

Consumer Perception towards Social Media Marketing

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ABSTRACT: Over the last few eras, the marketing is annoyed with a number of issues for effective activism product and services. India is emergent as one of the few countries in the world, with a better than global usual rate of growth in the social network. The different modes of communiqué were used to influence the customer perception toward the social media marketing the social media marketing and infrastructures has emerged as one of the evolving field of study. In a survey of 62 respondents it was found that common of the respondents have given importance to Social media is creating strong craving for the product. Study recommends that marketers can use these intermediate for effective positioning of their product and services in the mind of customer.

Keywords: Consumer perception, Social media, marketing.

I. INTRODUCTION

Social media is the new buzz range in marketing that has businesses, administrations and brands skipping to generate news; make friends, influences and followers; and build communities in the essential space. On a daily basis in current, 100,000 tweets are sent, 684,478 pieces of content are shared on Facebook, 2 million search queries are made on Google, 48 hours of video are uploaded to YouTube, 3,600 photos are shared on Instagram, and 571 websites are created (James 2012). Social media announced a new, composite and overpowering element in consumer behaviour presenting a new task both to the academia and the marketers. The purpose of this research was to understand the impact of social media on how Indian companies were adjusting their marketing strategies to incorporate social media. Social media can be used for internal communications as well as a method of fetching with both existing and potential new customers. Availability of free information at the right time adds to the charm of social media, Thus individuals everywhere the globe are connecting with social media sites to stay themselves informed of latest developments and to

attach with friends. On the social web, consumers connect, share, and validate thoughts, arriving at consensus overtime. Consensus on the social web may be fleeting or scattered.

II. REVIEW OF LITERATURE

Dr.M.Sulaipher et al, (2017)“Consumer Perception towards Social media marketing techniques in rural areas”The advent of Social media has been instrumental in providing consumers with quick, relevant, and convenient information on products and services. Wherein consumers tend to decide on purchases based Social media marketing such as content marketing, online word of mouth, troll marketing, social bullying and so on. With short lead times, quick turnaround of products, frequent changes in offerings and marketing of products. This study sought to explore and understand the relevant factors of social media advertisements that draw rural consumer’s attention towards their purchase. The study focused on the Kerala region well known for the country's literacy rate. It attempted to analyse the methods of social media advertisements which focusing rural consumers and inferred that whether it provides them with relating to their intent to purchase.

B.Ramya (2016)“A study on Impact of Social Media and Market”It states that the real business revolution occurs in the arrival of several social media sites, such as LinkedIn, Face book, and Twitter. This study is an attempt to identify their role and describe their impact on consumer buying decision. It also discusses the use of social media websites in businesses. Social media is a genuine game changer for market.

Dharmesh Motwani & Dr.Devandra Shri mali (2014)，“Consumer attitude towards social media marketing” made an attempt to state the influence of social media marketing in consumer behaviour. Through social media brands impudence customer choice. Customers influence other customers. These chains of events affect repurchases, which further affect earnings and long term organizational sustainability. The paper

focused on the perception of customers towards social media and its marketing practices.

Objective of the Study

- To study the social-demographic profile of the respondent
- To examine the impact of socio-demographic factors (age, gender, occupation, income, Marital Status and qualification) on social media marketing.

Hypothesis of the Study

- There is no significant different between Age and social media marketing.
- There is no significant different between Gender and social media marketing.
- There is no significant different between occupation and social media marketing.
- There is no significant different between Income and social media marketing.

- There is no significant different between marital status and social media marketing.
- There is no significant different between qualification and social media marketing.

III. RESEARCH METHODOLOGY

The study is Analytical in nature. The area of the study refers to Coimbatore city. The study used both primary data and secondary data. The primary data was collected from 62 respondents by structural questionnaire method. As the total population size was unknown, purposive sampling method was adopted, the primary data had been collected from those who are using the social media marketing and the questionnaire was collected from public places. Required secondary data was collected from the sources like various websites, various publications, journals and Reports.

IV. DATA ANALYSIS

Simple Percentage Analysis

Table 1

Category	Category	Frequency	Percentage
Gender	Males	30	48
	Females	32	52
	total	62	100
Age	less than 20	11	18
	20 years - less than 25	14	23
	25 years - less than 30	17	27
	30 years - less than 40	12	19
	More than 40 years old	8	13
	total	62	100
Education level	Less than high school	7	11
	High school	5	8
	Diploma	23	37
	Bachelor degree	11	18
	Master degree	8	13
	Doctorate	8	13
Occupation	total	62	100
	Self employed	8	13
	Agriculturist	16	26
	Govt. employee	7	11

	Professional	19	31
	Business	4	6
	Private sector employee	8	13
	Total	62	100
Income	Rs 1 Lakhs- 3 Lakhs	8	13
	Rs. 3 .1 Lakhs- Rs 5 Lakhs	35	56
	5.1 lakhs- Rs 10 lakhs	11	18
	above 10 lakhs	8	13
	total	62	100
Marital Status	Single	38	61
	Married	24	39
	total	62	100

A surveyor gave questionnaires directly to who were willing to participate. A total of 70 surveys were obtained. After eliminating the unusable surveys, 62 questionnaires were used for data analysis. A majority of the respondent was

male (52%), 25 years - less than 30 (27%), had a Diploma (37%). Majority of respondent was professional (31%) and their income is between Rs.3 to Rs.5 Lakhs (56%).Most of the respondents marital status are single (61%)

ANOVA
Table 2

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	14549.694	17	855.864	27.408	.000
	Within Groups	1373.984	44	31.227		
	Total	15923.677	61			
Troll marketing	Between Groups	13735.449	17	807.968	47.276	.000
	Within Groups	751.986	44	17.091		
	Total	14487.435	61			
Online word of mouth	Between Groups	12257.393	17	721.023	26.746	.000
	Within Groups	1186.155	44	26.958		
	Total	13443.548	61			
Social bullying	Between Groups	10845.702	17	637.982	3.688	.000
	Within Groups	7612.040	44	173.001		
	Total	18457.742	61			

From the table 2, it is implicit that there is difference among age of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors.

ANOVA

Table 3

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	13274.522	18	737.473	11.970	.000
	Within Groups	2649.156	43	61.608		
	Total	15923.677	61			
Troll marketing	Between Groups	13781.754	18	765.653	46.654	.000
	Within Groups	705.682	43	16.411		
	Total	14487.435	61			
Online word of mouth	Between Groups	12237.143	18	679.841	24.232	.000
	Within Groups	1206.406	43	28.056		
	Total	13443.548	61			
Social bullying	Between Groups	7177.268	18	398.737	1.520	.130
	Within Groups	11280.474	43	262.337		
	Total	18457.742	61			

From the table 3, it is contained that there is difference among Gender of the respondents and Social media marketing. Hence, the null hypothesis

is rejected as the significance value is less than 0.05 for all the factors except social bullying.

ANOVA

Table 4

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	15551.908	18	863.995	99.932	.000
	Within Groups	371.769	43	8.646		
	Total	15923.677	61			
Troll marketing	Between Groups	14026.503	18	779.250	72.696	.000
	Within Groups	460.933	43	10.719		
	Total	14487.435	61			
Online word of mouth	Between Groups	9868.375	18	548.243	6.594	.000
	Within Groups	3575.173	43	83.144		
	Total	13443.548	61			
Social bullying	Between Groups	11405.059	18	633.614	3.863	.000
	Within Groups	7052.683	43	164.016		
	Total	18457.742	61			

From the table 4, it is inherent that there is difference among Occupation of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors.

ANOVA

Table 5

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	8164.093	12	680.341	4.296	.000
	Within Groups	7759.584	49	158.359		
	Total	15923.677	61			
Troll marketing	Between Groups	6653.807	12	554.484	3.468	.001
	Within Groups	7833.628	49	159.870		
	Total	14487.435	61			
Online word of mouth	Between Groups	1669.589	12	139.132	.579	.848
	Within Groups	11773.959	49	240.285		
	Total	13443.548	61			
Social bullying	Between Groups	5873.607	12	489.467	1.906	.057

Within Groups	12584.135	49	256.819		
Total	18457.742	61			

From the table 5, it is implicit that there is difference among marital status of the respondents and Social media marketing. Hence, the null

hypothesis is rejected as the significance value is less than 0.05 for two factors except online word of mouth and social bullying.

ANOVA
Table 6

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	2374.662	9	263.851	1.013	.442
	Within Groups	13549.015	52	260.558		
	Total	15923.677	61			
Troll marketing	Between Groups	5499.244	9	611.027	3.535	.002
	Within Groups	8988.192	52	172.850		
	Total	14487.435	61			
Online word of mouth	Between Groups	4585.213	9	509.468	2.991	.006
	Within Groups	8858.336	52	170.353		
	Total	13443.548	61			
Social bullying	Between Groups	9239.639	9	1026.627	5.791	.000
	Within Groups	9218.103	52	177.271		
	Total	18457.742	61			

From the table 6, it is implicit that there is difference among Income of the respondents and Social media marketing. Hence, the null hypothesis

is rejected as the significance value is less than 0.05 for all the factors except Content marketing.

ANOVA
Table 7

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	6430.135	10	643.013	3.454	.002
	Within Groups	9493.543	51	186.148		
	Total	15923.677	61			
Troll marketing	Between Groups	5583.893	10	558.389	3.198	.003
	Within Groups	8903.543	51	174.579		
	Total	14487.435	61			
Online word of mouth	Between Groups	5545.756	10	554.576	3.581	.001
	Within Groups	7897.793	51	154.859		
	Total	13443.548	61			
Social bullying	Between Groups	4501.171	10	450.117	1.645	.121
	Within Groups	13956.571	51	273.658		
	Total	18457.742	61			

From the table 7, it is implicit that there is difference among qualification of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors except Social Bullying.

build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements. India is emerging as one of the few countries in the world, with a better than global average rate of growth in the social network. Marketer can use these medium for effective positioning of their product and services in the mind of customer further studies on

V. CONCLUSION

Social media marketing is the use of social media platforms to connect with your audience to

different categories of products and services and research to improve and popularize present techniques can be undertaken.

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