

## A Study on the Effectiveness of Social Media Marketing Strategies Adopted by Entrepreneurs in Nagaland

Namsile, Research Scholar, Department of Management, Arunachal University of Studies, Namsai

Dr. Vivek Kumar Pathak, Associate Professor, Department of Management, Arunachal University of Studies, Namsai

### Abstract

This study examines the efficacy of social media marketing (SMM) tactics used by business owners in Nagaland, an area where digital and small-scale entrepreneurship is expanding quickly. Platforms like Facebook, Instagram, and WhatsApp are becoming more and more relevant, and business owners are using them to increase brand awareness, interact with consumers, and increase revenue. 120 business owners from a range of industries participated in a structured survey to evaluate platform preferences, marketing goals, and implementation difficulties. The results show that although SMM is widely used due to its reach and accessibility, entrepreneurs encounter major challenges such as a lack of technical expertise, problems with content management, and financial limitations. Notwithstanding these obstacles, there is still a lot of room for digital growth. The report emphasizes the necessity of focused training initiatives and assistance at the policy level to enable regional companies to use social media more successfully.

**Keywords: Social Media Marketing, Entrepreneurs, Nagaland, Digital Marketing, Brand Visibility, Customer Engagement, Marketing Challenges, Small Business Strategies.**

### 1. INTRODUCTION

Social media has completely changed how companies interact with their clients, market to them, and communicate in the digital age. Social media platforms give business owners, particularly those in developing areas like Nagaland, an affordable and extensive way to advertise their goods and services, establish their brand, and interact with their target market. Platforms like Facebook, Instagram, and WhatsApp have become essential tools for marketing campaigns due to the increasing use of smartphones and the internet, allowing even small enterprises to compete in larger markets.

Nagaland offers a distinctive environment where conventional business methods are quickly blending with digital trends because of its rich cultural legacy and growing number of youthful, tech-savvy entrepreneurs. Social media marketing (SMM) is becoming more and more recognized as a need for the expansion and viability of businesses, rather than only a choice, as entrepreneurship picks up steam in the state. The question of how well these platforms are being used, however, is still quite important.

The purpose of this study is to investigate how successful social media marketing tactics used by Nagaland business owners are. It looks into the platforms that are frequently used, the main goals that motivate their use, and the difficulties that entrepreneurs encounter when putting these tactics into practice. By examining these variables, the study aims to offer significant insights into how social media is influencing the state's entrepreneurial ecosystem and what steps might be made to increase its influence.

### 2. LITERATURE REVIEW

**Adelaar et al. (2003)** investigated how media forms affected consumers' feelings and intents to make impulsive purchases, discovering that emotionally charged media formats had a major impact on such behavior. Their study brought to light the psychological effects of digital material delivery, which is extremely pertinent to the social media marketing tactics used by business owners to pique customers' interest and encourage interaction.

**Agarwal (2015)** examined how social media sites like Facebook and Twitter aided in brand creation, networking, and entrepreneurial learning in India's entrepreneurship education system. In addition to making low-cost marketing easier, she noted that social media provided an engaging forum for customer feedback and knowledge exchange, both of which are critical for nascent business owners.

**Pugh (2010)** We out a qualitative study on Facebook usage, concentrating on the ways in which users aimed to create idealized personas, connect with like-minded people, and influence others. Her research showed that social media was not only a medium for communication but also a place for social influence and identity construction, two things that are essential for business owners looking to create a devoted following and brand identity.

**Jones (2009)** presented fundamental ideas in social media marketing, giving readers a basic understanding of how companies may use digital platforms to increase visibility and engagement. He maintained that, particularly for small firms, a properly run social media presence could greatly increase consumer reach and retention.

**Kumar et al. (2010)** presented a framework to evaluate customer engagement value, distinguishing between undervalued and overvalued customer segments. Their work emphasized the importance of targeting and relationship management on social media, suggesting that businesses must go beyond superficial metrics to understand true customer worth in a digital context.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Design**

In order to investigate and evaluate the efficacy of social media marketing (SMM) tactics used by Nagaland entrepreneurs, this study uses a descriptive research design. Understanding the prevalent behaviors, viewpoints, and difficulties of a certain group—in this case, small company owners utilizing digital platforms for marketing—is best accomplished through descriptive research. Primary data may be gathered using structured tools thanks to the design, and data can be presented in frequency and percentage formats for ease of understanding and comparison.

#### **3.2. Area and Scope of Study**

The study is limited to Nagaland, a state in northeastern India that is renowned for its rich cultural heritage and burgeoning entrepreneurial drive. Entrepreneurs from a variety of industries, including food and beverage, fashion, local crafts, retail, and services, are included in the study's scope. Particularly, the study focuses on how they use social media, why they use it, and what obstacles they encounter when putting SMM tactics into practice.

#### **3.3. Sampling Method and Sample Size**

To guarantee coverage across various business sectors and geographical areas (urban and semi-urban), the study employs a stratified random sample technique. The sample size consisted of 120 entrepreneurs in total. This figure was judged sufficient for descriptive statistical analysis and provided valuable information on the state's digital marketing strategies.

#### **3.4. Data Collection Methods**

Depending on the respondent's availability and preference, a structured questionnaire that could be self-administered or interviewer-assisted was used to gather primary data. Both multiple-choice and closed-ended questions were included in the survey, which addressed important topics such preferred platforms, social media use goals, perceived advantages, and implementation difficulties.

Frequency and percentage distributions were used to classify and quantify the replies in order to preserve clarity and facilitate analysis. Secondary data, which came from government publications, digital marketing studies, and journals pertaining to small business technology adoption, was also used for conceptual clarity and question formulation.

#### **3.5. Tools of Data Analysis**

Simple statistical tools like frequency tables and percentage analysis were used to examine the gathered data. Since the study's goal was exploratory and descriptive, no sophisticated statistical modeling was employed. The information was compiled into three primary tables that showed platform usage, the reasons for adopting SMM, and the main difficulties

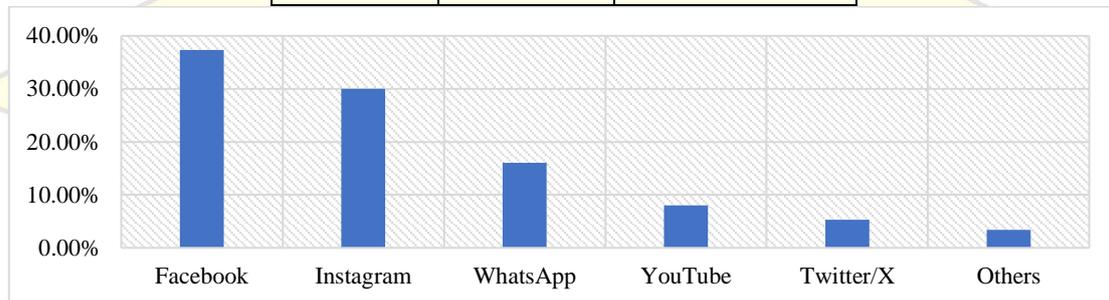
experienced by business owners. To aid comprehension and generate rational conclusions for debate and suggestions, each table was followed by a succinct interpretation.

#### 4. DATA ANALYSIS

The data reveals that Facebook is the most preferred social media platform among entrepreneurs in Nagaland, with 37.3% of respondents selecting it as their primary choice for business promotion.

**Table 1: Popular Social Media Platforms Used by Entrepreneurs**

Platform	Frequency	Percentage (%)
Facebook	56	37.3%
Instagram	45	30.0%
WhatsApp	24	16.0%
YouTube	12	8.0%
Twitter/X	8	5.3%
Others	5	3.4%
<b>Total</b>	<b>150</b>	<b>100%</b>

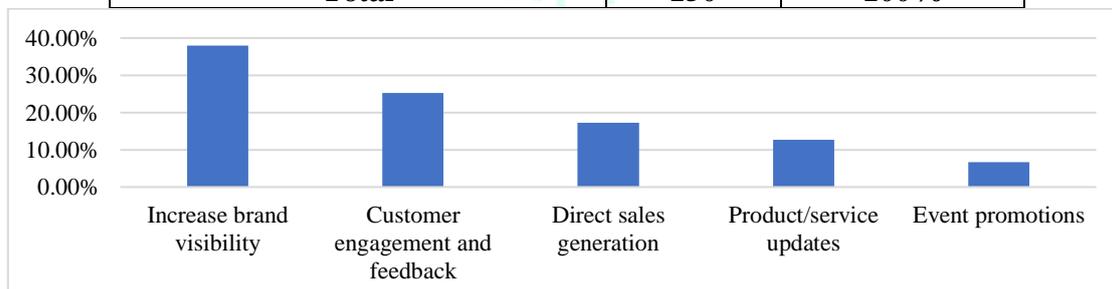


**Figure 1: Popular Social Media Platforms Used by Entrepreneurs**

Instagram comes in second, with 30% of business owners using it, suggesting that it is becoming more and more popular, particularly for visually-driven industries like crafts, cuisine, and fashion. While YouTube (8%) and Twitter/X (5.3%) have relatively low usage, probably because of the higher content development effort and lower regional user involvement, WhatsApp, which was selected by 16% of respondents, is valued for its direct and intimate communication features. Only 3.4% of respondents use other platforms, indicating specialized preferences. All things considered, Facebook and Instagram's dominance is a reflection of their usability, accessibility, and broad local adoption in digital marketing initiatives.

**Table 2: Primary Objective Behind Using social media for Business**

Objective	Frequency	Percentage (%)
Increase brand visibility	57	38.0%
Customer engagement and feedback	38	25.3%
Direct sales generation	26	17.3%
Product/service updates	19	12.7%
Event promotions	10	6.7%
<b>Total</b>	<b>150</b>	<b>100%</b>

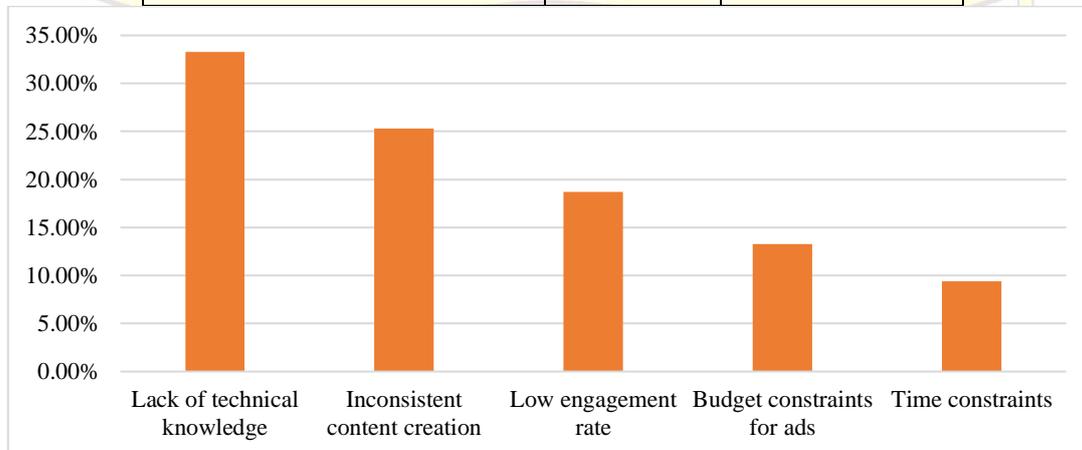


**Figure 2: Primary Objective Behind Using social media for Business**

According to the report, increasing brand visibility is the main goal of social media for the majority of Nagaland entrepreneurs, as selected by 38% of the respondents. This demonstrates how strategically crucial it is for business owners to increase exposure and recognition in a cutthroat industry. The importance put on interactive communication and developing relationships with consumers is reflected in the second most popular goal (25.3%), which is customer interaction and feedback. Notable goals include direct sales generation (17.3%) and product or service updates (12.7%), demonstrating that business owners use social media as a vehicle for both transactions and promotion. Just 6.7% of respondents said they primarily utilize social media to promote events, suggesting that these kinds of activities are either rare or managed through other means. Overall, the results highlight that the primary drivers of social media use among local business owners are visibility and client relationship.

**Table 3: Challenges Faced in Implementing SMM**

Challenge	Frequency	Percentage (%)
Lack of technical knowledge	50	33.3%
Inconsistent content creation	38	25.3%
Low engagement rate	28	18.7%
Budget constraints for ads	20	13.3%
Time constraints	14	9.4%
<b>Total</b>	<b>150</b>	<b>100%</b>



**Figure 3: Challenges Faced in Implementing SMM**

According to the research, 33.3% of respondents said that their lack of technical understanding was the biggest obstacle they faced while implementing social media marketing. This implies that small business owners in Nagaland require instruction in fundamental digital abilities. The second most prevalent problem, inconsistent content generation (25.3%), suggests that it might be challenging to keep up a constant and interesting online presence. Low engagement rates (18.7%) draw attention to difficulties in holding an audience's interest, which may be brought on by poor content tactics or a lack of knowledge about platform algorithms. The resource restrictions of many small businesses were reflected in the less common but still significant reporting of time constraints (9.4%) and budget constraints for advertisements (13.3%). All things considered, the results indicate that filling in talent gaps and offering strategic assistance might greatly increase the efficacy of social media marketing initiatives in the area.

### **Discussion**

According to the research, social media marketing is being actively pursued by Nagaland entrepreneurs, who have a particular fondness for Facebook and Instagram. These platforms enhance consumer connection and raise visibility. However, internal issues including a lack of expertise and content planning frequently limit how effective these tactics are. A conservative

approach to digital marketing expenses is suggested by the comparatively low usage of paid advertisements.

Another significant finding is that business owners are becoming more conscious of the importance of social media participation and client feedback. Low engagement rates, however, point to a disconnect between strategy and execution, most often as a result of a lack of knowledge about platform-specific algorithms or content trends.

## 5. CONCLUSION

According to the study's findings, social media marketing has grown to be an essential tool for Nagaland business owners, with sites like Facebook and Instagram being crucial for raising brand awareness and consumer interaction. Even though the majority of business owners understand the strategic importance of social media, obstacles such a lack of technical expertise, irregular content production, and financial limitations frequently prevent them from utilizing it to its fullest potential. Notwithstanding these obstacles, the general adoption trend shows a favorable tendency toward digital marketing, suggesting that local business owners can greatly increase their marketing efficacy and company expansion using social media platforms with the right guidance and assistance.

## REFERENCES

1. Adelaar, Thomas, Susan Chang, Karen M. Lancendorfer, Byoungkwan Lee, and MARIKO MORIMOTO. "Effects of media formats on emotions and impulse buying intent." *Journal of Information Technology*, 2003: 247–266.
2. AgarwalVarsha (2015), *The Role of Social Media in Entrepreneurship Education in India*, Vol. 12 Issue 3, p7-21. 15p, ISSN:0973-2659
3. Jessica Lee Pugh (2010), "A qualitative Study of the facebook social network: The desire to influence, associate and construct a representative and idea identity, thesis, California stte university, Long beach, CA,
4. Jones, R. (2009). *Social media marketing 101, Part 1. Search Engine Watch*,16
5. Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). *Undervalued or overvalued customers: capturing total customer engagement value. Journal of Service Research*, 13(3), 297-310
6. LambertonCait& Stephen, Andrew (2016) *A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. Journal of Marketing*.Vol. 80 Issue 6, p146-172. 33p, ISSN:0022-2429
7. MuralidharanSidharth, La Ferle Carrie, Sung Yongjun (2015), *CyberPsychology, Behavior & Social Networking*, Vol. 18 Issue 6, p356- 360. 5p, ISSN: 2152-2715
8. Murthy.D.(2012).*Twitter: Social Communication in the Twitter age*, U.K:
9. NarayananMadhavan, AsurSitaram, Nair Arun, RaoSachin, KaushikAvinash, Mehta Dina, AthalyeShubhangi, MalhotraAmita, Almeida Akhil, and Lalwani Rajesh (2012), *Social Media and Business, Vikalpa: The Journal for Decision Makers*, Vol. 37 Issue 4, p69-111. 43p ISSN:0256-0909.
10. Supriya Verma (2016), *Study on the Effect and Behavior of People Toward YouTube Advertisements, International journal of management and economics invention*, Volume: 2, Issue:02, Pages-541-546, Feb-2016, ISSN (e): 2395-7220 [www.rajournals.in](http://www.rajournals.in)
11. Taylor, S.L. and Cosenza, R.M., "Profiling Later Aged Female Teenagers: Mall Shopping Behaviour and Clothing Choice," *Journal of Consumer Marketing* 19, no.5 (Sept. 2002), pp.393-
12. Tiwari, M. and Sanadya, G. (2018). *Sustainable Development Through Women Entrepreneurship. Asian Journal of Home Science*. 13(1), 271- 274.
13. Xu Yang, S. J. (2012), *Ideal Types of Strategic Innovation an Exploratory Study of Chinese Cosmetic Industry, International Journal of Business and Management; Vol. 7, No. 17.*
14. Yadav&Rahman, 2017*Measuring Consumer Perception of Social Media Marketing Activities in E-Commerce Industry: Scale Development & Validation* [https://www.researchgate.net/publication/317284214\\_Measuring\\_Consumer\\_Perception\\_of\\_Social\\_Media\\_Marketing\\_Activities\\_in\\_ECommerce\\_Industry\\_Scale\\_Development\\_Validatio](https://www.researchgate.net/publication/317284214_Measuring_Consumer_Perception_of_Social_Media_Marketing_Activities_in_ECommerce_Industry_Scale_Development_Validatio)
15. Yadav, R., and Prajapat, R.K., "Growth of Organized Retail: Strategic Implications to Small Shops and Vendors", *The Manager* 3, no.1 (Jan-Jun 2008), pp.49-54.