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# An Empirical Study on Impact of Social Media Marketing on Small Scale Organic Outlets in Chennai City

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## Abstract

*Social Media Marketing is a form of internet marketing with the use of various social media networks in order to attain the marketing communication and branding goals. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing, videos, images for marketing purposes. The main objective of this study is to study the impact of social media marketing on the growth of small scale organic outlets and on the consumer behaviour in Chennai City. Percentage analysis and multiple regression were used to analyse the data. 81% of the outlets are using SMM between 2-4 hours in a day, 56% of the outlets are posting Product image and Descriptions and 61% of the Outlets are using SMM to Reach at a large. This study deals with the impact of social media on the marketing strategies of small scale organic outlets in Chennai city.*

**Keywords:** Social Media Marketing, Organic Outlets, Online

## Introduction

This study will help small scale organic outlets to improve their promotional accomplishments leading to increase in turnover. Increase in turnover will create the need for more human resources to produce and distribute the organic products. Growing online media marketing creates a new industry called “Digital marketing” which cultivates huge employment opportunities for the graduates. By efficient promotional techniques through social media, there will be an increase in profit of the organic outlet which helps the enterprises to start new business outlets. New business outlets will give easy access to organic products to all kinds of customers in the society. Due to regular profit, people in the line of organic business will get regular income which increases per capita income of the individuals like outlet vendors, dealers and labourers in the society. Regular income helps the individuals to improve their standards of living in the society. Social media has provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media such as online communities, to generate content and

to network with other users (M. Nick Hajli, 2014). Apart from this, media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions (Vivek Bajpai et al., 2011). Social media is a tool which enables small businesses to reach a large and potentially global audience in a very short period of time with relatively little energy. This has opened a whole new opportunity to the way a small business can develop awareness about its goods, services and marketing activities and able to develop relationships by communicating positive image and dialogue about a brand (Shilpa H. Chheda, 2014). This study deals with the impact of social media on the marketing strategies of small scale organic outlets in Chennai city.

## Review of Literature

**Manjit Kour, (2020)** et al, There has been a huge explosion in social media as a marketing tool. Social media is believed to be highly efficacious in reaching consumers. This has been brought about by the remarkable increase in the development and version of technology, demanding that businesses rethink their digital marketing strategies. With the advent of technology, high speed internet and ease of shopping on the internet, it is observed that consumers are adapting to online marketing and their buying behavior is being influenced accordingly. The aim of this paper is to study the impact of social media marketing on consumer buying behaviour.

**Shamsudeen Ibrahim (2018)**, S. A. et al, "A Study on Impact of Social Media Marketing Trends on Digital Marketing", Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

**Eihab Fathelrahman(2018)** et al, Use of Social Media to Enhance Consumers' Options for Food Quality in the United Arab Emirates (UAE), The objective of this research was to study the behavior and attitudes of consumers from the United Arab Emirates towards using the World Wide Web (WWW) for ordering food online, as well as their perception of social media's (e.g., Facebook, Twitter, Instagram, and WhatsApp) impact on increasing their knowledge about their food quality options. This research question targets social media's role in aiding consumer decision-making with regard to enhanced food quality choices and thus enhanced food security. The results of this study showed that about 50% of the respondents frequently use a website to order food online in the study area. The analysis of the survey results showed a strong correlation between the frequency of food ordered online by consumers and the number of consumers who sought specific information about food quality, such as those who wished to obtain information about special diets for both medical and non-medical purposes. A strong correlation was also found to exist between the frequency of ordering food online and consumers who often inquired about buying organic food. Furthermore, the authors found the potential and the need for more transparency and enhancement when exchanging information between online food providers and consumers, in order to achieve the country's food security goal of better consumer access to food quality information.

**John Haff (2017)**, "Social Media Marketing Strategies - Organic Food Industry", This study used content analysis to review the social media marketing strategies of the organic food industry. The results reveal which social media channels are being used and which social media marketing

strategies are being used. Qualitative techniques were used to generate a pool of eight organic companies. The marketing strategies assessed were categorized first as transformational or informational and then further subcategorized by the way it is perceived by the consumer. This study confirmed the greater use of transformational messaging by the organic food industry.

**Chandwani Vinod Surenderkumar, (2016)** Social Media Marketing is very important and it is among the most successful tools and techniques in the field of every type of advertising. It is already known that various marketing tools and techniques can increase the number of selling articles is the main aim of every businessman. No doubt it can raise the profits of various companies. The main aim of this study is to examine how social media marketing will affect the final consumer behavior among people who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer.

### Statement of the Problem

This study will help small scale organic outlets to improve their promotional accomplishments leading to increase in turnover. Increase in turnover will create the need for more human resources to produce and distribute the organic products. Growing online media marketing creates a new industry called “Digital marketing” which cultivates huge employment opportunities for the graduates. This study deals with the impact of social media on the marketing strategies of small scale organic outlets in Chennai city.

### Objectives of the Study

1. To highlight the custom of promotional activities in the organic outlets in Chennai.
2. To study the impact of social media marketing on the growth of small scale organic outlets and on the consumer behaviour in Chennai City.

### Methodology

This research is descriptive in nature. The organic outlets in Chennai are numerous and thus the population is unknown and the non-probability sampling method is adopted. Researchers collect primary data using an interview schedule, consisting of questions to serve the objectives of the study. Convenience sampling technique will be used for selecting the organic outlets in Chennai. The number of outlets is restricted to 100. Cronbach’s alpha test is used to test the reliability of primary data collected. Percentage analysis, Correlation analysis were used to analyze the collected data. This research will cover organic outlets in Chennai City.

### Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.917	21

The accepted Cronbach’s Alpha is above 0.75 and the reliability value for the study is 0.917. Hence, the variables selected for the study are more reliable and which are closely associated with the research problem to match the objectives of the study.

### Summary of the Findings

66% of the Outlets are aware about SMM through other Businessmen, 78% of the outlets are using SMM for Less than 3 Years, 81% of the outlets are using SMM between 2-4 hours in a day,

56% of the outlets are posting Product image and Descriptions, 61% of the Outlets are using SMM to Reach at a large, 88% of the Outlets are using Smartphone to login SMM and 91% of the Outlets are using Facebook for the marketing.

### **Multiple regression Analysis**

The R value is more than 0.5, then dependent variables are significant predictors of impact of SMM on Product awareness . The p value is .000 which is less than 0.05 for the majority of the variables. As a result, the null hypothesis is rejected, and there is a relationship between Nature of Business and awareness on product.

The R value is more than 0.5, then dependent variables are significant predictors of impact of SMM on Product positioning. The p value is .000 which is less than 0.05 for the majority of the variables. As a result, the null hypothesis is rejected, and there is a relationship between Kind of Posts and its impact on product positioning.

The R value is more than 0.5, then dependent variables are significant predictors of increase in Sales. The p value is .000 which is less than 0.05 for the majority of the variables. Hence, the null hypothesis is rejected, then there is an association between SMM and its impact on Increase in Sales.

The R value is more than 0.5, then dependent variables are significant predictors of increase in Profit. The p value is .000 which is less than 0.05 for the majority of the variables. Hence, the null hypothesis is rejected, then there is an association between SMM and its impact on Increase in Profit.

### **Conclusion**

In today's social media driven environment, it is essential that small businesses understand Facebook, Twitter, and the strategies behind using social media, through this medium businesses have the opportunity to communicate with a wide variety of publics. Small businesses need to understand how to use social media sites to engage customers and create relationships which will in turn grow their business. SMM creates considerable impact on Organic outlets in Chennai.

### **Scope for the future study**

This study's sample size is insufficient to allow its findings to be generalised to a large number of people. The study's scope is limited to the Chennai district, but it has the potential to be expanded to include other Tamil Nadu districts.

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