A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA MARKETING IN CHENNAI

A. Kavitha, R. Yuvaraj[1], P G Eandhizhai[2]

Abstract

Marketers today employ a variety of techniques to lure clients. One method by which marketers are able to influence their clients and draw them in is through the use of social media advertising. This method allows marketers to not only determine their target audience's demographics but also to target them with targeted advertisements. With the use of social media, individuals may connect with brands, share ideas with other users, create content, and sway the opinions of the general public. The focus of this research will be on how different customer behaviours are impacted by social media marketing. The process of advertising certain brands or businesses on social media networks is known as social media marketing..From the result it is found that the social media marketing plays an important role in influencing the products The sample size of the study is 250. Both the primary data and secondary data were used for the study. The analysis used for the study is ANOVA, chi square, reliability analysis and Factor analysis.

Keywords: social media marketing, consumer perception, purchase intention, brand loyalty

[1,2]Department of commerce, college of science and humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, Tamilnadu-603202, India

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1. Introduction

In today's technologically advanced world, social networking sites have developed into a medium for retailers to reach a larger audience of consumers. Social media marketing serves as a platform and medium for user-centered networking and social engagement that links businesses with their target audiences. Websites and computer applications that enable users to create, share, and participate in social networking are referred to as "social media". Social media, according to Boyd & Ellison (2007), are online venues that let users of the internet grow their social networks and make them accessible to others. Social media has a growing influence on how the general public communicates in the modern world. Companies that have recognised this have started to operate in social media with corporate or brand profiles. Social media platforms allow users to openly express their opinions and participate in discussions with other users, offering businesses the opportunity to develop advertising instruments that stand out from traditional approaches and inspire clients. Social media platforms like Facebook, Twitter, YouTube, Instagram, and LinkedIn have emerged as the preferred platform for marketers to conduct their marketing activities.Marketing managers need to be aware of how to use social media to engage with customers in a world where it is having an expanding impact and where media consumption is shifting toward consumer control (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013).

Review of literature

According to Schivinski and Dabrowsk's (2014) research, created by consumers social media marketing positively affects brand equity and attitude, which in turn affects purchase intention.. Engaging posts, pertinent content, word-of-mouth advertising from other consumers, and extrinsic reinforcers like discounts and freebies can all contribute to a rise in engagement. Social media is a powerful tool for IMC communication and consumer engagement. The term "social media" refers to a collection of internet platforms where users can publish and distribute material (Mangold & Faulds, 2009). Email, social networking websites, blogs, and microblogs are a few instances for social media platforms. "Consumer Perception towards Social media marketing techniques in rural areas" The development of social networking sites has been crucial in giving customers access to timely, useful, and convenient information about goods and services. According to research by Dr. M. Sulaipher et al. (2017), consumers frequently base their purchasing decisions on social media marketing techniques such content marketing, online word-of-mouth, troll marketing, and social bullying..The social media channels that marketers

utilise to reach out to their target markets with promotions or information. These websites serve to increase brand recognition among current and potential customers, to the point where social media marketing is used to advertise the entire company. (Weaver ,2012). Social media makes it easy to collaborate, have conversations, and share content. These social media platforms and apps are also available in other formats, such as audio podcasts, web pages, blogging via microblogging communal blogs, and weblogs, in addition to social bookmarking, rating, video, pictures, and podcasts. Governmental organisations, corporations, and social networkers are all using social media more and more to communicate (Cheung et al., 2021). From an organisational standpoint, companies may utilise social media to target particular audiences with marketing and alter consumer perceptions of their brand. There are several brands that consumers have perceptions of, and the first impression they get of a product or service is typically the most crucial because here is where attitudes and first impressions are created (Blythe, 2007).Consumer attitudes in rural areas toward social media marketing tactics The study concentrated on Kerala, which is noted for having a high rate of literacy in the nation. It aimed to examine the strategies used in social media marketing that targeted rural consumers and deduced whether or not it satisfied their want to buy. This study found that there are elements affecting customers' views toward social media promotion and that social media is currently changing how consumers perceive itJojo Joy & Dr. M. Sulaipher (February 2017) In addition to informing corporate marketing strategies, Consumer Assessments of an a brand's Social Media Campaigns seeks to add to the growing body of information about social media marketing. The results of this survey indicate that customers highly trust their brands. The findings also imply that loyalty is forged through trust. (Taylor Michelle Smith 2014). The World Wide Web and online networks have transformed society, customers, and businesses as a result of the easy access to information, enhanced social networking, and increased communication abilities (Kuruk and Krishnamurthy, 2007). Social media sites allow businesses the opportunity to interact and connect with prospective customers, develop a closer relationship with them, and forge important collaborations (Mersey et al., 2010).According to Yoshida et al. (2018), brand interaction on social media and behavioural brand loyalty are important. This study offered numerous fresh ideas for engaging consumers through social media. Finding the global brand community, looking for viewpoints, and the entertainment aspect of social networking sites are essential components that favourably affect finding the digital brand

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community, which has a big impact on engagement in product-related social media. Social media generally has a big impact on how people behave, therefore businesses have to adjust their communication strategies by investing more in new media and spending less on traditional marketing initiatives. (Sharma et al., 2022).

Statement of the problem

The rise of social media provides consumers with a direct benefit through advertising. consumers' attitudes toward these advertisements are still unexplored, but when advertisements are presented on social media, it makes it easier for people to understand the products, which boosts sales. The study seeks to understand how consumers feel about social media sites including Facebook, Linked in, Twitter, and YouTube. This article focuses on analysing the issues that consumers have with social media marketing.

Objective of the study

1.   1. To assess how demographic variables (such as gender, age, job, earnings, marital status, and education) affect social media marketing
2.   To examine the respondent's social-demographic profile.
3.   To examine various factors, affect a consumer's decision to purchase a product using social media

4.   To assess the problems social media marketing has caused with consumers

Study's hypotheses

➢   Age and social media marketing are not very different from one another.
➢   Gender and social media marketing don't differ significantly.
➢   There are no discernible differences between social media marketing and employment.
➢   There are no appreciable differences between income and social media marketing.

1.   Methodology of Study

➢   **Area of Study:** Onlythe city of Chennai is included in the study region.
➢   **Sample size and sampling methods:**The study includes 250 samples that were chosen using a convenience sampling technique.
The study's limitations are as follows:
➢   The study's geographic scope is limited to Chennai City only
➢   The sample size is restricted to 300 respondents.
Analysis and interpretation
1.   With the help of percentage and frequency analysis
➢   The 52% of the respondent age lies above 35 age categories. The 28% of the respondent age lies between 18-25.

Table No: 1 showing age

AGE	Frequency	Percent
18-25	70	28%
26-30	26	10%
31-35	24	10%
35 Above	130	52%

➢   The majority of the respondent is male with 82% and female percentage is 18%

Table 2 shows the income

Income	Number	%
Below 2,50,000	22	9.00
2,50,000 to 4,00,000	62	25.00
4,00,000 to 6,00,000	131	52.00
6,00,000 above	35	14.00
Total	250	100.0

62% income of the respondent is between 250000 to 400000. The income plays an important role in the green marketing products.

Table 3 shows the occupation of the employees

		Number	%
Valid	Government	16	6.00

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	Private	234	94.00
	TOTAL	250	100.0

The 84 % of the respondent occupation is private employees.

TABLE NO: 4 SHOWS RELIABILITY ANALYSIS

Cronbach's Alpha	N of Items
.868	82

Interpretation

The alpha value is 0.868 which is higher than 0.8, the reliability is proved as good and reliable for the purpose of data collection.

With the help of Anova table it is found that age and social media platform has significant relationship between each other since the calculate value is less than 0.05. Gender and social media has a significant relationship between each other. Since the calculate is more than 0.05. There is no significant relationship between social media marketing and employment. The calculated value is less than 0.05 it is found that there is significant relationship between income and social media marketing.

Kmo And Bartlett's Test

Kaiser-Meyer-Olkin measure of Sampling Adequacy 0.911
Bartlett's Test of Sphericity df 561.000
Sig. 0.000

Factor analysis was utilised to create new variables that influence how devoted consumers are to their favourite brands on social media. There were a total of 39 items in the questionnaire. Bartlett's Sphericity Test. This test reveals whether there is a high degree of correlation between the variables or not. In order to determine whether the factor analysis is appropriate, KMO has been utilised to assess the sample's suitability. A high number between (0.5 and 1) denotes the factor's applicability (Coakes & Ong, 2011). A good degree of correlation is indicated by a value of 0.5 as the minimum. Here, KMO is valued at 0.901, which is higher than the required minimum of 0.5. So,. Thus, it demonstrates that the factor analysis's findings are important. Eight components emerged after undergoing the confirmatory factor analysis, accounting for 58.01% of the variation overall. These eight elements (Advertising, Relationship building, Convenience, Feedback, Customer Care services, Accessibility, Informative, Brand image) serve as the foundation for how customers view the social media tactics that marketers use to build brand loyalty.

Suggestions

Social media marketing firms may easily draw in more customers, particularly the active participants who can contribute to debates and encourage product innovation in response to customer needs.

Social media marketing is beneficial over the long term as consumers increase their perception of worth and trust, and when they have needs, they are more likely to buy a product from a company. Being active on social media helps you shape consumer perception more since consumers value new, distinctive, and inventive things more.Social media marketing raises brand exposure among both current and potential customers.

2. Conclusion

Finally, as all businesses today employ social media advertising to reach potential target markets with cutting-edge features and technology, the study has to examine how consumers perceive social media advertising. The results of the statistical tests one sample t-test and chi-square show that social media advertising helps consumers make decisions about purchasing products, encourages them to buy useful products, and draws them to a brand by clicking on an advertisement.

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