A Consumer's Perception Towards Social Media Advertising: A Study of Indian Buyers

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Introduction

Social media, in spite of the fact that a generally ongoing wonder, is turning into an undeniably imperative piece of any business promoting and customer base advancement stage. Individuals spend more than 33% of their waking day devouring social media. Since starting in 2004 Facebook alone, has in excess of 800 million dynamic clients. The remarkable parts of social media and its massive prevalence have revolutionized marketing practices, for example, advertising and promotions. Because of the advantage of internet-based life in interfacing organizations to its end shoppers straightforwardly in short span of time and in an economical way, it has turned out to be main focus in various business ventures. So, more and more industries are implementing social media strategies to gain competitive advantage. Building and maintaining brand loyalty are one of the central subjects of research for marketers for a long time. Sponsors have utilized distinctive means to keep up the brand loyalty of their clients. Web-based social networking platforms encourage relationship building among consumers and brand. relationship building further leads to framing of brand trust and brand image via web-Based networking platforms. Various loyal followers who are interested in your brand follow your posts, discuss about you, shows interest in your product or services, post positive reviews on the same which leads to increase in the value of your brand. This value addition leads to creation of brand loyalty which is the ultimate aim of the business. The format of this research study is as per the following. We begin with brief review of literature followed by the research methodology then findings and analysis toward the end. We close with discussion, conclusion and restrictions of the study.

Review of Literature

There are distinctive definitions for web-based social networking however we depend on the one who express a gathering of web-based application that works with respect to the ideological and mechanical establishments of web and it permits creation and trade of client produced content. There are a wide range of stages for online networking, for example, person to person communication, content informing, photograph sharing, weblogs and talk discussions and the most mainstream web-based social networking application are Face book, Instagram, Twitter, YouTube and Wikipedia. An effort has been made to analyse the extent in which social networking sites can help the consumers in making their purchase decision. Results of their study suggested that social media is growing at a very fast speed and has a very bright future in the coming years of marketing. So, it is time for the firms to implement their marketing strategies by making use of social media and create fan pages for their brand so that maximum people can follow their brand. Social media has a very crucial role to play in the marketing strategies of a business. Accordingly social media can have a dramatic impact on the reputation of a brand. Social networking sites helps in reducing the misunderstanding and prejudice towards the brands. Furthermore, it acts as a medium of communication between brand and its consumers and elevates the brand value by providing a stage to transfer ideas online. Along with this there are different factors such as vivid and interactive brand post characteristics also influence the amount of comments and likes of the brand post. There are different ways by which companies can increase their likes and comments which include posting

a question or some interactive brand post which will attract the attention of the users. Number of comments both positive and negative comments are significant indicators of brand popularity and brand fans are more likely to visit the stores more and they will act as a very good source of positive word of mouth. Thus, in order to keep up with the technological developments' companies decide to register themselves on social media. Viral nature of these networking sites has also made them popular. In the era of Digitalization these networking sites are fastest mode of spreading the brand name or any other relevant information related to companies. Cost saving and competitive advantages are another important factor which pushes the companies to get them registered on social media platforms.

Objectives of Study

1. The objective of this study is to study the customers behaviour towards online shopping pattern., choices and perceptions towards the brands that use social media platforms as their advertising base.
2. To analyse the factors that play a vital role in decision making while online purchase.
3. To study the attitude towards the whole concept of brands that are using customer tactics to influence traffic to the websites.
4. To study the aspects that attract the most to the customer base.

Research Methodology

In this research primary data has been used to study the perception of consumers towards various social media practices used by marketers for creation of brand loyalty. The data were collected using a survey form which was distributed to different social media users who are using social media platforms. Convenience sampling was used to draw the samples. All the statements were framed on Likert scale. Sample size for the research was 37 respondents. SPSS was utilized to perform statistical investigation of the information gathered from the questionnaires. The examination instruments utilized were factor analysis, reliability analysis, mean score and descriptive statistics. Descriptive statistics as a method in which one can make use of numerical and various graphical methods to summarize the information revealed by data into a simple and convenient manner which is very easy to understand. Factor analysis provides a class of methods essentially utilized for summarization and reduction of data by recognizing latent variables. A factor is a basic measurement that clarifies the connection among a set of variables. Findings of the survey were analysed by using Confirmatory factor analysis.

Limitations of Study

Regardless of these contributions, we additionally recognize the confinements of this investigation and accordingly propose new roads for future research. We have demonstrated the distinctive components identified with social media which impact the loyalty level of customers towards their favoured brand. In this exploration we have basically cantered on general ideas and ideas in the web-based life and brand loyalty literature. However, in future analysts may think about more factors and more factors to have deeper insight of this topic. However, it should be kept in mind that social media-based factors like Advertisements, Customer care services, Informative, Accessibility etc. are not that easy to manage because in this environment consumers are in dominating position than ever before. They can easily express and voice out their opinions, ideas, and experience related to their preferred brand on the other hand companies or brands does not have much ability to control or manage their viewpoints. Consumers can make best possible use of **customer care service platforms for**

redressal of their grievances and make complaints for the bad experience if they are upset with the brand. So, if a brand decides to make use of social media platform to increase the loyalty level of the consumers, they should be more cautious about the potential consequences. Accordingly, more research is expected to study and break down such consequences and introduce successful techniques to manage social media platforms for creation of brand loyalty. Another important limitation of this can be the dynamic environment of social media here things changes every single minute. So, one of the fascinating roads for future research may be to follow this dynamism with regards to social media to perceive how the impacts develop after some time. Limited number of respondents, limited time frame and restricted geographical area of research are other important limitations of this research study.

DATA ANALYSIS & INTERPRETATION

The numbers of respondents who have participated in this research paper were 37 who were active social media users. The collected data was significant as sample size in excess of two hundred is satisfactory to satisfy the factor analysis. The outcomes or discoveries are partitioned into different sub parts which are demographic analysis, factor analysis, reliability analysis, mean score and standard deviation.

Demographic Analysis

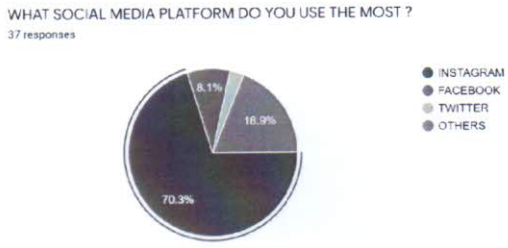
The demographic profiles of the respondents were shown in CHART 1 according to variable gender, age, occupation, income level of the respondents. According to the gender 18.9% respondents were male and rest 73% was female.

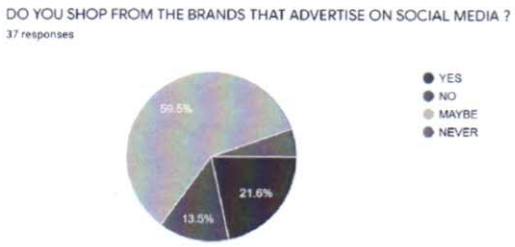
Out of total respondents majority of them comes in the category of age group between below 20 years old which constitutes the 48.6% of the total respondents followed by the category of age limit between 21 to 30 years old, which constitute the 35.1% and at the last comes the category of age group 31-40 years and above 40 constituting the 8.2% and 8.1% respectively.

In the last category of demographic profile, the respondents were divided into four categories of occupation namely business, service, professional, not employed, and others. According to the respondents 40.5% comes under the not employed category which is the highest. Others ranks the second most chosen category with 24.3% of the total and service and professional displays the percentage of 18.9% and 16.2% respectively. The untouched category remains the business.

Reliability Analysis

The main aim of this study is to find out the various social media related factors that influence the loyalty level of consumers towards their preferred brand. The results of reliability analysis provided that the most preferred mode is Instagram. It brings to our notice that consumers try and shop from the brands that are not well known and advertise on social media. The users are more bended towards social media platforms and hence don't hesitate to explore new brands. So, we can conclude that most of the brands can target customers through this platform.

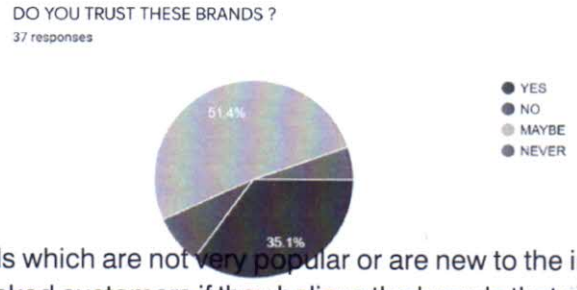




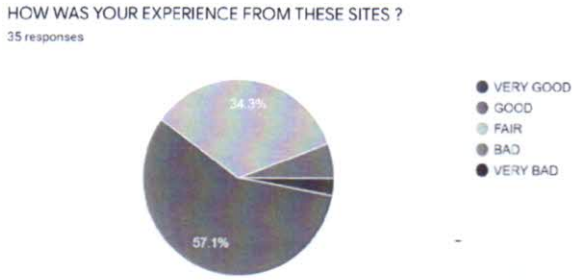
Taking from the above answers, we asked a series of questions that can help us understand the perception of consumers towards the brands that advertise on these social platforms the following chart below helps us understand that consumers to some extent believe the growing brands which are not popular enough but try to mark their imprints in their customers. From our 37 respondents it will be safe to say that growing needs and technology plays a vital role. Consumers are largely dependent on online sites and tends things every month, which leaves us with a greater scope for this type of marketing

Analysis

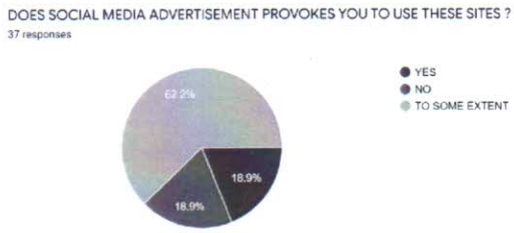
For constructing the new factors which affect the loyalty level of consumers towards their preferred social media factor analysis was used. A Total of 17 items were there in the questionnaire.



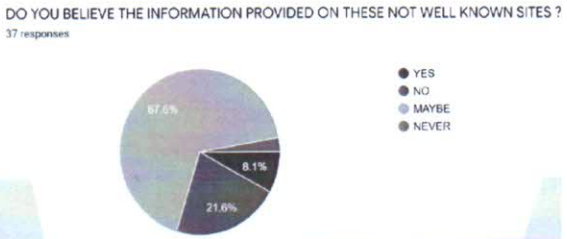
We asked about the brands which are not very popular or are new to the internet world and trying to establish their name. we asked customers if they believe the brands that are new to your senses and the major answer resulted in maybe. This means that consumers are not extremely sure of whether they dislike or like the brands as it raises a question of individual brand performances.



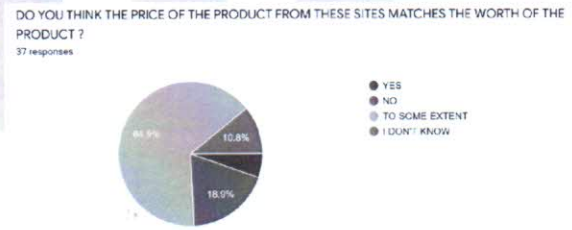
Good is the most favoured answer for the question being about their experience from the sites. New brands are trying hard to compete with their limited reach and limited audiences. Yet, consumers perception finds the experience to be noteworthy.



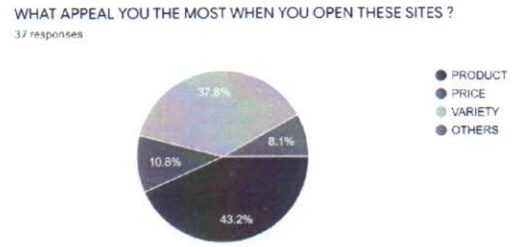
From the major study, people tend to spend most of their time on their smartphones and mostly on social media. From our above questions, most favoured social media is Instagram. Majority using Instagram plays a crucial role if social media provokes to use new sites, which stands true with our above response.



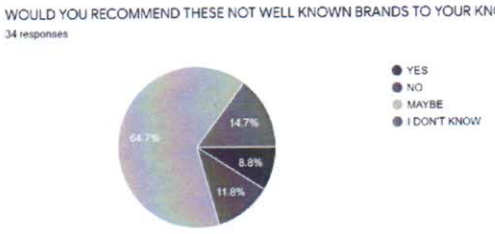
Fraud sites can be a pain, but the real ones try to show the correct information, as shown in our above study. Most people who shop they, call dibs on the maybe choice as they think to some extent that they try to provide correct information.



To some extent which is 64.9% is the what consumers think is the best way to say that worth of the product matches the price displayed, playing a fair game.



Product range is what attracts the customers most as shown with our above study with 43.2% and variety being 37.8%.



Concluding with are two important questions which were mandatory to know after all the marathon of analysing the behaviour was if the customers would buy again from these brands after their first experience and if they are keen enough to recommend these brands to their knowns?

Turns out 67.6% people seem interested enough to shop from these same brands and 24.3% confirms they will shop again and 64.7% people thinks that they can tell their knowns about them, but 11.8% consumers confirms they don't have any plans to forward any such information in their circle.

Conclusion

This research paper shows the influence of various social media related factors on consumers. In what manner these factors change or influence the perception of consumers towards their preferred brand on social media. The outcome of this research provides us 8 factors which were effectively constructed by making use of the factor analysis technique and described as different factors which affect the loyalty level towards their preferred brand on Social media. These factors are given in their order of importance these are as follows: (1) Accessibility; (2) Informative; (3) Brand image; (4) Customer care services; (5) Advertisements; (6) Relationship building; (7) Convenience; (8) Feedback. Age of the respondents has very significant influence on the social media and brand loyalty as it can be concluded that out of total respondents around 73% of the respondents comes under the age group of below 20 years and more than 40.5% of total respondents are unemployed. So demographic information shows that the most active social media users are the people with no income and age group of below 20 years who are following their preferred Brand on social media and their loyalty level is influenced by presence of a brand on social media. The findings of the research paper confirm that brand loyalty of consumers and social media presence has a positive relationship. This research will be very helpful to the market researchers who are working towards developing and maintaining the different social media strategies which will be used for creation and maintain the brand Loyalty of the consumers towards their preferred Brand. We believe that advertisers and researchers should give due importance to the social media-based marketing because of its uniqueness and rapid growth.

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