

A STUDY ON IMPACT OF SOCIAL MARKETING ON CONSUMER BUYING BEHAVIOUR INSTANT CHAPTHI PRODUCES TOWARDS ATVE FOODS, AT SALEM.

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Abstract - Social media marketing has emerged as one of the most influential promotional tools in the modern business environment. The rapid growth of social networking platforms such as Facebook, Instagram, YouTube, and WhatsApp has significantly changed the way organizations communicate with consumers and promote their products. Businesses increasingly utilize social media marketing to create brand awareness, engage customers, and influence purchasing decisions. In the food industry, social media plays a vital role in shaping consumer perceptions and encouraging product adoption, particularly for convenience food products that cater to the fast-paced lifestyle of modern consumers.

The present study, titled "A Study on the Impact of Social Media Marketing on Consumer Buying Behaviour towards Instant Chapati Products with Special Reference to ATVE Foods, Salem," aims to examine the influence of social media marketing activities on consumers' purchasing decisions. The study focuses on understanding how various social media marketing factors, including advertisements, promotional campaigns, online reviews, influencer recommendations, and customer engagement, affect consumer buying behavior towards instant chapati products offered by ATVE Foods.

The research is based on both primary and secondary data. Primary data are collected through a structured questionnaire administered to consumers of instant chapati products. Secondary data are gathered from books, journals, company records, websites, and other relevant sources. The collected data are analyzed using statistical tools such as Percentage Analysis, Chi-Square Test, and Correlation Analysis to identify relationships between social media marketing practices and consumer buying behavior.

1.1 STATEMENT OF THE PROBLEM

In the present digital age, social media has become one of the most influential marketing platforms that significantly affect consumer purchasing decisions. Consumers are constantly exposed to various forms of social media marketing, including advertisements, promotional campaigns, influencer recommendations, online reviews, and brand-related content. These marketing activities play a vital role in creating awareness, shaping consumer perceptions, and influencing buying behaviour. However, the extent to which social media marketing impacts consumers' purchasing decisions towards

instant chapati products remains uncertain. As competition in the convenience food industry continues to increase, understanding the effectiveness of social media marketing has become essential for organizations seeking to attract and retain customers.

ATVE Foods, Salem, actively utilizes social media platforms to promote its instant chapati products and engage with consumers. Despite these efforts, it is important to evaluate whether social media marketing strategies effectively influence consumer awareness, preferences, and purchase intentions. Consumers may respond differently to various social media activities based on factors such as age, education, lifestyle, and personal preferences. Therefore, the study aims to identify and analyze the impact of social media marketing on consumer buying behaviour towards instant chapati products of ATVE Foods, Salem. The findings of the study will help the company understand consumer perceptions and develop more effective social media marketing strategies to enhance customer engagement and sales performance.

1.2 OBJECTIVES OF THE STUDY PRIMARY OBJECTIVE

To study the impact of social media marketing on consumer buying behavior towards instant chapati products with special reference to ATVE Foods, Salem.

SECONDARY OBJECTIVES

- To identify the level of consumer awareness about ATVE Foods' instant chapati products through social media platforms.
- To examine the influence of social media advertisements on consumers' purchasing decisions.
- To analyze the relationship between social media marketing activities and consumer buying behaviour.
- To identify the most preferred social media platforms used by consumers for obtaining product-related information.
- To evaluate the effectiveness of online reviews and customer feedback in influencing purchase decisions.

1.3 SCOPE OF THE STUDY

- The study focuses on analyzing the impact of social media marketing on consumer buying

behavior towards instant chapati products of ATVE Foods, Salem.

- The study examines the level of consumer awareness and knowledge about ATVE Foods' products through various social media platforms.
- It evaluates the effectiveness of social media marketing tools such as advertisements, promotional campaigns, online reviews, and influencer recommendations in influencing purchase decisions.
- The study identifies the social media platforms most preferred by consumers for obtaining product-related information and updates.
- It analyzes the relationship between consumer engagement on social media and their buying behavior towards instant chapati products.
- The study helps in understanding consumer preferences, attitudes, and perceptions regarding the social media marketing activities of ATVE Foods.
- The findings of the study provide valuable suggestions and recommendations to ATVE Foods for improving its social media marketing strategies and enhancing customer satisfaction and sales performance.

1.4 LIMITATION OF THE STUDY

- The study is limited to consumers of instant chapati products associated with ATVE Foods, Salem.
- The geographical coverage of the study is restricted to Salem and nearby areas, which may limit the generalization of the findings.
- The study is based on the responses provided by the selected respondents, and their opinions may be subjective in nature.
- Due to time constraints, the sample size is limited and may not represent the entire consumer population.
- Consumer preferences and buying behaviour may change over time due to market trends and

changing social media influences.

- The study focuses only on the impact of social media marketing and does not consider other marketing factors such as pricing, product quality, and distribution channels in detail.
- The accuracy of the findings depends on the honesty and understanding of the respondents while answering the questionnaire.
- Limited access to company-specific marketing data and confidential information may restrict a deeper analysis of social media marketing performance.
- The study is conducted for academic purposes and is subject to the limitations of available resources and research facilities.
- Rapid changes in social media platforms and digital marketing trends may affect the long-term applicability of the study findings.

RESEARCH METHODOLOGY

Research methodology is a systematic way of collecting, analyzing, and interpreting data to achieve the objectives of a study. It provides the framework for conducting the research in an organized and scientific manner. The present study, "A Study on the Impact of Social Marketing on Consumer Buying Behaviour of Instant Chapati Products with Special Reference to ATVE Foods, Salem," uses appropriate research methods to understand the influence of social marketing on consumers' purchasing decisions.

3.2 RESEARCH DESIGN

The study adopts a descriptive research design. It is used to describe the characteristics, opinions, and buying behavior of consumers regarding instant chapati products and the role of social marketing in influencing their purchase decisions.

3.3 NATURE AND TYPE OF RESEARCH

The present study is descriptive and analytical in nature. It focuses on collecting information from

consumers and analyzing their responses regarding social marketing and buying behavior.

3.4 SOURCES OF DATA

PRIMARY DATA

Primary data are collected directly from the respondents through a structured questionnaire. The information obtained from consumers forms the basis for analysis and interpretation.

SECONDARY DATA

Secondary data are collected from:

- Books
- Journals
- Research articles
- Company records
- Websites
- Magazines
- Published reports

3.5 SAMPLING TECHNIQUE

The study uses the Convenience Sampling Technique, where respondents are selected based on their accessibility and willingness to participate in the survey.

3.6 SAMPLE SIZE

For the purpose of the study, a sample of 100 respondents was selected from consumers of instant chapati products in and around Salem.

3.7 RESEARCH INSTRUMENT

A structured questionnaire was used as the primary research instrument. The questionnaire consists of two sections:

Section A: Demographic details of the respondents.

Section B: Questions related to social marketing and consumer buying behavior.

The questionnaire includes multiple-choice and Likert scale questions to obtain accurate responses.

3.8 TOOLS USED FOR DATA ANALYSIS

The collected data were classified, tabulated, and analyzed using simple statistical tools such as:

- Percentage Analysis
- Chi-Square Test
- Weighted Average Method
- Simple Tables and Charts

These tools help in interpreting the responses and drawing meaningful conclusions.

The research methodology provides a systematic approach for conducting the study. By using descriptive research design, primary and secondary data sources, convenience sampling, and suitable statistical tools, the study aims to analyze the impact of social marketing on consumer buying behaviour towards instant chapati products of ATVE Foods, Salem.

3.9 SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

No. of respondents

Simple percentage =X 100 Total

No. of respondents

3.10 CHI- SQUARE ANALYSIS

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$(O - E)^2$

----- $\chi^2 =$

E

Where, O – Observed value, E – Expected value 19 In general the expected frequency for any cell can be calculated from the following equation.

$E = RT \times CT / N$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. It at the stated level of the calculated value of

2 the difference between theory and observation is considered to be significant.

Otherwise it is in significant.

3.11 CORRELATION

Correlation Analysis is a statistical technique used to measure the degree and direction of relationship between two variables. It helps determine whether changes in one variable are associated with changes in another variable. The correlation coefficient is represented by "r", and its value ranges from -1 to +1.

In the present study, correlation analysis is used to examine the relationship between social media marketing and brand awareness towards Ivory Gull Candy products. This analysis helps identify whether increased exposure to social media marketing activities leads to higher levels of brand awareness among consumers.

Formula

$$r = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

3.12 ANOVA

Analysis of Variance (ANOVA) is a statistical technique used to determine whether there are significant differences between the means of three or more groups. It helps researchers identify whether variations in a dependent variable are caused by differences among groups or by random chance.

In the present study, ANOVA can be used to examine whether brand awareness towards Ivory Gull Candy products differs significantly among respondents based on factors such as age, occupation, educational qualification, or frequency of social media usage.

Hypothesis

Null Hypothesis (H₀):

There is no significant difference in brand awareness among the different groups of respondents. Alternative Hypothesis (H₁):

There is a significant difference in brand awareness among the different groups of respondents.

Formula for F-Ratio

F = Mean Square Between Groups

Mean Square Within Groups

4. DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This section presents the ANOVA (Analysis of Variance) test results to examine the significant differences in consumer buying behavior towards instant chapati products of ATVE Foods, Salem, based on various social marketing variables and demographic factors. A one-way ANOVA was conducted for each factor at 5% level of significance with F-critical value of 2.70.

TABLE 4.1: EFFECT OF SOCIAL MEDIA ADVERTISING ON PURCHASE INTENTION

Hypothesis: H₀: There is no significant difference in purchase intention based on social media advertising exposure

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	48.625	4	12.156	6.842*	0.000**
Within Groups	168.312	95	1.771		
Total	216.937	99			

Note: * p < 0.05 (significant), ** p < 0.01 (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

Since the calculated F-value (6.842) is greater than the table value (2.70) and p < 0.05, the null hypothesis is rejected. There is a significant difference in purchase intention based on social media advertising exposure. Higher exposure to social media ads significantly increased consumer purchase intention for ATVE Foods instant chapati product

TABLE 4.2: EFFECT OF INFLUENCER MARKETING ON BRAND AWARENESS

Hypothesis: H₀: There is no significant difference in brand awareness based on influencer marketing impact.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	35.480	4	8.870	5.213*	0.001**
Within Groups	161.620	95	1.701		
Total	197.100	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The F-value (5.213) exceeds the critical value (2.70) and $p = 0.001 < 0.05$. Hence, H_0 is rejected. Influencer marketing has a significant impact on brand awareness of instant chapati products at ATVE Foods, Salem. Consumers who followed influencers promoting the product showed notably higher brand recall.

Table 4.3: Effect of Online Promotions / Discounts on Buying Frequency

Hypothesis: H_0 : There is no significant difference in buying frequency based on online promotional offers.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	52.340	4	13.085	7.491*	0.000**
Within Groups	165.960	95	1.747		
Total	218.300	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The calculated F-value (7.491) is significantly higher than 2.70 and $p < 0.001$. The null hypothesis is rejected. Online promotional offers and discount campaigns on social media platforms have a highly significant impact on the buying frequency of instant chapati products.

Table 4.4: Effect of Consumer Reviews & Ratings on Trust Level

Hypothesis: H_0 : There is no significant difference in trust level based on online consumer reviews and ratings.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	29.760	4	7.440	4.386*	0.003*
Within Groups	161.040	95	1.695		
Total	190.800	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The F-value (4.386) > 2.70 and $p = 0.003 < 0.05$. H_0 is rejected. Consumer reviews and ratings posted on social media platforms significantly influence the trust level among buyers of ATVE Foods instant chapati products. Positive reviews are a key driver of perceived product quality.

Table 4.5: Effect of Social Marketing Based on Age Group

Hypothesis: H_0 : There is no significant difference in consumer response to social marketing across different age groups.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	41.200	3	13.733	7.905*	0.000**
Within Groups	167.400	96	1.744		
Total	208.600	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

F-value (7.905) > 2.70 and $p < 0.001$. The null hypothesis is rejected. There is a significant difference in consumer response to social marketing based on age groups. Younger consumers (18–35 years) showed a higher inclination to purchase instant chapati products through social media-driven campaigns.

Table 4.6: Effect of Social Marketing Based on Monthly Income

Hypothesis: H0: There is no significant difference in buying behavior based on monthly income levels.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	18.540	3	6.180	3.312*	0.023*
Within Groups	179.160	96	1.866		
Total	197.700	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The F-value (3.312) > 2.70 with $p = 0.023 < 0.05$. H0 is rejected. Monthly income has a significant influence on buying behavior. Consumers with middle-income levels (₹15,000–

₹30,000/month) showed the strongest positive response to social marketing promotions for ATVE Foods instant chapati.

Table 4.7: Effect of Social Marketing Based on Education Level

Hypothesis: H0: There is no significant difference in consumer buying behavior based on educational qualification.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	12.880	3	4.293	2.213 NS	0.091
Within Groups	186.120	96	1.939		
Total	199.000	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The F-value (2.213) is less than the critical value (2.70) and $p = 0.091 > 0.05$. Hence, the null hypothesis is accepted. There is no significant difference in buying behavior based on educational qualification. Education level does not significantly alter the consumer's response to social marketing for instant chapati products.

Table 4.8: Overall Impact of Social Marketing on Consumer Buying Behavior

Hypothesis: H0: There is no significant overall impact of social marketing on consumer buying behavior towards instant chapati products.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	76.450	4	19.113	11.247*	0.000**
Within Groups	161.500	95	1.700		
Total	237.950	99			

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (highly significant), NS = Not Significant. df = degrees of freedom; MS = Mean Square.

INTERPRETATION:

The F-value (11.247) is substantially greater than the table value (2.70) and $p < 0.001$. H0 is strongly rejected. Social marketing has a highly significant overall impact on consumer buying behavior towards ATVE Foods instant chapati products. This confirms that investment in digital and social marketing strategies yields measurable improvements in consumer purchase decisions.

5. Consolidated ANOVA Summary

The table below summarizes the F-values and significance levels across all hypotheses tested:

S.No	Variable Tested	F-Value	p-Value	Result
1	Social Media Advertising → Purchase Intention	6.842	0.000	Significant*
2	Influencer Marketing → Brand Awareness	5.213	0.001	Significant*
3	Online Promotions → Buying Frequency	7.491	0.000	Significant*
4	Consumer Reviews → Trust Level	4.386	0.003	Significant*
5	Age Group → Social Marketing Response	7.905	0.000	Significant*
6	Monthly Income → Buying Behaviour	3.312	0.023	Significant*
7	Education Level → Buying Behaviour	2.213	0.091	Not Significant
8	Overall Social Marketing Impact	11.247	0.000	Highly Significant**

Significant at 5% level ($p < 0.05$) | ** Highly significant at 1% level ($p < 0.01$) | F-critical (table value) = 2.70 | Sample size (N) = 100

5. CONCLUSION

The ANOVA results of the study reveal that social marketing plays a significant and measurable role in shaping consumer buying behaviour towards instant chapati products at ATVE Foods, Salem. Out of eight hypotheses tested, seven were found statistically significant at 5% level of significance ($\alpha = 0.05$).

Social media advertising, influencer marketing, online promotions, and consumer reviews all demonstrated significant effects on key buying behaviour indicators. Demographic factors such as age group and monthly income also significantly moderated consumer response to social marketing. However, educational qualification did not produce a statistically significant difference in buying behaviour.

The overall ANOVA model ($F = 11.247$, $p < 0.001$) strongly confirms that social marketing strategies collectively have a highly significant influence on the purchase decisions of consumers for ATVE Foods instant chapati products. These findings emphasise the importance of sustained investment in digital and social marketing campaigns to drive brand awareness, trust, and sales.

5. FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

The following key findings emerged from the percentage-wise analysis of the 100 respondents' responses:

A. DEMOGRAPHIC PROFILE

- The majority of respondents (30%) belong to the 21–30 years age group, followed by those below 20 years (29%), indicating a predominantly young consumer base for instant chapati products.
- Male respondents constitute 59% of the sample while female respondents account for 41%, reflecting a slightly male-dominated consumer profile.
- In terms of educational qualification, 45% of respondents have completed SSLC/HSC, 37% are undergraduates, and 18% are postgraduates, indicating a diverse educational background among consumers.

B. SOCIAL MEDIA ADVERTISING & AWARENESS

- 85% of respondents strongly agreed that social media advertisements increase their awareness of ATVE Foods' instant chapati products, with the remaining 15% also agreeing — showing 100% positive response.
- 95% of respondents strongly agreed that they often remember ATVE Foods because of its social media advertisements, confirming high brand recall through digital advertising.
- 98% of respondents strongly agreed that online advertisements attract them to products, highlighting the visual effectiveness of digital promotional content.

C. ONLINE PROMOTIONS & PURCHASE MOTIVATION

- 95% of respondents strongly agreed that attractive online promotions encourage them to try ATVE Foods products, with 100% overall agreement.
- 92% of respondents strongly agreed that discounts and offers advertised on social media motivate them to purchase, reflecting the powerful role of price-based promotions.

94% strongly agreed that social media contests and campaigns increase their interest in purchasing, underlining the effectiveness of interactive digital campaigns

D. INFLUENCER MARKETING & CUSTOMER REVIEWS

- 99% of respondents strongly agreed that influencer recommendations affect their buying behaviour — the highest positive response among all variables tested.
- 80% of respondents strongly agreed that customer reviews on social media influence their purchase decision, with the remaining 20% also agreeing.
- 75% strongly agreed and 25% agreed that positive comments from other customers increase their intention to purchase.

E. TRUST, BRAND IMAGE & PRODUCT CONFIDENCE

- 90% of respondents strongly agreed that they trust the information shared by ATVE Foods on social media platforms.
- 99% strongly agreed that social marketing creates trust in the safety and hygiene of the products.
- 83% strongly agreed that social marketing improves their confidence in product quality.
- 70% strongly agreed and 15% agreed that the brand's online presence creates a positive image in their minds.

F. DIGITAL CONTENT EFFECTIVENESS

- 98% strongly agreed that digital marketing campaigns make ATVE Foods products more appealing.
- 91% strongly agreed that ATVE Foods' social media content appears informative and useful.
- 90% strongly agreed that product demonstrations shared online influence their buying decisions.
- 88% strongly agreed that online marketing helps them understand product features clearly.

- 87% strongly agreed that the availability of recipes and usage ideas online encourages them to buy instant chapati products.
- 90% strongly agreed that they are more likely to buy instant chapati products after watching promotional videos online.

G. BRAND LOYALTY & ENGAGEMENT

- 90% of respondents strongly agreed that social marketing increases their loyalty towards ATVE Foods.
- 85% strongly agreed that they prefer brands that actively engage with customers on social media.
- 97% strongly agreed that social media marketing influences consumer buying habits overall.
- 60% strongly agreed and 40% agreed that they regularly search for product information on social media before buying.
- One-way ANOVA was conducted at a 5% level of significance ($F_{\text{critical}} = 2.70$) across eight hypotheses. The key findings are as follows:
- Social Media Advertising significantly influences purchase intention ($F = 6.842, p < 0.001$). Higher exposure to social media advertisements led to a measurable increase in consumer purchase intention.
- Influencer Marketing has a significant impact on brand awareness ($F = 5.213, p = 0.001$). Consumers who followed influencers promoting ATVE Foods showed notably higher brand recall.
- Online Promotions and Discounts significantly affect buying frequency ($F = 7.491, p < 0.001$). Discount campaigns and special offers were among the strongest drivers of repeat purchase behaviour.
- Consumer Reviews and Ratings significantly influence the trust level of buyers ($F = 4.386, p = 0.003$). Positive reviews were identified as a key driver of perceived product quality.
- Age Group significantly moderates

consumer response to social marketing ($F = 7.905, p < 0.001$). Younger consumers in the 18–35 age group showed the highest inclination to purchase through social media campaigns.

- Monthly Income significantly influences buying behaviour ($F = 3.312, p = 0.023$). Middle-income consumers (Rs.15,000–Rs.30,000/month) showed the strongest positive response to social marketing promotions.
- Educational Qualification did not produce a statistically significant difference in buying behaviour ($F = 2.213, p = 0.091 > 0.05$). The null hypothesis was accepted, indicating education level does not significantly alter social marketing response.
- Overall Social Marketing Impact is highly significant ($F = 11.247, p < 0.001$). Out of eight hypotheses tested, seven were found significant, strongly confirming the positive influence of social marketing on consumer buying behaviour.

5.2 SUGGESTION

Based on the findings of the study, the following suggestions are offered to ATVE Foods, Salem, to strengthen their social marketing strategies and enhance consumer buying behavior:

ENHANCE INFLUENCER MARKETING STRATEGY

- Since 99% of respondents agreed that influencer recommendations affect their buying behaviour, ATVE Foods should prioritize partnerships with micro and macro influencers in the food and lifestyle categories, especially on Instagram and YouTube.
- The company should focus on influencers who resonate with younger consumers (18–35 years), as this segment demonstrated the highest social media-driven purchase inclination.
- Long-term influencer collaborations and brand ambassador programmes should

be developed to ensure sustained brand visibility and trust.

STRENGTHEN ONLINE PROMOTIONAL CAMPAIGNS

- Given that 95% of respondents are motivated by attractive online promotions, ATVE Foods should regularly offer targeted discounts, combo deals, cashback offers, and limited-time promotional campaigns across Facebook, Instagram, and WhatsApp.
- Interactive campaigns such as contests, giveaways, polls, and challenges should be conducted regularly on social media to increase consumer engagement and brand recall.
- Seasonal promotions aligned with festivals and holidays should be planned in advance to maximize consumer interest and purchase frequency.

INVEST IN HIGH-QUALITY VISUAL AND VIDEO CONTENT

- As 90% of respondents are more likely to buy after watching promotional videos, ATVE Foods should invest in professional video production including product demonstrations, recipe tutorials, and behind-the-scenes content.
- Short-form content (Instagram Reels, YouTube Shorts) should be produced regularly to maintain high visibility among younger audiences.
- Visually appealing packaging images and creative graphics shared on social media can significantly boost consumer attention and purchase decisions.

BUILD AND MAINTAIN CONSUMER TRUST

- ATVE Foods should continue communicating transparently about product quality, safety standards, hygiene practices, and nutritional value on social media, as 99% of respondents

agreed that social marketing creates trust in product safety and hygiene.

- The company should actively respond to customer queries, complaints, and feedback on all social media platforms to reinforce trust and demonstrate strong customer service.
- Regular sharing of customer testimonials, product certifications, and food safety compliance information will further strengthen brand credibility.

LEVERAGE CUSTOMER REVIEWS AND USER-GENERATED CONTENT

- Since 80% of respondents rely on customer reviews before making a purchase, ATVE Foods should actively encourage satisfied customers to post reviews and ratings on Google, Facebook, and e-commerce platforms.
- A structured customer feedback mechanism should be implemented to collect, analyze, and publicly respond to reviews, enhancing perceived brand reliability.
- User-generated content (UGC) campaigns — where customers share their cooking experiences using ATVE instant chapati — should be promoted and rewarded to amplify organic reach.

SEGMENT MARKETING BY AGE AND INCOME

- Since age group and monthly income significantly influence social marketing response, ATVE Foods should develop targeted campaigns for different consumer segments — particularly for the youth (18–35 years) and middle-income groups (Rs.15,000–Rs.30,000/month).
- Affordable combo packs and value-for-money promotions should be designed specifically for budget-conscious consumers who showed strong responsiveness to online promotional offers.
- For older demographics (above 40 years), the company should emphasize health benefits, traditional taste, and convenience through platforms such as WhatsApp and Facebook.
- ATVE Foods should maintain an active and consistent presence across all major social media platforms — Facebook, Instagram, YouTube, and WhatsApp — to ensure maximum reach across different age groups.
- Search engine optimization (SEO) and paid digital advertising should complement organic social media

efforts to improve discoverability among new consumers.

- Collaborations with food bloggers, recipe creators, and digital content platforms can further amplify brand visibility and drive purchase intent.

PROVIDE INFORMATIVE AND EDUCATIONAL CONTENT

- As 91% of respondents found ATVE Foods' social media content informative and useful, the company should continue publishing content about product features, nutritional information, usage ideas, cooking tips, and health benefits.
- Infographics comparing the nutritional value of instant chapati versus traditional alternatives can attract health-conscious consumers.
- Recipe content and meal-planning ideas using ATVE products can create additional value for consumers and increase engagement with the brand's digital platforms.

5.3 CONCLUSION

The study titled "A Study on the Impact of Social Marketing on Consumer Buying Behaviour towards Instant Chapati Products with Special Reference to ATVE Foods, Salem" was undertaken to examine how social media marketing activities influence the purchasing decisions of consumers in the ready-to-cook food segment.

The research, conducted on a sample of 100 respondents using a structured questionnaire, employed statistical tools including Percentage Analysis and Analysis of Variance (ANOVA) to derive meaningful conclusions. The findings of the study provide strong and consistent evidence that social media marketing has a significant, measurable, and positive impact on consumer buying behaviour towards ATVE Foods' instant chapati products.

The percentage analysis revealed an overwhelmingly positive consumer response across all dimensions of social marketing. Key factors such as social media advertisements, online promotions, influencer recommendations, digital marketing campaigns, customer reviews, product demonstrations, and informative content all received near-unanimous agreement from respondents. Particularly noteworthy is the finding that

99% of respondents agreed that influencer recommendations influence their buying behaviour, and 99% also agreed that social marketing creates trust in the safety and hygiene of ATVE Foods' products. These findings reflect the deep penetration and effectiveness of digital marketing in shaping modern consumer perceptions and purchase decisions.

The ANOVA results further validated these findings at a statistically significant level. Out of eight hypotheses tested, seven were rejected at the 5% level of significance ($p < 0.05$), confirming that social media advertising, influencer marketing, online promotions, consumer reviews, age group, and monthly income all have significant effects on consumer buying behaviour. The overall ANOVA model produced an F-value of 11.247 ($p < 0.001$), conclusively demonstrating that social marketing strategies collectively exert a highly significant influence on consumer purchase decisions. Only educational qualification was found to have no significant impact on buying behaviour, suggesting that the power of social marketing transcends educational differences.

The demographic analysis highlighted that younger consumers (18–35 years) and middle-income groups are the most responsive segments to social marketing campaigns, providing ATVE Foods with clear direction for targeted marketing investment. The study also revealed that consumers rely heavily on social media for pre-purchase product research, reinforcing the need for brands to maintain a credible, informative, and engaging online presence.

In conclusion, social marketing has become an indispensable component of the modern marketing mix, particularly in the competitive convenience food industry. For a growing organization like ATVE Foods, Salem, investment in strategic and well-executed social media marketing is not merely a promotional activity — it is a critical driver of brand awareness, consumer trust, purchase intention, and long-term customer loyalty.