



THE ROLE AND IMPACT OF SOCIAL MEDIA ON DIGITAL MARKETING IN INDIA (A STUDY OF NTR DISTRICT IN ANDHRA PRADESH STATE)

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Abstract:

The rapid proliferation of social media platforms has significantly transformed the landscape of digital marketing in India. This paper explores the key role and far-reaching impact of social media on digital marketing strategies across various sectors. With a growing internet user base and increasing Smartphone penetration, platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube have become vital tools for brands to engage with consumers, build brand awareness, and drive sales. The study highlights how businesses — ranging from startups to large corporations — leverage social media for targeted advertising, influencer marketing, real-time feedback, and customer relationship management. It also examines the challenges such as data privacy, content saturation, and algorithmic changes that affect visibility and engagement. Overall, the research underscores the dynamic and evolving role of social media as an indispensable component of digital marketing in Indian context.

Key Words: Social Media, Digital Marketing, India, Face Book, Instagram, Twitter, LinkedIn and You Tube.

Introduction

India's digital marketing landscape has undergone a significant transformation, largely driven by the pervasive influence of social media platforms. With over 600 million internet users and a rapidly growing Smart phone penetration, India has become a hub for digital marketing innovation. This article explores into the multifaceted role of social media in shaping digital marketing strategies in India, supported by statistical analyses and emerging trends.

Social Media Usage in India: A Statistical Overview

As of December 2024, India boasts approximately 392 million Instagram users, accounting for 26.8% of its population. The majority of these users are male (66.9%), with the largest age group being 18–24 years (44%). Facebook follows closely, with 448.1 million users, making India the country with the highest number of Facebook users globally (NapoleonCatzoho.social+1Forbes+1)

On average, Indians spend about 141.6 minutes daily on social media platforms, indicating a high level of user engagement (zoho.social+1Forbes+1).

Social Media Landscape in India (2024–2025)

Key Stats:

- Total social media users in India (2024): 487 million
- Annual user growth: 7.8%
- Average daily time spent on social media: 2 hours 22 minutes
- Smartphone penetration: 73% (as of 2024)

(Source: Data Reportal, Statista)

Platform-Wise Distribution:

Platform Users (in millions)		% of Internet Users
YouTube	467	95.9%
WhatsApp	487	100%
Instagram	400+	82%
Facebook	313	64.3%
Twitter/X	25	5.1%
LinkedIn	120	24.6%

(Source: Data Reportal, Statista)

Influence on Digital Marketing

Advertising Spend Trends

- Digital advertising market size (India 2024): ₹537 billion
- Projected CAGR (2023–2027): 27.4%
- Social media's share in digital ad spend: 30% ₹161 billion)

(Source: Dentsu India Digital Report, GroupM)

Brand Engagement

- Instagram drives 4x more engagement than Facebook and 10x more than Twitter.
- **60%** of Indian users discover new products through Instagram Reels and YouTube Shorts.
- **90%** of marketers consider social media ads essential for brand awareness.

(Source: Meta India, Nielsen)

Rise of Influencer Marketing

Statistics:

- **Market value in India (2024):** ₹1,275 crore (~\$150 million)
- **Growth rate:** 25–30% YoY
- **Top platforms for influencer marketing:** Instagram (76%), YouTube (16%), Facebook (6%)

(Source: Influencer.in, EY-FICCI Report 2024)

Consumer Behavior:

- **63%** of consumers trust influencers more than traditional ads.
- **78%** of millennials have made purchases based on influencer recommendations.
- ROI on influencer campaigns is reported to be **11x higher** than banner ads.

(Source: Influencer.in, EY-FICCI Report 2024)

Social Commerce Surge

Social commerce, where users shop directly via platforms, is exploding in India.

- **Market size (2024):** \$6 billion
- **Projected market (2025):** \$20 billion
- **Growth driver:** Tier 2 & Tier 3 cities with 60% of social shoppers
- Facebook Marketplace, Instagram Shops, and WhatsApp Business are primary enablers.

(Source: Bain & Company, RedSeer Consulting)

Challenges in Social Media Marketing

Challenge	% of marketers affected
Algorithm changes (reach drop)	67%
Content oversaturation	54%
Privacy/data policy constraints	42%
Measuring ROI	39%

(Source: Hub Spot India Marketing Report 2024)

Future Trends to Watch

- **AI and Chatbots:** 65% of businesses now use AI in customer service via social media.
- **AR/VR Integration:** 55% of Gen Z prefer brands offering immersive ad experiences.
- **Voice and Vernacular Content:** Regional language content now makes up **70%** of digital consumption.

Significance of Digital Marketing:

- Digital marketing is essential for companies nowadays as it enables them to connect with a larger audience, focus on specific demographics, and monitor outcomes more efficiently than conventional marketing techniques. It additionally encourages increased customer interaction and offers a more affordable method to advertise products and services.

- **Global Reach and Accessibility:** Digital marketing eliminates geographic limitations, enabling companies to engage with customers around the globe via the internet. This is particularly advantageous for small enterprises that may lack the means for broad conventional marketing efforts.
- **Targeted Marketing:** Digital advertising platforms allow companies to focus on particular demographics, interests, and behaviors, guaranteeing that marketing communications reach the most applicable audience. This results in increased conversion rates and improved return on investment.
- **Cost-Effectiveness:** Digital marketing can be considerably more economical than conventional advertising channels such as print, television, and radio, particularly for small and medium-sized enterprises.
- **Quantifiable Outcomes:** Digital marketing offers resources for monitoring and evaluating the effectiveness of marketing campaigns, enabling companies to discern what is effective and what is not, leading to data-informed choices.
- **Improved Customer Engagement:** Digital marketing platforms offer various ways to connect with customers, including social media, email initiatives, and live chat, fostering stronger relationships and brand loyalty.
- **Adaptability to Market Changes:** The online landscape is continuously evolving, and digital marketing strategies can be easily adjusted and updated to match changing trends and customer preferences.
- **Competitive Edge:** In the current marketplace, companies must be present where their clients are, which requires a robust online presence. Rivals are utilizing digital marketing, making it essential to remain competitive and pertinent.
- **Enhanced Customer Connections:** Digital marketing enables direct communication and tailored interactions with customers, resulting in stronger bonds and heightened customer satisfaction.
- **Assistance for the Complete Marketing Funnel:** Digital marketing techniques can be applied throughout each phase of the customer journey, from initial awareness through to purchase and further, guaranteeing a smooth and captivating experience.

Characteristics of Digital Marketing:

- **Essential aspects of digital marketing** comprise affordability, worldwide accessibility, accurate audience targeting, instant tracking and analysis, adaptability and scalability, along with interactive participation. These characteristics enable companies to engage with their desired audience through multiple platforms such as social media and search engines, customize campaigns, adjust strategies using data, and assess campaign effectiveness for enhanced return on investment (ROI).
- **Worldwide Access:** Digital marketing enables companies to connect with an extensive, international audience, overcoming the geographical constraints of conventional marketing.
- **Target Audience:** Marketers can accurately aim at particular demographics, interests, and behaviors, guaranteeing that marketing messages reach the appropriate potential customers.
- **Cost-Effectiveness:** Digital marketing approaches frequently cost less than traditional techniques, offering superior ROI and reduced advertising expenses.

- **Quantifiable Outcomes & Metrics:** Online platforms offer immediate data and metrics, enabling marketers to monitor campaign effectiveness, comprehend consumer behavior, and implement informed changes.
- **Interactivity and Engagement:** Digital platforms facilitate two-way communication via comments, feedback, and reviews, promoting engagement and establishing customer trust.
- **Flexibility and Adaptability:** Campaigns can be quickly altered, enhanced, and adjusted in real-time according to performance metrics, providing increased flexibility.
- **Customization:** Companies can adjust content and promotions for specific customers, crafting unique experiences that enhance engagement and boost conversion rates.
- **Multi-Channel Approaches:** Digital marketing leverages different channels such as social media, search engines, email, and websites to connect with customers via their chosen platforms.

Objectives of the Study:

- To observe social media usage in India
- To know the features and importance of digital marketing
- To investigate social media's effect on digital marketing

Research Methodology:

This study utilized a quantitative research approach to examine and investigate the collected data through statistical, mathematical, and computational methods. A descriptive research approach has been utilized in conjunction with quantitative data analysis to yield definitive outcomes. Primary data was obtained from 100 participants. Participants are chosen from Vijayawada City. Directly questioning respondents, a straightforward method utilizing the questionnaire technique was employed to collect primary data. The sample size of the study consists of one hundred individuals who purchase products or services online.

Data Analysis and Interpretation:

1. Gender:

Gender	No. of Respondents	Percentage
Male	62	62
Female	38	38
Total	100	100

(Primary Data)

Table & Figure 1 reveals that when it comes to digital marketing, the male-to-female ratio was different. Female respondents were 38%, whereas male respondents were 62 percent at the time

2. Age of Respondent:

Age of Respondent	No. of Respondents	Percentage
14 to 20 years	08	8
21 to 30 years	50	50
31 to 40 years	30	30
41 to 50 years	10	10
51 and above years	02	2
Total	100	100

(Primary Data)

The said Table & figure 2 denotes that the majority of respondents under survey were between the age of 21 and 30 with 50%, 30% being under the age of 31-40 and followed by 10.5% the age between 41 to 50 years, and that just a small percentage of respondents aged 51 and up using digital marketing.

3. Marital Status:

Marital Status	No. of Respondents	Percentage
Married	50	50
Un-Married	50	50
Total	100	100

(Primary Data)

Figure 3 reveals that when it comes to marital status regarding digital marketing, 50% respondent are single and 50% respondents are married

4. Education Qualification:

Education Qualification	No. of Respondents	Percentage
10 th	6	6
Inter	24	24
Degree	26	26
PG	40	40
Professional	4	4
Total	100	100

(Primary Data)

From figure 4, Post- graduate students make the majority of the respondents i.e. 40%. There were 26% graduates, 24% intermediate and the rest was same percent of respondent in professional/diploma.

5. Occupation:

Occupation	No. of Respondents	Percentage
Govt. Employee	24	24
Pvt. Employee	28	28
Business/Profession	14	14
Student	30	30
Home Maker	4	4
Total	100	100

(Primary Data)

Figure 5 denotes that among the respondents most prevalent occupation was student, followed by private employee and then government employee. Some were both business/profession and homemaker

6. Do you use social networking sites?

Using social networking sites	No. of Respondents	Percentage
Yes	84	84
No	16	16
Total	100	100

(Primary Data)

The above figure 6 reveals that the majority of respondents using social networking sites were 84% and 16% were not using social networking sites

7. Which social media platform do you use most?

Social Media sites	No. of Respondents	Percentage
Facebook	12	12
Twitter	12	12
Instagram	16	16
YouTube	30	30
WhatsApp	30	30
Other	00	0
Total	100	100

(Primary Data)

From the above figure 7 reveals that there are several social media platform available. However, there was minor difference between the percent of customers using 30% YouTube and WhatsApp while 16% prefer using Instagram and followed by 6% Facebook and twitter.

8. What type of content do you like to see on social media?

Content	No. of Respondents	Percentage
Fitness	04	4
Nutrition	12	12
Health & Life style	12	12
Entertainment	16	16
Chatting	10	10
Skills	10	10
Technology	12	12
News	06	6
Gaming	08	8
Educational	10	10
Others	00	0
Total	100	100

(Primary Data)

From the above figure 8 reveals that 16% customer like the type of content to see on social media are Entertainment. Then followed by 12% were like Nutrition, Health & Life style and Technology, Chatting, skills and Educational is 10%.

9. What is your main objective for using social media networking sites?

Factors	No. of Respondents	Percentage
Communication and connecting with existing friends	24	24
Increase the networking by connecting new people	20	20
To get information or learn something	50	50
For other reasons	06	06
Total	100	100

(Primary Data)

As per the above figure 9 reveals that the main reason of using social networking sites by the customer is higher in to get information or learn something (50%). Then followed by the alternative options used by the customers

10. Which is the fastest growing social media platform?

Media Platform	No. of Respondents	Percentage
Facebook	12	12
Twitter	12	12
Instagram	24	24
Youtube	22	22
Whatapp	20	20
Other	10	10
Total	100	100

(Primary Data)

The above figure 10 illustrates that the majority of consumers choose Instagram as a fastest growing social media platform that is 24%. The next fastest growing social media platform prefer by customer is YouTube (22%) and then WhatsApp, Facebook, twitter and other

11. Which of the following digital channel do you aware of?

Digital channel	No. of Respondents	Percentage
Social Media	60	60
Websites/Blogs	16	16
Multimedia advertisings	06	6
E mails	12	12
Other	06	6
Total	100	100

(Primary Data)

Based on above figure 11 represent that majority of respondents are aware of social media which was (60%) as digital channel. Then followed by websites/blogs (16%) and so on

12. How often do use social media for marketing purpose?

Using often	No. of Respondents	Percentage
Daily	70	70
Weekly	26	26
Monthly	04	04
Rarely	00	00
Never	00	00
Total	100	100

(Primary Data)

As per the above figure 12, the majority of respondents used Daily (70%) social media for marketing purpose

13. What type of content do find most effective in digital marketing?

Content in digital marketing	No. of Respondents	Percentage
Blog posts	04	4
Videos	68	68
Podcast	06	6
Webinars	06	6
Social media posts	16	16
Total	100	100

(Primary Data)

The above figure 13 reveals that the majority of respondents like Videos which are 68 percent as a most effective content in digital marketing, then followed by social media posts are 16%.

Findings:

The results derived from the data gathered from digital marketing customers (users) are outlined here.

- The survey indicates that most clients utilizing social networking platforms are young people. Due to their greater awareness of advanced technology. Evidence shows that individuals aged 21 to 30 utilize social platforms more than those older than 30.
- This descriptive study reveals that 84% of respondents utilize social networking sites, while 16% do not engage with social platforms.
- YouTube is the most utilized social media platform by the general public.
- The data indicates that the primary reason customers utilize social networking sites is to obtain information or learn something, accounting for 50%.
- Instagram is the quickest expanding social media platform favored by users over YouTube and WhatsApp. Videos represent the most efficient form of content in digital marketing.
- Most respondents are familiar with social media, with 60% identifying it as a digital channel, and 70% of customers utilizing social media daily for marketing purposes.

Conclusion:

Based on the Survey, digital marketing plays a vital role in consumer purchasing choices as it attracts their attention faster and generally incurs lower costs for marketers to advertise their brands to consumers. Nowadays, many marketers promote their products on digital platforms like Facebook, YouTube, Instagram, and others. Social media has evolved into a vital element of any effective marketing plan in today's digital landscape. The survey indicates that most clients utilizing social networking sites are young people, due to their heightened awareness of modern technology. Evidence shows that individuals aged 21 to 30 utilize social platforms more than those older than 30. YouTube is the most utilized social media platform by the

respondent. Instagram is the rapidly expanding social media platform favored by users over YouTube and WhatsApp.

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