

Effective Use of Social Media for Marketing Paving Services in Shanthi Build Mart

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Abstract—The rapid growth of digital technology has transformed how businesses connect with their customers, with social media emerging as a powerful marketing tool. This research explores the effective use of social media platforms—such as Facebook, Instagram, Twitter, and LinkedIn—for promoting paving services. The study aims to identify the most impactful strategies for improving brand visibility, customer engagement, lead generation, and service promotion in the paving industry. It highlights the role of content marketing, customer feedback, targeted advertising, and analytics in crafting successful campaigns. Through a combination of qualitative and quantitative analysis, the research reveals that while many paving companies have a presence on social media, only those with strategic planning and consistent engagement realize measurable marketing success. Recommendations are offered to help paving service providers overcome common limitations such as lack of technical know-how, poor content planning, and limited budget, thus enabling them to fully leverage the potential of social media marketing.

Index Terms—Social Media Marketing, Paving Services, Digital Advertising, Online Customer Engagement, Content Strategy, Brand Promotion, Lead Generation, Construction Industry Marketing, Social Media Analytics.

I. INTRODUCTION

Nowadays, one of the indispensable tools today for businesses to reach and engage their target audience is the social media. This can prove to be a game-changer for paving service providers in terms of increasing awareness of their brand, pulling potential customers, and creating industry authority. Whether they offer driveway paving, parking lot resurfacing, or decorative stonework, an effective social media marketing strategy can set your paving business apart and generate actual leads.

Historically, paving services would solicit clients mainly through word-of-mouth marketing, local newspaper advertisements, and direct mail. Though still applicable, these don't seem sufficient in the new age. Homeowners, businesses, and property managers will henceforth look for paving contractors on social media sites like Facebook, Instagram, LinkedIn, and TikTok to find reliable contractors, view their work, and read reviews made by actual customers.

This advancement has opened avenues for paving to demonstrate expertise, show human interest through compelling visuals of work done, and engage potential clients in real-time. Yet, creating a social media profile and posting something now and then isn't enough to achieve all these. The full benefits of social media marketing require an in-depth strategy.

This article outlines the best ways to use social media in marketing paving services. It touches on the best platforms to use, content ideas, audience engagement strategies, and advertising techniques that can bolster paving contractors' business status.

Social media was a perfect marketing platform for such very high visibility industry paving. Whether a newly paved driveway or recently designated parking lot or even a decorative stone pathway, such projects become great content.

STATEMENT OF THE PROBLEM

In the modern business landscape, social media marketing has become a powerful tool for promoting services, attracting customers, and building brand awareness. However, many businesses in the paving services industry struggle due to a limited understanding of social media marketing strategies. Paving service providers often lack the necessary knowledge and expertise to create and implement effective marketing campaigns on platforms like Facebook, Instagram, LinkedIn, and Twitter.

How does a limited understanding of social media marketing strategies impact the growth of paving service businesses?

What are the key challenges paving service providers face in creating and implementing effective social media marketing campaigns?

OBJECTIVES OF THE STUDY

To analyze the impact of social media marketing on the growth of paving service businesses.

To identify the key challenges faced by paving service providers in implementing effective social media marketing strategies.

To explore best practices and strategies for improving social media marketing in the paving services industry.

SCOPE OF THE STUDY

Social Media Marketing (SMM) study pertains to its role and eventual effectiveness in meddling with businesses and consumers. Aspects covered include: digital marketing strategies via various social media platforms such as Facebook, Instagram. This study analyses the various social media platforms used for marketing and their effectiveness in reaching target audiences. This includes an analysis of tools such as social media management software, analytics, and advertising platforms. The effectiveness of social media as a marketing tool for paving services has been the subject of speculation and study in its goal of identifying strategies, tools, and practices that can bring improved visibility and customer acquisition to paving services through increased engagements.

II. RESEARCH METHODOLOGY

Research Methodology is a way that helps to systematically solve a research problem. It is a science of studying how research is done scientifically. The study conducted is correlational in nature and it aimed to evaluate "Effective use of social media for marketing paving service".

RESEARCH DESIGN

Research design is a conceptual structure within which research should be conducted.

Thus, the preparation of such a design facilitates research to be as efficient as possible and will yield maximum information. Here to meet the research objectives, random sampling research design is used.

SOURCE OF DATA

The Primary and Secondary data I have used in the study is:

Primary data is a well-structured questionnaire, which was prepared and distributed to the employees of the company to gather first-hand information.

Secondary data have been collected from different sources such as publications and research reports, books journals articles, etc.

SAMPLE SIZE

The size of the sample is limited to 150 respondents.

TOOLS AND TECHNIQUES USED

Some of the statistical tools that are used with the help of SPSS as technique:

Correlation

Chi-square

ANOVA

LIMITATIONS OF THE STUDY

The study is done within the shanthi build mart, so it may not be applicable for other organizations.

The study is conducted on the basis of the responses collected from the respondents through structured questionnaire.

Generally speaking, pavers are not likely to use the technical capabilities required to facilitate their entry into social networking sites effectively.

It is difficult for companies dealing with paving services to engage in paid advertisement and promotional endeavours due to financial constraints.

III. REVIEW OF LITERATURE

Kalpana, M. (2024): This analysis investigates the influence of social media marketing activities (SMMA) on consumer behaviour. It reviews 41 research articles published between 2019 and 2024 with the intent of highlighting strategies such as influencer marketing, personalized content, and augmented reality and how these strategies affect consumer-brand relationships and, ultimately, purchase intentions.

Balakrishnan (2023): The study brings to light the challenges that SMEs face in drafting engaging content for their target audience. The greater the limited resources and expertise, the lesser the quality of user engagement and diminished potential edition of social media marketing effectiveness.

Imran, M. (2016): A content analysis of 44 articles on soc med marketing shows that most of them are consumer-oriented, with special emphasis on how social media impacts consumer decision making and perception.

Ma, G., Jiang, S., & Wang, D. (2022): This study examines how different purposes of social media use affect construction project performance from a project manager's perspective. It finds that both work-oriented and socialization-oriented social media use promote knowledge acquisition and project social capital, which positively impact project performance. The study highlights the importance of strategic social media use in enhancing project outcomes.

Tuli, N. (2025): This study synthesizes 139 relevant articles on digital customer engagement, examining theoretical frameworks, methods, contexts,

antecedents, drivers, and outcomes. It provides a comprehensive framework to understand digital customer engagement and suggests avenues for future research.

DATA ANALYSIS ANOVA

Anova between customer attraction and age of the respondents

H₀= There is no statistical difference between customer attraction and age of the respondents

H₁= There is a statistical difference between customer attraction and age of the respondents

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.774	1	.925	.749	.524
Within Groups	180.186	146	1.234		
Total	182.960	149			

Source: Primary Data

INTERPRETATION

In the above table, the p value is .524 which is than greater than 0.05, so we conclude that there is no significance difference between customer attraction and age of the respondents.

INFERENCE

Thus, H₀ is accepted & H₁ is rejected.

CHI SQUARE TEST

Comparison between age and main benefits of the respondent

H₀ = There is no association between age and main benefits of the respondent

H₁ = There is an association between age and main benefits of the respondent

		Main benefits of the respondent				
		More leads	Higher costs	Less visibility	Fewer customer	Total
Age	18-25	8	12	6	6	32
	26-34	10	11	9	10	40
	35-44	9	11	13	9	42
	Above 45	7	10	12	7	36
Total		34	44	40	32	150

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.625 ^a	9	.934
Likelihood Ratio	3.612	9	.935
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.83.

Source: Primary Data

INTERPRETATION

In the above table, the p value is .934 and .935 which is greater than significant value (0.05), so we conclude that there is on statistical difference between age and main benefits of the respondent.

INFERENCE

Thus, H_1 is rejected & H_0 is accepted.

CORRELATION

Correlation between business struggle and social media management of the respondents

H_0 = There is no relationship between business struggle and social media management of the respondents.

H_1 = There is a relationship between business struggle and social media management of the respondents.

		Businesses struggle	Social media management
Business struggle	Pearson Correlation	1	.057
	Sig. (2-tailed)		.491
	N	150	150
Social media management	Pearson Correlation	.057	1
	Sig. (2-tailed)	.491	
	N	150	150

Source: Primary Data

INTERPRETATION

In the above table, the p value is .491 which is greater than the significant value (0.05), so we can conclude there is a no relationship between business struggle and social media management of the respondents.

INFERENCE

Thus, H_1 is rejected & H_0 is accepted.

FINDINGS ANOVA

The Anova table, the p value is .524 which is than greater than 0.05, so we conclude that there is no significance difference between customer attraction and age of the respondents.

CHI SQUARE TEST

The chi - square table, the p value is .934 and .935 which is greater than significant value (0.05), so we conclude that there is on statistical difference between age and main benefits of the respondent.

CORRELATION

The correlation table, the p value is .491 which is greater than the significant value (0.05), so we can conclude there is a no relationship between business struggle and social media management of the respondents.

IV. SUGGESTIONS

The literature reviewed here shows the intricate nature of social media marketing and its effects across various fields of practice. Kalpana (2024) distinguishes itself with an extensive review of 41 studies published in the years between 2019 and 2024, which examines the effectiveness of particular social media marketing activities (SMMA), for example, influencer marketing or personalized content-type strategies and utilizing augmented reality options. Kalpana's (2024) results showed that SMMA can positively impact consumer-brand relationship performance measures (relationship quality and engagement) and lead to purchase intentions, which marketers need to leverage in the digital space. On the other hand, Balakrishnan (2023) studies the practice challenges of small and medium-sized enterprises (SMEs), with the identified issue being that SMEs often do not have resources to generate high quality and engaging content. Balakrishnan's (2023) work found that SMEs must address the affordability and scalability of content in order to be competitive in social media marketing.

Imran (2016) provides a foundational understanding through a content analysis of 44 articles, with prevailing consumer focus within the literature, indicated by the significant impact of social media on the consumer decision-making process. Ma, Jiang and Wang (2022) put their focus away from the consumer and on organizational efficiency, specifically within the construction sector. Their study found that both social, and professional, use of social media offered both organizational use into project outcomes, as well as a flow of knowledge. In Tuli's (2025) review of 139 digital customer engagement articles, the author produced a literature synthesis organizing the literature into theoretical perspectives, drivers, antecedents, and outcomes to offer a path forward in research, as well as the emergence of engagement as an important strategic metric. Collectively, the studies demonstrate changes in the ideas of social media marketing, and attention to context-specific, scalable, and engagement-based approaches that achieve the organisation's desired objectives across sectors.

V. CONCLUSION

The analysis of demographic trends and statistical associations of social media with business growth offers insights useful for businesses that want to leverage the digital marketing economy. While social media is rapidly becoming more important in modern business practice, it remains vital to identify factors that contribute to content efficacy. The study shows that certain demographics such as age and gender play a role in how audiences engage with content, while others, i.e., profession, income level, and social media ROI, actually have no bearing on content effectiveness. These findings underscore the need for companies to seriously reconsider how they are tailoring their marketing efforts to reach target audience segments instead of making vast generalizations about who their customers may be.

In conclusion, analysis emphasizes the utilization of relevant demographic insights for improving the effectiveness of content on social media. Age and gender are some of the dominant factors the business needs to harness to have more compelling marketing approaches. On the other hand, profession, income, and ROI are not a determinant of content strategy. Companies need to include personalization as well as digital tools and the comprehensive marketing

approach to widen their audience and obtain sustainable growth.

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