

A study on
IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER
BEHAVIOR AND BRAND PERCEPTION

Project Report

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Under the guidance of

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In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE



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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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Affiliated to

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CERTIFICATE

This is to certify that the project titled "**A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR AND BRAND PERCEPTION**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Niva kv, Ms. Devika Rajeev, Ms. Fizza Francis**, under my supervision and guidance during the academic year 2021-24.

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DECLARATION

We Ms. Devika Rajeev, Ms. Niva K V, Ms. Fizza Francis, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR AND BRAND PERCEPTION submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Midhula Sekhar, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM
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CHAPTER-1

INTRODUCTION

CHAPTER-2

LITERATURE REVIEW

CHAPTER-3

THEORETICAL FRAMEWORK

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

CHAPTER-5

**FINDINGS, SUGGESTIONS
AND CONCLUSION**

ANNEXURE

QUESTIONNAIRE

1. Gender:

- Male
- Female

2. Age:

- Below 18
- 18-20
- 21-30
- 30 above

3. Occupation:

- Student
- Employed
- Unemployed

4. How often do you use social media in a week?

- Daily
- 2-3 times a week
- Once in a week
- Rarely

5. Which social media platform do you find most effective for discovering and purchasing products?

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube

6.How often do you come across brand advertisement on social media?

- Very often
- Sometimes
- Rarely
- Never

7.How often do you make a purchase directly influenced by social media marketing?

- Very frequently
- Frequently
- Occasionally
- Rarely
- Never

8.Which is your favourite type of Social Media Content:

- Product showcase
- Behind-the-scenes contents
- Customer testimonials
- Interactive polls/quizzes

9.How would you describe the impact of social media marketing on your perception of a brand?

- Positive
- Neutral
- Negative

10.How much do online reviews and ratings on social media influence your decision to purchase a product or service?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

11. Do you prefer personalised or generic advertisements on social media?

- Personalized
- Generic
- No preference

12. Has social media marketing ever influenced your loyalty towards a specific brand?

- Yes
- No
- Not sure

13. Have you ever purchased a product or service based on a social media advertisement?

- Yes, multiple times
- Yes, once
- No, but i have considered it
- No, never

14. How effective do you find social media advertisements in providing relevant information about products/services?

- Not effective at all
- Slightly effective
- Very effective
- Extremely effective

15. How do you perceive brands that actively engage with their audience on social media?

- Positive and trustworthy
- Neutral
- Indifferent
- Negative and untrustworthy

16. Do you think social media marketing has made it easier or harder to discover new brands?

- Easier
- Harder
- No difference

17. Overall, how would you rate the impact of social media marketing on your consumer behaviour and brand perception?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

18. What is your motivation for following brands ?

- Exclusive discounts/offers
- Entertaining content
- Educational content
- New product updates

19. Impact of user reviews?

- Highly influential
- Moderately influential
- Not influential

20. How would you rate your trust in User-Generated-Content (UGC):

- Trust UGC more than official brand content
- Trust both UGC and brand content equally
- Trust official brand content more than UGC

21. Which factor of User-Generated-Content (UGC) influences your purchasing behaviour?

- High production value
- Brand-controlled message
- Relatability and authenticity
- Limited consumer engagement

22. In comparison to professional reviews or endorsements, consumers are more likely to trust User-Generated-Content (UGC) because it is perceived as

- Unbiased and realistic
- Not influenced by corporate interests
- Genuine and authentic
- Uncensored and unfiltered

23. On what reasons would you unfollow brands from social media?

- Irrelevant content
- Too many promotional posts
- Lack of engagement with followers

24. Which of the following factors influence you while making a purchase decision?

- The person endorsing
- Online reviews
- Comments or likes
- My choice
- Product popularity

25. How likely are you to recommend a brand to others based on their social media presence?

- Very likely
- Sometimes
- Rarely
- Never

26. What type of products do you usually buy based on social media ads?

- Cosmetics
- Clothes
- Home appliances
- Electronics

27. How much do you trust advertisements on social media platforms?

- Not at all
- Slightly
- Moderately
- Very much
- Completely

28.To what extent does influencer marketing on social media influence your purchasing decisions?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

29.To what extent do you think social media influences your purchasing decisions?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

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