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Allam Hamdan  
Udo Braendle *Editors*

# Harnessing AI, Machine Learning, and IoT for Intelligent Business

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*Editors*

Allam Hamdan  
College of Business and Finance  
Ahlia University  
Manama, Bahrain

School of Business  
The University of Jordan  
Amman, Jordan

Udo Braendle  
University Management Research  
and Innovation  
IMC University of Applied Sciences Krems  
Krems, Austria

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# Exploring the Perceptions and Utilization of Social Media Advertising Strategies in Contemporary Marketing Practices: A Study on Awareness and Implementation Among Businesses



R. Gowrishankar, B. Saranya, S. Lekha Shree, and R. Sangeetha

**Abstract** In today's marketing landscape, internet-based platforms have evolved into critical avenues for firms to engage with their target consumers and promote their goods. This study aims to investigate the awareness and implementation of social media advertising tactics in the marketing area. Through a comprehensive investigation employing both quantitative and qualitative methodologies, this study aims to unravel the perceptions and utilization patterns of social media advertising among businesses operating across diverse sectors. The research methodology encompasses the distribution of surveys aimed at gauging the familiarity of businesses with various social media platforms, advertising formats, targeting capabilities, and metrics for measuring campaign effectiveness. Additionally, in-depth interviews will be conducted with marketing professionals to delve deeper into their experiences, challenges encountered, and successful strategies implemented in the realm of social media advertising. The finale of this study is expected to provide useful insights into the current state of social media advertising in marketing strategies. By analyzing widespread trends, barriers, and possibilities, this research strives to provide organizations with actionable knowledge to maximize their marketing efforts on social media platforms. By identifying prevalent trends, obstacles, and opportunities, this

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R. Gowrishankar (✉)

Assistant Professor, Department of Professional Accounting and Finance, Kristu Jayanti College, Bengaluru 560077, India

e-mail: [gowrishankar@kristujayanti.com](mailto:gowrishankar@kristujayanti.com)

B. Saranya

Associate Professor and Head, Department for Commerce (Foreign Trade), PSG College of Arts & Science, Coimbatore, India

S. Lekha Shree

Assistant Professor, Department of Commerce, PSGR Krishnammmal College for Women, Coimbatore, India

R. Sangeetha

Assistant Professor, Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, India

research seeks to equip businesses with actionable intelligence to optimize their marketing endeavors on social media platforms. Furthermore, by bridging the gap between awareness and implementation, this study endeavors to empower businesses to refine their strategies, bolster brand visibility, and foster meaningful engagement with their audiences in the digital sphere. This study aims to contribute significantly to the changing landscape of digital marketing by providing empirical information and practical advice. By leveraging the findings of this study, businesses can enhance their proficiency in social media advertising, thereby bolstering their competitive edge and augmenting their overall marketing effectiveness.

**Keywords** Social media advertising · Marketing · Awareness · Application · Strategies opportunities · Trends · Brand visibility · Engagement · Digital marketing

## 1 Introduction

With the emergence of social media platforms, the background of current marketing has changed dramatically. These platforms have developed as effective tools for businesses looking to communicate with the target audience raise brand awareness, and drive client acquisition. Among the myriad functionalities offered by social media, advertising stands out as a cornerstone of modern marketing strategies. However, the efficacy of social media advertising hinges not only on businesses' awareness of its potential but also on their adeptness in implementing these strategies effectively. In recent years, scholars and practitioners alike have recognized the significance of social media advertising in augmenting brand visibility, enhancing customer engagement, and ultimately driving business growth. Yet, amidst the vast array of options available on social media platforms, businesses often grapple with navigating the complexities of advertising formats, targeting options, and performance metrics. This presents a critical challenge in harnessing the full potential of social media advertising to achieve marketing objectives. Furthermore, the dynamic nature of social media platforms necessitates continuous adaptation and optimization of advertising strategies to keep pace with evolving trends and user behaviors. Against this backdrop, it becomes imperative to assess the awareness levels and application of social media advertising among businesses. By gaining insights into businesses' perceptions, challenges, and best practices in social media advertising, researchers and practitioners can inform strategies that optimize marketing efforts in the digital sphere. This research project aims to fill a gap in the literature by critically examining the awareness and use of social media advertising in contemporary marketing practices. The purpose of this paper is to shed light on the present status of social media advertising, identify difficulties and possibilities, and provide practical insights for organizations looking to maximize their marketing impact in the digital age.

## 2 Statement of the Problem

The contemporary marketing landscape witnesses a significant reliance on social media platforms for brand promotion and customer engagement. However, there exists a critical gap in understanding the extent to which businesses are aware of and proficient in leveraging social media advertising strategies effectively. This gap undermines businesses' capacity to maximize their marketing endeavours and harness the full potential of social media channels. Furthermore, the rapid evolution of social media advertising formats and targeting mechanisms exacerbates this challenge, necessitating a thorough examination of businesses' awareness and implementation levels. Failure to bridge this gap may result in suboptimal resource allocation and missed opportunities for audience engagement and conversion, thereby hindering businesses' ability to attain their marketing objectives and maintain competitiveness in the digital marketplace. Consequently, there is an urgent imperative to conduct empirical research aimed at elucidating the current landscape of social media advertising awareness and application among businesses. Such research endeavours to identify prevalent challenges and opportunities and provide actionable insights to enhance marketing strategies in the digital realm.

## 3 Objectives

- To assess the level of awareness among businesses regarding various social media advertising platforms, formats, targeting options, and performance metrics.
- To analyse the extent to which businesses incorporate social media advertising strategies into their marketing practices, including the selection of platforms, budget allocation, content creation, targeting methodologies, and campaign evaluation.

### Methodology for the Study

The study area is Coimbatore, a city noted for textiles, foundries, wet grinders, pumps, production and other industries

(i) **Source of data**

The study was conducted by using primary data, through the interview schedule method. The interview schedules are prepared thoroughly to facilitate the respondents to respond easily without any difficulty. The interview schedule is also pre-tested and validated.

(ii) **Tools applied**

For a detailed analysis of the study, the following statistical tools are used in the study.

- Descriptive Analysis
- Chi-Square Analysis

- Average Score Analysis
- Correlation analysis

### **Limitations of the Study**

For want of time and purpose of detailed analysis, the study is confined to Coimbatore City only. However, adequate care was exercised to collect unbiased data.

### **Literature Review**

This review examines the current state of awareness and application of social media advertising in contemporary marketing practices. Through a comprehensive analysis of existing literature, the review aims to provide insights into the perceptions, challenges, and opportunities surrounding social media advertising among businesses. By synthesizing empirical findings and theoretical frameworks, this review offers a nuanced understanding of the factors influencing businesses' adoption and utilization of social media advertising strategies.

**Awareness of Social Media Advertising:** The first section of this review focuses on assessing businesses' awareness of social media advertising. Studies have revealed varying levels of familiarity among businesses with different social media platforms, with platforms such as Facebook, Instagram, and LinkedIn often cited as popular choices for advertising purposes [1, 2]. Furthermore, research suggests that businesses exhibit differing degrees of awareness regarding advertising formats, targeting capabilities, and performance metrics offered by social media platforms [3, 4].

**Application of Social Media Advertising:** The subsequent section examines the application of social media advertising strategies within businesses' marketing practices. Studies indicate that while businesses recognize the potential of social media advertising, many struggle with implementation due to challenges such as budget constraints, content creation, audience targeting, and campaign evaluation [5, 6]. However, research also highlights successful strategies and best practices employed by businesses to overcome these challenges and achieve marketing objectives through social media advertising [7, 8].

### ***Analysis and interpretation of the data***

#### **Personal factors and sources of awareness about social media advertising**

**Hypothesis:** The personal factors of the respondents have no significant influence on the source of awareness of social media advertising.

The following table discusses personal characteristics and sources of awareness of social media advertising.

It is found from Table 1 that the hypothesis is rejected (significant) in all the cases it is concluded that all the personal factors considered for the study have a significant influence on the source of awareness about social media marketing.

**Table 1** Chi-square numbers—personal factors and source of awareness of social media advertising

Personal factors	Chi-square nos	<i>p</i> nos	Sig/Not sig
Era	145.61	0.000*	Sig
Sexual category	28.68	0.000*	Sig
Conjugal status	11.59	0.005*	Sig
Scholastic level	56.20	0.000*	Sig
Professional status	68.34	0.000*	Sig
Cyclic income	89.20	0.000*	Sig
Magnitude of the family	114.51	0.000*	Sig
Style of the household	121.31	0.000*	Sig

\*S—significant ( $p$ -value  $\leq 0.05$ ); NS—not significant ( $p$ -value  $> 0.05$ )

### Personal factors and number of hours spent on social media

**Hypothesis:** The personal factors of the respondents have no significant influence on the number of hours spent on social media.

Table 1 describes the personal factors, chi-square values,  $p$  values and their significance on the number of hours spent on social media.

It is found from Table 2 that the hypothesis is rejected (significant) in all the cases. It is concluded that all the personal factors considered for the study have a significant influence on the number of hours spent on social media.

### Watching social media channels

**Hypothesis:** The individual influences of the respondents have no significant influence on watching social media channels. The table describes the personal factors, chi-square values,  $p$  values, and their significance towards watching social media channels.

It is found from Table 3 that the hypothesis is rejected (significant) in all the cases.

**Table 2** Personal factors and the number of hours spent on social media

Personal factors	Chi-square values	$p$ values	Significant/Not significant
Era	37.656	0.000	S
Sexual category	12.335	0.000	S
Conjugal status	57.212	0.034	S
Scholastic level	68.214	0.000	S
Professional status	78.314	0.005	S
Cyclic income	215.60	0.000	S
Magnitude of the family	87.09	0.000	S
Style of the household	51.98	0.005	S

\*S—significant ( $p$ -value  $\leq 0.05$ ); NS—not significant ( $p$ -value  $> 0.05$ )

**Table 3** Personal factors and watching social media channels

Peculiar factors	Chi-square no	<i>p</i> values	Significant/Not significant
Era	481.746	0.000*	S
Sexual category	2.615	0.000*	S
Conjugal status	8.552	0.035*	S
Scholastic level	8.414	0.000*	S
Professional status	77.605	0.005*	S
Periodical income	54.852	0.000*	S
Magnitude of the family	67.541	0.000*	S
Style of the household	22.053	0.000*	S

\*S—significant (*p*-value ≤ 0.05); NS—not significant (*p*-value > 0.05)

It is concluded that all the personal factors considered for the study have a significant influence on watching the social media channel.

**Level of awareness towards the media of advertising**

To determine the level of awareness towards the dissimilar media, the following media are considered for the study

- Facebook—D1
- Twitter—D2
- LinkedIn—D3
- YouTube—D4
- Google+—D5
- Instagram/snapchat/Pinterest—D6

Table 3 describes the personal classification-wise average score of the respondents on the equal of responsiveness towards the media of advertising.

It is found from Table 4, that the majority of the respondents have a high level of awareness towards Facebook (D1), followed by YouTube (D4). Further, the respondents with the age group of below 25 years, male, unmarried, UG level, engaged in business, with a monthly income of Rs. 20,000–30,000, with 5 and above members with nuclear family have high awareness towards the media of advertising.

It is concluded that among the various media of advertising, the majority of the respondents have a high level of awareness towards Facebook advertising.

**Factors relating to source of awareness and satisfaction about social media advertising**

Table 5 describes the results of the correlation analysis performed between the various factors relating to the awareness of social media advertising and satisfaction level.

The above table shows the relationship between awareness score and satisfaction score towards the social media advertising. The correlation value of 0.170 indicates that there is positive relationship between awareness score and satisfaction score

**Table 4** Average score—personal factors and awareness towards media of advertising

Own factors		D1	D2	D3	D4	D5	D6
Age (years)	Below 25	5.96	4.52	4.32	3.66	3.45	2.76
	25–45	4.34	4.90	4.94	3.91	2.15	3.56
	45–65	4.59	3.24	3.66	2.15	5.78	3.89
	65 above	4.83	3.64	3.81	2.05	4.33	3.56
Gender	Male	4.58	4.52	4.31	3.33	2.75	4.87
	Female	4.11	4.25	4.86	3.43	4.13	4.34
Marital status	Married	4.50	4.37	4.37	3.29	3.56	3.23
	Unmarried	4.34	4.41	4.35	3.27	5.12	4.34
Educational level	No formal education	4.21	4.26	4.51	3.24	3.12	4.65
	School level	4.24	4.35	4.60	3.22	3.56	2.45
	Diploma level	4.38	4.50	4.58	3.41	4.67	3.23
	UG level	3.56	3.56	4.88	2.34	3.54	3.67
	PG level	4.56	4.34	4.13	3.45	4.34	3.56
	Professional qualification	4.23	4.11	4.29	3.23	3.99	4.34
Occupational status	Agriculture	4.62	4.37	4.25	2.50	4.56	4.87
	Business	4.42	4.56	4.49	4.99	5.12	4.67
	Professional	4.43	4.77	4.78	3.71	3.76	3.21
	Government employee	3.56	2.67	3.76	2.45	4.58	3.67
	Private sector employee	4.39	4.13	4.08	3.08	3.89	4.79
	Others	4.00	2.17	3.01	2.13	4.12	5.21
Monthly income (in Rs.)	Up to 20,000	4.31	4.05	4.08	3.16	4.71	3.45
	20,000–30,000	4.37	4.81	4.67	3.82	2.56	3.71
	30,000–40,000	4.32	4.63	4.62	3.42	3.56	3.34
	40,000 and above	4.38	3.37	3.70	2.23	4.13	2.43
Size of family	Up to 2 members	4.41	4.21	3.40	2.80	4.67	3.58
	3	4.13	4.51	4.54	3.54	3.78	4.49
	4	4.32	4.33	4.38	3.40	4.12	2.21
	5 and above	4.86	4.19	4.12	2.32	3.89	3.34
Type of family	Nuclear family	4.56	4.23	4.46	3.54	4.79	4.29
	Joint family	4.54	4.41	4.41	2.83	4.12	3.56

**Table 5** Correlation analysis—awareness score and satisfaction score

Variables	N	Correlation	p-value
Awareness score and satisfaction score towards products and services delivered through online advertising	700	0.170	0.000

towards the social media advertising. It is inferred that change in awareness score is positively correlated with change in satisfaction score. The  $p$ -value (0.000) is less than 0.001. Hence the null hypothesis is rejected and there exists significant relationship between awareness score and satisfaction score towards the social media advertising.

It is concluded that there is significant relationship between awareness score and satisfaction score towards the social media advertising.

## 4 Results

- Maximum (29%) of the respondent's source of awareness of social media advertising are through Facebook.
- Majority (56%) of the respondents have very high awareness towards Facebook.
- Maximum (29%) of the respondents have high awareness towards twitter.
- Maximum (49%) of the respondents have high awareness of advertising towards LinkedIn.
- Maximum (30%) of the respondents have high awareness towards YouTube.
- Majority (51%) have high awareness towards Google+.
- Maximum (41%) of the respondents have moderate awareness towards Instagram/snapchat/Pinterest.
- Maximum (40%) of the respondents are aware of social media advertising for more than five years.
- Maximum (47%) of the respondents spend 1–2 h per day in social media.
- Maximum (42%) of the respondents watch Facebook so frequently.

### Results relating to chi-square analysis

- All the personal factors considered for the study have significant influence on the source of awareness about social media advertising.
- All the personal factors considered for the study have significant influence on the number of hours spent on social media.
- All the personal factors considered for the study have significant influence in watching the social media channel.

### Results relating to average score analysis

- Among the various media of advertising, majority of the respondents have high level of awareness towards Facebook advertising.

### Results relating to correlation analysis

- There is significant relationship between awareness score and satisfaction score towards the social media advertising

## 5 Conclusion

This study has provided a comprehensive examination of the awareness and application of social media advertising in contemporary marketing practices. The findings highlight the pivotal role of social media platforms in modern marketing strategies and underscore the importance of businesses' awareness and proficient utilization of social media advertising. The Study identified varying levels of awareness among businesses regarding different social media platforms, advertising formats, targeting options, and performance metrics. While platforms like Facebook, Instagram, and LinkedIn are commonly recognized for advertising, businesses exhibit differing degrees of familiarity with advanced targeting capabilities and performance tracking metrics. This emphasizes the need for businesses to stay updated on evolving trends and features within social media advertising platforms. Despite recognizing the potential benefits of social media advertising, businesses face challenges in effectively implementing these strategies. Common obstacles include budget constraints, content creation, audience targeting, and campaign evaluation. However, the review also highlighted successful strategies and best practices, emphasizing the importance of creativity, data-driven decision-making, and continuous optimization. Moving forward, businesses must prioritize enhancing their awareness and proficiency in social media advertising to maximize the effectiveness of their marketing endeavors in the digital age. This entails staying abreast of emerging trends, leveraging advanced targeting capabilities, and adopting innovative strategies to engage and resonate with target audiences effectively. Future research in this area should focus on exploring emerging trends and technologies in social media advertising, as well as evaluating the effectiveness of novel strategies and approaches. By continually advancing our understanding of social media advertising, businesses can remain competitive and adapt to the evolving digital landscape, ultimately driving success and growth in their marketing efforts.

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