



THE FUTURE OF SOCIAL MEDIA IN MARKETING WITH REFERENCE TO ELECTRONIC GOODS

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Abstract

Aim: The objective of the study is to examine how social media is changing the way that electronic goods are marketed, looking at present patterns, potential paths forward, and tactical ramifications for marketers looking to use social media platforms to their advantage and sway customer behavior in the sector. With an emphasis on the relationship between social media, marketing, and electronic goods, this goal gives the research piece a distinct direction. Additionally, it implies that the paper will examine social media marketing's present and future facets in this sector.

Keywords: Customer Satisfaction, social media marketing, electronic goods, digital marketing, online advertising, influencer marketing, content marketing, online consumer behavior.

Introduction:

This study aims to find out how Social media's ascent has completely changed how companies handle marketing, and the electronic products sector is no exception. The demand for electronic goods has increased dramatically due to the growing number of smartphones, laptops, and other electronic gadgets. Companies in the electronic goods industry are therefore under pressure to keep ahead of the competition and innovate. With platforms like Facebook, Instagram, Twitter, and LinkedIn providing a wide range of tools and features that allow businesses to connect with customers, share product information, and promote their



brand, social media has become a vital tool for electronic goods marketers looking to reach their target audience, increase brand awareness, and boost sales. Nonetheless, the social media scene is always changing as new platforms, trends, and technology appear regularly. (Rana et al. 2019)

Social media's introduction has completely changed how companies communicate with their clientele, advertise their goods, and establish their brands. Social media marketing has become a vital tool for businesses looking to keep ahead of the curve in the highly competitive and innovative electrical products sector. Social media platforms are becoming dynamic marketplaces where electronic goods firms can display their items, interact with consumers, and increase sales thanks to the growth of influencer marketing, e-commerce connections, and AI-powered advertising. It is imperative that marketers of electronic goods keep abreast of the most recent advancements and industry best practices in social media marketing as we look to the future (Vongtangton and Goebert 2025)

The future of social media in marketing will be examined in this conversation, with an emphasis on the electronic products sector. We'll look at the newest tactics, tools, and trends influencing social media marketing. It's obvious that social media will continue to have a significant influence on how electronic goods companies market their products in the future. Social media platforms will become even more immersive, interactive, and customized as new technologies like virtual reality (VR), augmented reality (AR), and the Internet of Things (IoT) proliferate. This begs crucial concerns about how electronic goods firms will use social media in the future to connect with their target markets, increase brand recognition, spur economic expansion, and offer advice and insights for marketers of electronic goods who want to stay on top of the game. (Raudaskoski et al. 2019).

Keywords: Customer Satisfaction, social media marketing, electronic goods, digital marketing, online advertising, influencer marketing, content marketing, online consumer behavior.

Materials And Methods

This study was conducted in the region Avadi which is a small part of Thiruvallur with a sample size of 164. The sample size was concluded with the help of

www.samplesizecalculatorforresearch.com. The study aims to find out how Social media's ascent has completely changed how companies handle marketing, and the electronic products sector is no exception. The demand for electronic goods has increased dramatically due to the growing number of smartphones, laptops, and other electronic gadgets. The questionnaire was circulated within the area of Avadi and samples were collected through convenient sampling. Google Forms was used to collect their answers to a series of online surveys, and IBM SPSS was used to conduct a thorough analysis of the answers. The survey was completed by 164 people of various ages, including workers and students

Statistics Analysis

We built a Google Forms survey specifically for this investigation. It's like answering questions on a survey or quiz. Their responses are then entered into a spreadsheet. This spreadsheet was used to arrange and analyze the data. We used techniques including cross-tabulation, pie charts, bar graphs, and percentages to improve our understanding of the data. Furthermore, we gathered some basic data about the respondents. This enables us to determine whether the viewpoints of various groups of people differ. We were careful to obtain a comprehensive and unambiguous picture of people's viewpoints by using Google Forms and these techniques.

Result :

Figure 1 Shows these differences graphically as a bar graph with a simple mean Monthly Income, ± 2 standard deviation, and a 95% confidence interval, demonstrating how Satisfied customers support facilities and services.

Figure 2 presents these differences graphically as a bar graph with a 95% confidence interval and the simple mean of age on the count for customer satisfaction on using Social media, along with a ± 2 standard deviation.

Figure 3 presents these differences graphically as a bar graph with a 95% confidence interval and the simple mean of age on count for customer satisfaction with staff and their services, along with a ± 2 standard deviation.



Discussion

The statistical analysis provided useful insights into the connection between gender preferences, Satisfaction to customers, and service quality in Social Media Marketing. Table 1 uses the Chi-Square test to explain how gender affects the preference for extra fees collected in Social Media in Marketing. Gender and preferences for additional charges have a significant relationship, as indicated by the substantial Pearson Chi-square value of $p = 0.001$ (<0.001). This result illustrates the significance it is to take into account gender-specific viewpoints when assessing how particular Social Media procedures affect client satisfaction. Turning now to Table 2, the gender-based results of the Independent T-Test measuring employee satisfaction are interesting. The data suggests a statistically significant difference in satisfaction levels between genders, as indicated by the t-value of -2.765 and the significant $p = (.532)$ (<0.05). This suggests that employee satisfaction in Social Media Marketing may be influenced by a person's gender. These kinds of information are essential for Social Media that want to customize their work environment and services to fit the unique needs and satisfaction levels of different customers. The analysis of these SPSS output values highlights the necessity of a gender-sensitive strategy in Social media marketing to improve employee and customer happiness, which will eventually help to build long-lasting customer loyalty. Our study's findings, supported by Table 3's One-Way ANOVA validation, show a strong correlation—with a p-value of 0.000 (<0.001)—between the Social Media marketing overall service quality and its customers' ability to recommend it to others. The results indicate that clients believe there is a direct correlation between their willingness to recommend Social Media and the level of services they receive. Since there is a significant correlation between these indicators, Social Media Marketing may want to consider improving overall service quality as a strategic method to increase customer satisfaction and loyalty.

Limitation of the study:

It is important to recognize the limitation of this study on the future of social media marketing for electronic items has significant drawbacks. First, the study's geographical focus is limited to a single region or country, which may not be indicative of the entire electronic goods sector. Furthermore, the study's period may not include long-term trends or changes in

social media marketing methods. The sample size of electronic goods businesses or customers polled may also be small, reducing the reliability and validity of the findings. Furthermore, the continually changing nature of social media platforms and their features may limit the study's capacity to capture current trends and methods. Finally, the absence of access to proprietary data from social media businesses or electronic goods makers may be.

Author Contributions

Author Madhan S was involved in data collection, data analysis, data extraction, and manuscript writing. Author Mr. Venkatesan Shanmugam was involved in the conceptualization, data validation, and critical review of the manuscript. Acknowledgment The authors would like to express their gratitude towards Saveetha College of Liberal Arts and Sciences, Saveetha Institute of Medical and Technical Sciences (Formerly known as Saveetha University) for providing the necessary infrastructure to carry out the research study.

Tables And Figures

TEST 1 Chi-Square

Table 1 Clarifies the results of the Chi-Square on the Preference of Gender in the Additional charges collected in Social Media in Marketing, with a Pearson Chi-square significant value of p is less than 0.001 (<0.001).

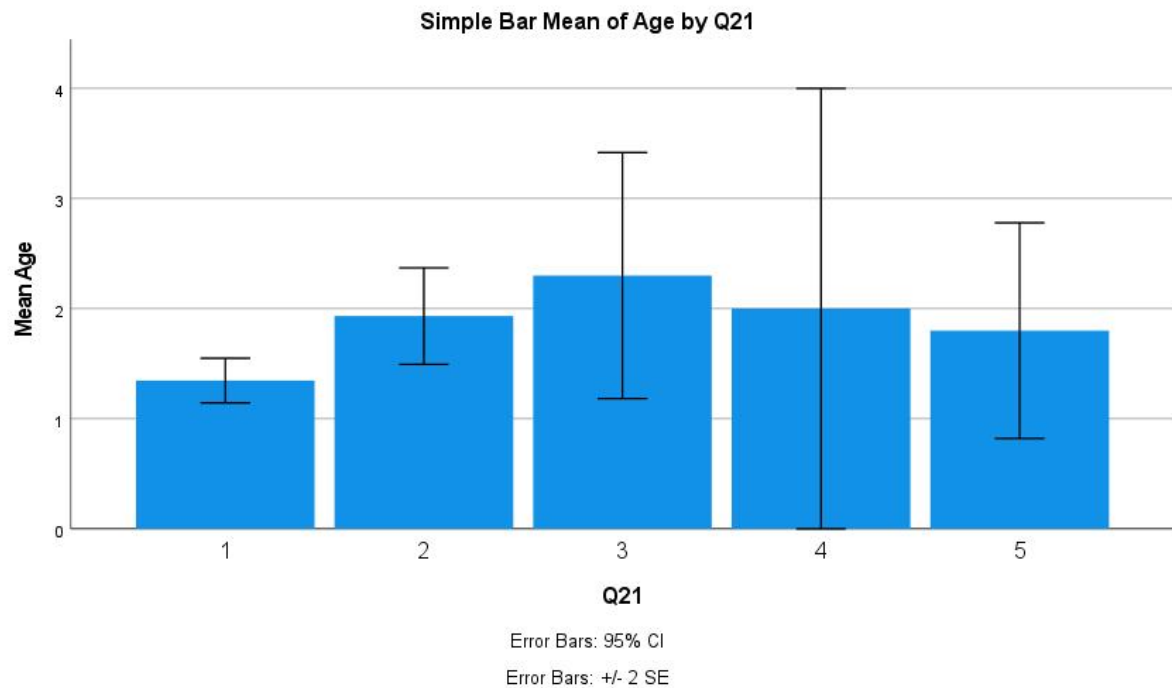
FIG 1.1

	Value	df	Asymptotic Significance (2- sided)
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Pearson Chi-Square	22.587	3	<.001
Likelihood Ratio	19.637	3	<.001
Linear-by-Linear Association	19.032	1	<.001
N of Valid Cases	136		

FIG 1.2



TEST 2 One-Way ANOVA

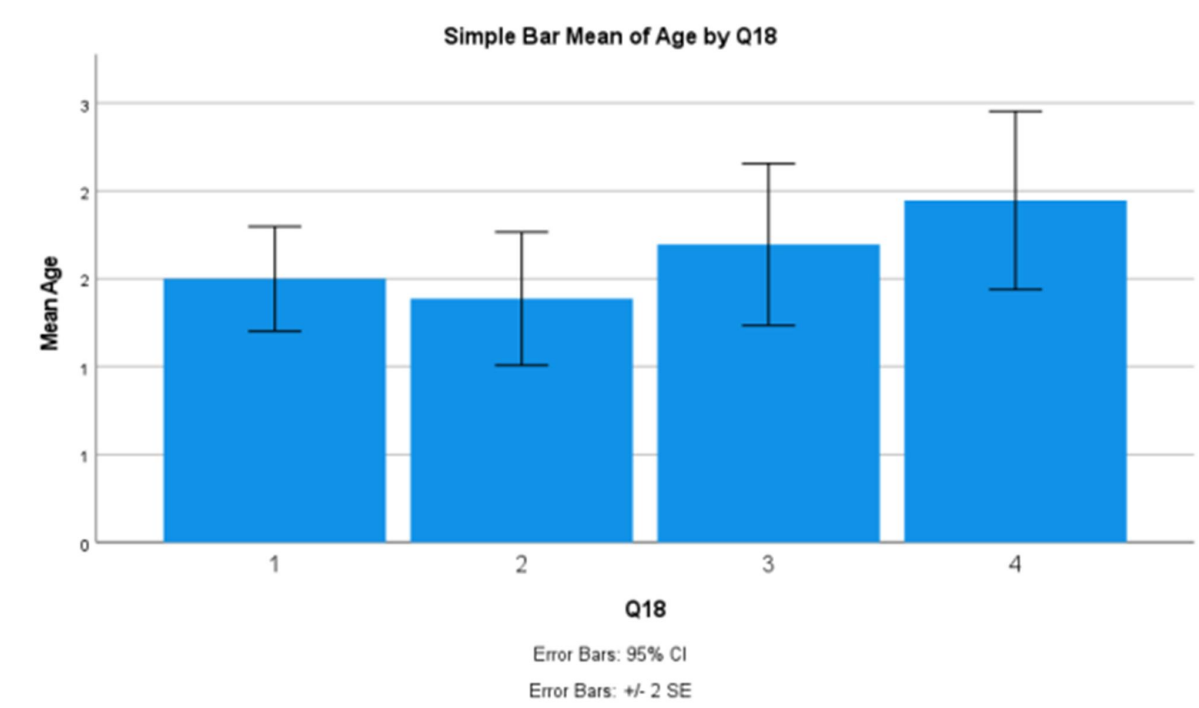
Table 3 One-way ANOVA shows how the variations in the group mean account for the variability in the dependent variable (Age). More variation across groups is indicated by a bigger value. $p = 0.000$ (< 0.001)

FIG 2.1

	Sum	of			
	Squares	df	Mean Square	F	Sig.



Between Groups	10.012	3	3.337	2.340	0.76
Within Groups	192.535	135	1.426		
Total	202.547	138			

FIG 2.2

TEST 3 Independent Test

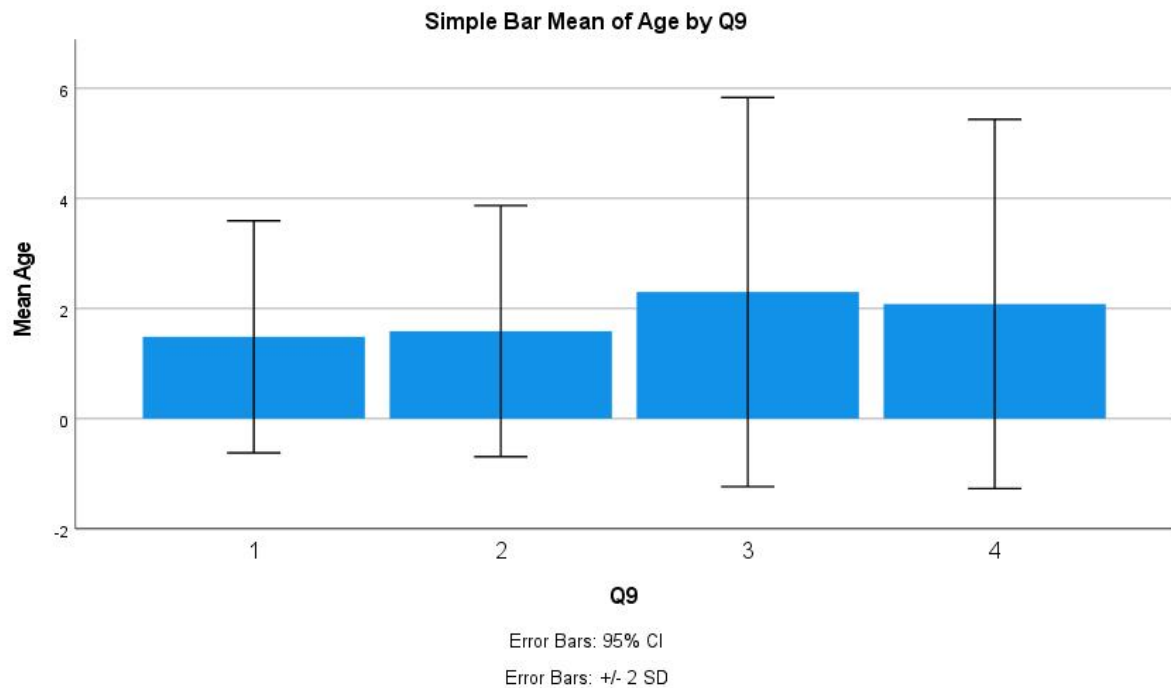
Table 2 provides more evidence for this by describing, using the Independent T-Test, the satisfaction of employees working with gender; the t value is -2.765, and the significant $p = (.532) (<0.05)$.

FIG 3.1

INDEPENDENT SAMPLE TEST:

	F	Sig	t	df	Sig.2-tailed	Mean diff	Std.Error diff	lower	upper
Equal variances assumed	28.659	<.001	-2.765	120	.007	-.586	.213	-.1006	-.165
Equal variances not assumed			-2.427	61.785	.018	-.586	.241	-.1068	-.103

FIG 3.2



Conclusion

In our study, we analyzed data using IBM SPSS software. In every test that was conducted, we consistently discovered significant values below our predetermined cutoff point of 0.005. The findings of the study highlight the significance of social commerce, influencer marketing, and personalized content in boosting sales of electronic items. Furthermore, the combination of augmented reality, artificial intelligence, and the Internet of Things will completely transform social media marketing and present marketers with previously unheard-of chances to engage with customers.

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