

Customer Perception Towards Social Media Marketing in Salem Town

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Abstract— The purpose of this study was to examine the customer perception towards social media marketing. 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.

Indexed Terms- Consumer Perception, Social Media, Online Marketing, Purchase Intention

I. INTRODUCTION

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 respond to consumer's needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities. Social networking is also a significant target area for marketers seeking to engage users. Social media such as Facebook, Twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organizations to engage in direct and end user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact.

Brands influence customer choice. Customers influence other customers. These chains of events affect repurchases, which further affect future earnings and long term organizational sustainability. All in all, it helps a company increase awareness of its brand, generate leads, build its customer base, improve sales and market share. If planned and executed properly, social media becomes a very cost effective mode of online promotions. This study is focusing on the perception of customers towards social media marketing.

II. LITERATURE REVIEW

Dehghani and Tumer (2015) examined the effectiveness of social media on Face-book advertisements in enhancing consumers' purchasing intention in 2013. Data were gathered from 320 students from Cypriot Universities and analyzed by the parametric statistical method of t-test and the non-parametric Friedman test. The study's results showed that Face-book advertising significantly affected brand image and equity.

Toor et al. (2017) examined the impact of social network marketing on consumer purchase intention. It also identified the mediating role of consumer engagement. Data were collected from 300 existing users of social network marketing websites in Pakistan. Structural equation modeling was utilized to test the model.

Bhuvanesh et al. (2018) identified the influence of social media on consumer buying behavior. Data were gathered from 265 students undergoing the postgraduate program. A descriptive research study was used to analyze by Tam model. The result revealed a significant relationship between perceived

usefulness, value, and risk. All three dimensions were significantly influenced by purchase intention.

Padival et al. (2019) examined the perception toward social media advertisements. Data were gathered from 217 respondents from the semi-urban city of Karnataka State, South India. Data were analyzed by structural equation modeling. They found that the two dimensions, creativity and informativeness significantly influenced consumers' perception of social media advertisements.

Neupane (2020) examined how social media networks influence consumer purchasing decisions. Structured questionnaires were utilized to collect data from 75 customers of Baneshwor, Kathmandu. The result showed that males and females preferred online services such as Facebook, Youtube, Instagram, Twitter, etc., for social connectivity.

Murtaza (2021) examined the impact of social media marketing on consumer buying behavior. The study revealed social media was being used to effectively market products and services and attract a broad audience. The result explained that social media's accessibility and transparency have changed how consumers present with a new marketing mindset.

Muhammad Asad Khan (2022) carried out to explore the attitude of the customer towards social media marketing. They used random sampling technique and selected 1000 customers from the local and international markets for the data collection. Their study used to check the customer's perception towards social media marketing. The findings from their study showed that, international customer show that the customer expectation and brand awareness have significant effects on the social media marketing and customer expectation and brand awareness have significant effects on the social media marketing in the local customers.

Suraj Kumar (2023) studied the consumer perception towards social media marketing. He found that social media influencers can also be an effective tool for businesses looking to engage with consumers on social media platforms. Further, he suggested that businesses can develop effective marketing strategies that resonate with their target audience, improve their

brand reputation, and evaluate the effectiveness of their marketing campaigns.

III. STATEMENT OF THE PROBLEM

Social network users have accounts on many social media networking sites they spend about a lot of time on writing, sharing their daily information and viewing advertisements. Social network users really enjoy doing this kind of activity, to be able to converse with their friends, family members, and some strangers. Now-a-days social network users are starting to get addicted to social networking sites in viewing advertisements. Social network users know that social networking is a new invention of technology and this invention bring more and new crime. The advertising appeals in social networking sires that have received the most criticism for being in poor taste are those using sexual appeals. The present study makes an attempt to find out the customer perception towards social media marketing.

IV. OBJECTIVES OF THE STUDY

1. To study the personal profile of the consumers.
2. To study the influence of social media on consumer buying behavior.
3. To study the perception of customers towards social media marketing practices used by marketers.

V. HYPOTHESES OF THE STUY

- H_0 : There is no significance difference between personal factors with respect to most frequently visited social media marketing.

VI. RESEARCH METHODOLOGY

5.1 Research Design

To analyze the behavior of customers towards social media marketing descriptive research design was used. Primary data was collected with the help of close-ended questionnaire.

5.2 Data Collection

In this study both primary and secondary sources of data will be included. The primary data for this research will be collected through a questionnaire. The

data of questionnaire was collected from 110 respondents which served as the primary source of data for the analysis of this research. The literature review of this research study will provided the secondary data.

RESULTS AND DISCUSSION

The data collected from the respondents in Salem town were classified, tabulated and presented in simple percentage analysis is as follows:

Table 1: Personal Profile of the Respondents

Personal Profile	Category	Frequency	Percentage (%)
Gender	Male	84	76.40
	Female	26	23.60
Age (Years)	Below 25	21	19.10
	26 to 35	57	51.80
	36 to 50	14	12.70
	Above 50	18	16.40
Educational Qualification	Upto HSC	12	10.90
	Graduate	43	39.10
	Professional	25	22.70
	Others	30	27.30
Marital Status	Married	64	58.20
	Unmarried	46	41.80
Occupation	Student	04	3.60
	Employee	48	43.60
	Businessman	44	40.0
	Homemaker	08	7.30
	Others	06	5.50
Monthly income (₹)	Below 10,000	05	4.50
	10,001 to 20,000	45	40.90
	20,001 to 30,000	25	22.70
	More than 30,000	35	31.80

Gender: Among 110 respondents, 84 (76.40%) of them are male and remaining 26 (23.60%) are female respondents. Hence, it clearly indicates that the maximum of 84 respondents are male.

Age (years): Among 110 respondents, 21 (19.10%) respondents are belongs to the age of less than 25 years, 57 (51.80%) respondents are belongs to the age of 26 to 35 years, 14 (12.70%) respondents are belongs to the age of 36 to 50 years and 18 (16.40%) respondents are belongs to the age of above 50 years. It can be conclude that the maximum of 57 respondents are belongs to the age between 26 to 35 years.

Educational Qualification: Among 110 respondents, 12 (10.90%) of them are having upto HSC, 43 (39.10%) of them are graduates, 25 (22.70%) of them are professionals and the remaining 30 (27.30%) of them are having other educational qualification like Diploma, ITI etc. Therefore, it clearly showed that the maximum of 43 respondents are having graduation.

Marital Status: Among 110 respondents, 64 (58.20%) of them are married, whereas the remaining 46 (41.80%) respondents are unmarried. Hence, it clearly indicates that the maximum of 64 respondents are married.

Occupation: Among 110 respondents, 4 (3.60%) are students, 48 (43.60%) are employees, 44 (40.0%) are

businessman, 8 (7.30%) are homemakers and 6 (5.50%) are others like agriculture. Hence it can be concluded that the maximum of 48 respondents are employees.

Monthly Income: Among 110 respondents, 5 (4.50%) of them are belongs to income of below Rs.10,000, 45 (40.90%) respondents are belongs to income between Rs.10,001 – 20,000, 25 (22.70%) of them are belongs to income between Rs. 20,001 – 30,000 and 35 (31.80%) of them are belongs to income of more than Rs. 30,000. It can be concluded that maximum of 45 respondents are belongs to income between Rs. 10,001 – 20,000.

Table 2: Time Spent With Social Media by the Respondents

Time Spent	Frequency	Percentage (%)
1 to 2 hours daily	21	19.10
Several times in a day	32	29.10
2 to 4 times in a day	26	23.60
Once in a week	31	28.20
Total	110	100.0

Source: Primary Data

Time spent with social media of the respondents was showed in table 2. Among 110 respondents, 21 (19.10%) of them are spent for 1 to 2 hours, 32 (29.10%) of them are spent for several times in a day, 26 (23.60%) of them are spent for 2 to 4 times in a day, whereas the remaining 31 (28.20%) of them are spent for once in a week. It is concluded that majority of 32 respondents are spent with social media about several times in a day.

Table 3: Purchased a Product Based On Social Media by the Respondents

Products Purchased	Frequency	Percentage (%)
Yes	90	81.80
No	20	18.20
Total	110	100.0

Source: Primary Data

Products and services purchased with social media of the respondents were showed in table 3. Among 110 respondents, 90 (81.80%) of them are purchased whereas the remaining 20 (18.20%) of them are not purchased with social media. It is concluded that majority of 90 respondents are purchased a product based on social media.

Table 4: Most Frequently Visited Social Media Websites by the Respondents

Visited Social Media Websites	Frequency	Percentage (%)
Facebook	53	48.20
Twitter	32	39.10
Linkedin	15	13.60
Youtube	10	9.10
Total	110	100.0

Source: Primary Data

Table 4 shows that most frequently visited social media websites by the respondents. Among 110 respondents, 53 (48.20%) of them are visited with ‘facebook’, 32 (39.10%) of them are visited with ‘twitter’ 15 (13.60%) of them are visited with ‘linkedin’ and the remaining 10 (9.10%) of them are visited with ‘youtube’. It is concluded that majority of 53 respondents are most frequently visited with ‘facebook’ social media websites.

Table 5: Opinion about the Information in Social Media Marketing By the Respondents

Information in Social Media	Frequency	Percentage (%)
Good	81	73.60
Bad	17	15.50
Worst	12	10.90
Total	110	100.0

Source: Primary Data

Table 5 shows that opinion about the information in social media marketing by the respondents. Among 110 respondents, 81 (73.60%) of them are opinioned ‘good’, 17 (15.50%) of them are opinioned ‘bad’ and the remaining 12 (10.90%) of them are opinioned ‘worst’. It is concluded that majority of 81 respondents are opinioned ‘good’ about the information in social media marketing.

Table 6: Reasons for Visiting Social Media Websites by the Respondents

Reasons for visiting social media	Frequency	Percentage (%)
Entertainment	42	38.20
Information	20	18.20
Business	10	9.10
Time spending	38	34.50
Total	110	100.0

Source: Primary Data

Table 6 shows that reasons for visiting social media websites by the respondents. Among 110 respondents, 42 (38.20%) of them are reasoned ‘entertainment’, 20 (18.20%) of them are reasoned ‘information’, 10 (9.10%) of them are reasoned ‘business’ and the remaining 38 (34.50%) of them are reasoned ‘time spending’. It is concluded that majority of 42 respondents are reasoned for visiting social media websites is ‘entertainment’.

Table 7: Factors That Affect Buying Behaviour of the Respondents

Factors	Frequency	Percentage (%)
Trust	07	6.40
Privacy	36	32.70
Log in time	12	10.90
Convenient content	55	50.0
Total	110	100.0

Source: Primary Data

Table 7 shows that factors that affect the buying behaviour of the respondents. Among 110 respondents, 7 (6.40%) of them are affect by trust, 36 (32.70%) of them are affect by privacy, 12 (10.90%) of them are affect by log-in-time and the remaining 55 (50.0%) of them are affect by convenient content. It is concluded that majority of 55 respondents are affected the buying behaviour for factor of convenient content. Age and Most Frequently Visited Social Media Websites by the Customers

H₀: There is no association between age and most frequently visited social media websites.

A cross tabulation was prepared to find the degree of association between age and most frequently visited

social media websites and the results are shown in the following table 8.

Table 8: Age and Social Media Websites – Cross Tabulation

Social media websites	Age				Total
	Below 25 years	26-35 years	36-50 years	Above 50 years	
Facebook	9	6	4	2	21
Twitter	28	16	8	5	57
LinkedIn	8	6	0	0	14
Youtube	8	4	3	3	18
Total	53	32	15	10	110

In order to find the association between age and most frequently visited social media websites by the consumers, a Chi-square test was used and the result is shown in the following table 8a.

Table 8a: Chi-Square Analysis

Factor	Chi-square value	Degrees of freedom	‘p’ Value	Remarks
Age	6.554	9	0.683	Not Significant

‘P value’ is greater than 0.05, therefore the null hypothesis is accepted at 5 percent level of significance with regard to most frequently visited social media websites. Hence, we conclude that there is no association between age and most frequently visited social media websites by the consumers.

Educational Qualification and Most Frequently Visited Social Media Websites by the Customers

H₀: There is no association between educational qualification and most frequently visited social media websites.

A cross tabulation was prepared to find the degree of association between educational qualification and most frequently visited social media websites and the results are shown in the following table 9.

Table 9: Educational Qualification and Social Media Websites– Cross Tabulation

Social media websites	Educational Qualification				Total
	Upto HS	Graduate	Professional	Others	

	C				
Facebook	6	1	3	2	21
Twitter	21	11	6	5	57
LinkedIn	14	6	3	2	14
Youtube	12	14	3	1	18
Total	53	32	15	10	110

In order to find the association between educational qualification and most frequently visited social media websites by the consumers, a Chi-square test was used and the result is shown in the following table 9a.

Table 9a: Chi-Square Analysis

Factor	Chi-square value	Degrees of freedom	'p' Value	Remarks
Educational qualification	9.782	9	0.368	Not Significant

'P value' is greater than 0.05, therefore the null hypothesis is accepted at 5 percent level of significance with regard to most frequently visited social media websites. Hence, we conclude that there is no association between educational qualification and most frequently visited social media websites by the consumers.

Occupation and Most Frequently Visited Social Media Websites by the Customers

Ho: There is no association between occupation and most frequently visited social media websites.

A cross tabulation was prepared to find the degree of association between occupation and most frequently visited social media websites and the results are shown in the following table 10.

Table 10: Occupation and Social Media Websites – Cross Tabulation

Occupation	Social Media Websites				Total
	Facebook	Twitter	LinkedIn	Youtube	
Student	1	2	1	0	4
Employee	22	14	9	3	48
Businessman	20	13	5	6	44

Home maker	5	2	0	1	8
Others	5	1	0	0	6
Total	53	32	15	10	110

In order to find the association between occupation and most frequently visited social media websites by the consumers, a Chi-square test was used and the result is shown in the following table 10a.

Table 4.24a: Chi-Square Analysis

Factor	Chi-square value	Degrees of freedom	'p' Value	Remarks
Occupation	9.229	12	0.683	Not Significant

'P value' is greater than 0.05, therefore the null hypothesis is accepted at 5 percent level of significance with regard to most frequently visited social media websites. Hence, we conclude that there is no association between occupation and most frequently visited social media websites by the consumers.

SUGGESTIONS

- Companies doing brand promotions through social media must also consider the demographic determinants of rural consumers.
- Connect the fan page with the online store.
- Add like button to the online store.
- Create an unique application for the fan page.
- Run advertising campaigns more frequently.
- Invite all customers.
- Add more photos and videos.

CONCLUSION

The purpose of this study was to examine the customer perception towards social media marketing. 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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