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**A PROJECT REPORT ON CONSUMER BEHAVIOUR ON
SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO
SUNSHINE SOLAR TECHNOLOGY, PVT, LTD**

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ABSTRACT

Social media platforms have become crucial for brands to connect with their audience, understanding how customer interact with these platforms is crucial for businesses. The research investigates the effectiveness of social media marketing strategies used by Sunshine Solar Technologies, analysing customer perceptions, preferences, and purchasing behaviour driven by social media engagement. The study employs both qualitative and quantitative methods, including surveys and interviews with customers, to understand the impact of social media campaigns on consumer decision. The findings aim to provide valuable insights for businesses in solar industry to refine their marketing strategies and improve consumer engagement through social media.

KEYWORDS: Consumer engagement, social media, consumer perception, purchasing behaviour.

INTRODUCTION

Consumer behaviour in social media marketing refers to how individuals interact with and respond to marketing content on platforms like Facebook, Instagram, Twitter, and social media has transformed the way brands connect with consumers by offerings personalized content, real-time engagement, and interactive experiences.

Factors such as influences peer reviews, targeted advertisement, and user-generated content significantly influence consumer decisions. Consumer are mostly likely to trust brands that engage provide valuable information, align with their values.

DEFINITION

Consumer behaviour on social media marketing “refers to how individuals interact with and make decision about brands, products, and services on social media platforms”. How people use social media to discover, evaluate, and buy goods or services influenced by the content and interactions they encounter on these platforms.

IMPORTANCE OF CONSUMER BEHAVIOUR ON SOCIAL MEDIA MARKETING

- By analyse consumer performance businesses can create specific demographics.
- Brands that align with consumer interests and values on social media build relationships.
- Social media provide immediate consumer insights, adjust marketing strategies based on customer reactions.
- Companies that effectively analyse consumer behaviour trends on social media competitors.

OBJECTIVES OF THE STUDY

- To know the influence of social media platforms on consumer perceptions of solar energy system.
- To know the effectiveness of different social media marketing channels.
- To understand demographic variations consumer behaviour towards solar energy products on social media.
- To know whether the consumer is interested to buy the purchasing solar system or not.

SCOPE OF THE STUDY

The study of consumer behaviour in social media marketing has a broad scope, covering various aspects of how consumers interact with brands and make purchase decisions.

Consumer analysis monitoring consumer emotions and feedback through comments, reviews, and discussions to brands reputations to determine the most impact full marketing channels.

LIMITATIONS OF THE STUDY

- ❖ The time period for the project is limited which may affect the comprehensiveness of the study
- ❖ The sample opinions may not fully represent the overall population view on social media marketing.

- ❖ The data is primarily collected through online survey& social Analytics, making it susceptible to biases& errors.

REVIEW OF LITERATURE

BANDURA (1977): Consumer learn and imitate to behaviour observed on social media consumer influencing other purchasing decisions.

DECI& RYAN (2000): Self-determination theory consumer intrinsic motivations media consumer influencing others purchasing decisions.

KOTLER& ARMSTRONG (2010): Consumer use social media to express their identify and connect with others to share similar consumer learn and imitate behaviours observed on social media.

HOLLEBEEK (2011): Consumer engage with brands on social media through likes, comment, and share, fostering brands and advocacy.

SUDHA&SHEENA (2017): Sudha and Sheena focused on the role of influencer marketing in shaping consumer behaviour on social media. They noted that that influences, particularly those with a focus on sustainability and eco-consciousness, have a significant influence on consumers decisions to adopt their study suggested that solar brands can benefits from influencer collaborations to enhance brand visibility and credibility, especially among environmentally-conscious audiences.

BANSAL&KOUL (2021): This study investigated the effectiveness of educational content in the solar industry. Bansal and Koul found that social media platforms provide an ideal environment for educating potential consumers about solar systems. Through videos, tutorials, and webinars, solar brands can demystify the installation process, maintenance, and financial benefits, helping consumers make informed decisions and feel more comfortable with their purchase.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

Research design for the present study was descriptive to explore the role of social media in shaping consumer attitudes and purchasing design. How individuals groups, organizations, select purchase, use, and dispose of products, services and ideas.

SOURCE OF DATA:

Data is collected from both primary and secondary data.

PRIMARY DATA

Data collected directly from consumers through various methods. It provides fresh insights into consumer attitude into consumer attitudes, motivations, and behaviours that are specifically relevant to the research problems.

SURVEYS AND QUESTIONNAIRES:

To collected structured data from a large sample of consumers regarding their performance attitudes and behaviour.

SECONDATY DATA:

It refers to data that has already been collected for other purpose but can be repurchased to gain insights into consumer behaviour.

INTERNAL COMPANY DATA:

To understand consumer behaviour based on the company's existing records, such as sales data, customer feedback, or website analytic.

SAMPLE DESIGN:

This research aim to analyse consumer behaviour on social media marketing used by sunshine solar technologies promotes its products and services. A well-defined sampling design ensures that the selected respondents provides accurate insights into marketing effectiveness, consumer preferences, and industry trends.

SAMPLE SIZE: The total sample that is taken from this study 100

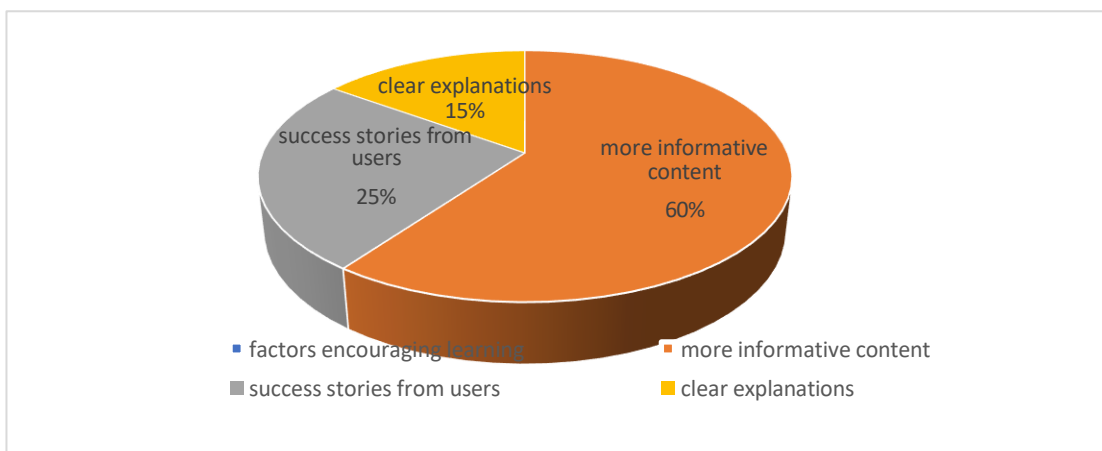
SAMPLING TECHNIQUE

Random sampling

DATA ANALYSIS:

- What would encourage you to learn more about solar energy systems through social media?

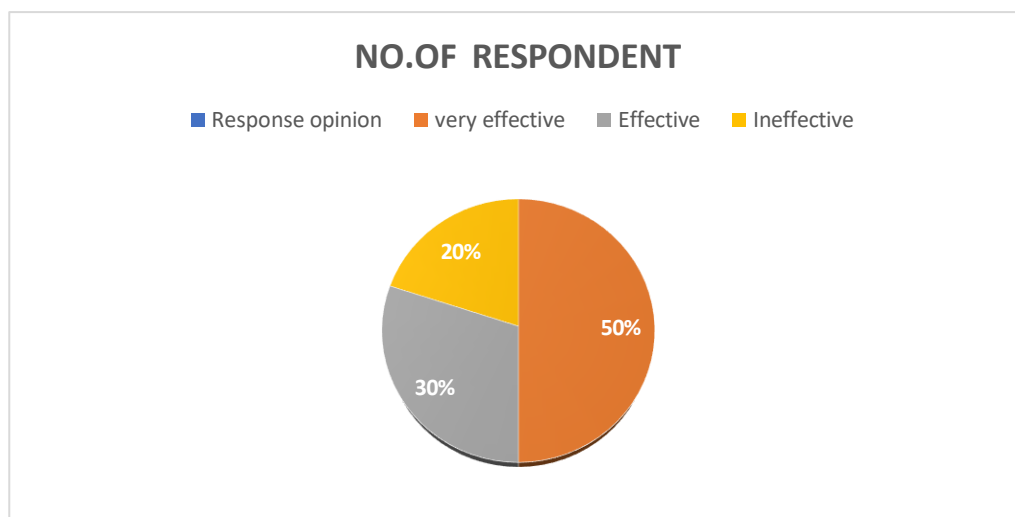
Factors encouraging learning	No. of responded	Percentage
More informative content	60	60%
Success stories from users	25	25%
Clear explanations	15	15%

**INTERPRETATION:**

The majority (60%) of respondents prefer more informative content on social media to learn about solar energy systems, followed by success stories (25%) and clear explanations of the technology (15%).

2.How would you rate the effectiveness of social media in raising awareness about solar energy system?

Response options	No. of respondent	Percentage
Very effective	50	50%
Effective	30	30%
Ineffective	20	20%

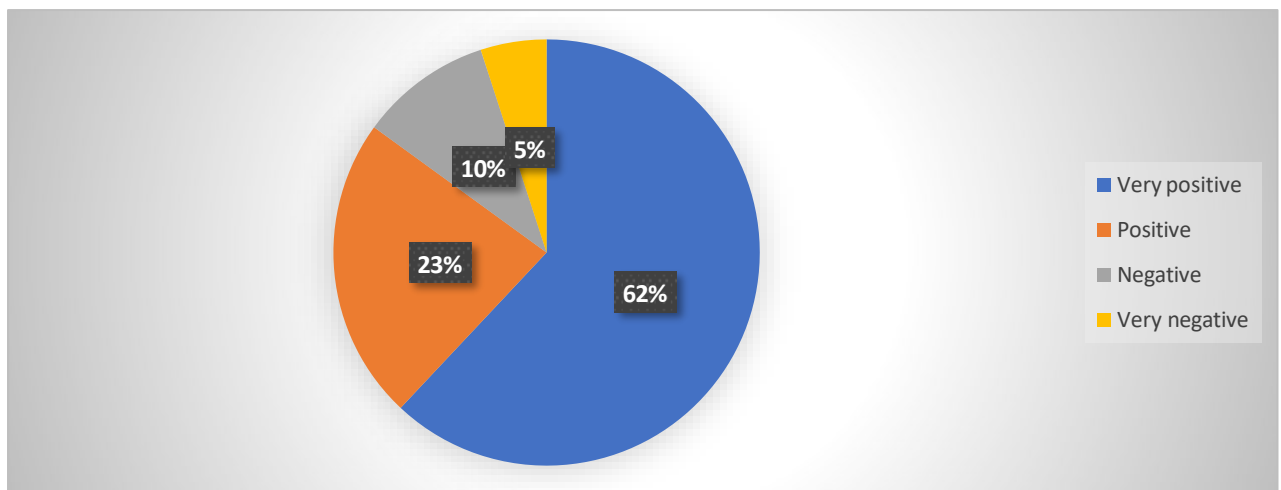


INTERPRETATION:

The data that most respondents (50%) find social media very effective in raising awareness about solar energy systems, while 30% consider it effective, and 20% see it as ineffective.

3. What is your overall perception of solar system?

Response	No. of responded	Percentage
Very positive	62	62%
Positive	23	23%
Negative	10	10%
Very negative	5	5%

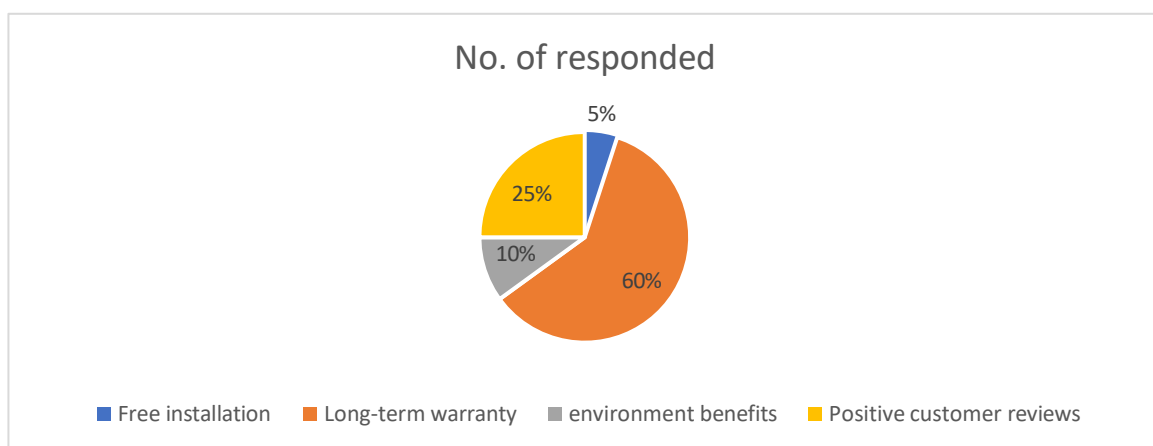


INTERPRETATION:

Perception of solar energy system is most of the people has very positive opinion 62% positive opinion is 23% very negative is 10% and rare respondents' negative opinion is 5%.

4. What incentives would you make more likely to purchase a solar energy system after seeing an add on social media?

Purchase a solar energy	No. of respondent	Percentage
Free installation	5	5%
Long-term warranty	60	60%
Environment benefits	10	10%
Positive customer reviews	25	25%



INTERPRETATION:

The most influential factor is a long- term warranty (60%) followed by positive customer reviews (25%) environmental benefits (10%) and free installation (5%) this suggests that reliability and customer feedback plays a crucial role in purchasing decisions.

FINDINGS

- Most of the people (60%) want more information about solar energy on social media. Some (25%) like to see success stories, and a few (15%) prefer clear explanations.
- Half of the people 50% think social media is very effective in raising awareness about solar energy,30% find in effective, and 20% believe it is not effective.
- Most of the people 62% have a very positive opinion about solar energy 23% have a positive view 10% see it very negative and only 5% have a negative perception.
- The most influential incentives for purchasing a solar energy system 23% have a positive view 10% see it very negativity and only 5% have a negative perception.

SUGGESTIONS

- ✓ Select social media platforms that align with your target audience reference and behaviour.
- ✓ Invite consumers to share their experience photos or videos featuring your product on social media.
- ✓ Regularly assess your social media presence content and to identify areas for improvement.

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CONCLUSION

Most of the people have a positive view of solar energy mainly because of its efficiency and cost savings, while brand reputation matters less. Facebook is the most preferred platform for information, followed by Instagram and Twitter making it the best place to promote solar energy. Since public support is strong, focusing on its benefits and using social media for awareness can encourage more people adopt solar energy.

Overall solar energy is widely accepted and more people can be encouraged to use it by highlighting its efficiency and cost savings. Using social media, especially Facebook can help spread awareness and increased adopt