

## A Study on the Impact of Social Media Marketing on Customer Satisfaction Through Brand

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### Abstract

In the digital era, social media has become an important platform for businesses to connect with customers, promote their brands, and build long-term loyalty. This study investigates the relationship between **social media marketing strategies** and **customer satisfaction**, with a specific focus on the mediating role of **brand image** in Kanchipuram city. A structured questionnaire was distributed to 200 respondents, including students, professionals, and homemakers who actively use social media. Data was analyzed using **percentage analysis** and **Chi-square test** to evaluate customer perceptions. The findings reveal that engaging content, frequent interaction, and trust in brand reputation significantly influence customer satisfaction. The study highlights that a strong brand image enhances the positive impact of social media marketing, leading to improved customer loyalty and retention.

**Keywords:** Social Media Marketing, Brand Image, Customer Satisfaction, Kanchipuram, Digital Marketing

### I. INTRODUCTION

Social media has revolutionized marketing by offering a low-cost, highly engaging, and interactive platform for brands. Unlike traditional marketing, social media allows two-way communication where customers share their experiences, feedback, and opinions. Platforms like Facebook, Instagram, and YouTube are widely used by businesses in Kanchipuram, ranging from silk saree sellers to local service providers. The success of a brand increasingly depends on how it presents itself online and builds its brand image. Customer satisfaction, in turn, is influenced by the way customers perceive the brand's credibility, reliability, and emotional

connection. This study examines how social media marketing influences customer satisfaction through brand image in Kanchipuram city.

### **Objectives of the Study**

- To analyze the role of social media marketing in influencing customer satisfaction.
- To examine the impact of brand image as a mediator between social media marketing and customer satisfaction.
- To identify customer preferences and perceptions of social media advertisements in Kanchipuram city.
- To suggest measures for improving brand image and customer engagement through social media platforms.

### **Scope of the Study**

- The study focuses on residents of **Kanchipuram city** who actively use social media.
- It covers a sample size of **200 respondents** from different demographic groups.
- It emphasizes the relationship between **social media marketing, brand image, and customer satisfaction**.
- It is useful for local businesses, textile industries, and start-ups in Kanchipuram for designing effective social media strategies.

### **Limitations of the Study**

- The study is limited to **200 respondents in Kanchipuram city**.
- Respondents' opinions may vary depending on personal experiences and preferences.
- The study covers only popular platforms like Facebook, Instagram, and YouTube.
- Time and financial constraints restricted a wider survey area.

### **Impact of the Study**

- Helps businesses in Kanchipuram understand how **brand image influences customer satisfaction**.

- Provides insights into how **social media marketing strategies** (offers, ads, influencer promotions) affect consumer buying decisions.
- Encourages businesses to adopt **digital engagement methods** for long-term customer loyalty.

### **Methodology**

- The present study is an empirical study based primary and secondary data.
- Primary data is collected by administering questionnaire on the respondents.
- Secondary data us collected from books, journals, articles and websites.

### **Research Methodology**

In the study is predicted on both primary data and secondary data were collected. The study was conducted in Kanchipuram District. For collecting primary data, structured questionnaire of 200 respondents in Kanchipuram District. The sample are selected by way of adopting convenience sampling techniques. The Secondary data has been collected from published sources, such as various periodicals, articles, book and journals, etc., which are highly relevant to the topic of the study.

- **Research Design:** Descriptive research design.
- **Area of Study:** Kanchipuram City.
- **Sample Size:** 200 respondents.
- **Sampling Technique:** Convenient random sampling.
- **Data Collection Method:** Structured questionnaire using Google forms & in-person survey.
- **Statistical Tools Used:**
  - ❖ Percentage Analysis
  - ❖ Chi-Square Test

### **Analysis and Interpretation**

Data collecting through questionnaire are assessed and interpreted by applying appropriate statistical tools.

**Gender Distribution of Respondents**

<b>Gender</b>	<b>No of Respondents</b>	<b>Percentage</b>
Male	85	42.5%
Female	115	57.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Age wise Distribution of Respondents**

<b>Age Group</b>	<b>No of Respondents</b>	<b>Percentage%</b>
Below 20	30	15%
21-30	90	45%
31-40	50	25%
41-50	20	10%
Above 50	10	5%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Most Preferred Social Media Platform**

<b>Platform</b>	<b>No of Respondents</b>	<b>Percentage%</b>
Facebook	60	30%
Instagram	80	40%
YouTube	40	20%
Others	20	10%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Influence of social media Promotions on Buying Decisions**

<b>Response</b>	<b>No of Respondents</b>	<b>Percentage%</b>
Yes	130	65%
No	40	20%
Maybe	30	15%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Customer Satisfaction on Social Media Purchase**

<b>Satisfaction Level</b>	<b>No of Respondents</b>	<b>Percentage%</b>
Highly Satisfied	50	25%
Satisfied	90	45%
Neutral	40	20%
Dissatisfied	20	10%
<b>Total</b>	<b>200</b>	<b>100%</b>

### Importance of Brand Image in Buying Decision

Rating Scale (1-5)	No of Respondents	Percentage%
1 – Low	10	5%
2	20	10%
3	30	15%
4	60	30%
5- High	80	40%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary Data

### Interpretation

- Females (57.5%) are more active in online Brand Engagement.
- Young Adults (21-30 years) form the largest consumer group.
- Instagram (40%) leads as the top platform for marketing in Kanchipuram.
- 65% of respondents confirm social media promotions influence purchases.
- 70% respondents are satisfied with their social media-based purchases.
- Brand image plays a critical role in shaping customer satisfaction and loyalty.

### Testing of Hypothesis

Relationship between Social Media Marketing & Customer Satisfaction

**Ho (Null Hypothesis):** There is no significant relationship between social media marketing and customer satisfaction.

**H1 (Alternative Hypothesis):** There is a significant relationship between social media marketing and customer satisfaction.

**Test Used:** Chi – square test of independence.

Sample Table

Satisfaction Level	Male	Female	Total
Satisfied	50	70	<b>120</b>
Neutral	20	30	<b>50</b>
Dissatisfied	15	15	<b>30</b>
<b>Total</b>	<b>85</b>	<b>115</b>	<b>200</b>

**Expected Frequencies (E)**

Satisfaction Level	Male(E)	Female(E)
Satisfied	51.00	69.00
Neutral	21.25	28.75
Dissatisfied	12.75	17.25
<b>Total</b>	<b>12.75</b>	<b>17.25</b>

**Chi Square Formula:**

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

X2 Value = 0.85

Degree of Freedom (df) = (3-1) (2-1) = 2

Critical Value at 5% level = 5.99

Since 0.85 < 5.99, we fail to reject Ho.

**Interpretation:**

There is no significant difference in satisfaction levels across genders. However, satisfaction is still influenced by social media marketing overall (seen in descriptive results).

**Findings**

- The study revealed that 57.5% of respondents were female and 42.5% male, indicating women in Kanchipuram are more engaged in social media-based brand interactions.
- The majority of respondents (45%) belonged to the 21–30 age group, showing that young adults are the most active social media users.
- Instagram (40%) emerged as the most preferred platform for brand engagement, followed by Facebook (30%), while YouTube and other platforms had comparatively lower usage.
- This suggests that businesses targeting Kanchipuram customers should prioritize Instagram marketing.
- A significant 65% of respondents agreed that social media promotions influence their buying decisions.
- Hypothesis testing (Chi-square test,  $\chi^2 = 88.84$ ,  $df = 2$ ,  $p < 0.05$ ) confirmed a statistically significant relationship between promotions and purchase decisions.
- 70% of respondents (Highly satisfied + Satisfied) expressed satisfaction with purchases influenced by social media.

- This indicates that effective use of social media marketing strategies leads to higher satisfaction.
- A majority (70%) rated brand image as highly important (ratings 4 & 5 out of 5).
- This shows that customer satisfaction is strongly linked to the perception and reputation of the brand in social media.
- Gender differences in satisfaction were not statistically significant ( $\chi^2 = 0.85, p > 0.05$ ).
- Platform preference and satisfaction were significantly associated ( $\chi^2 = 18.6, df = 6, p < 0.05$ ).
- Social media promotions significantly influence customer purchase decisions ( $\chi^2 = 88.84, df = 2, p < 0.05$ ).
- Customers prefer interactive, transparent, and engaging content.
- Brands with a positive image gain more loyalty and word-of-mouth recommendations.
- Businesses in Kanchipuram (especially textiles, sarees, and retail) can benefit by strengthening their brand image on Instagram and Facebook.

## **II.CONCLUSION**

The present study aimed to analyze how social media marketing strategies affect customer satisfaction, with a specific focus on the mediating role of brand image among consumers in Kanchipuram city. With a sample of 200 respondents, the study used percentage analysis and Chi-square tests to evaluate customer behavior, preferences, and perceptions. The findings clearly indicate that social media has become an essential channel for businesses to connect with their customers. Among the platforms, Instagram and Facebook dominate as the most preferred mediums, especially among younger consumers aged 21–30. This reflects a shift from traditional advertising to more interactive, digital-based approaches where visuals, influencer marketing, and engaging content drive consumer attention. The study also reveals that social media promotions significantly influence purchase decisions, as confirmed by hypothesis testing. More than 65% of respondents agreed that offers, advertisements, and influencer endorsements directly impact their buying behavior. Furthermore, the level of customer satisfaction was high (70%), showing that social media not only attracts customers but also ensures a positive post-purchase experience when brands deliver on their promises.

Another important conclusion is the critical role of brand image. A majority of respondents rated brand image as highly important in their purchase decisions. This proves that even if social media attracts consumers initially, their long-term satisfaction and loyalty depend on how trustworthy, reliable, and reputable the brand appears. In other words, brand image acts as the bridge between marketing efforts and customer satisfaction. On the other hand, demographic analysis showed no significant difference in satisfaction across genders, which suggests that social media marketing appeals universally, cutting across male and female segments. However, differences were noted across age groups and platform preferences, reinforcing that businesses must carefully tailor their strategies to target specific audiences. In conclusion, the research confirms that social media marketing has a strong and positive impact on customer satisfaction in Kanchipuram city, particularly when supported by a strong and consistent brand image. Businesses in Kanchipuram, especially in sectors such as textiles, sarees, jewelry, and retail services, should invest more in digital marketing strategies with a focus on Instagram and Facebook, while ensuring that their brand image remains authentic and customer-centric. If executed effectively, social media marketing can enhance not only sales but also customer trust, loyalty, and long-term brand advocacy.

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