Perception of Young Consumers towards Social Media Marketing

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Abstract

The way that advertisements appear on social media greatly affects how consumers experience them. The purpose of the study is to comprehend how consumers view social media marketing. To properly comprehend the young consumer perception of social media, businesses and digital marketing need to have extensive knowledge of how consumers engage with social media marketing. Marketers today employ a variety of strategies to draw in customers. One way for marketers to not only impact their customers but also determine their demographics and capture their attention by displaying advertisements based on those insights is through the use of social media advertising. A descriptive research methodology was used for this study. A purposive sampling technique was used to choose the sample of 100 individuals from Haryana. The least number of respondents disagreed that 'Social media advertisements are more interactive than traditional advertising'. Most respondents do agree, however, that social media marketing gives consumers sufficient information.

Keywords: Perception, Youngsters, Consumers, Social Media Marketing

1. Introduction

Social media is a type of computer-mediated information technology that makes it easier to create and share different kinds of information, such as ideas, suggestions, and other interesting material. Social media had emerged as one of the most widely used communication platforms worldwide in the competitive 21st century (Padival et al., 2019). Social media is a term used to describe a group of web-based resources that facilitate the creation and sharing of user-generated content and are based on the technological and conceptual foundations of the Web.

Therefore, social media and other scalable communication platforms are practical and available. As social media was used increasingly often to connect people and facilitate the sharing of information, consumer perceptions had changed (Gupta & Chopra, 2020). The paradigms of print and electronic media have changed with the advent of information technology, favouring social media. Social media marketing is a completely new way to communicate with customers. Customers of traditional media and online marketing have embraced a different kind of social life. Mass communication through written and spoken word had been supplanted by social media networking (Neupane, 2020).

People who may reside in different parts of the world can communicate by exchanging ideas, viewpoints, stories, and information through social media. Using social media, which had 3.78 billion active users globally, a brand may access this massive audience and generate significant leads (Murtaza, 2021; Padival et al., 2019). Through the 'like' and 'share' buttons, Facebook advertising enabled users and consumers to interact with the ads on their page. Additionally, it made it easier to see whether friends or other people shared the same ads (Dehghani & Tumer,2015). In 2005, the well-known social media platform YouTube was launched. Users can watch, comment on, and trade items with one another. Every minute, 100 hours of videos were uploaded to YouTube. Every month, about a billion people visit this website. These users like, share, and comment on about six billion hours of video content every month (Ashraf et al., 2021). The founding of WhatsApp took place on February 24, 2009. Jan Koum and Brian Acton, who had worked before for Yahoo, founded WhatsApp. Customers' purchase decisions were primarily influenced by the WhatsApp ad Recall feature (Achmad & Adhimursandi, 2020). Systrom and Krieger founded the smartphone photography app Instagram in 2010, and Facebook eventually paid $ 1 billion to acquire it in 2012. Among mobile-savvy people, Instagram was shown to be the media with the fastest rate of growth (Negi & Pabalker, 2020). TikTok is an audio-visual platform that blends visuals and sounds.

Teens made up a sizable section of the TikTok user population. Because there were so many TikTok videos available covering topics like entertainment, apparel, and skincare- which can inspire viewers to make purchases of these things even online- teenagers love utilizing TikTok as a way to press the time or amuse themselves (Erizal, 2021). TikTok was banned by Indian Government on June 29,2020. The application was "prejudicial to sovereignty and integrity of India, Defence of India, security of state and public order," according to the Ministry of Information Technology (MIT). The prohibition stems from worries about data security and privacy as well as national security.

Social media marketing may enhance the experiences and journeys of customers. It is cheaper and connects with clients more easily. It enables simultaneous communication between advertisers and millions of consumers. Social network marketing would consequently grow more widely around the globe. The fact that social media was the most important channel for encouraging product adoption was not surprising (Neupan, 2020). Through social networking sites, customers may engage with businesses directly and establish their own opinions. However, because social media is so popular and is viewed as a new medium for advertising, businesses are using it as a marketing strategy. Therefore, the business engages with customers on social media to learn about their perspectives. Thus, the following important research questions are thoroughly addressed in this study;

Due to the strong competition on social media, it is worthwhile and sufficient to gather information about and examine purchasing behaviour on social media platforms buying behaviour is the probability that a customer will buy a particular product. Numerous factors impact the decisions made by consumers. While social media usage by consumers is being actively observed by marketers, nothing is known about how it affects consumers' decision-making. Numerous research on consumer behaviour in the context of online purchasing had been done, but none have examined how social media affects decision-making at different phases (Darley et al., 2010).

1.1 Consumer Behaviour and Social Media

Marketers worldwide are realising that comprehending consumer behaviour is essential to success. Customers have grown more exacting, time-sensitive, information- and content-intensive, and fiercely independent as they switch from traditional media to new media platforms like social media. Since social media platforms make it easier for consumers to make decisions, seek information, and make purchases, the demanding and evolving nature of customer preferences and tastes has resulted in substantial changes to consumer purchasing and decision-making. According to Constantin ides and Fountain, social media platform users had significant influence over other consumers' purchasing patterns and behaviour even when they were not in direct contact with them.

This is because consumer preferences and decisions were shaped by inputs from parties other than "online" marketers, like friends and family.

According to Freshman Consulting, among social media users, user-generated content was boosting the legitimacy of material and fostering a new sort of trust. According to additional research (Illumine Marketing and Media, 2010), eighty percent of "online" users place greater trust in friends' or social contacts' opinions and judgements than in any other online source. Furthermore, research revealed that 50% of shoppers peruse other shoppers' evaluations when they make "online" purchases, and 16% were swayed by this online data when making decisions.

1.2 Objectives of the Study

To explore the factors that affect collegiate through social media marketing.

2.Literature Review

Allahawiah and Tarawneh (2018) studied the influence of the social network on the purchase decisions of consumers at Karak college. A descriptive approach was used to analyse respondents' answers. To fill out the questionnaire, data was collected from 100 students studying at Karak college in the southern region of Jordan. The random sampling method was used to attain the objective of the study researcher. In their study researcher used SPSS Version 16 to develop a questionnaire for data collection. The primary finding of the study was the purchase decision and respondents` perceptions of social networks were tremendously impacted by the type of social network they used.

Roy, Huh, Pfeuffer & Srivastava (2017) conducted research to calculate trust scores for individual users of social networking platforms. Trust become a major factor in advertising through social media. The researchers found a limited study on computing trust scores in social media. For measuring individual users' trust levels in social media researchers used a new social media empirical test called as Trust Score in Social Media (TSM) algorithm. TSM introduced two supportive measures of trust- trustingness and trustworthiness which had anti-aliment properties. Researchers used data from the survey and from social networks to study the usefulness of the TSM algorithm. Researchers also found out that TSM was the only algorithm which can undertake adversely impact trust, that's why it could catch the nub of the human trust concept.

Putter (2017) conducted study on 'the impact of social media on consumer buying intention'. The researcher's main objective was to determine the relationship between branding and social networking strategies. Companies continuously searched for new methods to

reach their customers in the better possible ways and the effective use of social media gave a competitive lead. In another word, if companies utilized the advantages of social media as a strategy, it helped them to maintain their position in the marketplace. The researcher took hold of an exploratory study of existing literature on the use of the social network. And researcher also studied brand-equity, branding, collective value creation, buying intention and brand awareness. Throughout the study, the researcher made an effort to turn up strategies for upgrading customer engagement through social media.

Yuksel (2016) conducted a study on factors affecting purchase intention in the YouTube video. The research was conducted through online questionnaires on YouTube users who watched makeup and personal beauty videos. The researcher used a structural equation modelling approach to explore the relationship in the model with 685 valid responses. Throughout the research, researcher considered five factors to view an effect on buying intention and the factor are number of views, likes, comments and replies, perceived credibility of the information in the videos, perceived usefulness of the information in the videos, perceived video characteristics and attitude toward purchase. Researcher uncovered that the product-related videos on YouTube were prime for influencing consumers buying intentions and the degree of influence changed due to some factors. According to the result, viewers of YouTube videos assessed the information only when they perceived that information as credible.

Sumathy et al (2016) Conducted their study on 'consumer's attitude towards advertisements through social media with special reference to Facebook'. In social media, Facebook was one of the most popular online platforms to advertise. Facebook had 195.16 million users in 2016 but increased over 2.93 billion users which helped in online advertising to reach out to as many as possible targeted customers. The research was conducted on 100 respondents from Malappuram District and data was selected by using the convenience sampling method. For analysis purposes in the study, percentage analysis and one-way ANOVA were used. The main objective of the study was to access the attitude of customers toward advertisements on Facebook and to study the socio-economic characteristics of consumers and their relation to attitudes towards advertisements through Facebook. The study revealed that advertisement through Facebook gives platforms for online comparison of services and goods and also helps in the better buying decision.

3. Research Methodology

Research methodologies used in the study of customer perception of social media marketing usually include quantitative techniques. The study's population are consumers of Haryana. The research sample contained 100 consumers from the city by purposive sampling method. five-point Linkert scales, which range from "5-strongly agree" to "1- strongly disagree", is a structured questionnaire that is used to collect the data. Data is entered into the Statistical Package for Social Sciences (SPSS) software.

4. Data Analysis

Table 1: Demographic Profile of Respondents

Demographic Status		Frequency	Percentage
Gender	Male	41	41
	Female	59	59
Total		100	100
Age	Under 20 Years	31	31
	20-25 Years	39	39
	25-30 Years	30	30
Total		100	100
Educational Level	Graduates	76	76
	Postgraduates	15	15
	Under Graduates	9	9
Total		100	100
Family Occupation	Professional	5	5
	Business/Self-Employed	51	51
	Service	32	32
	Other	12	12
Total		100	100
Family Annual Income	Up To3 Lac	42	42
	3-6 Lac	23	23
	6-9 Lac	7	7
	9 Lac and Above	28	28
Total		100	100
Marital Status	Married	4	4
	Unmarried	96	96
Total		100	100
Family Type	Nuclear	69	69
	Joint	31	31
Total		100	100
Residential Area	Urban	82	82
	Rural	18	18
Total		100	100

Source: Primary Data

Table 1 shows that 31 percent of respondents belong to the age 'under 20 years', 39 percent belong to '20-25 years' age group, & 30 percent of respondents are from the age group of '25-30 years'. In gender, the table depicts that 41 percent of respondents are 'male', & 59 percent of respondents are 'female'. In terms of educational level, the table shows that 76 percent of respondents are 'graduates', 15 percent of respondents are 'postgraduates' & only 9 percent of respondents are 'undergraduates. According to family occupation, 5 percent of respondents are 'professional', 32 percent of respondents are 'service', 51 percent of respondents are 'business/self-employed', and 12 percent of respondents belong to 'other' family occupation. According to family annual income, 42 percent of respondents have a family annual income 'up to 3 lac', 23 percent of the respondents have family income 3-6 lac, 7 percent of respondents have 6-9 lac family annual income. In terms of marital status, 4 percent of respondents are 'married', & 96 percent of the respondents are 'unmarried'. In terms of family type, 69 percent of respondents are belonging to 'nuclear' & 31 percent of respondents belongs to 'joint family'. According to the residential area, 82 percent of the respondents belong to 'urban residential area', & 18 percent of the respondents belong to 'nuclear residential area'.

There are 23 statements regarding various parameters of social media marketing perception, which is reduced to four factors. Principal component methods with Varimax rotation were applied to extract the dominant factors regarding social media marketing perception. The sample adequacy of the factor analysis is checked by using KMO & Bartlett's test of sphericity which provides adequacy of data for applying factor analysis.

Table 2: KMO and Bartlett's Test

Kaiser- Meyer-Olkin Measure of sampling Adequacy.		.822
Bartlett's test of sphericity	Approx.	676.197
	Df	231
	Sig.	.000

Table 2 highlights the KMO value i.e. .822 which is in the acceptable limit for applying factor analysis. In other words, KMO value of more than 0.60 conveys that factor analysis can be applied to the sample used for the study. Bartlett's Test of Sphericity indicates the correlation among the statements that are used for factor analysis.

To analyse the perception of social media marketing, responses to 23 statements are taken on Likert five-point scale of agreement. These statements are taken after reviewing the existing literature, & papers regarding the perception of social media marketing. Factor analysis, a statement reduction technique, is performed on these statements and their descriptive mean score is displayed in the table 3.

Table 3: Descriptive Statistics of Perception Towards Social Media Marketing

Factors	Statements	Mean
Informative	Social media advertisements are more interactive than traditional advertising	2.00
	Social media spread information about the products.	3.76
	Flash advertisements and offers bring in new customers	3.33
	I approach social networking sites with some ideas of what I'm going to do	3.02
	Every time a social media user login, they will be obliged to see the ads.	3.42
	Social media allows for simple to bringing new products into the market.	3.53
	Online consumer opinion surveys are essential from the viewpoint of companies looking for authentic feedback from customer.	2.86
	Social media distribution of positive reviews promoted a brand's reputation, which encourages customers loyalty.	3.80
	Social media helps brands improve and enhance customer relationship.	3.32
		3.22
Distinction	Social media facilitates product attribute education.	3.53
	social media allows for products customization.	3.27
	The main factor that keeps me from scrolling at ads is the way they are placed.	3.40
	The brand delivers the products based on what is posted on social media.	3.44
		3.41
Influencing	Social media separates the product from the rest of the competition.	3.17
	Social media regularly provides client feedback.	3.14
	It is safe to trust the celebrity message offered in social media advertising.	2.63
	On social media, I monitor at least one business or brand.	2.86
	I have a certain idea of what I'm about to do whenever I visit social media	3.97
		3.15
Fortuitous	Social media advertising for some products has a harmful effect on our society.	3.74
	People buy a lot of things they do not really need as a result of social media marketing.	3.77
		3.75

Description of all above given factors is given in the following section:

Informative: under first factor statement: Social media advertisements are more interactive than traditional advertising, Social media spread information about the products., Flash advertisements and offers bring in new customers, I approach social networking sites with some ideas of what I'm going to do, Every time a social media user login, they will be obliged to see the ads., Social media allows for simply bringing new products into the market., Online consumer opinion surveys are essential from the viewpoint of companies looking for authentic feedback from customers, Social media distribution of positive reviews promotes a brand's reputation, which encourages customer loyalty, & Social media helps brands improve and enhance customer relationships. The collective meaning of all the statements conveys that this factor can be labelled as informative.

Distinction: under second factor statement: Social media facilitates product attribute education, social media allows for product customization, The main factor that keeps me from scrolling at ads is the way they are placed, & The brand delivers the products based on what is posted on social media. The collective meaning of all the statements conveys that this factor can be labelled as distinction. The highest factor value of the statements is 'The main factor that keeps me from scrolling at ads is the way they are placed.' The highest factor value statement is 'The main factor that keeps me from scrolling at ads is the way they are placed' with '.794'.

Influencing: under third factor statement: Social media separates the product from the rest of the competition, social media regularly provides client feedback, It is safe to trust the celebrity message offered in social media advertising, & On social media, I monitor at least one business or brand. The collective meaning of the statements conveys that this factor can be labelled as influencing. The highest factor value statement is 'On social media, I monitor at least one business or brand' with .849.

Fortuitous: under fourth statement: I have a certain idea of what I'm about to do whenever I visit social media, social media advertising for some products harms our society, People buy a lot of things they do not need as a result of social media marketing, the collective meaning of all the statements is fortuitous. The highest factor value statement is 'I have a certain idea of what I'm about to do whenever I visit social media' with .784.

6. Result and Conclusion

From the demographic viewpoint, we can say that majority of the sample population is females with 59% of the sample where 82% of the whole sample is from urban residential areas. 39% of the respondents are 20-25 years group and 76% of all respondents is graduates. Business/self- employed respondents comprise 51% of the sample and 42% of the sample have family income up to 3 lakhs.

A factor analysis (PCA) was performed on the independent variables to reduce the complexity of variables into fewer variables. After performing PCA on 23 variables four Factors came out. Factors like informative, distinction, influencing, & fortuitous. Some respondents disagree to the social media advertising for some products harms our society. Some respondents agree that 'On social media, I monitor at least one business or brand'. The outcome also shows that consumers like the advertisement on social media but due to the risk of getting virus by clicking an advertising link consumers avoid the advertisements on social media. The way that young consumers perceive social advertisement is complex and depends on number of variables, such as the type of content, the degree to which the message is perceived as authentic and trustworthy, and the degree to which the content is relevant to the audience's interests and preferences. Companies should concentrate on creating visually appealing, dynamic, engaging, and valuable content that is also relevant to their target audience. Authenticity and transparency are important elements that impact how consumers view social media marketing. The 'Fortuitous' factor has the highest mean score value of 3.75.

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