

Using Through Social Media Marketing Popular E-Sellers With The Reference Of Kanyakumari District

A. Melda

Ph.D Research Scholar (Reg. No. **18113161012068**), Department of Commerce, Scott Christian College Nagercoil, Kanyakumari District, Affiliated to Manonmaniam Sundaranar University, Abishekapetti, Tirunelveli, Tamil Nadu, India.

Mrs. T.P. Sherin

Assistant Professor (Guide), Department of Commerce, Scott Christian College Nagercoil, Kanyakumari District, Affiliated to Manonmaniam Sundaranar University, Abishekapetti, Tirunelveli, Tamil Nadu, India.

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Abstracts

Social media marketing is an essential part of every digital marketing strategy social media marketer should be able to reach out to sales, human resources, research and development, customer service, and other departments when creating marketing goals. Sharing data with these departments can help them improve the brand's social presence. There are many challenges which stop the browsers from becoming online buyers. Though online shopping is becoming a popular way to make purchase, it is not something everyone is comfortable, in this paper explained about the using through social media marketing popular e-sellers rank them which one is popular.

Keywords: Marketing, Social Media, Electronic -Sellers, Electronic-market.

Introduction

Social media marketing is a key element for success in marketing and many marketers realize the potentials for business growth using the platform. A social media marketing strategy is a roadmap of all E-sellers as well as E-buyers to find sell and buy their product accomplishments in the shortest time, in all users can easily understand what the brand's avail in the market are, social media presence affects sales. Know which proficiencies are lacking in each department, review metrics with them, and find opportunities for collaboration across the social media sites challenges.

Statement of the Problem

While social media marketing has become an essential and widely adopted strategy for businesses across the globe, its practical effectiveness at the regional level—especially in socially and economically diverse areas such as Kanyakumari District—remains inadequately explored. The digital

marketplace in India has seen a surge of e-sellers, ranging from global giants like Amazon and Flipkart to emerging platforms like Meesho and Shopclues. However, this over-saturation of online sellers often leads to confusion among consumers, who are overwhelmed with choices and unclear about where to place their trust. Despite increasing internet penetration and smartphone usage, a significant portion of consumers still exhibit hesitation in making online purchases. This reluctance stems from several concerns, including fear of online fraud, limited digital literacy, unfamiliarity with online return/refund processes, and the absence of personal touch that traditional shopping offers.

Furthermore, social media marketers often adopt a one-size-fits-all approach, ignoring crucial demographic variables such as age, education level, and socio-economic status. These factors greatly influence how people engage with digital content and choose e-sellers. For instance, a young urban adult may trust influencer reviews and promotional reels, while an older rural consumer may rely more on peer recommendations and traditional ads. Marketers' failure to acknowledge and adapt to such behavioral differences can lead to ineffective campaigns and missed opportunities.

This study aims to fill this gap by examining the popularity of various e-sellers among different age groups in Kanyakumari District. It specifically investigates how social media marketing influences buyer decisions across age segments, shedding light on regional patterns of online consumer behavior. By identifying the most trusted platforms and the demographic factors that drive e-commerce preferences, this research contributes to developing more targeted and effective social media marketing strategies for regional markets.

Need For the Study

The need for this study arises from the rapid transformation in consumer behavior driven by technological advancements, increasing smartphone usage, and the availability of affordable internet across India—including rural and semi-urban regions like Kanyakumari District. With the widespread promotion of digital literacy through government initiatives such as “Digital India,” even consumers in less urbanized areas are beginning to explore e-commerce platforms. Major e-sellers such as Amazon, Flipkart, Meesho, Swiggy, and others have seized this opportunity by integrating aggressive social media marketing strategies aimed at reaching these emerging digital consumers. Platforms like Instagram, Facebook, and YouTube are now key tools in shaping consumer perceptions and influencing purchase decisions.

Despite this digital growth, there remains a lack of region-specific insights into how consumers from different age groups and socio-economic backgrounds interact with social media and online sellers. Marketers often apply generalized strategies that may not resonate with localized needs, preferences, and trust dynamics. In this context, understanding which e-sellers are most popular and the reasons behind their appeal becomes crucial. This knowledge can help businesses refine their marketing messages to suit regional sensibilities, choose the most effective social media channels for promotion, enhance user engagement through relatable content, and tailor product offerings to meet localized demands.

Therefore, this study is not only relevant but also essential for a variety of stakeholders. For e-

commerce companies and marketing professionals, it provides data-driven insights that support smarter targeting and efficient campaign planning. For researchers, it adds to the growing field of rural and semi-urban digital behavior, providing a foundational understanding of consumer dynamics in lesser-studied regions like Kanyakumari. By bridging the gap between national marketing strategies and local consumer expectations, this study helps shape a more inclusive and effective digital commerce landscape.

Marketing

Marketing is the process of identifying customers and "creating, communicating, delivering, and exchanging" goods and services for the satisfaction and retention of those customers.

Social Media Marketing

Social media are interactive technologies that facilitate the creation and sharing of content, ideas, interests, and other forms of expression through virtual communities and networks. Social media marketing is the use of social media platforms and websites to promote a product or service. This is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public.

Objectives of the Study

1. To understand the role and effectiveness of social media marketing in promoting e-sellers.
2. To identify and rank the most popular e-sellers among different age groups in Kanyakumari District.
3. To offer practical recommendations for marketers to optimize social media strategies.

Research Methodology

- ❖ **Study Area:** Kanyakumari District, Tamil Nadu
- ❖ **Study Design:** Descriptive and Analytical
- ❖ **Sample Size:** 150 respondents
- ❖ **Sampling Technique:** Stratified Random Sampling across four age groups:
 - Adolescents (13–20)
 - Young Adults (21–35)
 - Middle Adults (36–50)
 - Older Adults (51–65)
- ❖ **Data Collection:**
 - **Primary Data:** Collected using structured questionnaires distributed both online and offline.
 - **Secondary Data:** Collected from websites, journals, e-commerce reports, and marketing blogs.

❖ **Data Analysis Tools:**

- Mean Score Method for ranking
- Percentage Analysis
- Comparative analysis among age groups

Rank the Popular E-Sellers

In e-market place consumers have to select the sellers from whom they prefer to make the actual purchase of the product. There are literally hundreds of shopping sites that cater to the needs of everyone. It is really difficult for E-buyers to choose one. Old players like Amazon, Flipkart, Snap deal, Myntra, new enters like Pay TM, Meesho, Shopclues are also establishing a strong hold in the Indian market. The E-sellers who deal with food items like Swiggy, Zomatto are also becoming very popular.

In order to find the most popular E-seller, the researcher identified fifteen e-seller sites that are given in following table.

Popular E-sellers**Table - 1**

Sl · no	Popular E-sellers	Age group of the Respondents									
		Adolescence (13-20)		Young adult- hood (20-35)		Middle adult-hood (35-50)		Late adult- hood (50-65)		Total	
		Mea n	Ran k	Mea n	Ran k	Mea n	Ran k	Mea n	Ran k	Mea n	Ran k
1	Amazon	3.57	VII	4.29	I	3.90	II	2.99	III	3.69	I
2	Flipkart	2.83	XI	2.82	XI	4.62	I	3.49	III	3.44	II
3	Atsshoppin g	3.39	VIII	3.84	II	2.73	X	1.51	XIII	2.87	XIV
4	Snapdeal	3.77	IV	3.77	IV	2.55	XIV	3.00	VI	3.27	III
5	Club factory	2.64	XII	2.22	XV	3.65	IV	4.01	I	3.13	VI
6	Myntra	2.20	XV	3.83	III	2.94	VII	3.52	II	3.12	VII
7	Mesho	4.27	I	3.50	IX	2.29	XV	2.51	XI	3.14	V
8	Max...	3.77	IV	2.48	XIII	2.61	XI	3.00	VI	2.96	XII
9	Ajio	3.18	X	3.14	X	2.90	VIII	3.02	V	3.06	VIII
10	Shopclues	2.30	XIV	3.64	VI	3.88	III	2.81	X	3.16	IV
11	E-bay	3.85	III	2.45	XIV	2.90	VIII	2.48	XII	2.67	XV
12	LimeRoad	3.34	IX	3.70	V	3.20	V	1.49	XV	2.93	XIII
13	Zomato	3.62	VI	2.49	XII	2.49	XII	3.49	III	3.02	X

14	Swiggy	3.86	II	3.63	VII	2.33	XIII	1.51	XIII	3.04	IX
15	OLX	2.57	XIII	3.56	VIII	3.06	VI	2.98	IX	3.02	X

Computed Data

The above table reveals that most popular buying e-sites revealed a few interesting facts. The first three popular e-sellers among the adolescence are Mesho 4.27 per cent, Swiggy 3.86 per cent and E.bay 3.85 per cent. The young adulthood respondents opinioned that their first three popular e-sellers are Amazon 4.29 per cent, Atshopping 3.84 per cent, Myntra 3.83. The most popular E-sellers for middle adulthood respondents Flipkart 4.62 per cent Amazon 3.90 per cent, Shopclues 3.88 per cent. The Late adulthood respondents rated high of club factory 4.01 per cent, Myntra 3.52 per cent, Zomato 3.49 per cent.

The overall analysis shows that the first three popular E-sellers among E-buyer respondents are Amazon 3.69 per cent, Flipkart 3.44 per cent, Snapdeal 3.27.

Findings

- ❖ The study clearly shows that social media marketing plays a crucial role in shaping the buying behavior of consumers. Among all age groups, younger users—especially adolescents and young adults—are highly influenced by social media advertisements, reels, stories, and influencer promotions. Their decision-making is often based on what they view on Instagram, YouTube Shorts, and Facebook. The visually appealing, fast, and interactive nature of content in these platforms has a direct impact on their purchase intentions, making them more likely to engage in impulse buying and trend-following behavior.
- ❖ Consumers in the age group of 20 to 50 years demonstrated the highest level of engagement with e-seller promotions on platforms like Instagram and YouTube. These users frequently interact with brand pages, watch product demonstrations, and participate in promotional campaigns. This age group represents the working population with disposable income and digital literacy, which makes them more active in online shopping. The data confirms that these users respond positively to limited-time offers, discount codes, and influencer-backed endorsements.
- ❖ Amazon and Flipkart emerged as the most trusted and dominant e-sellers in the region, largely due to their wide product range, strong delivery networks, and reliable return policies. Consumers mentioned that they prefer Amazon and Flipkart not just for their variety of products, but also for their consistency in quality, customer support, and brand reputation. The established logistics system and secure payment gateways of these platforms increase consumer confidence, especially when making high-value purchases.
- ❖ Consumers in Kanyakumari District prefer online platforms that offer a simple and user-friendly interface. Many regional users, particularly from rural and semi-urban areas, lack advanced digital literacy. Hence, platforms that have clean layouts, easy navigation, and minimal steps during the buying process are more appreciated. In addition, options like cash-

on-delivery and easy return/refund mechanisms are favored, as they reduce the risk perception among first-time or hesitant buyers.

- ❖ E-sellers who adopted regional strategies—such as incorporating Tamil language in ads, captions, and descriptions—gained better visibility and consumer trust. The presence of local language content helped bridge the gap between sellers and rural consumers who are not fluent in English. Moreover, platforms that engaged local influencers from Tamil Nadu witnessed greater reach and conversion, as their followers considered them authentic and relatable. This localized marketing approach was especially effective in improving engagement among older consumers and non-metro users.

Suggestions

- ❖ Social media content should be customized based on the age group of the target audience. Younger consumers, especially adolescents and young adults, are more attracted to visual, fast-paced content formats like Instagram Reels and YouTube Shorts. These formats offer brief yet impactful product showcases, discount announcements, and influencer collaborations. On the other hand, middle-aged and older adults tend to engage more with traditional social media platforms such as Facebook and WhatsApp. Therefore, e-sellers should design static posts, community group offers, and video explanations tailored to these platforms.
- ❖ Collaborating with local influencers and regional content creators can significantly increase the visibility and trustworthiness of e-sellers. Influencers who speak the local language, understand regional preferences, and have a strong follower base in Kanyakumari can serve as credible brand ambassadors. Their product reviews, unboxing videos, and promotional content can enhance customer engagement and positively influence purchasing decisions.
- ❖ One of the major concerns for customers, especially older consumers, is the fear of defective products or poor service. Many hesitate to shop online due to unclear return policies or slow refund procedures. Therefore, e-sellers should simplify their return/refund process by offering prompt pickups, real-time tracking, and immediate refunds. Transparent communication through SMS or WhatsApp notifications will build trust and encourage repeat purchases.
- ❖ Using Tamil as the medium of communication in advertisements, app interfaces, product descriptions, and customer support can remove the language barrier and enhance the shopping experience for consumers in Kanyakumari. Regional language support not only helps older users but also improves brand relatability and accessibility among rural and semi-urban populations.
- ❖ E-commerce platforms should strengthen their logistics and delivery systems to ensure coverage of remote and rural areas in Kanyakumari District. This includes setting up local delivery hubs, collaborating with regional courier services, and providing accurate delivery timelines. Ensuring timely delivery even in tier 3 regions will increase user satisfaction and reduce cart abandonment rates.

Conclusion

Online shopping has revolutionized the way consumers interact with the marketplace, allowing e-sellers of various types—ranging from global giants like Amazon and Flipkart to emerging platforms like Meesho and Shopclues—to promote their products efficiently and reach a wide demographic. The ease of browsing products, comparing prices, reading reviews, and placing orders through just a few clicks on mobile phones or computers has made digital commerce highly convenient. Social media platforms further amplify this by offering a space where consumers can directly engage with brands, view targeted advertisements, watch product demonstrations, and even make purchases without leaving the platform.

However, this convenience also comes with certain downsides. The abundance of promotional content, discounts, and fast delivery options encourages impulsive buying and irresponsible consumption behaviors. Consumers may purchase items they don't necessarily need, relying on flexible return policies and one-click refunds, which ultimately lead to increased reverse logistics, environmental waste, and unsustainable consumer habits. The system is often exploited—for example, some users deliberately order multiple variations of a product (like size or color) with the intention of returning most, using the free return option as a trial tool.

This study, therefore, serves a dual purpose. On one hand, it provides insight into how social media marketing influences consumer behavior and highlights the most popular e-sellers among different age groups in the Kanyakumari district. On the other hand, it sheds light on the evolving patterns of consumer responsibility and the challenges digital platforms face in managing trust, returns, and long-term customer loyalty. By identifying the most preferred e-sellers and the marketing strategies that led to their success, the study not only helps marketers tailor future campaigns but also prompts a deeper conversation about sustainable digital consumption.

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