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# An Investigation of Social Media Marketing At Angle Starch and Food PVT. Ltd. By

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**ABSTRACT:** The way that people distribute information has changed dramatically in the digital age. The Internet started out as a way to get information, but as it developed, it also made it possible for people and websites to trade information.

## I. INTRODUCTION

Social media marketing is a potent tool for companies to use to advertise their goods or services online. It entails connecting with potential customers and raising brand exposure through the use of social media sites like Facebook, Instagram, Twitter, LinkedIn, and others.

## II. CONCEPTUAL FRAMEWORK

Facebook marketing is a platform that allows a brand to put their products and services in front of the audience and promote with the help of organic and paid means.

Instagram is the perfect channel to reach an enormous audience – over 1 billion active users monthly. On average, users spend 53 minutes per day on Instagram. YouTube marketing can be an effective tool for businesses to reach their target audience and achieve their marketing goals. Here are some of the key reasons why YouTube marketing is important.

WhatsApp marketing allows you to stay in touch with your customers – more than half of WhatsApp users check the app every day. Better yet, you can be sure they will get your offers, as text messages have a 98% open rate.

A Twitter marketing strategy is a plan centered around creating, publishing, and distributing content for your buyer personas, audience, and followers through Twitter.

It can also be a means for potential employers to find you without you even applying for a position. With the help of the algorithm and keyword searching, recruiters use LinkedIn to scout for talent.

It helps to maintain brand consistency Your logo, brand colour, and fonts help you connect better with your audience as they recognize your brand once they see these things.

Telegram is an open source and free messaging app with a focus on speed and security. Telegram can be used on all devices at the same time — messages sync across any number of phones, tablets or computers.

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. With billions of Pins on Pinterest, you'll always find ideas to spark inspiration.

## III. STATEMENT OF THE STUDY

Social media marketing is one of the most effective ways to raise brand awareness and lead people to your company. Executed well, it can help you create a solid community, grow your business and enjoy success.

## IV. OBJECTIVES OF THE STUDY

- Heighten brand awareness
- Increase social community size
- Accurately target audiences
- Strengthen engagement strategies for increased brand loyalty
- Increase customer satisfaction and positive brand perception

- Convert social followers into qualified leads and new business

**SCOPE OF THE STUDY:**
Social Media Platforms: The project can focus on studying one or more social media platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, etc. This can include analyzing their features, algorithms, user behavior, trends, and best practices.

**LIMITATION OF THE STUDY:**
Limited Generalizability: The results of the study may not be generalizable to other contexts or populations. This is because social media platforms are constantly evolving, and user behavior may vary across different regions and cultures.

**RESEARCH METHODOLOGY:**
Social media is a phenomenon that has become an important aspect in marketing mix and is revolutionizing the way companies interact with their customers. It has become almost mandatory for every business either small or large to mark its social media presence if it wants to gain customer trust, establish expertise, and meet potential customers.

## V. DATA COLLECTION

Data Collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes.

**Primary Data Source**:
A Primary Data Source provides direct evidence about an object, person, or work of art. It includes Historical & Legal Documents, Eyewitness Accounts, Results of Experiments, Statistical Data, Audio and Video Recordings, etc. Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey Type equation here. or statistical study, We Collected the Data.

**Secondary Data Source:**
The data that was originally collected for other research are called Secondary Data Sources. We Referred to Articles, Journals & Magazines as mentioned in the Bibliography.

**5.1. SIZE OF THE SAMPLE:**
The sample size is 150.

## VI. STATISTICAL TOOLS USED

- **Simple Percentage Analysis**
  Simple percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for a better understanding of collected data.

$$\text{Simple Percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$

- **CHI-SQUARE TEST:**
A Chi-Squared Test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the Null Hypothesis is true. It is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The purpose of the test is to evaluate how likely it is that the Null Hypothesis is true, given the observations.

- **Correlation:**
The process of establishing a relationship or connection between two or more things of variables quantities.The correlation coefficient is calculated by determining the covariance of the variables and dividing that number by the product of those variables' standard deviations.

**Formula:**

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

**SIMPLE PERCENTAGE:**

1. **ANALYSIS AND INTERPRETATION OF THE STUDY:**

**TABLE NO: 1 DEMOGRAPHIC PROFILE OF RESPONDENTS:**

| AGE | Frequency | Percent |
|---|---|---|
| 1 18-25 | 129 | 86.0 |
| 2 25-40 | 1 | .7 |
| 3 40-60 | 13 | 8.7 |
| 4 60and above | 5 | 3.3 |
| How old or you | 1 | .7 |
| **Total** | **150** | **100.0** |

**Interpretation:**
From the table age respondent are 18-25 category respondent are 86.7%, 25-40 category respondent are 0.7%, 40-60 category respondent are 8.7%, 60 and above category respondent are 3.3%

**CHISQUARE TEST**
**1. ANALYSIS AND INTERPRETATION OF THE STUDY:**
**TABLE NO: 1 DEMOGRAPHIC PROFILE OF RESPONDENTS**
**Chi-Square Tests**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 162.903[a] | 16 | .000 |
| Likelihood Ratio | 24.365 | 16 | .082 |
| N of Valid Cases | 150 | | |

9 cells (36.0%) have expected count less than 5. The minimum expected count is .01.

**INTERPRETATION:**

Calculate vale is higher than the table value, so null hypothesis is null hypothesis is rejected alternative hypothesis accepted. There is a significant relationship between position and employees to share ideas at work place.

## CORRELATIONS:
## 1. ANALYSIS AND INTERPRETATION OF THE STUDY:
## TABLE NO: 1 DEMOGRAPHIC PROFILE OF RESPONDENTS:

| Correlations | | | |
|---|---|---|---|
| | | AGE | Issocialmediathefirstthingyoucheckin themorning |
| **AGE** | Pearson Correlation | 1 | -.105 |
| | Sig. (2-tailed) | | .201 |
| | N | 150 | 150 |
| **Issocialmediathefirstthin gyoucheckinthemorning** | Pearson Correlation | -.105 | 1 |
| | Sig. (2-tailed) | .201 | |
| | N | 150 | 150 |

## INTERPRETATION:
## FINDINGS:

- 18-25 category respondent are 86.7%

From the above person correlation analysis between age and Is social media the first thing you check in the morning is accepted here because the value is less than 1.so, alternative hypothesis is accepted.

from the above person correlation analysis between Is social media the first thing you check in the morning and age is accepted here because the value is less than 1.so, alternative hypothesis is accepted.

- everyday category respondent is 42.7%
- 2-3 hours category respondent are 30.0%
- business category respondent is 28.7%
- yes, category respondent is 26.7%
- 1 category respondent are37.3%
- very useful category respondent is 28.0%
- LinkedIn category respondent are 37.3%
- somewhat often category respondent is 30.0%
- to a large extent category respondent are 33.3%

## SUCGESTION:

Create a social media marketing plan: Your social media marketing plan should include tactics that align with your project goals and content strategy. Determine how often you'll post, what type of content you'll produce, and which channels you'll use.

## VII. CONCLUSION

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviouslytrust.

# REFERENCES

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3. **David Meerman** Scott is an American online marketing strategist and author of several books on marketing, including
4. **Ryan Holiday** (born June 16, 1987) is an American author, modern Stoic, public-relations strategist,

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