

Customers Attitude towards Social Media Advertising

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Abstract:

Social Media is most useful mean of communication among people. Social media become a source of information of customer and it play vital role customer life and influence customer to make decision. Information on social media impact on customer attitude. Social media also help marketer to interact with their target customers and advertise their product and service. Social media become a part of society and corporate. The study is conducted to know the Customers Attitude towards Social Media. The population of this study included the customers of Jalandhar district of Punjab and sample size is 150 customers and close ended questionnaire is used to collect primary data.

Keywords: Social Media, Attitude, SNS, Jalandhar

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Introduction:

With innovation in information technology, Social Media become a part of person's life. More than 500 million people are using social media (Ostrow, 2010). With the rapidly increase social media user, marketer has got opportunity to use social media for their marketing communication strategies. Social media helps marketers to interact with their target and potential customers.

Social Media websites like Facebook, YouTube, Twitter, MySpace are tools allows marketer to interact with end user. It is low cost promotional tool for marketer to understand the customer needs and desire. Social Media allow customers to make choice from available product, compare one product to another products and get suggestion from contacts or relatives or friends and exchange information through social media before purchasing.

This study explore the attitude of customer towards social media. Organizations must prefer social media to promote their product and services to another one.

Review of literature:

Zyamn, Leonard-Barton and Sway, (1999) Traditional medium of marketing are not dying they are dead .

Oliveria and Sullivan,(2003) Brand impact on consumer choice. Consumer influence other customers. These chain affect repurchase which impact on future earning and sustainability of organization.

eMarketer, (2007) Travelers used social media as a guideline for their trip. Review of places, Hotels, Transport, Restaurant, food influence on traveler's decision. Travel agencies have used social media as a marketing tool to influence their customer by posting information (Photo, Warning, Advice or Personal traveler Reviews) on Social Media.

Kuruk and Krishnamurthy, (2007) Internet and virtual communities have transformed information , good social networking, increased communication ability of consumer, societies and corporation.

Lenhart & Madden,(2007) Analyzed that 41% of 12-13 years old users and 61% are 14-17 years old users use social media networking sites.

Mersey, et al.,(2010) Social media provide an opportunity to organization to engage with target and potential customer and build a good relation with customer.

Kaplan and Haenlin, (2010) The efficiency of social media compared to other communication media prompted the organization to must participate in social media(Facebook, Twitter, MySpace) in order to succeed in online environments.

Lu. et. Al., (2010) Due to advancement , today internet become a new tool for business. Online communication through social media sites are good example.

Hersant, (2011) Concluded that social media marketing is targeting customers and interact with them something that is memorable and useful.

Yang,(2012) Social media affect buying behavior of consumer. The good image product and brand influence consumer to make decision. Consumer share and recommends services or products on social media and influence other to make decision.

Lee, (2012) consumer's attention toward tradition medium has been decreased. Consumer are getting information about product and services by their own way and Internet is major tool , along with word of mouth and customer reviews about products and services.

Spencer, (2012) 6,84,478 contents are uploaded on Facebook, 1,00,000 Tweets are sent, 2 Million queries are made on Google, 48 hours of videos are uploaded on YouTube, 571 websites are created everyday.

Forbes And Vespoli, (2013) Reveals that consumers buying both expensive and inexpensive products. Their decision of purchase product based on recommendation by their friends or their contacts on social media.

Pooja And Deshmukh, (2014) Social networking sites are popular among youth and mostly they are active users of social networks.

Objective of Study:

- 1) To study the Impact of social media on consumer buying behavior.

- 2) To study the customer perception towards social media marketing used by organization.

Hypothesis:

H₀: There is no significant relationship between awareness and preference of brands that are promoted on social media sites.

H₁: There is a significant relationship between awareness and preference of brands that are promoted on social media sites.

Research Methodology:

In the present study primary data has been collected with structured close ended questionnaire from 150 customer of Jalandhar district of Punjab by using convenience sampling.

Analysis and interpretation:

(a) Demographic Profile of Respondents

Particulars	Classification	Frequency	Percentage
Gender	Male	82	54.7
	Female	68	45.3
Education	Intermediate	31	20.7
	Graduate	56	37.3
	Post Graduate	45	30
	Professional	18	12
Age Group	Below 25	14	9.3
	25-35	65	43.3
	36-50	50	33.4
	51-60	21	14
Monthly Income	Less Than Rs. 10,000	25	16.7
	Rs. 10,001 - Rs. 20,000	61	40.7
	Rs. 20,001 - Rs. 30,000	40	26.7
	Rs. 30,001 - Rs. 40,000	14	9.3

	More Than Rs. 40,000	10	6.6
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Table 1: Demographic Profile of Respondents

Acc. To above table demographics factors of respondents were categories in 4 parts - Gender, Education, Age, Monthly Income. Out of total respondents 82% are male & 68% are female. Most of respondents are graduate (37.3%) & 43.3% respondents belong to the age group of 25 to 35 years. 40.7% of respondents have their monthly income between of Rs. 10,001 to Rs. 20,000 and 26.7% respondents have their monthly income between Rs. 20,001 to Rs. 30,000.

(b) Awareness of Social Media Websites:

S. No.	Response	No. of Respondents	Percentage
1	Yes	123	82%
2	No	27	18%

Table 2: Awareness of Social Media Websites

Out of the total respondents 82% respondents have knowledge about the social media.

(c) Brand Awareness through Social Media Websites

S. No.	Response	No. of Respondents	Percentage
1	Yes	107	71.3
2	No	43	28.7

Table 3: Brand Awareness through Social Media Websites

Most of customers (i.e. 71.3%) admitted that social media provide knowledge about the brands available in the market. Social Media increases their Knowledge regarding the availability of brand. Rest of respondent (28.7%) said that social media does not increase their knowledge towards the brands.

(d) Brand Preference through Social Media Websites

S.No.	Response	No Of Respondents	% age
1	Yes	122	81.3
2	No	28	18.7

Table 4: Brand Preference through Social Media Websites

Most of respondents(81.3%) admitted that they preferred brand which advertised on social media. On the other side 18.7% respondents admitted that they do not prefer the brand which advertised on social media.

(e) Relationship between Brand Awareness & Brand Preference through Social Media Websites

To study the effect of the social media on buying behaviour of customer the data of brand awareness & brand preference was clubbed as under

Factor		Brand awareness		TOTAL
		Yes	No	
Brand Preference	Yes	88	34	122
	No	19	9	28
TOTAL		107	43	150

Table 5: Relationship between Brand Awareness & Brand Preference through Social Media Websites

It is clear from above table that most of customers who aware about brand through social media, they also purchase the same brand that advertised on social media. To be very precise following hypothesis was tested:-

H₀: There is no significant relationship between awareness and preference of brands that are advertised on social media sites.

H₁: There is a significant relationship between awareness and preference of brands that are advertised on social media sites.

χ^2 test			
Calculated Value	Degree of Freedom	Level of Significance	Tabulated Value
18.98	1	0.05	3.84

Table 6: χ^2 test

Acc. to above analysis, null Hypothesis is reject. In other words there is no significant relationship between awareness and preference of brands that are promoted on social media sites

Perception of customers towards social media marketing practices

Respondents were requested fill questionnaire with their level of agreement about their perception towards social media marketing. Five point Likert scale(1-5) has been used to measure the degree of agreement(5 denotes the strongly disagree, whereas, 1 is the strongly disagree).

- 1) Respondents agree that Advertisements on social media are more attractive than old advertising, so marketers should move their promotional efforts from old tools to new tools.
- 2) Respondents agree that they interact with others through social media very easily and exchange information regarding product and services with ones who are connect SNS
- 3) Respondents agree that social media advertisements provide greater information than old advertising tools. This indicate that marketer provide large extent of information regarding their products and services to customer through SNS.
- 4) Respondents agree that Social media is more reliable than old marketing tools. It implies that social media is more convincing tool then other media like T.V., Newspaper, Magazines, Radio, Print Media.
- 5) Respondents agree that so many experts are available on social media to give their views and opinion to customers before purchasing.
- 6) Respondents agree that they check the number of likes/ dislikes and views of other customers while examine product or service. it shows that past performance of the product/service impact on the consumer decision making.
- 7) Respondents agree that social media for marketing purpose are more innovative than other media. It indicates that marketer must use social media marketing to promote their products/services.
- 8) Respondents agree that social media helps the marketer to building their organization goodwill. So organizations must use social media for marketing purpose to build reputation in market.

Conclusion:

The purpose of this study was to examine the impact of social media on consumer buying behavior. marketer can use social media as a promotional tool. Social media gives knowledge to customer about different brand and customer also prefer brand that advertised on social media while making purchasing. Customer have positive perception towards social media marketing, they believe that social media as a promotional tool more informative, reliable, innovative and interactive than old promotional tool. Social media also help marketer to promote their product and service and build the goodwill of organization.

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