

The Impact of Social Media Marketing and Consumer Satisfaction In Kozhikode District, Kerala

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ABSTRACT

Purpose – Today, social media plays a vital role in satisfying consumers' needs. To succeed in the field of social media marketing, an organization must learn the fundamental strategies and methods of influencing social media as a powerful weapon. This article is designed to look at the outcomes of Social Media Marketing (SMM) activities on consumer satisfaction in social media in Kozhikode district, Kerala. **Design/Methodology/Approach** – The random sampling method was used to pick the sample because it is well-suited for exploratory research. The relationship was assessed by distributing a questionnaire and collecting empirical data from investors about their perceptions of these biases via self-administered questionnaires to empirically test the effects of social media marketing activities, this study conducted an online survey on 139 social media users for data analysis. This article used analysis of the demographic factors, chi-square, and descriptive techniques to examine the data in SPSS.26.

Findings - The research concentrated only on the impact level of Social Media Marketing and consumer satisfaction. Most consumers are familiar with internet purchasing. The use of social media marketing tools aids in boosting employment rates as well. Most consumers buy the product in accordance with reviews.

Research implications – Social media platforms have an impact on the consumers' decisions to buy products both online and offline and their satisfaction with them. Social media marketing was categorized in this study as interactions and content sharing. The social media marketing crew operates on behalf of the consumers. Social media marketing is the best way for satisfying consumers in the modern digital business world, as it provides high-quality content, a strong sense of brand identity, and accessible information. Additionally, the use of social media marketing tools aids in boosting employment rates and buying products in accordance with reviews.

Originality/value - The results showed that social media marketing greatly impacts customer satisfaction. As a result, the social media marketing business is prepared to equip your entire organization to focus, engage, understand, and respond directly through conversation and, by extension, in the design of goods and services in a way that no longer only pleases consumers but also motivates them to share their satisfaction with others. Social media marketing is the use of social media channels to promote a company and its products and is a subset of traditional Web-based promotion strategies

KEYWORDS: *Social Media, Social Media Marketing, consumer satisfaction, brand identity.*

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1. INTRODUCTION

Social media use has spread widely; thus, businesses must manage it if they are to achieve their strategic objectives. Sajithra & Patil (2013) says that conventional word-of-mouth networks have expanded and merged with social media. The only and most effective way to spread information has often been by word of mouth (Gopinath, 2013). Everybody who has access to the internet and a point of view may now participate in social media thanks to the generation. Groups must consider how to deal with this cultural transition as a part of social media, social networking sites (SNS) allows users to connect with each other (Usharani & Gopinath, 2020a). Companies are encouraged to utilize the brand-new marketing channel and effectively engage with clients as the range of social media users rises.

SNS possibly become a reciprocal communication medium between the enterprise and consumers. SNS's ability to reach a wide range of users, and its low cost (Ajina, 2019). Social networking websites have gained millions of users on account of their launch, many of whom use them on an everyday basis. As of this writing, there are masses of SNSs, each helping a various range of practices and interests and imparting a ramification of technical affordances. The communities that develop around SNSs are diverse, regardless of the reality that their number one technological component is quite consistent. most of the people of websites resource within the protection of pre-present social networks, even as others facilitate connections between strangers based on not unusual hobbies, affairs of state, or interests. even as a few websites goal a diffusion of consumers, others draw consumers based on a not unusual language or similar ethnic, religious, or national identity. websites additionally fluctuate in how a lot of new statistics and communication gear—like cellular networking, blogging, and photo/video sharing—integrate Boyd & Ellison (2007).

Even though this marketplace platform has cutting-edge features, social media may still be able to persuade users to make purchases via social media by offering the appropriate marketing activity content. The importance of the content or message that a company wants to communicate and its impact on the experience of the consumer must thus be understood to get the most out of marketing activity on social media and to help the company accomplish its marketing objectives. (Usharani & Gopinath, 2020b) social media are online applications, platforms, and media that aim to facilitate interactions, collaborations, and content sharing (Richter & Koch, 2007). They take a variety of forms, including weblogs, social blogs, micro blogging, wikis, podcasts, pictures, videos, ratings, and social bookmarking. As their use increases exponentially, not only existing social networkers but even business firms and governmental organizations are joining and using them as communication tools (Kim & Ko, 2012).

In these contemporary times of digital living, social media has recently earned a spectacular reputation as a communication medium with a hugely significant influence. For enhancing participatory engagement among businesses, agencies, societies, corporations, consumers, organizations, forums, and other entities, it has been elevated in a number of streams. The main purpose of marketing activity is to build communication between the corporation and its consumers, which can lead to a good relationship among them and creates interest in what the corporation offers. Social media is one of the marketing tools to enhance consumer satisfaction (Dwivedi, 2021). Individuals and companies create fan pages online and develop business opportunities using social media. While many past studies have investigated social media, few have mentioned the effects of social media marketing activities. The tremendous advancement of the internet has revolutionized the practice of marketing.

Social media marketing is the technique of attracting internet site visitors or attention to the usage of social media systems. Social media marketing (SMM) is one of the new dimensions of the digital marketing practice. SMM is the process of communicating brand-related information through social networking sites such as Facebook, LinkedIn, Instagram, YouTube, Twitter, MySpace, and WeChat to connect with diverse stakeholders (Carlson, J., 2021). Generally, companies can sustain and grow by creating positive brand experiences (BE) with existing and potential consumers, which help to build brand awareness (BAW), brand image, (BIM) brand loyalty (BLO), and perceived quality (PQU) (Gkikas, 2022). SMM is an online marketing strategy that spreads goods or services-related promotional information to consumers. It offers a platform to share products or service's experiences and benefits with other

consumers and provides a comprehensive model to measure the effectiveness of SMMAAs, including five elements: entertainment, interaction, trendiness, customization, and word of mouth (Misirlis, 2018).

The connection between advertising and marketing and operations disciplines and social media, especially the discussion, ratings, pictures, and different content that is shared on the social net, is that most of the people of conversations related to a logo, product, or provider end result from a discrepancy between what turned into expected and what changed into sincerely received or skilled. In any case, we often discuss the surprising instead of the anticipated. The absurdity of looking to regulate talks on the social network is made glaring by this honest link between expectation and actual experience: talks on the Social Web are the artifacts of a person else's labor—a blogger, a patron, a voter, and many others. It's essential to realize the function of the consumer, which is described here as someone "on the other aspect" of a commercial transaction: it may be a retail consumer, a corporate purchaser, a donation to a non-profit, or a voter in a ballot. What unites all these archetypes, and what counts in the context of social business, is that every one of them has access to information that could either guide or contradict the messaging you have spent money and time developing, in addition to the records you put into the market. But, as we love to mention, recollect ideas for improvements or upgrades which can come out of your consumers similarly to the advertising messages: Your consumers have unique know-how approximately your agency's tactics because of a genuine enjoy or engagement along with your brand, product, or provider. Additionally, they have some pointers for a way your agency is capable of better serving them within the destiny.

One of the critical marketing problems that have attracted several attentions from academics and practitioners is consumer satisfaction. Looking into the causes of consumer happiness is of utmost importance because satisfied consumers often serve as the catalyst for brand improvement and the creation of sustained aggressive gain. This article is designed to look at the outcomes of social media marketing activities (SMM) and social responsibility on consumer satisfaction within the Kozhikode district, Kerala.

2. REVIEW OF LITERATURE

This issue has received extensive attention in the literature, with many of its practical social media marketing (SMM) packages being built, assessed, and documented by several studies. This analysis aims to bring together the numerous aspects of this quickly developing media advertising form by compiling the existing research on SMM to provide an assessment of **seventy-one** publications. The emerging problems within the social media literature have also been identified, and suggestions for capacity studies have been made.

Dwivedi (2021) reveals that consumer behaviour and company practices had been dramatically modified by using the net and social media. Possibilities like cheaper fees, more brand visibility, and better income are supplied through social and digital advertising. However, troubles like an evident online presence and horrific digital word-of-mouth hold. Insights on digital and social media advertising and marketing are included in this text from top authorities on subjects which include synthetic intelligence, augmented truth, digital content material control, cellular advertising and marketing, B2B advertising and marketing, digital word-of-mouth, and moral concerns. With the aid of emphasizing constraints, identifying research gaps, and creating questions and propositions to increase expertise in the subject of digital and social advertising and marketing, the research advantages each scholar and practitioner. Wibowo (2020), the article says that business frequently uses social media as a tool in their marketing strategies since it enables user interaction. The consumer experience (CX) and social media marketing activities (SMMA) can engage in SNS marketing and help an organization achieve its marketing goals by fostering a strong relationship with its consumers. This research suggests a framework that merges SMMS with CX. CX research has been conducted in a variety of domains, including social media commerce, blogs settings, and travel agencies. Social media marketing content creation ought to encourage user engagement and deep communication, which strengthens bonds and fosters partnerships. Wijaya (2019), the author says the ideas of consumer experience (CE) and the expectation confirmation model, this study provides a thorough model to predict and explain a consumer behaviour

intended use of online shopping (ECM). Structural equation modeling is utilized to show the stability of the suggested model, and the participants are 311 users of c-commerce. The study's findings show that consumer experience has a big impact on perceived usefulness, expectations, and contentment, while perceived usefulness and expectations also have an impact on consumer satisfaction. Behaviour intention is substantially influenced by both satisfaction and perceived utility. Direct use of online shopping, but expectations and satisfaction also have an impact on perceived utility. Generalizations are restricted because the study was evaluated in a rural environment. Yadav (2018) study investigates how perceived social media marketing activities (SMMAs) in an e-commerce setting affect consumer loyalty via consumer equity drivers (CEDs). In a large university in India 371 students were polled, and confirmatory factor analysis was used to examine the results. Three main conclusions emerged from the study: first, the first five aspects of e-commerce—interactivity, in formativeness, word-of-mouth, personalization, and trendiness—have considerably and favourably impacted consumer loyalty. The third is the stimulus-organism-response model, which uses CEDIs to link consumers' loyalty to perceived SMMAs. The impact of perceived SMMA on consumer loyalty to e-commerce sites via Ceds is being examined for the first time in this study. Beig(2018), study explains the effects of social media (SM) on brand experience have been investigated, with an emphasis on consumer-based brand equity, purchase intentions, attitudes, and other factors. This study looked at how interaction and sharing of material affected four aspects of brand experience (sensory, affective, behavioural, and intellectual). 300 respondents were targeted for a mall-intercept survey that was employed to gather data, and 205 complete replies were received. The hypothesis was tested using exploratory factor analysis (EFA) and verified fact analysis (CFA), with the findings demonstrating that SEM was the most dependable and valid. Mahajan (2016) says marketing is the change of information among a commercial enterprise and its target market of consumers with the intention of bringing about transient or long-term behavioural change. The purpose of social media marketing is to boom website traffic or visibility. dating advertising, a sort of direct reaction marketing, prioritizes purchaser pride and retention whilst emphasizing building trust thru reliable product or service delivery. Social media has made it less complicated for organizations to apprehend their target marketplace and raise brand exposure without spending any cash. The sharing of thoughts through networking with like-minded individuals may also help companies run extra successfully. Online networking systems may be beneficial for facts alternate and word-of-mouth hints. Usually, a business's achievement relies heavily on its advertising approach. Kakkar (2016) paper says social networking, a convergence of technology, allows individuals to effortlessly speak, share records, and shape new groups online. however, the point of interest these days is on what social networking approach for groups. As social media and software grow, corporations ought to boom their activities in conventional CRM systems. those famous websites can enhance communication by way of utilizing them on computer systems and cell gadgets. Social network advertising and marketing may be used to cooperate with companies and attain desires. Internet-based packages create interactive touch between stakeholders, enabling companies to get hold of comments without delay from consumers. agencies can benefit from advantages thru social marketing, consisting of a better understanding of patron desires and building effective relationships with consumers. even though social advertising and marketing is a common idea in business, few humans are aware of its effectiveness in marketing. This paper pursuits to discover how social software can be used to improve advertising and marketing and survey its effectiveness in firms. the primary awareness might be on possibilities and dangers in companies' usage of social networks for their advertising. Sano & Sano (2016) says social media has evolved right into an essential platform for Internet consumers and companies to communicate, with extra companies turning to it for product improvement and consumer relationship management. but, as social media is a relatively new shape of conversation with a brief record, making use of it in an actual business context poses problems for businesses. In line with Baird and Parasnis (2011), most people of businesses undertake tendencies without realizing why their consumers achieve this. furthermore, there is not much empirical research that looks at the specific results of social media marketing on consumers. Jensen & Jepsen (2008) told as their paper on online marketing communications (OMC) has frequently been introduced as a standalone field or combined into more hooked-up conversation disciplines. this text makes the case that OMC must no longer be integrated within those disciplines because it differs from conventional communication. the controversy examines whether OMC gear can be confined to an unmarried field or if

their various nature necessitates the usage of numerous disciplines. The authors offer a new typology for OMC and argue that OMC must be regarded as a beautiful line of communication discipline.

3. OBJECTIVES OF THE STUDY

1. To examine consumer satisfaction with social media marketing in Kozhikode district, Kerala.
2. To identify the impact of social media marketing advertisements on consumers.
3. To identify consumer preferences to buy products on social media.

4. RESEARCH METHODOLOGY

The current study employs a quantitative technique to comprehend the hypothesized linkages better. The questionnaire items were improved and validated using exploratory factor analysis, and the online survey method was employed to gather information from online users. The random sampling method was used to pick the sample because it is well-suited for exploratory research. The research sample size is 139 and frequency distribution, chi-square test, and one-way ANOVA test in SPSS.26 are to be used in this research study. The area of the study is kept only to Kozhikode district in Kerala state. The survey was based on primary data collected from sample respondents by the survey method. The research concentrated only on the impact level of Social Media Marketing and consumer satisfaction.

5. DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE

S.NO	VARIABLES	CHARACTERS	FREQUENCY	PERCENT	CUMULATIVE PERCENT
1	Gender	Male	75	54	54
		Female	64	46	100
		Total	139	100	
2	Age	Below 20	37	26.6	26.6
		21 – 30	45	32.4	59
		31 – 40	34	24.5	83.5
		Above 40	23	16.5	100
		Total	139	100	
3	Occupation	Student	37	26.6	26.6
		Private job	37	26.6	53.2
		Government job	43	30.9	84.2
		Business	22	15.8	100
		Total	139	100	
4	Education	SSLC	22	15.8	15.8
		Higher Secondary	29	20.9	36.7
		Undergraduate	47	33.8	70.5
		Postgraduate	41	29.5	100
		Total	139	100	
5	Monthly income	Below 25000	28	20.1	20.1
		25001 - 40000	36	25.9	46
		40001 - 60000	46	33.1	79.1
		60001 - 80000	29	20.9	100
		Total	139	100	
6	How frequently do you visit Social Media Marketing sites	Every day	70	50.4	50.4
		Once a week	27	19.4	69.8
		Once in 15 days	27	19.4	89.2
		Once a month	15	10.8	100
		Total	139	100	
7	Why do you make purchases of products from Social Media Marketing sites	Low price	47	33.8	33.8
		Better quality	39	28.1	61.9
		Variety of Products	29	20.9	82.7
		Various Brands available	24	17.3	100
		Total	139	100	

8	Social Media Marketing channel advertisements impact your purchase	Strongly Disagree	13	9.4	9.4
		Disagree	20	14.4	23.7
		Neutral	40	28.8	52.5
		Agree	28	20.1	72.7
		Strongly Agree	38	27.3	100
		Total	139	100	
9	Social Media Marketing products and services satisfy your purchase	Strongly Disagree	13	9.4	9.4
		Disagree	20	14.4	23.7
		Neutral	43	30.9	54.7
		Agree	24	17.3	71.9
		Strongly Agree	39	28.1	100
		Total	139	100	

The above table clearly shows that of the 139 respondents, 54% of the respondents are male, and remain 46% are female. 32.4% were under 21–30 years old, 26.6% were Below 20 years old, 24.5 % were 31–40 years old, and 16.5% were Above 40 years old. 33.8% of respondents are undergraduates, 29.5% have a postgraduate degree, 20.9% are higher secondary, and 15.8% are SSLC. 30.9% of the respondents are employed in a government job, 26.6% are students, 26.6% are working in private jobs, and 15.8% are doing business. According to the table, 33.1% of the respondents earn 40001 - 60000, 25.9% earn 25001 - 40000, and up to 40,000 rupees, 20.9% earn 60001 - 80000. And 20.1% of the respondents Below 25000.

The table above shows that of 139 respondents, 50.4% of the respondents frequently do you visit Social Media Marketing sites, 19.4% of the respondents frequently visit social media sites once a week and also 19.4% of the respondents frequently visit social media sites visit once in 15 days, and 10.8% of the respondents are frequently do you visit Social Media Marketing sites in once a month. 86.3% of the respondents are investors, and the remaining 13.7% are traders. The table shows that 33.8 % of respondents purchase the Low price products from social media marketing sites, 28.1 % expect the Better quality product to search and buy products from social media business sites, 20.9% need to use social media sites to purchase a variety of products are available in this sites so the respondents use this sites, and the remaining 17.3% of the respondents are using the sites for only to purchase for branded products are available easily for social media sites so they use the sites to purchase the branded products in social media sites.

Finally, the table shows in 28.8% of the respondents neutrally accept the concept of social media marketing channel advertisements are impact our purchases, 27.3% of the respondents are strongly agreed with the above statements is affect our purchases, 20.1% of the respondents agree to the SMM advertisements affects our purchase and 14.4% respondents disagree the statement to their purchase influence and also 9.4% of the respondents are strongly disagreed the social media marketing advertisement channels are not affect our purchases. 30.9% of the respondents neutrally accepted the statement that social media marketing products and services satisfy our purchase, 28.1% of respondents strongly agree with the statement to social media marketing products and services satisfy our purchase, 17.3% of the respondents agree with the statement that social media marketing products and services satisfy our purchase, 14.4 % of the respondents disagree with the statement that social media marketing products and services satisfy our purchase, and 9.4% of the respondents strongly disagree with the statement that social media marketing products and services satisfy our purchase.

HYPOTHESIS 1:

H0: There is no significant relationship between the Age of the respondents between the purchases of products from Social Media Marketing sites

H1: There is a significant relationship between the Age of the respondents between the purchases of products from Social Media Marketing sites

CHI-SQUARE TEST**Age of the respondents between the purchases of products from Social Media Marketing sites**

Chi-Square Tests			
	Value	Df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	62.323 ^a	9	0.000
Likelihood Ratio	76.385	9	0.000
Linear-by-Linear Association	4.594	1	0.032
Number of Valid Cases	139		

a. 2 cells (12.5%) have expected count of less than 5. The minimum expected count is 3.97.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.67	0.000
	Cramer's V	0.387	0.000
	Contingency Coefficient	0.556	0.000
N of Valid Cases		139	

The table portrays, the Chi-Square Tests df .9 Asympolic significance (2-sided) .000 .000 .032 and the value 62.323 76.385 4.594 Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association *N* of Valid Cases 139. In SPSS, if the significant value is less than 0.05 then reject the null hypothesis. In the above obtained result the significant value of *P* value is less than 0.000 is above our significance of $P < 0.05$ it is a highly significant value. Hence, there is a difference in the Age of the respondents between the purchases of products from Social Media Marketing sites. The calculated value (623.23) is greater than the table value (27.277) at degrees of freedom 9 in the 0.000 level of significance in the chi-square table. So, we can reject the null hypothesis and accept the alternative hypothesis.

In the Symetric Measures table, we can see the Phi (0.670) Cramer's V (0.387) tests for the strength of association are Phi and Cramer's V. As we will see, the strength of association is the effective correlation between the variables. The contingency coefficient (*r*) is 0.556 with Approx value. Sig = 0.000 for the values. The correlation (*r*) is used when the variable relationship is significant (Approx .sig. <0.05). The *r* value acquired from the correlation look at is 0.556. So, it may be concluded that the age of the respondents is associated with the purchases of products from Social Media marketing sites with a strong correlation. because the correlation value is effective then, the correlation direction is effective, which means the purchases of products from Social Media marketing sites tremendously correlate with the age of the respondents.

HYPOTHESIS 2:

H₀: There is no significant relationship between the Age of the respondents between the purchases of products from Social Media Marketing sites.

H₁: There is a significant relationship between the Age of the respondents between the purchases of products from Social Media Marketing sites.

Education of the respondents between the purchases of products from Social Media Marketing sites

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.099 ^a	9	0.000
Likelihood Ratio	46.455	9	0.000
Linear-by-Linear Association	2.904	1	0.088
N of Valid Cases	139		

a. 2 cells (12.5%) have an expected count of less than 5. The minimum expected count is 3.80.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.570	0.000
	Cramer's V	0.329	0.000
	Contingency Coefficient	0.495	0.000
N of Valid Cases		139	

The table portrays, the Chi-Square Tests df .9 Asympotic significance (2-sided) .000 .000 .088 and the value 45.099^a 46.455 2.904 Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association N of Valid Cases 139. In SPSS, if the significant value is less than 0.05 then reject the null hypothesis. In the above obtained result the significant value of *P* value is less than 0.000 is above our significance of $P < 0.05$ it is a highly significant value. Hence, there is a difference in the Education of the respondents between the purchases of products from Social Media Marketing sites. The calculated value (450.99) is greater than the table value (27.277) at degrees of freedom 9 in the 0.000 level of significance in the chi-square table. So, we can reject the null hypothesis and accept the alternative hypothesis.

In the Symetric Measures table, we are able to see the Phi (0.570) Cramer's V (0.329) tests for the strength of association are Phi and Cramer's V. As we will see, the strength of association is the effective correlation between the variables. The contingency coefficient (*r*) is 0.495 with Approx value. Sig = 0.000 for the values. The correlation (*r*) is used when the variable relationship is significant (Approx .sig. <0.05). The *r* value acquired from the correlation take a look at is 0.495. So, it may be concluded that the education of the respondents is associated with the purchases of products from Social Media marketing sites with a strong correlation. because the correlation value is effective then, the correlation direction is effective, which means the purchases of products from Social Media marketing sites tremendously correlate with the education of the respondents.

ONE-WAY ANOVA TEST

ANOVA						
		Sum of Squares	df	Mean Square		ig
Social Media Marketing channel advertisements impact your purchase	Between Groups	13.152		4.384	.757	.045
	Within Groups	214.647	36	1.59		
	Total	227.799	39			
Social Media Marketing products and services satisfy your purchase	Between Groups	13.888		4.629	.899	.037
	Within Groups	215.551	36	1.597		
	Total	229.439	39			

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Age of the respondents	(J) Age of the respondents	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper ound
Social Media Marketing channel	Below 20`	21 - 30	0.60781	0.27983	0.136	-0.1201	1.3357
		31 - 40	0.74245	0.29956	0.068	-0.0368	1.5217
		Above 40	0.74501	0.33482	0.122	-0.126	1.616

advertisements impact your purchase	21 - 30	Below 20`	-0.6078	0.27983	0.136	1.3357	-	0.1201
		31 - 40	0.13464	0.28653	0.966	0.6107	-	0.88
		Above 40	0.1372	0.32321	0.974	0.7036	-	0.978
	31 - 40	Below 20`	-0.7425	0.29956	0.068	1.5217	-	0.0368
		21 - 30	-0.1346	0.28653	0.966	0.88	-	0.6107
		Above 40	0.00256	0.34043	1	0.883	-	0.8881
	Above 40	Below 20`	-0.745	0.33482	0.122	1.616	-	0.126
		21 - 30	-0.1372	0.32321	0.974	0.978	-	0.7036
		31 - 40	-0.0026	0.34043	1	0.8881	-	0.883
Social Media Marketing products and services satisfy your purchase	Below 20`	21 - 30	0.63003	0.28042	0.116	0.0994	-	1.3595
		31 - 40	0.74245	0.30019	0.069	0.0384	-	1.5233
		Above 40z	0.78848	0.33552	0.092	0.0843	-	1.6613
	21 - 30	Below 20`	-0.63	0.28042	0.116	1.3595	-	0.0994
		31 - 40	0.11242	0.28713	0.98	0.6345	-	0.8593
		Above 40	0.15845	0.32389	0.961	0.6841	-	1.001
	31 - 40	Below 20`	-0.7425	0.30019	0.069	1.5233	-	0.0384
		21 - 30	-0.1124	0.28713	0.98	0.8593	-	0.6345
		Above 40	0.04604	0.34115	0.999	0.8414	-	0.9335
	Above 40	Below 20`	-0.7885	0.3355	0.092	1.6613	-	0.0843
		21 - 30	-0.1585	0.32389	0.961	1.001	-	0.6841
		31 - 40	-0.046	0.34115	0.999	0.9335	-	0.8414

The above table reveals there is a relationship between groups and within groups in which the respondents typically Social Media Marketing channel advertisements impact your purchase, Social Media Marketing products and services satisfy your purchase, and the Age of the respondents. Thus, the null hypothesis was rejected. The post-doc test was used to test the significant mean difference of 0.05 percent level. Followed by age of the respondents shows that 13.152, 13.888 is between groups, and 214.647, 215.551 is the variation within the group of the respondents. The table also shows the *F*-distribution and its value of 2.757, 2.899. finally, the age of the respondent's significant value of **0.045**, **0.037** is lesser than 0.05.

6. FINDINGS AND SUGGESTION

Today, many respondents said they spent more time on social media. People use various social media platforms, including Facebook, Instagram, YouTube, etc. These platforms provide product and service ads with extremely high-quality content, a strong sense of brand identity, and accessible information for consumers. Many consumers are familiar with internet purchasing. The use of social media marketing tools aids in boosting employment rates as well. Most consumers buy the product in

accordance with reviews. Social media platforms have an impact on the consumers' decisions to buy products both online and offline and their satisfaction with them. Finally, the purpose of this study was to examine how social media marketing affects consumer satisfaction. Social media marketing was categorized in this study as interactions and content sharing.

Social networking websites permit online interactions among people and companies in addition to the creation of groups and partnerships. Social networking sites serve as electronic word of mouth or e-word of mouth. Marketers may additionally identify buy signals through using emerging semantic analysis gear, inclusive of records shared online and online queries. Due to the fact cell phones contain social networking capabilities that permit immediate net surfing and access to social networking websites, they're additionally useful for social media advertising. When done right, social media advertising pursuits to have interaction with consumers in online social spaces wherein they often hang out. In assessment, social business listens to what consumers are announcing and what interests them, then links that statistics again to the corporation so that it may be analyzed and utilized to broaden the subsequent generation of patron experiences and, consequently, the following generation of dialogues.

But, as we love to mention, recollect ideas for improvements or upgrades which can come out of your consumers similarly to the advertising messages: Your consumers have unique know-how approximately your agency's tactics because of a genuine enjoy or engagement along with your brand, product, or provider. Additionally, they have some pointers for a way your activity is capable of better serving them within the destiny.

7. CONCLUSION

Social media marketing is a new trend and a rapidly growing way in which businesses are reaching out to targeted consumers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot & Szabo 2010). Social media has given consumers a new role today. In order to succeed in the field of social media marketing, an organization must learn the fundamental strategies and methods for leveraging social media as a powerful weapon.

As a result, social media marketing business is prepared to equip your entire organization to focus, engage, understand, and respond directly through conversation and, by extension, in the design of goods and services in a way that no longer only pleases consumers but also motivates them to share their satisfaction with others. Social business is the interstate vehicle that brings social media into your organization if social media is the vehicle for fulfillment. A firm's or organization's primary objectives should be to attract and satisfy consumers, safeguard its reputation, offer them high-quality goods and services, and meet their needs.

The social media marketing crew operates on behalf of the consumers. The useful departments that oversee product layout and manufacture, consumer service and aid suggestions, assurance offerings, and associated matters are classified as "operations." In other phrases, if social media marketing advertising is the organizational area or function that determines and units the expectations of the consumer, Operations is the useful group that mixes to determine and offer the actual consumer reveal. Social media marketing appears to be the best way for satisfying consumers in the modern digital business world.

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