



## Consumer Awareness on Online Engagement Through Social Media in Udumalpet Taluk

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### ABSTRACT

Social media has become a crucial channel for consumer involvement in the digital age, influencing brand interactions and buying habits. The level of consumer awareness about social media-based online engagement and the variables affecting interaction patterns are investigated in this study. Using a suitable sample technique, two hundred respondents from the Udumalpet Taluk were chosen to share their thoughts. The study revealed that majority of the respondent are with medium consumer level of awareness on online engagement through social media. There exist a significant association between occupation and monthly income. The exists a difference between area of residence, gender, occupation and monthly income of the consumers has an influence on the online engagement through social media.

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### 1. INTRODUCTION

Consumer involvement has changed dramatically in today's digital environment, with social media being a major influence on brand interactions and purchase decisions. Social media has evolved from a simple platform for communication to a potent instrument for companies looking to engage with customers, cultivate relationships, and foster brand loyalty. Understanding the subtleties of online engagement is crucial for both companies and customers as Udumalpet businesses embrace digital transformation.



## 2. SOCIAL MEDIA-AN OVER VIEW

Though consumer interaction patterns differ depending on factors including demographics, platform preferences, and digital literacy, businesses now use social media for marketing, customer service, and brand-building. While some customers passively consume material, others actively interact with brands through direct messages, reviews, and comments. Additionally, the degree of platform awareness affects how well companies can connect with their target market.

### 2.1. Social Media for Online Consumer Engagement

This study explores consumer awareness of social media platforms and their engagement preferences, providing insights into how businesses can tailor their digital marketing strategies for maximum impact. By increasing awareness and encouraging meaningful engagement, businesses in Udumalpet can foster stronger relationships with consumers, improve customer awareness, and drive long-term growth in an increasingly competitive digital marketplace.

## 3. REVIEW OF LITERATURE:

- ❖ In their study titled "Social Media and E-Commerce: A Theoretical Study of Factors Affecting Consumer Behaviour of Social Media Buyers," Dr. Kavitha Chauhan and Fairz Rehman Abbart (2021) disclose that a great deal of research has been done on the factors that influence the purchasing decisions of consumers who use social media and e-commerce. Social media marketing concepts offer an additional layer of linkage with theoretical frameworks, according to studies. One indicator of the high mobile penetration rate is the large number of physical retailers that are entering the e-commerce market.
- ❖ **Marie and Mosconi (2018)** "Social Media Engagement: Content Strategy and Metrics Research Opportunities" identified that research has highlighted the importance of Social media engagement the content strategy in e-commerce. There is a lack of consensus on how to measure social media engagement with various metrics being used in different studies.
- In their work "Online Customer Engagement: A Systematic Literature Review," Archana **Chaurasia and Dr. Swarna Parmar (2023)** asserted that online customer interaction is essential to corporate success in the digital era. It describes how consumers engage and communicate with businesses on the internet.



#### 4. STATEMENT OF PROBLEM:

In today's digital era, online consumer engagement has become a crucial aspect of business growth. However, there is a significant knowledge gap among customers in Udumalpet regarding the effective utilization of online platforms, particularly social media, for consumer engagement. This lack of awareness hinders customers from fully leveraging the benefits of online engagement, such as convenient complaint resolution, access to product information, and personalized experiences. Furthermore, businesses in Udumalpet may not be optimizing their social media presence to engage with customers effectively, leading to missed opportunities for growth and customer loyalty. This study aims to investigate the current level of customer awareness about online consumer engagement and the role of social media in Udumalpet, identifying the challenges and opportunities for improvement.

#### 5. OBJECTIVES OF THE STUDY

1. To assess customers' level of awareness about various social media networks.
2. To identify the elements affecting social media consumer interaction.

#### 6. METHODOLOGY

Both primary and secondary sources of data were gathered. Interview schedules were used to gather the primary data needed for the investigation. Secondary sources include the company's annual reports and articles published in periodicals, publications, and websites. Using a suitable selection technique, two hundred members of the general public from Udumalpet Taluk were chosen to gauge their awareness of the services provided by their mobile service provider. In accordance with the specifications, the data is displayed in tabular form. The Chi square test, one-way ANNOVA, and independent sample test were used to examine the data.

#### 7. LIMITATIONS OF THE STUDY

The study uses customer self-reported data, which could be skewed and inaccurate due to individual biases. Only the respondent from Udumalpet Taluk has had the opportunity to convey their degree of awareness.

## 8. FINDINGS OF THE STUDY

To determine the respondents' level of awareness, the Awareness Index is calculated. Social media gives the public access to a number of online buying options. A five-point rating system is used for the response. One to five is the range of answers to the question. 179 is the highest possible score. The standard deviation is 13, while the mean awareness is 71. A score of 58 or lower is considered low, a score between 59 and 83 is considered medium, and a score of 84 or more is considered high.

**Table:1 Level of Awareness on online shopping through social media**

Level of Awareness	Level	No of respondents	Percentage
Low	58	31	16
Medium	59-83	129	65
High	84	40	20
Total		200	100

*Source: Primary Data*

Table 1 shows that 31 (16 %) respondents have low level of awareness, 129 (65 %) respondents have medium level of awareness and 40(20 %) respondents have high level of awareness on the online shopping through social media.

### 8.1 CHI SQUARE TEST

Numerous demographic factors, such as domicile, gender, age, marital status, family size, type, number of earning members, education, occupation, and income levels, were subjected to the chi-square test. To determine the main contributing elements, statistical significance was assessed.

**Ho: There is no significant association between the select personal variables and level of awareness.**

**Table:2 Select Personal Variables and Level of Awareness (chi square test)**

Variables		Level of Awareness			N=12	X <sup>2</sup>	'P' Value
		Low n=31	Med n=129	High n=40			
Area of	Rural	17(13.6)	85(68.0)	23(18.4)	125	1.954	0.744



Residence	Semi-Urban	9(18.0)	30(60.0)	11(22.0)	50		
	Urban	5(20.0)	14(56.0)	6(24.0)	25		
Gender	Male	13(18.8)	48(69.6)	8(11.6)	69	4.899	0.086
	Female	18(13.7)	81(61.8)	32(24.4)	131		
Age of the responded (in years)	Below 18	1(7.7)	9(69.2)	3(23.1)	13	12.57 5	0.127
	18-25	23(16.9)	83(61.0)	30(22.1)	136		
	26-35	4(9.1)	33(75.0)	7(15.9)	44		
	36-45	3(60.0)	2(40.0)	0(0.0)	5		
	Above 46	0(0.0)	2(100)	0(0.0)	2		
Marital Status	Married	15(21.1)	43(60.6)	13(18.3)	71	2.670	0.263
	Unmarried	16(12.4)	86(66.7)	27(20.9)	129		
Type of family	Joint	10(11.1)	65(72.2)	15(16.7)	90	4.456	0.108
	Nuclear	21(19.1)	64(58.2)	25(22.7)	110		
Members in the family	1	0(0.0)	0(0.0)	1(100)	1	9.891	0.273
	2	4(33.3)	7(58.3)	1(8.3)	12		
	3	4(12.5)	23(71.9)	5(15.6)	32		
	4	17(17.5)	59(60.8)	21(21.6)	97		
	More than 4	6(10.3)	40(69.0)	12(20.7)	58		
Earning members in the family	1	5(10.2)	28(57.1)	16(32.7)	49	11.51 1	0.174
	2	18(18.8)	61(63.5)	17(17.7)	96		
	3	5(13.9)	28(77.8)	3(8.3)	36		
	4	2(14.3)	10(71.4)	2(14.3)	14		
	More than 4	1(20.0)	2(40.0)	2(40.0)	5		
Education Qualification	Schooling	2(20.0)	6(60.0)	2(20.0)	10	6.973	0.540
	Graduate	18(14.3)	81(64.3)	27(21.4)	126		
	Post Graduate	9(24.3)	21(56.8)	7(18.9)	37		
	Professional	2(10.0)	14(70.0)	4(20.0)	20		
	Diploma	0(0.0)	7(100)	0(0.0)	0		
Occupation	Student	6(10.0)	33(55.0)	21(35.0)	60	27.42 9	0.002* *
	Self-employed	8(19.5)	28(68.3)	5(12.2)	41		
	Private sector	2(6.7)	22(73.3)	6(20.0)	30		

	employee						
	Government employee	8(25.0)	20(62.5)	4(12.5)	32		
	Homemaker	2(7.4)	21(77.8)	4(14.8)	27		
	Unemployed	5(50.0)	5(50.0)	0(0.0)	10		
Monthly Income (Respondent)	Up to Rs.10000	8(14.3)	34(60.7)	14(25.0)	56	27.84 0	0.001* *
	Rs.10001-Rs.20000	6(10.7)	37(66.1)	13(23.2)	56		
	Rs.20001-Rs.30000	5(9.8)	37(72.5)	9(17.6)	51		
	Rs.30001-Rs.45000	5(18.5)	19(70.4)	3(11.1)	27		
	Above Rs.45001	7(70.0)	2(20.0)	1(10.0)	10		

Source: Primary Data

\*\*Significant

### Inference:

Among the chosen personal variables, it is concluded that there is a significant difference between occupation, monthly income, and awareness of social media engagement ( $p < 0.05$ ). However, there is no significant difference between the following select variables: respondents' age, gender, area of residence, marital status, type of family, members of the family, earning members of the family, and awareness of social media engagement ( $p > 0.05$ ).

## 8.2 ANALYSIS OF VARIANCE (ANNOVA TEST)

Using ANOVA testing, this study investigates the relationship between awareness levels and demographic characteristics. The objective is to ascertain the statistical significance of factors that influence awareness, including residence, gender, age, marital status, family structure, education, occupation, and income.

**Ho: There is no significant different between the select personal variables and level of awareness.**

**Table:3 Select Personal Variables and Level of Awareness (ANNOVAs test)**



Variables		N	Mean	F	Sig
Area of Residence	Rural	125	2.0480	4.162	0.043**
	Semi-Urban	50	2.0400		
	Urban	25	2.0400		
	Total	200	2.0450		
Gender	Male	69	1.9275	4.162	0.043**
	Female	131	2.1069		
	Total	200	2.0450		
Age of the respondent (in Years)	Below 18 years	13	2.1538	1.618	0.171
	18-25	136	2.0515		
	26-35	44	2.0682		
	36-45	5	1.4000		
	Above 46	2	2.0000		
	Total	200	2.0450		
Marital Status	Married	71	1.9718	1.667	0.198
	Unmarried	129	2.0853		
	Total	200	2.0450		
Type of family	Joint	90	2.0556	0.051	0.821
	Nuclear	110	2.0364		
	Total	200	2.0450		
Members in the family	1	1	3.0000	1.540	0.192
	2	12	1.7500		
	3	32	2.0313		
	4	97	2.0412		
	More than 4	58	2.1034		
	Total	200	2.0450		
Earning members in the family	1	49	2.2245	1.705	0.150
	2	96	1.9896		
	3	36	1.9444		
	4	14	2.0000		



	More than 4	5	2.2000		
	Total	200	2.0450		
Education Qualification	Schooling	10	2.0000	0.380	0.823
	Graduate	126	2.0714		
	Post Graduate	37	1.9459		
	Professional	20	2.1000		
	Diploma	7	2.0000		
	Total	200	2.0450		
Occupation	Student	60	2.2500	4.438	0.001**
	Self-employed	41	1.9268		
	Private sector employee	30	2.1333		
	Government employee	32	1.8750		
	Homemaker	27	2.0741		
	Unemployed	10	1.5000		
	Total	200	2.0450		
Monthly Income (Respondent)Rs.:	Upto Rs.10000	56	2.1071	3.856	0.05**
	Rs.10001-Rs.20000	56	2.1250		
	Rs.20001-Rs.30000	51	2.0784		
	Rs.30001-Rs.45000	27	1.9259		
	Above Rs.45001	10	1.4000		
	Total	200	2.0450		

Source: Primary Data

\*\*Significant



**Inference:**

Area of residence, gender, occupation, monthly income, and level of awareness regarding online engagement through social media are found to differ significantly among the selected personal variables ( $p < 0.05$ ). In contrast, there is no significant difference between the following select variables: area of residence, gender, age of the respondent, marital status, type of family, members in the family, earning members in the family, and awareness regarding online engagement through social media ( $p > 0.05$ ).

**9. SUGGESTIONS**

- **Enhancing Digital Literacy** – Businesses and policymakers should focus on increasing digital literacy among consumers to improve awareness and effective utilization of online engagement platforms.
- **Targeted Marketing Strategies** – Companies should customize their social media campaigns based on consumer demographics to ensure better engagement.
- **Improved Customer Interaction** – Brands should prioritize responsiveness and personalized communication to foster stronger relationships with customers.
- **Leveraging Influencers and Community Engagement** – Partnering with local influencers and fostering community-driven initiatives can boost consumer trust and participation.

**10. CONCLUSION**

Social media is becoming more and more important in corporate operations in this cutthroat and dynamic environment. While pointing out the disparities in awareness among Udumalpet consumers, this study emphasizes the growing importance of social media in consumer interaction. According to the aforementioned survey, the majority of respondents have a medium level of knowledge regarding their use of social media online, and there is a positive correlation between the awareness level and the selected variables of occupation and monthly income. Certain personal variables, such as place of residence, gender, occupation, monthly income, and degree of awareness regarding social media activity, differ from one another. Expanding the geographic scope and taking into account additional internet platforms could start more research.



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