



Consumer's perception towards social media advertising

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Abstract

Social media is a model way to advertising and easy way to communicate and make it under stable to customers with many creativity. Social media is a platform for advertising present their products to cover huge audience, using innovation, make interesting, attractive, changing the way to reach their prospective target customers, information is communicated to and from people around the world. The rapid use of social media such as blogs, messaging app, some gaming app even and other social networking sites and media-sharing technology is changing the way firms response to consumers needs and wants and changing the way they response to their competitors. Every companies are concentrating upon social media and using it as a marketing tool due to its wide reach and economic characteristic.

This study was based on knowledge and perception of social media advertisements and relationship between social media and consumer behaviour with the help of 100 respondents as sample size. Statistical tool one sample t-test and Chi-square is used to analyze the results is there is no association between gender and customer attitude but respondents trust on online advertising and they believed that social media advertising help them to making decisions for buying products.

Keywords: Social media, advertising, advertising

1. Introduction

Consumer perception as a “marketing concept that encompasses a customer’s impression, awareness or consciousness about a company or its offerings.” Customer perception is what your customers and potential customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers. This makes your goods and services easier to find, but the tradeoff is that your competition is easier to find as well. That means it’s easier for unhappy or unsatisfied customers to leave. Consumers want good quality, but they also want to know they are getting good value. That value isn’t just judged by the product or service they are purchasing, but by the availability and usability of the customer service that supports it. Knowing first what influences customer perception allows you to secure your organization’s perceived identity. What people think about your products and services and what mentality people set about your company and in which way your consumer see your company and products.

Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration. Different types of social media are normally dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the.

Social media has become an inevitable part of our daily life, and like it or not, it’s here to stay. It is the topics of discussion and conversation of the people nowadays, being discussed hugely in traditional media and a rage among the youth and teenagers that are still not using social media. Social media needs no more explanation, as I am quite sure that everyone has heard and knows of it by now. But for those who don’t know – “Social Media refers to websites and applications that are designed to allow people to share

content quickly, efficiently, and in real-time.”

Social Media Advertising is a particular segment of marketing that utilises internet’s social media platform to deliver commercial messages to potential consumers. Social media advertising also known as online advertising, internet marketing, online marketing or E- marketing and promotion of products or services over the Internet. Social media advertising is defined as a form of digital advertising that serves paid ads to your target audience using social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and Pinterest.

2. Literature Review

Bindia Daroch (December 2017) ^[1] studied on consumer’s perception towards social media advertising study aims to find how customer reacts towards the advertisements and promotions being used by the companies on several social media websites. The focus of this paper is to identify the various factors which influences the customer’s perception towards social media advertising. The conclusion of this study is 80 percent of the users agreed that advertisements on social media catch their attention and people do visit products websites with interest. More than 90 percent people tend to buy the product being advertised and were able recognize the various brands with the information being displayed by the marketers on their websites. Outcomes of study shows that consumer’s likes the advertisements on social media but due to risk of getting virus by clicking an advertising link consumer avoid the advertisements on social media.

Israel O, (May 2018) ^[6] This study shows the relationship among perception, knowledge and advertising based on social media messages by students of Kogi State University, Anyigba. Social media advertising affects most of the students who use same on a daily basis. The aim of the study is to assess the purchase habits of students who use

social media, as a result of accessing such advertisements on social media. This study found out that many of the respondents have access to social media, but not many buy products advertised on social media and due to challenges of poor data and epileptic networks, social media advertisements suffer setbacks.

Jojo Joy & Dr. M. Sulaipher (February 2017) studied Consumer Perception towards Social media marketing techniques in rural areas the study focused on the Kerala region well known for the country's literacy rate. It attempted to analyze the methods of social media advertisements which focusing rural consumers and inferred that whether it provides them with gratifications relating to their intent to purchase. This study concluded that social media in current days influencing the perception of consumers, there are factors touching the attitudes of consumers towards social media promoting. However there arise a matter whether or not the techniques of social media marketing influencing rural consumers effectively.

Taylor Michelle Smith (December 2014) This study is about Consumer Perceptions of a Brand's Social Media Marketing seeks to inform corporate marketing efforts, as well as add to the growing body of literature on social media marketing. The findings of this study suggest that consumers view their brands as very trustworthy. The results further suggest that trust builds loyalty. It is crucial to not only communicate with consumers as a brand, but also build relationships and repeat customers who will become ambassadors of the brand. Brand managers need to recognize that consumer participation in brand messaging is here to stay and adjust their actions accordingly.

Dr. M. Thirumagal Vijaya (2018) [9] found out A Study on Consumer Perception towards Social Media Advertising with Special Reference to Coimbatore City Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media-sharing technology is changing the way firms response to consumers needs and wants and changing the way they response to their competitors. The research concluded that retailers can increase awareness of product by being creative when engaging customers on social media advertising more shoppers are using social media (Twitter, Facebook, Youtube and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user

experience with their product.

3. Research methodology

Research objectives

1. To study the influence of Gender on consumer awareness of Social Media Advertising.
2. To analyse the respond people give to Social Media advertising.
3. To study the respondents attitude towards Social Media Advertising.

Research design: Descriptive research design

Source of data: Primary Data - Survey method

Secondary Data: Internet, Reference book.

Data collection method: By questionnaire

Sample size: 100

4. Results & Discussion

The demographic profiles of the respondents were shown in Table according to variable gender, age, Education level of the respondents. According to the gender 52% respondents were male and rest 48% was female. out of total respondents majority of them comes in the category of age group between 20-35 years old which constitutes the 89% of the total respondents followed by the category of age limit of up to 20 years which constitute the 7% and at the last comes the category of age group 35-50 Year and Above 50 constituting the 3% and 1% respectively. The respondents were divided into four categories of Education level namely HSC, Graduate, Post graduate, Doctorate and Professional. According to the respondents 44% comes under the category of Graduate followed by the category of Post Graduate which comprises the 43% of the total respondents.

Table 1: Demographic Profile and Situation factors of the Respondents

Demographics		Frequency
Gender	Male	52
	Female	48
Age	Below 20 Year	7
	20 – 35 Year	89
	35 – 50 Year	3
	Above 50 Year	1
Education	HSC	10
	Graduate	44
	Post Graduate	43
	Doctorate	0
	Professional	3

Table 2: One Sample T-test

	Test Value = 4					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	-50.18899		.000	-2.520	-2.62	-2.42
Age	-53.79399		.000	-2.020	-2.09	-1.95
Education_Level	-19.90899		.000	-1.580	-1.74	-1.42
Time_Commit_SocialMedia	-14.68399		.000	-1.400	-1.59	-1.21
Trust_OnlineAdvertising	-53.24399		.000	-2.610	-2.71	-2.51
Ads_Click_SocialMedia	-26.40099		.000	-2.020	-2.17	-1.87
Purchased_From_SocialMedia_Advertising	-52.01199		.000	-2.580	-2.68	-2.48
Follow_InstaGram_Facebook	-59.42499		.000	-2.710	-2.80	-2.62
Associated Web Site	-8.16999		.000	-.790	-.98	-.60
More Interesting_than_TraditionalMedia	-4.16299		.000	-.440	-.65	-.23
More Interactive_than_TraditionalMedia	-5.60099		.000	-.630	-.85	-.41

More Informative than TraditionalMedia	-7.706	.99	.000	-.810	-1.02	-.60
SocialMedia Advertising Help Purchase Decision	-6.930	.99	.000	-.700	-.90	-.50
Advertising Influence Shopping Trend	-5.254	.99	.000	-.520	-.72	-.32
Feel Irritate Disturbance SocialMedia Advertising	-5.404	.99	.000	-.690	-.94	-.44
SocialMedia Advertising Lead Useful Purchase	-6.527	.99	.000	-.760	-.99	-.53
Attracted Towards Brand Clicking Advertising	-6.078	.99	.000	-.750	-.99	-.51

Above table shows that p value for each given statement is less than 0.05 which indicates that respondents are agree that They are visit the associated web site of the social media advertisements, advertisements through social media are more interesting, interactive and informative, social media advertisement help them in taking purchase decision, social media advertising influence their shopping trends, they are also irritate and feel disturbance because of social media advertising, advertising lead them to purchase useful products, they are attracted towards a brand by clicking on that advertisement.

To test association between variables, chi – square test was used to examine any statistical significant differences at 95% confidence interval. The analysis focused on the extent to which responses differed between social media advertising and consumer perception towards it. Based on the results, we found that social media advertising help them to take decision ($p = 0.002$), social media advertising lead them to purchase useful products ($p = 0.028$), and they attracted towards a brand by clicking on that advertisement ($p = 0.049$) were associated with respondent's trust on online advertising. The demographic factor gender were not associated with visit the associated web site of the social media advertisements, advertisements through social media are more interesting, interactive and informative, social media advertisement help them in taking purchase decision, social media advertising influence their shopping trends, they are also irritate and feel disturbance because of social media advertising, advertising lead them to purchase useful products, they are attracted towards a brand by clicking on that advertisement.

5. Conclusion

In conclusion, the research has on to analyse consumer's perception towards social media advertising because nowadays all companies are using social media advertising to reach prospective target market with advance technologies and features. With the use of statistical tools one sample t-test and chi-square, result is social media advertising help them to take decision regarding buying products, social media advertising lead them to purchase useful products, and they attracted towards a brand by clicking on that advertisement were associated with respondent's trust on online advertising and gender is not associated with any customers' attitude towards social media advertising.

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