

## CONSUMER PERCEPTIONS TOWARDS SOCIAL MEDIA ADVERTISEMENTS WITH REFERENCE TO COIMBATORE CITY

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### ABSTRACT

Social media is proven to be powerful in terms of raising awareness and mobilizing campaigns on a variety of issues. It allows any individual to share content and opinions to a global audience immediately. The main objective of the study is to analyse the factors that influence consumer to access social media sites and identify the challenges faced by the consumer in accessing social media sites. For this purpose a sample of 250 was collected from the respondents were percentage analysis, chi-square and mean rank were used as tools to analyse the data. The conclusion is that social media sites gives various information's that are helpful in the growth of consumer. Most of the consumer respondents use smart phone for accessing social media anywhere anytime. Majority of respondents use face book. Age, marital status, educational qualification, occupation and monthly income have a significant association with accessing social media. The factor for impact of social media on consumer perception reveals four model factors namely early adopters, Access to information, buying behaviour and Socio economic status.

**Keywords: Social media, Consumer perception and buying behaviour.**

### INTRODUCTION

Social media is computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression through virtual communication and networks. It is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time work also. Social media can be defined as applications on their smart phone or tablet, but this communication tool started with computers. This misconception starts from the fact that most social media users access their tools trough apps. The ability to share photos, opinions, events, etc in real-time has transformed the way we do life and it is also transforming the way we do business. Just like competing for space in the newspaper years ago, you are not competing for space on social media. Since social media by its

nature is a "short attention span" media, it is 10 times harder to get their attention than it was with a newspaper ad. Social media is the collective of online communication channels committed to community based input, interaction, content-sharing and collaboration. Website and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media includes social media components, such as comment field for users.

The variety of evolving stand-alone and built-in social media services introduces a challenge of definition. The idea that social media are defined by their ability to bring people together has been seen as too broad a definition, as this would suggest that the telegraph and telephone were also social media – not the technologies scholars are intending to describe. The terminology is unclear, with some referring to social media as social networks. Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, micro blogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds.

### **Features of social media**

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

### **STATEMENT OF THE PROBLEM**

Social media is a medium of source which provides information, communication and entertainment etc. There is wide usage of social media comparatively in recent times. It is widely used by people to exhibit their skills and also make money out of it. Numerous research works have been carried out in marketing field and very few research have been in human recourses. This study is focused on the impact of consumer behavior on social media. “The growing digitalization and mobility open up more ways for consumer to participate in economic activity and help in gender diversity “- ICICI CEO Chanda kochhar. Consumer such a large part of talent

available in the country, that in order to use the talent pool fully we need to make sure consumer participate in economic activity. Consumer would be the large part of India's consumers, so that comprehensive decisions will be taken by them. Consumer using social media have diversified information's but it has to be categorized according to age, qualification, occupation etc.,

### **OBJECTIVES OF THE STUDY**

- ❖ To know the demographic profile and analyze the access and usage level of social media networking sites among consumer.
- ❖ To study the factors that influence consumer to access social media sites.
- ❖ To analyze the impact of social media sites on consumer behavior.
- ❖ To identify the challenges faced by the consumer in accessing social media sites.

### **SCOPE OF THE STUDY**

The research study entitled "Consumer perceptions towards social media advertisements with reference to Coimbatore city" is undertaken to know the impact of social media on consumer's perception. It also studies, the factors influencing consumer to access social media sites and challenges faced by consumer in social media. It provides various information required for the growth of consumer empowerment. Consumer behavior based on social media provides more information and positive impact which helps in growth of consumer in society.

### **RESEARCH METHODOLOGY**

#### **Source of data**

#### **Primary data**

The study is primarily based on primary data. The data have been collected from 250.

#### **Secondary data**

Secondary data have gathered from various journals, magazines and websites.

#### **Area of study**

The area of study is restricted to Coimbatore city.

#### **Sampling technique**

Convenient sampling technique has been used.

#### **Hypothesis**

A suitable null hypothesis has been framed and tested in the relevant places.

#### **Tools for analysis**

The following tools used for analysis are,

Percentage Analysis, Chi-square Test ( $X^2$ ) and Descriptive analysis.

### LIMITATIONS OF THE STUDY

- The respondents are restricted to Coimbatore city.
- The findings of the study solely depend on the response given by the consumer.
- The limitations of the statistical tools applied are applicable for the study.

### ANALYSIS AND INTERPRETATION

#### Age

Age	No. Of respondents	Per cent (%)
<b>18-27 years</b>	<b>95</b>	<b>38</b>
28-37 years	75	30
38-47 years	50	20
48-57 years	30	12
<b>Total</b>	<b>250</b>	<b>100</b>

It reveals that 38.0 per cent of the respondents are in the age group of 18 to 27 years, 30.0 per cent of the respondents are in the age group of 28 to 37 years, 20.0 per cent of the respondents are in the age group of 38 to 47 years and 12.0 per cent of the respondents are in the age group of 48 to 57 years.

#### Marital status

Marital status	No. Of respondents	Per cent (%)
<b>Married</b>	<b>152</b>	<b>60.8</b>
Unmarried	98	39.2
<b>Total</b>	<b>250</b>	<b>100</b>

60.8 per cent respondents are married and 39.2 respondents are unmarried.

#### Educational qualification

Educational qualification	No. Of respondents	Per cent (%)
School level	21	8.4
Under graduation	94	37.6
<b>Post graduation</b>	<b>128</b>	<b>51.2</b>
Professional	5	2.0

Diploma	2	0.8
<b>Total</b>	<b>250</b>	<b>100</b>

51.2 per cent of respondents have completed post graduation, 37.6 per cent of the respondents have completed under graduation, 8.4 per cent of the respondents have completed school level, 2.0 per cent of the respondents have completed professional and 0.8 per cent respondents have completed diploma.

**Occupation**

Occupation	No. Of respondents	Per cent (%)
Student	73	29.2
Government employee	40	16
<b>Private employee</b>	<b>95</b>	<b>38</b>
Self employee	2	0.8
Professional	16	6.4
Homemaker	24	9.6
<b>Total</b>	<b>250</b>	<b>100</b>

38 per cent of the respondents are private employees, 29.2 per cent of the respondents are students, 16 per cent of the employees are government employees, 9.6 per cent of the respondents are homemakers, 6.4 per cent of the respondents are professionals and 0.8 per cent of the employees are self-employed.

**Comparison between demographic factors and accessing social media**

**Ho:** “The demographic factors such as age, marital status, educational qualification, occupation, type of family and family monthly income have no significant association with accessing social media sites.”

**Demographic factors and accessing social media**

Demographic factors		Accessing social media				Total		Table value	Chi - square value	Sig.
		Application		Search engine		No	Per cent			
		No	Per cent	No	Per cent					
Age	18-27 years	<b>69</b>	<b>27.6</b>	26	10.4	95	38.0	6.635	12.751	**

	28-37 years	36	14.4	<b>39</b>	<b>15.6</b>	75	30.0			
	38-47 years	<b>25</b>	<b>10.0</b>	<b>25</b>	<b>10.0</b>	50	20.0			
	48-57 years	<b>18</b>	<b>7.2</b>	12	4.8	30	12.0			
Marital status	Married	<b>80</b>	<b>32.0</b>	72	28.8	152	60.8	6.635	6.926	**
	Unmarried	<b>68</b>	<b>27.2</b>	30	12.0	98	39.2			
Educational qualification	School level	<b>15</b>	<b>6.0</b>	5	2.0	20	8.0	13.277	14.220	**
	Under graduation	<b>62</b>	<b>24.8</b>	32	12.8	94	37.6			
	Post graduation	<b>69</b>	<b>27.6</b>	60	24	129	51.6			
	Professional	0	0	<b>5</b>	<b>2.0</b>	5	2.0			
	Diploma	<b>2</b>	<b>0.8</b>	0	0	2	0.8			
Occupation	Student	<b>58</b>	<b>23.2</b>	16	6.4	74	29.6	15.086	35.019	**
	Government employee	<b>20</b>	<b>8.0</b>	<b>20</b>	<b>8.0</b>	40	16.0			
	Private employee	46	18.4	<b>48</b>	<b>19.2</b>	94	37.6			
	Self employee	<b>2</b>	<b>0.8</b>	0	0	2	0.8			
	Professional	<b>15</b>	<b>6.0</b>	1	0.4	16	6.4			
	Homemaker	7	2.8	<b>17</b>	<b>6.8</b>	24	9.6			
Type of family	Nuclear family	<b>110</b>	<b>4.4</b>	76	30.4	186	74.4	3.841	0.001	Ns
	Joint family	<b>38</b>	<b>15.2</b>	26	10.4	64	25.6			
Family monthly Income	Up to RS.20,000	<b>44</b>	<b>17.6</b>	13	5.2	57	22.8	13.277	15.475	**
	RS.20,001- RS.40,000	<b>39</b>	<b>15.6</b>	38	15.2	77	30.8			
	RS.40,001- RS.60,000	23	9.2	<b>25</b>	<b>10.0</b>	48	19.2			

	RS.60,001- RS.80,000	<b>25</b>	<b>10.0</b>	10	4.0	35	14.0			
	Above RS.80,000	<b>17</b>	<b>6.8</b>	16	6.4	33	13.2			

*Source: computed*

#### **Age:**

The above table shows that 27.6 per cent of the respondents are in the age group of 18 to 27 years, 7.2 per cent of the respondents are in the age group of 48 to 57 years are accessing social media sites through application only. 15.6 per cent of the respondents are in the age group of 28 to 37 years are accessing social media through search engine only and 10 per cent of the respondents are using both application and search engine to access social media sites. The calculated value of chi-square is 12.751, which is greater than the table value 6.635 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the age and accessing of social media among consumer respondents. Hence, the null hypothesis is rejected.

#### **Marital status:**

The above table shows that 32 per cent of the respondents are married and 27.2 per cent of the respondents are unmarried have accessed social media sites through application only. The calculated value of chi-square is 6.926, which is greater than the table value 6.635 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the marital status and accessing of social media sites among consumer respondents. Hence, the null hypothesis is rejected.

#### **Educational qualification:**

The above table shows that 27.6 per cent of the respondents have completed post graduation, 24.8 per cent of the respondents have completed under graduation, 6.0 per cent of the respondents have completed school level and 0.8 per cent of the respondents are diploma holders have accessed social media sites through application only. 2 per cent of the respondents have completed professional courses have accessed social media sites through search engine only. The calculated value of chi-square is 14.220, which is greater than the table value 13.277 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that,

there is significant association between the educational qualification and accessing of social media sites among consumer respondents. Hence, the null hypothesis is rejected.

**Occupation:**

The above table shows that 23.2 per cent of the respondents are students, 8.0 per cent of the respondents are government employee, 6per cent of the respondents are professionals and 0.8 per cent respondents are self employee have accessed social media sites through application only. 19.2 per cent of the respondents are private employees and 6.8 per cent of the respondents are home makers have accessed social media sites through search engine only. The calculated value of chi-square is 35.019, which is greater than the table value 15.086 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the occupation and accessing of social media sites among consumer respondents. Hence, the null hypothesis is rejected.

**Type of family:**

The above table shows that 44per cent of the respondents are nuclear family and 15.2per cent of the respondents are joint family members have accessed social media sites through application only. The calculated value of chi-square is 0.001, which is less than the table value 3.841 at 5 per cent level of significance. Since the calculated is less than the table value, it is inferred that the type of family of the respondents has no significant association with accessing social media sites. Hence, the null hypothesis is accepted.

**Family monthly Income:**

The above table shows that 17.6per cent of the respondents are earning up to RS.20, 000 as monthly income, 15.6per cent of the respondents are earning RS.20,001 to RS.40,000 as monthly income,10per cent of the respondents are earning RS.60,001 to RS.80,000 as monthly income and 6.8per cent of the respondents are earning above RS.80,000 have accessed social media through application only.10per cent of the respondents are earning RS.40,001 to RS.60,000 have accessed social media through search engine only. The calculated value of chi-square is 15.475, which is greater than the table value 13.277 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the income and accessing of social media among consumer respondents. Hence, the null hypothesis is rejected.



### Problems faced while accessing social media sites

Problems	Mean rank	Actual rank
Network speed variation	2.81	4
<b>Difficulty in loading web pages</b>	<b>2.14</b>	<b>1</b>
Limited internet access	2.49	2
Server problem	2.56	3

‘Difficulty in loading web pages’ has been found to be the most severe / frequent problem faced by the respondents and has assigned rank one with a mean rank (2.14), followed by ‘limited internet access’ (mean rank 2.49), ‘server problem’ (mean rank 2.56). ‘Network speed variation’ has been the least severe problem faced by the respondents with a mean rank of 2.81.

### Marital status and overall impact of social media sites score on consumer behaviour

Demographic factors	Groups	Overall impact of social media sites score on consumer behaviour			F value	Table value	Sig
		Mean	S.d	No.			
Marital status	Married	3.2081	.69215	152	-1.69	1.98	Ns
	Unmarried	3.3468	.59470	98			
Type of family	Nuclear	3.3264	.62107	186	2.46	2.34	**
	Joint	3.0765	.72874	64			

Source: computed (ns – not significant, \*\* - significant at 1% level)

The unmarried consumer respondents have high level of social media sites impact towards consumer behaviour (3.3468) than the married respondents (3.2081). This shows that there exists a marginal difference in the level of social media sites impact among marital status of the respondents. It is concluded that the t-value shows that there is no significant difference in

the score which proves that the respondents level of social media sites impact do not vary based on their marital status. Hence, the null hypothesis has been accepted.

The respondents who are living in nuclear family have high (3.3264) level of social media sites impact towards consumer behaviour than who are living in joint family (3.0765). It can be concluded with the t-value that there is a significant difference in the scores which proves that the respondents level of social media sites impact significantly varies based on their family structure. Hence, the null hypothesis has been rejected at 1 per cent level with respect to family structure.

### **FINDINGS**

- Most (38.0 per cent) of the respondents are in the age group of 18 to 27 years.
- Majority (60.8 per cent) of the respondents are married.
- Most (51.2 per cent) of the respondents are post graduation degree holders.
- Most (38 per cent) of the respondents are private employees.
- Majority (74.4 per cent) of the respondents are in nuclear family.
- Most (30.8 per cent) of the respondents are earning Rs. 20,001 to Rs. 40,000.
- The demographic factors namely age, marital status and monthly income have significant association with years of using social networking sites.

### **SUGGESTION**

- The respondents have felt that job related information influence less to access social media sites. Hence, the job related information's shall be put-up with proper information and details relating to the job.
- The social media users have difficulty in loading web pages most frequently because of less care by the websites management. So, the management must have proper maintenance in the proper updating of WebPages and the problems must be solved immediately to be user-friendly.

### **CONCLUSION**

A study has been made to know the social media and its impact on consumer's perception in Coimbatore city. Social media has a greater effect on overall impact on consumer perception. The social media sites gives various information's that are helpful in the growth of consumer. Most of the consumer respondents use smart phone for accessing social media anywhere anytime. Majority of respondents use face book. Age, marital status, educational qualification,

occupation and monthly income have a significant association with accessing social media. The factor for impact of social media on consumer perception reveals four model factors namely early adopters, Access to information, buying behaviour and Socio economic status.

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