needs to understand its target market better, and social media plays a big role in that. Here are the top 7 ways social media impacts e-commerce businesses:

1.Improved Customer Service: Social media lets customers interact with businesses in real-time. They can directly message or call sales representatives on social sites with their questions, helping businesses offer quick and personalized support. Businesses can resolve customer issues fast and efficiently. This transparent and public approach builds trust and helps keep customers happy.

2.Market Insights: Real-time market insights are crucial for business success. Social media platforms give businesses data to understand consumer behaviour, preferences, and trends. By watching what people say online, businesses can spot new market trends and adjust their services. Acting quickly on these changes helps them stay competitive and increase sales. Making decisions based on data can boost a business's performance.

3.Facilitates Direct Sales and Purchase: social media has changed the way businesses work. No longer do they need physical stores to show their products. Platforms like Facebook, Instagram, and Twitter now support e-commerce, letting companies create online shops. Customers can view products and buy them directly through these platforms. This makes shopping easier and opens up new income opportunities for businesses.

4.Competitive Analysis: Social media helps businesses analyse their competition and compare themselves with others. They can learn about competitors' marketing strategies, how they engage customers, and what products they offer. By studying both successes and failures, businesses can plan better in line with market needs. Social media also allows for targeted ads that reach specific groups of people, making marketing more effective in driving sales.

5.Increases Reach and Visibility: Social media platforms are where many customers go to look for products and services. This helps businesses connect with a wider audience and raise brand awareness. Companies can use these platforms to engage with customers, build trust, and even use feedback to improve their offerings.

6.Opportunities for User-Generated Content: social media is great for encouraging user-generated content and brand advocacy. Customers often share their experiences and opinions about a business's products with a large audience. This can build trust with new customers and improve the business's reputation, engagement, and profits.

7.Effective Launch of New Products: social media is a strong tool for businesses to connect with their target audience. Companies can create excitement around new products by sharing sneak peeks and building anticipation. They can also use social media to get feedback from their audience, helping them refine and improve their offerings before launch.

11. Global & Indian Social Media User Statistics (2024-2025)

Table 1 – Key User Metrics for India

Metric	Value
Internet users in India (Jan 2025)	~ 806 million (\approx 55.3% of population)
Social media “user identities” in India (Jan 2025)	~ 491 million (\approx 33.7% of population)
Increase in social media users (early 2024 → Jan 2025)	+29 million (+6.3%)
Platform-share (Aug 2024–Aug 2025) in India – top three	Facebook ~ 45.8%, Instagram ~ 37.3%, YouTube ~ 10.0%

These metrics show that India remains a major growth market in social media. That ~491 million people in India had social media identities by Jan 2025 (\approx 33.7% of population) shows large reach. The growth of +6.3% year-on-year highlights that penetration is still increasing. The platform-share data emphasises that while Facebook remains dominant, Instagram is closing in, and YouTube also commands a significant share. These facts are useful when you discuss how social-media engagement and usage patterns feed into online marketing strategies, especially for Indian context.

12. Digital & Social Media Advertising Trends in India

Table 2 – Advertising & Digital Spend Metrics – India

Metric	Value
India’s digital advertising market revenue in 2024	~ US\$13,632.3 million
Projected CAGR for India’s digital ad market (2025-2030)	~ 15.3%
Digital advertising’s share of India’s total ad spend (2024)	~ 50%-60%
Digital ad spend growth in India (2024)	~ 21.4% rise to US\$5.20 billion
Social media’s share within digital ad spends (2024)	~ 29% (~₹ 14,480 crore)

these data show that digital advertising (which includes social media) is increasingly dominating the ad-market in India. For your document on “Online Marketing”, this means that social media is not just a communication tool but a major marketing channel with real investment behind it. The projected growth (15%+ CAGR) indicates that the trend will continue, so companies studying into the future must take social-media marketing seriously in their financial-reporting and strategy modelling. The statistic that social media contributed ~29% of digital spends shows how important platform choice, target audience and ad format become in budgeting and forecasting.

13. Platform-Wise Usage & Implications for Marketing Strategy

Table 3 – Platform-Wise User Insights (India) – Selected Highlights

Platform	Approximate Reach / User-base (India)	Key Implication for Marketers
Facebook	~ 45.8% platform-share among social media in India (Aug 2024–Aug 2025)	Strong reach, good for broad-audience engagement, but perhaps more mature market.
Instagram	~ 37.3% share (same period)	Higher engagement especially among younger demographics; good for brand-building and visual content.
YouTube	~ 10% share	Video dominated; rising importance of short-form video and content marketing.

While Table 3 is a summarised view rather than full numeric user-counts, it underlines how platform choice matters. For online marketing or e-commerce strategy (which you also discuss in your document), you'll want to emphasise that:

- Younger users may gravitate to Instagram/YouTube rather than Facebook.
- Video formats (YouTube, Instagram Reels) are becoming more important — which means content and ad formats need adapting.
- For financial reporting (IFRS/financial statements) in companies that rely on social-media marketing, the spending allocation, expected ROI, impairment risk (if engagement falls) may all be relevant.

14. Suggestions

1. Social media platforms should enhance their services based on new technology to keep customers interested.
2. The website should be updated to align with the social media strategy.
3. Manufacturers and producers need to use social media to promote their products in the market.
4. To keep customers coming back, social media should focus on building loyalty through good customer support.
5. Social media needs to be focused, well-planned, and followed through with consistency and fresh ideas.
6. Social media must use ethical and effective advertising methods for customers.
7. Social media should offer services that meet customer expectations through their websites.
8. Manufacturers should use social media in a planned and organized way to help their products succeed in the market.
9. Before creating a product, manufacturers should use social media to get feedback from people about what kind of product they want and its price, so they can make it according to customer needs.

15. Conclusion

Social media, though a relatively new concept, is becoming an increasingly important part of marketing strategies. The perception of social media marketing has changed rapidly; it is no longer seen as a temporary trend but as a flexible and well-organized tool across all social platforms. These platforms have become essential for any business aiming to establish itself in both traditional and digital markets. This is supported by the current study, which shows that most respondents rely on social media. They use the internet frequently and gather information about products and services they need. Facebook, in particular, plays a dominant role in marketing because a large number of people are on the platform, and they receive updates on various topics such as technology, products, politics, education, friends, entertainment, and more. By incorporating social media into its marketing efforts, the National Trust can more easily reach its key target audience—young people—and communicate its messages in a way that resonates with them.

16. References

1. Abu Bashar, Irshad Ahmad and Mohammed Wasiq, (2012), **“Effectiveness of social media as a marketing tool: An empirical study”**, International journal of marketing, financial services & management research, Vol. 1, Issue. 11
2. Geetanjali Naidu and Sunil Agrawal, (2013), **“A study on impact of social media in buying behaviour of consumer/customer with special reference to Raipur city”**, Journal of Harmonized Research in Applied Sciences (JOHR), Vol. 1(3)
3. Nicole Busscher, **“Social media: their role as marketing tools in B2B marketing”**
4. Jonas Colliander, **“Socially Acceptable? Exploring Consumer Responses to marketing in social media”**, Stockholm school of economics.
5. Dr. V. Senthilkumar (2020), **Impact of social media in Online Marketing**, International Journal of Engineering Research & Technology

