

A Study On Influence Of Social Media Platforms In Promotional Activities Of Modern Dairy Machines Pvt.Ltd., Coimbatore

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Abstract- This study examines the impact of social media on the promotional activities of Modern Dairy Machines Pvt. Ltd., focusing on customer engagement, brand awareness, and purchasing behavior. Based on data from 149 respondents in Coimbatore, statistical analysis reveals YouTube (92.6% preference) as the most influential platform, followed by Instagram and Facebook. Video content, live Q&A sessions, testimonials, and product demos drive engagement, while pricing and social media reviews significantly impact purchase decisions. Challenges include slow company responses, irrelevant content, and insufficient product details. The study recommends enhancing customer support, interactive engagement, and tailored content while leveraging discounts and promotions to strengthen brand loyalty.

I. INTRODUCTION

Social media has revolutionized the marketing landscape, offering businesses cost-effective, wide-reaching, and highly interactive promotional opportunities. Unlike traditional marketing channels such as television, print, and radio, social media allows for real-time, two-way communication, enabling companies to engage directly with their customers. With the ever-growing number of active users across platforms like Facebook, YouTube, Instagram, and LinkedIn, businesses can effectively target their audience, increase brand awareness, and drive customer engagement through well-planned digital campaigns.

One of the key advantages of social media marketing is its ability to adapt quickly to market trends and consumer behavior, allowing companies to refine their strategies based on customer feedback and analytics. Strategic planning, content scheduling, performance monitoring, and customer interaction are essential components that contribute to the success of social media campaigns. Moreover, businesses can use social media analytics to track the effectiveness of their promotional activities, measure return on investment, and identify areas for improvement.

In the dairy industry, social media has become an essential tool for companies looking to educate farmers,

showcase innovative machinery, and promote their products to a broader audience. Modern Dairy Machines Pvt. Ltd., established in 2015 in Coimbatore, India, has embraced digital transformation to enhance its market presence. The company specializes in the manufacturing of advanced milking equipment, aiming to make dairy farming more efficient and accessible. Through technological innovation, cost-effective production, and a robust service network, Modern Dairy Machines strives to provide high-quality, affordable farming solutions to dairy farmers.

STATEMENT OF THE PROBLEM:

This project aims to identify the most effective social media platforms for conducting promotional activities, focusing on those that provide the quickest engagement and are most attractive to customers.

OBJECTIVES OF THE STUDY:

- To analyzing the influence of social media platforms in promotional activities in modern dairy machines.
- To understand the social media platform preferences of customers.

SCOPE OF STUDY:

The scope of the study, titled "A Study on Analyzing the Influence of Social Media Platforms in Promotional Activities of Modern Dairy Machines Pvt, Ltd.," is to explore the impact of social media on marketing in the dairy machinery industry within the Coimbatore region. It specifically investigates how platforms like Facebook, YouTube, and Instagram affect brand awareness, customer engagement, and sales. This study aims to identify the most effective social media channels and content strategies to maximize promotional outcomes. Through a mixed-methods approach,

Including quantitative and qualitative analysis, this research provides insights into how dairy machinery

manufacturers can leverage social media to enhance customer loyalty and achieve competitive advantage.

II. REVIEW OF LITERATURE

Michele Paleologo (2024) Milk consumption is crucial for a balanced diet, yet recent trends indicate a decline, especially in Italy. A significant factor in this decline is the altered perception of milk quality among consumers, which has created a communication gap between them and other stakeholders. This study aimed to explore the discourse on social media and sentiment towards the concept of milk quality among consumers, farmers, and processors. The research adopted social media analysis to examine online-community messages. A sample of 19,906 Italian comments and posts mentioning keywords “milk”, “quality”, “cow”, and “vaccine” was collected and categorized using term-frequency analysis, correspondence analysis, and sentiment analysis.

Khatib Noaman Ume (2024) the study investigates consumer knowledge about sustainable dairy practices in thane, focusing on the impact of social media usage and information channels. findings reveal a significant influence of these factors on consumer knowledge, contributing to a nuanced understanding of consumer perceptions and informing communication strategies for increased awareness.

Anchal Dhingra (2023) Social media platforms like Facebook, Twitter, Instagram, and YouTube have become an integral part of people’s daily lives globally and have greatly influenced the way in which consumers interact with brands and make purchasing decisions. social media on consumer behaviour and preferences has been substantial, with marketers now utilizing social media proving itself as a crucial tool for the target audience.

Oana Pricopoaia (2022) Social media is a tool for social interaction and a form of two way communication based on online services. Thus, social media marketing must become a priority for all companies that want a successful business, because they can increase the company's notoriety, customer loyalty, improve relationship with the customers.

Harrie Lutfie (2020) The results of research conducted that promotion through social media has a significant relationship to brand awareness and purchase interest. Event organizer companies can carry out promotions through social media with clear target segments related to product functions. Submission of information about the product must be in detail related to quality, price, and social value to the target segment.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLESIZE:

The sample size is **149** respondents

DATA COLLECTION:

Data are facts may be derived from several source. Data is oftwo types Primary and Secondary.

PRIMARYDATA

Primary data can be defined as the data’s collected from the source where the originally originates from and used for the research. This research contains the primary data where thequestionnaireiscollectedfromvariousareasof Coimbatore from the individuals.

SECONDARYDATA

Secondary data are defined as the data’s which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected.

TOOLS FOR ANALYSIS:

Following tools are used in the study

- Percentage analysis.
- ANOVA
- Cross Tabulation
- Research Instrument and tools used are questionnaire for collecting primary data.

LIMITATIONS OF THE STUDY:

- The sample size is limited to 149 respondents.
- The research was conducted only in Coimbatore city.

IV. DATA ANALYSIS

TABLE:SIMPLEPERCENTAGEANALYSIS

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	128	85.9
	Female	12	8.1
	Others	9	6.0
Age	21-30	30	20.1
	31-40	32	21.5
	41-50	44	29.5
	Above 50	43	28.9
Occupation	Daily Farmer	71	47.7
	Distributor	42	28.2
	Manufacturer	36	24.2
Factors influencing purchase decisions	Brand Reputation	36	24.2
	Customer Support	34	22.8
	Price	40	26.8
	Social Media Review	39	26.2
Which type of dairy machinery do you use	Milking Machines	13	8.7
	Cream Separator	8	5.4
	Bulk Milk Cooler	9	6.0
Effectiveness of social media platforms for modern dairy machines	Excellent	46	30.9
	Exceptional	36	24.2
	Fair	17	11.4
	Good	35	23.5
	Poor	4	3.2

INTERPRETATION

The simple percentage analysis reveals key demographic and behavioral insights about dairy machinery users. The majority of respondents are male (85.9%), with a smaller proportion of females (8.1%) and others (6.0%). Most respondents fall within the 41-50 (29.5%) and above 50 (28.9%) age groups. Daily farmers (47.7%) form the largest occupational segment, followed by distributors (28.2%) and manufacturers (24.2%). Price (26.8%) and social media reviews (26.2%) are the most influential factors in purchase decisions, followed by brand reputation (24.2%) and customer support (22.8%). Usage of dairy machinery is relatively low,

with milking machines (8.7%) being the most commonly used. Social media plays a significant role in modern dairy machinery marketing, with 30.9% rating its effectiveness as excellent and 24.2% as exceptional, though a small fraction (3.2%) finds it poor.

ANOVA

Social Media Influence on Purchase Decision & Social Media Platform used:

H₀ (Null Hypothesis): The price, brand reputation, social media reviews, and customer support are perceived equally influential by customers when making a purchase decision.

H₁ (Alternate Hypothesis): The price, brand reputation, social media reviews, and customer support are not perceived equally influential by customers when making a purchase decision.

One-Way ANOVA (Welch's)

	F	df1	df2	p
What factors influence your decision to purchase dairy machinery?	0.562	4	24.4	0.693

The One-Way Welch's ANOVA result shows $F(4, 24.4) = 0.562$, $p = 0.693$, indicating that there is no significant difference among the factors influencing dairy machinery purchase decisions. Since the p-value is greater than 0.05, we fail to reject the null hypothesis, meaning that price, brand reputation, social media reviews, and customer support are perceived equally influential by customers when making a purchase decision.

Satisfaction with Promotions and Suggested Promotional Strategies

One-Way ANOVA (Welch's)

	F	df1	df2	p
How do you rate the effectiveness of social media promotions for Modern Dairy Machines?	0.848	4	67.7	0.500

The One-Way Welch's ANOVA result $F(4, 67.7) = 0.848$, $p = 0.500$ indicates that there is no statistically significant difference in how different customer groups rate the effectiveness of social media promotions for Modern Dairy Machines. Since the p-value (0.500) is greater than 0.05, we fail to reject the null hypothesis. This suggests that customers, regardless of their demographic or engagement levels, do not significantly differ in their perception of the effectiveness of social media promotions for the brand. The company may need to refine its promotional strategies to create a stronger impact across diverse customer segments.

CROSS TABULATION

Which Type of Dairy Machineries do you use and Age

H₀ (Null Hypothesis): There is no significant relationship between the age of dairy farmers and their preference for specific dairy equipment.

H₁ (Alternative Hypothesis): There is a significant relationship between the age of dairy farmers and their preference for specific dairy equipment, with older farmers showing higher adoption of diverse and advanced dairy machinery.

Age	Which type of dairy machinery do you use?	No.of respondents	Percentage
21-30	Milking Machines	13	8.7%
	Cream Separator	8	5.4%
	Bulk Milk Cooler	9	6.0%
31-40	Milking Machines	11	7.4%
	Cream Separator	12	8.1%
	Bulk Milk Cooler	9	6.0%
41-50	Milking Machines	15	10.1%
	Cream Separator	13	8.7%

Age	Which type of dairy machinery do you use?	No.of respondents	Percentage
	Bulk Milk Cooler	16	10.7%
Above 50	Milking Machines	16	10.7%
	Cream Separator	16	10.7%
	Bulk Milk Cooler	11	7.4%

The analysis shows that milking machines are the most commonly used dairy equipment across all age groups, with their usage increasing as dairy farmers get older. Younger farmers (21-30 years) prefer milking machines (8.7%), while bulk milk coolers (6.0%) and cream separators (5.4%) are used less frequently. The 41-50 age group shows a higher adoption of bulk milk coolers (10.7%), indicating a need for better milk storage solutions. Farmers above 50 years have the highest usage of both milking machines (10.7%) and cream separators (10.7%), suggesting investment in more advanced dairy operations. Overall, older farmers tend to diversify their machinery usage, likely due to experience and larger-scale dairy businesses.

What Factors Influence your Purchase Decision & Occupation

H₀ (Null Hypothesis): There is no significant relationship between occupation (dairy farmers, distributors, manufacturers) and the factors influencing their purchase decisions.

H₁ (Alternative Hypothesis): There is a significant relationship between occupation and the factors influencing purchase decisions, with dairy farmers prioritizing price, while distributors and manufacturers value brand reputation and customer service more.

Occupation	Factors influence your decision to purchase dairy machinery ?	No. of respondents	Percentage
Daily Farmer	Price	20	13.4%
	Brand Reputation	18	12.1%
	Social Media Reviews	20	13.4%
	Customer Support	13	8.7%
Distributor	Price	9	6.0%
	Brand Reputation	10	6.7%
	Social Media Reviews	11	7.4%
	Customer Support	12	8.1%
Manufacturer	Price	11	7.4%
	Brand Reputation	8	5.4%
	Social Media Reviews	9	6.0%
	Customer Support	8	5.4%

The analysis indicates that price and social media reviews are the most influential factors in the purchase decisions of dairy farmers, with both factors impacting 13.4% of respondents. Brand reputation (12.1%) also plays a significant role, followed by customer support (8.7%),

suggesting that farmers seek both affordability and credibility when buying machinery. Among distributors, social media reviews (7.4%) and brand reputation (6.7%) influence their choices more than price (6.0%), indicating a preference for trust and quality over cost. For manufacturers, price (7.4%) remains the top factor, but brand reputation and customer support (both 5.4%) are also important considerations. Overall, different occupations prioritize different factors, with dairy farmers being more cost-sensitive, while distributors and manufacturers value brand image and customer service.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The study reveals that the majority of dairy machinery users are male (85.9%), with a smaller percentage of female (8.1%) and other respondents (6.0%). Most users belong to the 41-50 age group (29.5%) and above 50 age group (28.9%), indicating that dairy machinery is more commonly used by middle-aged and older individuals.
- Daily farmers form the largest occupational segment (47.7%), followed by distributors (28.2%) and manufacturers (24.2%). Price (26.8%) and social media reviews (26.2%) are the most influential factors in purchase decisions, while brand reputation (24.2%) and customer support (22.8%) also play a significant role.
- The usage of dairy machinery is relatively low, with milking machines being the most commonly used (8.7%), followed by bulk milk coolers (6.0%) and cream separators (5.4%).
- Social media promotions for modern dairy machines are perceived as effective, with 30.9% rating them as excellent and 24.2% as exceptional, although a small percentage (3.2%) finds them poor.
- The One-Way Welch's ANOVA results indicate no significant difference among the factors influencing purchase decisions, suggesting that customers consider price, brand reputation, social media reviews, and customer support equally important.
- Additionally, there is no significant difference in how customers rate social media promotions, implying that current promotional strategies do not strongly differentiate between customer groups.
- Cross-tabulation analysis indicates that older farmers (above 50) use a wider variety of dairy machinery, while younger farmers (21-30) mainly use milking machines.
- The 41-50 age group shows a higher adoption of bulk milk coolers, indicating a growing need for milk storage solutions.

- Dairy farmers prioritize price and social media reviews (both 13.4%) when making purchase decisions, while distributors value social media reviews (7.4%) and brand reputation (6.7%) more than price, emphasizing trust and credibility.
- Manufacturers focus more on price (7.4%) but also consider brand reputation and customer support equally.
- The findings suggest that dairy farmers are more cost-conscious, whereas distributors and manufacturers focus on trust and product quality.
- While social media is an effective promotional tool, businesses may need to refine their strategies to create a stronger impact across different customer segments.

SUGGESTIONS

- Modern Dairy Machines Pvt. Ltd. should prioritize YouTube as 92.6% of respondents consider it the most effective platform, focusing on video-based content such as product demonstrations, customer testimonials, and live Q&A sessions.
- Increasing interactive social media activities is essential, as 32.2% of respondents preferred interactive posts, while 26.8% favored customer testimonials, highlighting the need for live webinars and success stories.
- Improving social media response time is crucial since 26.8% of respondents cited slow responses as a challenge, which can be addressed through chatbots and dedicated customer support teams.
- Implementing personalized marketing strategies is important, as 59.1% of respondents preferred customized promotions, making discounts, referral programs, and loyalty rewards effective in retaining customers.
- Expanding digital advertising and influencer collaborations with dairy industry associations will enhance credibility and influence purchase decisions, as suggested by 32.9% of respondents.
- More product demonstrations should be integrated into marketing efforts since 35.6% of respondents found video content the most engaging, reinforcing the need for detailed guides and machine setup tutorials.
- Enhancing transparency in advertisements is necessary, as 32.9% of respondents found pricing unclear and 18.1% raised concerns about misleading advertisements, making accurate product specifications and verified testimonials crucial.
- Strengthening offline marketing efforts through participation in trade shows, industry workshops, and local events will boost brand visibility, as recommended by 18.8% of respondents.

CONCLUSION

The study concludes that social media plays a significant role in the promotional activities of Modern Dairy Machines Pvt. Ltd., with YouTube emerging as the most effective platform for customer engagement. Video-based content, interactive posts, and customer testimonials have a strong influence on purchase decisions. However, challenges like slow response times, unclear pricing, and misleading advertisements need to be addressed to build trust. Implementing customized promotions, influencer collaborations, and targeted digital advertising can further enhance brand awareness. Strengthening offline marketing through trade shows and industry events will complement digital efforts. A strategic approach to social media marketing will help the company improve customer engagement, increase sales, and establish a stronger industry presence.

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