

Impact of Social Media Channels on Promotional Traffic Generation for Household Products in Chennai

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Abstract

In today's digital-driven marketplace, social media has become a crucial tool for brand promotion, customer engagement, and traffic generation. This study investigates the impact of various social media channels particularly Facebook, Instagram, WhatsApp, and YouTube on the promotional effectiveness and online traffic of Household Products, a Chennai based manufacturer of cleaning and household items. The research adopts a descriptive design, collecting data from 103 respondents through an online survey and analysing it using SPSS tools such as correlation, regression, and chi-square tests. Findings reveal that Instagram and Facebook significantly contribute to brand awareness and motivate users to explore the company's website, with engagement activities showing the strongest influence on online traffic generation. The study also highlights that consistent posting, interactive campaigns, and trustworthy content enhance customer perception and participation. However, content quality and influencer collaborations need further improvement to strengthen brand credibility and visibility. Overall, the research concludes that effective utilization of social media channels not only increases brand awareness but also converts online engagement into tangible website visits and customer traffic. The study provides strategic recommendations for small and medium enterprises to optimize digital marketing practices and sustain competitiveness in the evolving social media landscape.

Keywords: Social Media Marketing, Brand Awareness, Digital Promotion.

Introduction

In today world, there is so much competition between brands. A brand doesn't get success only because of its products. The people who work behind it also have big part in that. The hard work and small ideas from employees really help company to grow and make customers believe in the brand. At Household Products in Chennai, the employees are like heart of the company. They don't just work for the brand; they live it every day. The way they do work, talk with people and share new ideas show the real face of company. Even small effort from them help brand to connect with customers and

build good name in market. Now a days, people not only see the product. They also see how brand make them feel. So branding is not only about selling or advertisement. It is more about emotions, stories and care. When employees join in this, the brand become more honest and real. People can see human side in it and that make strong connection.

This study is about how employee motivation, their ideas and team work help in building the brand of Household Products. It also show how happy and positive work place can help company grow more, keep customers satisfied and make brand stronger in coming days.

Objectives of the Study

Primary Objective

To study the impact of different social media channels in promoting Household Products and how they are helping in generating online traffic in Chennai.

Secondary Objectives

1. To check which channel (Instagram, Facebook, WhatsApp etc.) is working more effective for Household Products.
2. To know if social media promotions are really bringing customers or only giving likes and followers.
3. To understand the problems Household Products is facing while using social media for promotion.

Review of Literature

Kaplan, A. M., & Haenlein, M. (2010): The study delineates the concept of Social Media, distinguishing it from associated terms such as Web 2.0 and User-Generated Content. It conceptualizes Social Media as a collective term encompassing interactive platforms that facilitate participation, collaboration, and content exchange. Applications like Wikipedia, YouTube, Facebook, Twitter, and Second Life exemplify these dynamics. The authors further categorize Social Media into six distinct types: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. The paper concludes by offering ten strategic guidelines for organizations seeking to leverage Social Media effectively for competitive and communicative advantage.

Mangold, W. G., & Faulds, D. J. (2009): This paper conceptualizes social media as a hybrid promotional tool that simultaneously enables firm-to-consumer communication and consumer-to-consumer dialogue, thereby amplifying word-of-mouth effects. The authors highlight that the timing, content, and frequency of consumer conversations are not directly controllable by managers, which challenges the traditional integrated marketing communications model premised on centralized control. They argue managers must therefore adopt facilitative strategies — such as hosting networking platforms, leveraging blogs, and employing interactive promotional tools — to shape and guide consumer discussions in ways consistent with organizational goals while acknowledging reduced direct control. Practical methods to foster constructive consumer dialogue are detailed.

Chatterjee, S., & Kar, A. K. (2020): This study investigates why Indian small and medium enterprises (SMEs) adopt social media marketing (SMM) and what impacts this adoption has on their business performance. Drawing on data from multiple SMEs, the authors identify key antecedents—such as perceived usefulness, ease of use, compatibility and cost—that drive SMM adoption. They find that once adopted, SMM significantly enhances customer relationships, market reach, sales contacts and operational performance. The paper emphasizes that for SMEs, social media offers a low-cost, easily implementable marketing channel, and that managers must align SMM strategy with organisational goals to maximise its business impact.

Duffett, R. G. (2017): This article examines how interactive social media marketing communications influence young consumers' attitudes across cognitive, affective and behavioural components. Using a large survey sample of adolescents (ages 13-18) in South Africa and analysing factors such as usage frequency, log-on duration and demographic variables, the study confirms a positive effect of social media marketing communications on all attitude types—though the strength of the effect declines across the purchase funnel. Additionally, the impact varied by usage intensity and demographic group, suggesting that marketers targeting young consumers must consider both media behaviour and segment characteristics when designing SMM campaigns.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017): The authors propose a holistic framework for strategic social media marketing (SMM), identifying four key dimensions: structure (how SMM is organised), culture (values and norms), scope (extent and reach), and governance (rules and processes). Through conceptual and empirical analysis, they argue that effective SMM must integrate these dimensions to align with corporate strategy, rather than being treated as a tactical add-on. They emphasise that firms should proactively manage the configuration, implementation and monitoring of social media practices in order to harness value—such as brand engagement and customer relationships—while accounting for the dynamic, user-driven nature of social media.

Sashi, C. M. (2012): This paper develops a conceptual model linking customer engagement, buyer–seller relationships and the role of social media. The model describes a cycle of connection → interaction → satisfaction → retention → loyalty → advocacy, showing how social media tools facilitate transitions through these stages in the relational marketing context. Sashi argues that social media enables companies to manage customer engagement more proactively by leveraging both digital and non-digital technologies—moving beyond transactional relationships to participative, co-creative relationships. The study provides a matrix to categorise customers based on engagement depth and offers managerial implications for building sustained relational value via social media.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020): This article explores the evolving landscape of social media marketing by identifying nine emergent themes across three temporal waves (immediate, near, far). Drawing from academic research, industry dialogues and popular discourse, the authors analyse how platforms like Facebook, Instagram and Twitter have transformed consumer behaviour, firm-consumer interactions and public policy considerations. They argue that social media is more than a communication channel—it constitutes a dynamic ecosystem where technology, content and social interaction converge. The paper highlights implications for marketers (e.g., sensory forms, new data types) and outlines future research directions necessary to keep pace with this rapid change.

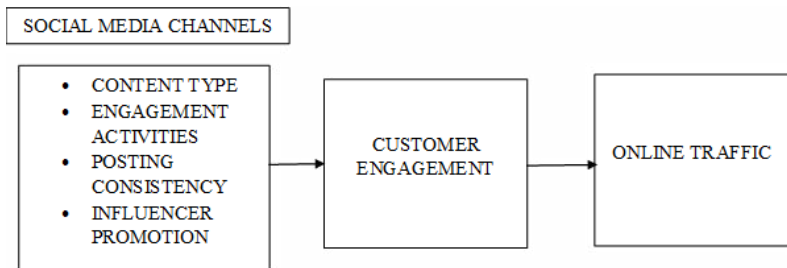
Joshi, Y., Lim, W. M., Jagani, K., Kumar, S., et al. (2023): This systematic review synthesises 214 articles published across 87 journals to map the conceptual landscape of influencer marketing on social media. It charted key antecedents, moderators, mediators and outcomes, identifying influencer credibility, fit, platform dynamics and consumer engagement as central constructs. The authors propose a unified foundation and future research agenda, emphasising the need for longitudinal studies, diverse methods and regulatory consideration. By situating influencer marketing within the broader social media marketing mix, the paper offers both theoretical clarity and managerial guidance for firms leveraging influencer-led campaigns in digital ecosystems.

Liu, Y. (2022): Liu reviews extant research on social media platforms with a focus on influencer marketing, word-of-mouth and user-generated content. The article synthesises theoretical frameworks and empirical findings, categorising key influencing factors such as platform characteristics, message strategy and consumer engagement. It identifies emerging questions for scholars and practitioners—e.g., how brand messages traverse social networks, how users interpret content and how digital platforms evolve. The review functions as a roadmap for future research and

offers insights for managers to refine content strategy within social media’s distinct environment.

Aruna, S., & Sivakumar, M. (2025): Aruna and Sivakumar explore how social media trends influence content marketing strategies, noting the shift from traditional advertising to interactive, user-centric content. The authors discuss how social networking, mobile apps and content sharing shape brand-consumer communication and emphasise that users themselves are becoming both producers and consumers of content. They identify key challenges, including information overload and relevance, and argue that content marketing on social media must adapt to evolving user behaviours and platform designs. The study offers a foundation for practitioners to assess content strategy in social media contexts.

Research Model



Research Design

This study utilizes a descriptive research design.

Sampling Method

The data collection method employed in this study is an online form. This method involves gathering information through structured questionnaires.

Non-probability sampling

Sample Size

The sample size for this survey is 103 respondents.

Statistical Tools

- Correlation
- Regression
- Chi Square

Correlation

Null Hypothesis (H₀): There is no relationship between Facebook effectiveness and motivation to explore the brand’s website.

Alternative Hypothesis (H₁): There is a relationship between Facebook effectiveness and motivation to explore the brand’s website.

Correlations			
		Facebook is an effective platform for learning about Household Products.	Social media promotions motivates to explore the brand's official website.
Facebook is an effective platform for learning about Household Products.	Pearson Correlation	1	.298**
	Sig. (2-tailed)		.002
	N	103	103
Social media promotions motivates to explore the brand's official website.	Pearson Correlation	.298**	1
	Sig. (2-tailed)	.002	
	N	103	103
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation

Here the P-value (0.002) is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis. We conclude that there is a positive correlation between Facebook being an effective platform for learning about Household Products and social media promotions motivating users to explore the brand's official website. Therefore, there is a significant relationship between the two variables.

Regression

Null Hypothesis (H_0): There is no significant influence between Instagram awareness and social media content relevance with the number of visitors to the brand's website.

Alternative Hypothesis (H_1): There is a significant influence between Instagram awareness and social media content relevance with the number of visitors to the brand's website.

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
	Household Products social media content is relevant to household needs., Instagram posts and stories create awareness about Household Products. ^b		Enter
a. Dependent Variable: The brand's social media campaigns increase the number of visitors to their website.			
b. All requested variables entered.			

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.246a	.060	.042	.818
a. Predictors: (Constant), Household Products social media content is relevant to household needs., Instagram posts and stories create awareness about Household Products.				
b. Dependent Variable: The brand's social media campaigns increase the number of visitors to their website.				

Coefficients a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	2.973	.347		8.577	.000	
1	Instagram posts and stories create awareness about Household Products.	.172	.092	.210	1.866	.065	.740
	Household Products social media content is relevant to household needs.	.049	.094	.060	.529	.598	.740

a. Dependent Variable: The brand's social media campaigns increase the number of visitors to their website.

Interpretation

The regression analysis shows an R value of 0.246 and an R Square of 0.060, meaning that 6% of the variation in website visitors is explained by Instagram awareness and relevant social media content. The ANOVA significance value (Sig. = 0.044) indicates the model is statistically significant. Among the predictors, Instagram posts and stories ($\beta = 0.210$, Sig. = 0.065) have a stronger influence than content relevance ($\beta = 0.060$, Sig. = 0.598).

Thus, Instagram awareness plays a more important role in increasing website visitors for Household Products.

Chi Square

Null Hypothesis (H₀): There is no significant relationship between gender and the opinion that the brand's social media campaigns increase the number of visitors to their website.

Alternative Hypothesis (H₁): There is a significant relationship between gender and the opinion that the brand's social media campaigns increase the number of visitors to their website

Gender * The brand's social media campaigns increase the number of visitors to their website. Crosstabulation							
Count							
		The brand's social media campaigns increase the number of visitors to their website.					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender	Male	0	0	7	21	7	35
	Female	2	5	15	37	9	68
	Total	2	5	22	58	16	103

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.458a	4	.348
Likelihood Ratio	6.642	4	.156

Linear-by-Linear Association	3.460	1	.063
N of Valid Cases	103		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .68.			

Interpretation

The Chi-square value is 4.458 with a significance level (Sig.) of 0.348, which is greater than 0.05. This means there is no significant association between gender and the opinion that the brand's social media campaigns increase website visitors.

Findings

1. There is a positive and significant relationship between Facebook effectiveness and users' motivation to visit Household Products' website. This means Facebook promotions successfully drive online traffic.
2. Instagram awareness and relevant social media content have a small but positive impact on increasing website visitors. Among them, Instagram posts and stories show a stronger influence on online traffic.
3. There is no significant relationship between gender and opinions about the brand's social media campaigns. Both males and females responded similarly regarding social media's role in increasing website visitors.

Conclusion

The study concludes that social media channels, especially Facebook and Instagram, play a key role in promoting Household Products and generating online traffic. Effective engagement, consistent posting, and interactive content help attract customers and build brand awareness. By using social media strategically, the company can strengthen its online presence and achieve sustainable growth.

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