

Customer Satisfaction in Social Media Marketing: An Analysis of Influencing Factors and Educational Differences

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Abstract: This study investigates customer satisfaction in social media marketing by examining the key factors that influence consumer perception and engagement. In the contemporary digital landscape, social media platforms such as Instagram play a significant role in shaping purchasing behavior, particularly among younger consumers. This study is based on primary data collected from 148 respondents. The key variables analyzed included visual appeal, influencer promotions, discounts, and video-based content, which are considered critical determinants of marketing effectiveness. Furthermore, this study evaluates whether customer satisfaction varies across different educational qualification groups using Analysis of Variance (ANOVA). The findings reveal that while these factors significantly influence customer satisfaction, there is no statistically significant difference across educational levels, indicating the consistent impact of social media marketing strategies on diverse consumer groups.

Keywords: Social Media Marketing, Marketing, Consumer Behavior

Introduction

In the rapidly evolving digital environment, social media marketing has emerged as a dominant platform for business communication and promotion. Platforms such as Instagram, Facebook, YouTube, and WhatsApp have significantly transformed consumer purchasing behavior by enabling interactive engagement, personalized content delivery and influencer-driven promotion. ([Khanom, 2023](#))

Consumers are increasingly influenced by digital advertisements, peer reviews, and social media endorsements, which play crucial roles in shaping their preferences and purchase decisions. As competition intensifies, businesses increasingly rely on social media to attract and retain customers. ([Adiid, 2023](#))

In this context, customer satisfaction is a critical determinant of marketing success, as satisfied customers are more likely to exhibit repeated purchase behavior, brand loyalty, and positive word-of-mouth. Therefore, it is essential to examine the factors influencing customer satisfaction with social media marketing. ([Mehrabani et al., 2014](#))

Review of Literature

Mason, Andrew N., et al. (2021) conducted a study titled "Pandemic effects on social media marketing behaviors in India." This research explored how the COVID-19 pandemic influenced social media marketing in India, noting a scarcity of studies on pandemics' effects on consumer behaviors. To fill this void, the study surveyed Indian consumers regarding their social media habits. The results indicated a rise in the use of social media as a tool for making consumer decisions. Given the worldwide impact of the COVID-19 pandemic, the increasing importance of social media in consumer decision-making is likely applicable to many countries. (Mason et al., 2021)

In their 2023 study titled "The effect of social media marketing Tiktok and product quality towards purchase intention," Meliawati, Tiara, Sweetly Celendine Gerald, and AkhmadEdhy Aruman explored how social media marketing and product quality influence purchase intention. Sharma and Sharma (2026) The research employed

SEM-LISREL for analysis. The findings revealed that, firstly, social media marketing impacts buying intention; secondly, product quality influences buying interest; and thirdly, both social media marketing and product quality are linked to purchase intention. TikTok emerged as the most significant indicator within the social media marketing variables, offering information search and services that cater to customer needs. Regarding product quality, the product's appearance had the highest coefficient correlation value. Consequently, Bittersweet by Najla continues to leverage TikTok for its marketing strategies and enhances its product quality. (Meliawati et al., 2023) In the study titled "Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India" by Kandi, Venkata, et al. (2022), the research aimed to explore how social media marketing enhances organizational performance, specifically focusing on Amazon India. Bairwa and Kaur (2025) Initially, the study identified various social media marketing strategies employed by Amazon through secondary data. Subsequently, primary data was gathered by distributing a survey questionnaire to a random sample of one hundred Amazon consumers. The findings revealed that Amazon employs diverse tactics across different social media platforms, such as aligning with various Indian festivals and crafting emotional advertisements. Sayyed et al. (2025) These social media advertisements are instrumental in engaging consumers and directing them to Amazon's e-commerce site. Notably, nearly ninety respondents indicated that they make purchases whenever they are redirected to Amazon's site via social media ads.. (Kandi et al., 2022)

Research Gap

Despite the growing body of literature on social media marketing and consumer behavior, several gaps remain. First, while previous studies have extensively explored the role of social media platforms in influencing purchase decisions, few have specifically focused on customer satisfaction as a central outcome variable in the context of social media marketing. (Verma et al., 2025). Second, earlier research tends to examine individual factors, such as influencer marketing, visual content, or promotional offers, in isolation rather than providing a comprehensive analysis of multiple influencing factors within a single framework. This limits our understanding of how these variables shape customer satisfaction. (Hasan et al., 2025). Third, there is a lack of empirical studies that investigate whether customer satisfaction differs across socio-demographic characteristics, particularly in terms of education. Most existing studies overlook the potential moderating effect of education on consumer perceptions and responses to social media marketing strategies. (Simbolon & Yanti, 2021). Finally, although advanced statistical techniques are increasingly used in marketing research, the application of integrated approaches combining factor analysis and ANOVA to examine both influencing factors and group differences remains relatively limited in the literature.

Objectives of the Study

1. To analyze the socio-economic characteristics of customers engaging with social media marketing platforms.
2. To assess the level of customer awareness regarding products promoted through social media marketing.
3. To evaluate the level of customer satisfaction with social media marketing products and strategies.
4. To identify and examine the key factors influencing customer satisfaction in social media marketing.

Conceptual Model

The conceptual framework of this study proposes that customer satisfaction is influenced by several key factors of social media marketing, including visual appeal, influencer promotions, discounts, video content, and customer awareness. These variables were independent predictors of consumer perception and engagement. (Miah et al., 2024). Furthermore, educational qualifications are considered a moderating variable that may influence the relationship between these factors and customer satisfaction. The model assumes that

while these factors directly impact satisfaction, their effects may vary across different educational levels. (Vinerean & Opreana, 2021)

Scope of the Study

This study focuses on analyzing customer satisfaction with products marketed on social media. This study is confined to customers who use social media platforms such as Instagram, Facebook, YouTube, and WhatsApp to purchase products. This study mainly examines customer satisfaction with respect to product quality, price, promotional offers, delivery services, trust, online payment security, and the overall shopping experience. It also analyzes the influence of demographic factors such as age, gender, education, occupation, and income on satisfaction levels. This study covered a sample of 150 respondents selected through convenience sampling method.

Research Design

A total of 150 samples were collected for this study. Of these, 148 questionnaires were completed without missing information. The final sample size for this study was 148 respondents. Primary data were collected using a structured questionnaire that was distributed to the respondents. Secondary data were collected from Books, Journals, Research articles, and websites related to social media marketing. This study covered a sample of 150 respondents selected through convenience sampling method. The analysis was carried out using statistical tools such as Percentage Analysis, T-test, and ANOVA with the help of SPSS software.

History of Social Media Marketing

Social media marketing (SMM) has evolved with the growth of the internet and digital technologies. In the 1990s, businesses used websites, blogs, and forums for basic communication, marking the early stage of digital interaction. (Azhar, 2023) The launch of SixDegrees.com in 1997 introduced social networking, which expanded with platforms such as MySpace, LinkedIn, and Facebook between 2003 and 2006, enabling businesses to connect directly with consumers. (Bruneel et al., 2013) Between 2007 and 2012, the rise of smartphones and high-speed Internet accelerated social media usage, with platforms such as YouTube and Twitter supporting video marketing and real-time engagement with consumers. From 2013 to 2018, influencer marketing gained importance through visually driven platforms, such as Instagram. (Tabellion & Esch, 2019) In India, especially Tamil Nadu, the growth of affordable Internet after 2016 has significantly increased the usage of social media. Today, SMM is data-driven, using analytics, personalized advertising, and short-form content to influence consumer behavior and enhance the engagement of customers. (Mishra, 2022)

In Tamil Nadu, social media usage is strongly influenced by regional language content, particularly Tamil-based videos, memes, and influencer promotions. Platforms such as Instagram, YouTube, and WhatsApp are widely used for product discovery and communication (Elsawah & Bhatia, 2025). The popularity of short-form video content, including reels and shorts, has transformed marketing strategies, encouraging businesses to adopt visually engaging and culturally relevant promotional techniques. This regional adaptation highlights the growing importance of localized content in influencing consumer behavior. (Fatimah & Nasir, 2025)

Major Players of Social Media Marketing

Social media marketing involves several key players who contribute to product promotion and influence consumer behavior positively. Social media platforms such as Facebook, Instagram, YouTube, WhatsApp Business, and X (formerly Twitter) serve as primary channels, offering tools for advertising, analytics, and audience targeting. (Ramadevi, 2024) Businesses and marketers, including large companies and local enterprises, create content, run advertisements, engage with customers, and analyze campaign performances. Influencers, ranging from mega to micro levels, play a significant role in creating sponsored content, building trust, and shaping purchase decisions, especially in local markets. (Rosário et al., 2023) Consumers are central to social

media marketing because they interact with content through likes, shares, comments, purchases, and feedback, which ultimately determines marketing success. Additionally, advertising agencies and digital marketers design campaigns, manage accounts, and develop strategies, while content creators produce engaging materials, such as videos, images, reels, and blogs, that attract and retain the audience's attention.

Profile of the respondents

The Table presents a comprehensive overview of the demographic and socio-economic characteristics of the respondents included in the study. It summarizes key variables such as gender, age, educational qualifications, occupation, monthly income and preferred social media platforms. The table provides a clear distribution of respondents across each category in terms of frequency and percentage, enabling an understanding of the sample composition. This classification is essential for interpreting the study results, as it highlights the dominance of certain groups—particularly young, undergraduate student respondents—and their engagement with social media platforms. Overall, the table serves as a foundational basis for further analysis by offering insights into participants' backgrounds and behavioral patterns.

Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	90	60.8
	Female	58	39.2
Age	Below 20 years	63	42.6
	21–30 years	72	48.6
	31–40 years	9	6.1
	Above 40 years	4	2.7
Education	No Formal Education	4	2.7
	School Level	5	3.4
	Undergraduate (UG)	87	58.8
	Postgraduate (PG)	42	28.4
	Professional	10	6.8
Occupation	Student	113	76.4
	Private Employee	19	12.8
	Government Employee	3	2.0
	Business	5	3.4
	Others	8	5.4
Monthly Income	Below ₹10,000	99	66.9
	₹10,001–₹20,000	24	16.2
	₹20,001–₹30,000	11	7.4
	Above ₹30,000	14	9.5

Social Media Platform	Instagram	113	76.4
	Facebook	19	12.8
	YouTube	3	2.0
	WhatsApp	5	3.4
	Others	8	5.4

Level of Customer Satisfaction Towards Social Media Marketing

The Table presents the levels of customer satisfaction with various aspects of social media marketing. It evaluates respondents' perceptions across multiple dimensions, including product awareness, trust in reviews, personalized advertisements, convenience, and their overall shopping experience. The table categorizes the responses into five levels of satisfaction: highly satisfied, satisfied, neutral, dissatisfied, and highly dissatisfied. This analysis helps us understand how social media marketing influences customer attitudes, trust, and purchasing behavior. It also highlights the extent to which marketing strategies such as user-generated content, visual promotions, and platform features contribute to customer satisfaction. Overall, the table provides valuable insights into the effectiveness of social media marketing in meeting customer expectations and enhancing their experiences.

S.No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
1	Social media marketing increases my product awareness	38	69	30	5	6	148
2	I trust comments, testimonials & reviews to validate product quality	37	64	38	6	3	148
3	Personalized ads enhance relevance	23	68	48	5	4	148
4	In-app purchasing features reduce time and effort	21	70	41	7	9	148
5	Influence of viral trends	25	59	52	5	7	148
6	High-quality visuals drive product discovery and impulse buying	41	55	43	6	3	148
7	Return and refund	44	60	32	10	2	148

	policies are customer-friendly						
8	Overall shopping experience satisfaction	37	65	38	7	1	148
9	Social media marketing saves time by providing product reviews	36	58	40	12	2	148
10	Trust in brands promoted through social media	27	60	44	11	6	148
11	Social media marketing fulfills my expectations	23	65	46	8	6	148
12	Trust in social media marketing channels	—	—	—	—	—	148

The analysis indicates that respondents exhibit a predominantly positive level of satisfaction with social media marketing, with a majority falling under the “satisfied” and “highly satisfied” categories across most variables. Social media is particularly effective in enhancing product awareness and influencing purchasing decisions through user-generated content, such as reviews and testimonials, which highlights the strong role of peer trust. Features such as in-app purchasing and visually appealing content significantly improve convenience and encourage impulse buying, reflecting the importance of ease and engagement on these platforms. Although personalized advertisements are generally perceived as relevant, a notable proportion of neutral responses suggests underlying concerns regarding privacy and content overexposure issues. Additionally, aspects such as return policies and overall shopping experience received favorable responses, indicating that reliability and service quality contribute to customer satisfaction. Overall, the findings demonstrate that social media marketing successfully meets customer expectations, although careful attention to personalization practices is necessary to further strengthen consumer trust and satisfaction in the future.

Factors influencing social media marketing

The factors influencing social media marketing help us understand the various elements that affect customers’ perceptions and behaviors towards social media marketing. This analysis shows the distribution of respondents based on different influencing factors such as content quality, reviews, advertisements, trust, and brand image. It also helps identify how these factors influence customer awareness, usage, and satisfaction with social media marketing.

Factors influencing social media marketing

S.No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Attractive visuals make me watch social media advertisements	48	72	24	3	1	148
2	Celebrity endorsements influence me to watch advertisements	31	68	36	12	1	148
3	Influencer promotions attract my attention	31	65	43	8	1	148
4	Discount offers make me interested in watching the advertisements	41	59	32	13	3	148
5	The short video format (Reels/Shorts) makes advertisements more watchable	37	59	39	7	6	148
	Total	188	323	174	43	12	740

The analysis indicates that various factors significantly influence customer engagement with social media marketing, with a strong inclination toward agreement among respondents. Attractive visuals emerged as the most impactful factor, with a majority strongly agreeing or agreeing that visually appealing content captures their attention, emphasizing the importance of high-quality images and design. Similarly, discount offers and short video formats, such as reels and shorts, play a crucial role in increasing advertisement watchability, reflecting consumers' preferences for engaging, quick, and value-driven content. Influencer promotions and celebrity endorsements also show a positive influence, though with slightly higher neutral responses, suggesting that while these strategies attract attention, their effectiveness may vary based on credibility and relevance.

Testing Differences in Social Media Marketing Influencing Factors Based on Educational Qualification Using ANOVA

Analysis of Variance (ANOVA) was employed in this study to examine whether there was a significant difference in the factors influencing social media marketing across different educational-qualification groups of respondents. This statistical technique helps compare the mean responses of multiple groups to determine whether variations exist. In this context, ANOVA was used to assess whether educational background plays a role in shaping respondents' perceptions of factors such as content quality, advertisements, influencer impact, and promotional strategies in social media marketing. By analyzing the variance between and within groups, this test provides a reliable basis for accepting or rejecting the formulated hypotheses.

H0: There is no significant difference between the factors influencing social media marketing and respondents' educational qualifications.

H1: There is a significant difference between the factors influencing social media marketing and respondents' educational qualifications.

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	83.437	4	20.859	1.736	0.145
Within Groups	1717.996	143	12.014	—	—
Total	1801.432	147	—	—	—

As there are no statistically significant differences among the factors of social media marketing by different levels of educational qualifications, the ANOVA test indicates that there are no significant differences among the group means and the within groups variation is much greater than the between groups variation. The F-value for this test is 1.736 and the p-value is .145 which are greater than the threshold values of .05.

In conclusion, the null hypothesis (H_0) was accepted; the factor of Educational Qualifications did not affect respondents' perception of the factors that influence social media marketing can influence. Hence, factors such as Visuals, Influencer Promotions, Discounts, Video and Customer Awareness have a uniform impact on all the levels of Educational Qualifications.

Conclusion

This study explored the factors of customer satisfaction in social media marketing, and found that the visual aspect, the influencer marketing, special offers, video content, and the customer awareness were the factors that affected the customer satisfaction greatly and had positive influence on the social media marketing effectiveness.

The results also show that there is little variation in the customer satisfaction resulting from use of social media marketing strategies for customers of different educational qualification levels.

The study identified key factors to satisfy customers and enhanced the effectiveness of social media marketing strategies. An organization can utilize engaging content and promotional strategies to satisfy customers and create long lasting relationship with customers. Thus, the study would be useful for marketers to design effective social media marketing strategies that can be applied in various situations.

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