

A Study on Consumer Awareness and Behaviour Towards Social Media Marketing

Revathi M^{1*}, K.S.Arockiasamy²

¹Research Scholar, PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, Tamil Nadu

²Assistant Professor, PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, Tamil Nadu

*Corresponding Author Email: revathi240393@gmail.com

Abstract

Customer is the key to make any business successful, hence, it is essential to understand the behaviour of customers towards the advertisements shown in social media. The aim of this study is to examine the awareness level and behaviour of consumers about the advertisements shown on social media through an online survey method by using questionnaire as an instrument to collect data from the consumer. The results indicated that respondents find social media as a good medium for advertising. It is also a useful tool for the organizations to reach out to their target consumers. Majority of the respondents said that they like to gain information about various products and also patronize different products and services that they notice through advertisements shown on social media. Positive reviews from customers aids the organizations to increase their brand value, and attract new customers for the growth of their business.

Keywords: Social media, Advertising, Consumer behaviour, Digital marketing, Business promotion

Introduction

The development of technology has played a significant role in the lives of people by making their work easier and faster. At present, internet has emerged to be a common need for the people. The internet provides us information on any of the topic of our interest, helps us to connect with people, send and receive messages throughout the world in seconds, organize meetings, attend conferences, study and acquire knowledge in a virtual platform from the ease of our homes. The growth of internet has increased the use of social media which helps us to interact with our closed ones as well as various organizations. Social media is a platform where all types of people can connect with one another to share their ideas, thoughts, views

and information about the subject of their interest. Some of the popular social media sites include Facebook, Instagram, YouTube, LinkedIn, Twitter which offers the users to share, interact and communicate with each other based on the content generated by them. It was also found that social networking and messenger apps are the most used apps, with the users spending about half of their internet time in the social and communicating platforms. Social media has become an integral part in the lives of people because it is involved with the public in almost every aspect of their lives. Social media is a powerful and efficient tool which provides a cost-effective and interactive platform for everyone to share products, services and information regarding business, commercial activities, politics, education, news, events according to the choice of the user. The increasing involvement of social media in the lives of people has prompted the marketing professionals and organizations to utilize these platforms to advertise their products, increase brand awareness and attract the customers by building a relationship between the organization and the consumer.

Advertisements make people to identify their needs, gain knowledge about the various products and services available in the market which helps them to choose the products and services according to their comfort and preference. The development of social media has made the customers more powerful than the marketing professionals and has made the organisations to change their traditional methods of advertising. Traditional media like newspaper, radio, television is one-way communication medium for consumers but is not considered to be as effective as social media because the marketing professionals cannot connect with their consumers directly even after paying for advertising through traditional media. Hence, the cost effective and interactive platform offered by social media has gained a lot of popularity and are preferred by both the advertisers as well as the consumers for exchanging information as compared to traditional media. Social media has changed the present-day marketing method, nowadays customers utilize social media to research on the products before purchasing. Reference reported that around 70% of the users sign into the social media sites before acquiring any product or service to explore information and experiences of other customers about the product and services. Customers now do not depend only on the information provided by the marketing professionals and organizations. They value and trust the opinion of other customers more than the information provided by the organisations. Social media has given them a platform to connect and find out the experiences, reviews and thoughts of other

customers as well to know the credibility of the products. The value and buying decision of a product now mainly depends on the reviews and experiences of other customers.

Customer is the key to make any business successful and profitable. Therefore, it is very much essential to keep the customers happy by providing them with the best service and give respect to the comments, views and suggestions provided by them. The ideas and recommendations given by the customers will not only help the organizations to grow and serve their customers in a better way but will also attract new consumers, as positive responses from users in these social media platforms increases the visibility of the products and services among the users. Advertising through social media is effective in taking the business to the next level within a short time frame. Hence, there is a need to invest in an efficient social media advertising strategy for doing business.

Review of literature

Hafez (2021) social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behaviour, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities.

Khalid Jamil (2022) The aim of this study is to explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction.

Objectives

The objectives of this study are:

1. To find out if the inhabitants of use SNS (social networking sites) like Instagram and Facebook.
2. To study the awareness level of users about advertising on SNS.
3. To study if the social media users in patronize goods and services on the basis of ads shown in SNS.
4. To identify the perception of people towards the ads shown on SNS.

Scope of the study: This study is confined to the consumers' awareness and behaviour towards social media marketing. This study is an attempt to analysis the consumers' awareness and behaviour towards social media marketing. This study is a micro study.

Sample Design: To study the consumers' awareness and behaviour towards social media marketing, data are gathered from 150 respondents of which, 70 respondents are male and 80 respondents are female convenience sampling technique is used for the study to collect primary data.

Data Collection: Both primary data and secondary data are employed to achieve the study's goals. The primary data was collected using a well-crafted interview schedule. On the other side, secondary data is gathered through papers, books, journals, and the internet.

Sample Size: For the study, samples are selected convenience sampling method; altogether 150 respondents are contacted and interviewed.

Sampling Technique: For the purpose of choosing samples, the researcher has used practical random sampling procedures.

Statistical Tools Applied

The information gathered through the carefully planned interview schedule was categorized and collated for analysis in accordance with the guidelines established for the purpose of supporting the goals stated while creating the study design. Chi square test is one of the statistical techniques used in the study.

Chi-square test (χ^2 test)

The χ^2 test is one of the non-parametric tests in statistical work. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation, it is defined as,

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where 'O' refers to the observed frequencies and 'E' refers to the expected frequencies.

It involves the following steps:

1. Calculate the expected frequencies.
2. Take the difference between observed frequencies and expected frequencies and obtain the square of their differences i.e., obtain the value of $(O-E)^2$

3. Divide the value of $(O-E)^2$, obtained in the step (2), by the respective expected frequency and obtain the total

$$(O-E)^2/E$$

This gives the value of χ^2 which can range from zero to infinity. If χ^2 is zero means that the observed and expected frequencies completely coincide. The greater the discrepancy between the observed and expected frequencies the greater shall be the value of χ^2 .

The calculated value of χ^2 is compared with the table value of χ^2 for given degrees of freedom at a certain specified level of significance. If at the stated level (generally 5% level is selected) the calculated value of χ^2 is more than the table value of χ^2 , the differences between the theory and observation is considered to be the significant, i.e., it could not have arisen due to fluctuation of simple sampling. If on the other hand, the calculate value χ^2 is less than the table value the differences between theory and observation is not considered as significant i.e., it is considered to have arisen due to fluctuation of simple sampling and hence ignored.

Demographic factor

Data analysis is the process of looking at and summarizing data with the intent to extract useful information and develop conclusions. The completion of the project depends upon the analysis and interpretation of the collected data. The data collected through questionnaires requires some analysis if their salient points are to be brought out. The analysis is being carried out based on the survey conducted among the Social Media Marketing. Each question in the questionnaire is analysed individually, sufficiently tabulated and presented graphically. The sample size of the data collected is 150.

Table 1: Demographic factor of the respondents

S. No.	Particulars	No. of. Respondents	Percentage
1.	Gender:		
	Male	70	47%
	Female	80	53%
2.	Age:		
	Below 20 years	42	28%
	21 – 30 years	63	42%
	31 - 40 years	25	17%
	Above 40 years	20	13%
3.	Marital status:		
	Married	69	46%
	Unmarried	81	54%
4.	Monthly income:		

	Rs. 5,000 – Rs. 10,000	26	17%
	Rs. 10,001 – Rs. 15,000	46	31%
	Rs. 15,001 – Rs. 20,000	30	20%
	Above Rs. 20,000	48	32%
5.	Educational qualification:		
	Primary level	4	3%
	Higher secondary	28	19%
	Graduate	35	23%
	Post graduate	71	47%
	Others	12	8%

Inference

53% of the respondents are female, and the majority of them are 21 - 30 years old. 54% of the respondents are unmarried. 32% of the respondents monthly income is above Rs20,000. The bulk of respondents have finished their post graduate of education with the percentage of 47%.

Relationship between gender and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the gender and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the gender and the level of satisfaction.

Table 2: Gender and level of satisfaction

Satisfaction	High	Medium	Low	Total
Gender				
Male	36	25	9	70
Female	57	16	7	80
Total	93	41	16	150

$$\text{Degree of freedom} = (R-1) (C-1)$$

$$= (2-1) (3-1)$$

$$= (1) (2)$$

$$=2$$

Table 3: Calculation of Chi- Square

O	E	(O -E) ²	(O -E) ² /E
36	43.4	54.76	1.261
25	19.1	34.81	1.822
9	7.4	2.56	0.345
57	30.4	707.56	23.275
16	21.8	33.64	1.543
7	3.7	10.89	2.943
			31.191

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total / Grand Total

Whereas Calculated value = 31.191

The 2 degree of freedom table value at 5% level of significance is 5.99. Since the calculated value is 31.191, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between gender and level of satisfaction of the respondents.

Relationship between age group and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the age group and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the age group and the level of satisfaction.

Table 4: Age Group and level of satisfaction

Satisfaction	High	Medium	Low	Total
Age Group				
Below 20	21	11	10	42
21 -30	32	25	6	63
31 -40	15	5	5	25
Above 41	16	2	2	20
Total	84	43	23	150

Degree of freedom = (R-1) (C-1)

= (4-1) (3-1)

= (3) (2)

=6

Table 5: Calculation of chi- square

O	O -E	(O-E) ²	(O-E) ² /E
21	23.52	6.3504	0.27
11	12.04	1.0816	0.089
10	6.44	12.6736	1.967
32	35.28	10.7584	0.304
25	18.06	48.1636	2.666
6	9.66	13.3956	1.386
15	14	1	0.071
5	7.16	4.6656	0.651
5	3.83	1.3689	0.357
16	11.2	23.04	2.057
2	5.73	13.9129	2.428
2	3.06	1.1236	0.367
			12.619

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value =12.619

The 6 degree of freedom table value at 5% level of significance is 12.592. Since the calculated value is 12.619, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between age group and level of satisfaction of the respondents.

Relationship between education level and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the education level and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the education level and the level of satisfaction.

Table 6: Education level and level of satisfaction

Satisfaction	High	Medium	Low	Total
Education level				
Primary	2	1	1	4
Higher Secondary	15	7	6	28
Graduate	23	9	3	35
Post Graduate	61	9	1	71
Others	5	4	3	12
Total	106	30	14	150

Degree of freedom = (R-1) (C-1)

$$= (5-1) (3-1)$$

$$= (4) (2)$$

$$=8$$

Table 7: Calculation of Chi- Square

O	E	(O - E) ²	(O - E) ² /E
2	2.826667	0.683378	0.241
1	0.8	0.04	0.05
1	0.373333	0.392711	1.051
15	19.78667	22.91218	1.157
7	5.6	1.96	0.35
6	2.613333	11.46951	4.388
23	24.73333	3.004444	0.121
9	7	4	0.571
3	3.266667	0.071111	0.021
61	50.17333	117.2167	2.336
9	14.2	27.04	1.904
1	6.626667	31.65938	4.777
5	8.48	12.1104	1.428
4	2.4	2.56	1.066
3	1.12	3.5344	3.155
			22.623

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value =22.623

The 6 degree of freedom table value at 8% level of significance is 15.507. Since the calculated value is 22.623, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between education level and level of satisfaction of the respondents.

Relationship between social media and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the social media and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the social media and the level of satisfaction.

Table 8: Social media marketing and level of satisfaction

Particular	HS	S	NO	DS	HDS	Total
Face book	47	35	34	14	20	150
You tube	56	47	26	11	10	150
What’s app	75	33	20	10	12	150
Instagram	68	49	19	10	4	150
Snapchat	55	48	25	11	11	150
Telegram	70	26	25	20	9	150
Total	371	238	149	76	66	900

$$\begin{aligned}
 \text{Degree of freedom} &= (R-1) (C-1) \\
 &= (6-1) (5-1) \\
 &= (5) (4) \\
 &=20
 \end{aligned}$$

Table 9: Calculation of Chi- Square

O	E	(O – E) ²	(O – E) ² /E
47	61.833	220.027	3.558
56	61.833	34.027	0.550
75	61.833	173.361	2.803
68	61.833	38.0277	0.615
55	61.833	46.694	0.755
70	61.833	66.694	1.078
35	39.666	21.777	0.549
47	39.666	53.777	1.355
33	39.666	44.444	1.120
49	39.666	87.111	2.196

48	39.666	69.444	1.750
26	39.666	186.778	4.708
34	24.833	84.027	3.383
26	24.833	1.361	0.054
20	24.833	23.361	0.940
19	24.833	34.027	1.370
25	24.833	0.027	0.001
25	24.833	0.027	0.001
14	12.666	1.777	0.140
11	12.666	2.777	0.219
10	12.666	7.111	0.561
10	12.666	7.111	0.561
11	12.666	2.777	0.219
20	12.666	53.777	4.245
20	11	81	7.363
10	11	1	0.090
12	11	1	0.090
4	11	49	4.454
11	11	0	0
9	11	4	0.363
			45.104

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value = 45.104

The 20 degree of freedom table value at 5% level of significance is 31.410. Since the calculated value is 45.104. The calculated chi square is more than the table value of 5% level of significance. Hence it is rejected. There is significant relationship between social media marketing and the level of overall satisfaction.

Major Findings

1. It is understood that most of the respondents (53%) are female.
2. It is clear from the study that majority of the respondents (42%) have come under the age group of 21- 30.
3. It is evident from the study that most of the respondents(54%) are unmarried.
4. It is understood that most of the respondents (32%) are having the monthly income above Rs. 20,000.

5. It is clear that most of the respondents (47%) are post graduates.
6. It is understood that there is significant relationship between gender and level of satisfaction of the respondents.
7. It is understood that there is significant relationship between age group and level of satisfaction of the respondents.
8. It is understood that there is significant relationship between education level and level of satisfaction of the respondents.
9. It is understood that there is significant relationship between social media marketing and the level of overall satisfaction.

Conclusion

From the study it is understood that most of the respondents are female and they have come under the age group of 21 - 30 and most of them are unmarried and their income level falls on Rs. 20000. Most of the respondents are postgraduates. It is understood from the study there is significant relationship between satisfaction level and gender as well as satisfaction level and age group as well as satisfaction level and education level as well as satisfaction level and social media marketing.

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Author Biographies



M.Revathi is a full-time Research Scholar in the Department of Commerce at St. Xavier's College, Palayamkottai. She holds an M.Com and M.Phil in Commerce, along with a Post Graduate Diploma in Computer Applications (PGDCA), reflecting a strong academic foundation in commerce with 1½ years of teaching experience. Her professional experience includes teaching undergraduate Commerce students. She published article in the Journal Oriental Research Madras with ISSN: 0022-3301, UGC Care List Group I, Volume XCV-IV, 2024, with an impact factor of 7.193.



Dr.K.S.Arockiasamy, M.Com., M.Phil., Ph.D., B.Ed., serves as an Assistant Professor of Commerce at St. Xavier's College, Palayamkottai, Tamil Nadu. With over two decades of teaching experience at the collegiate level, he has established himself as a dedicated academician and mentor. He has actively participated in numerous Faculty Development Programmes, seminars, conferences, and workshops, contributing to his continuous professional growth. Demonstrating a strong research orientation, he has published around 20 research papers in reputed journals and has also contributed to edited volumes. He is a recognized Research Supervisor at Manonmaniam Sundaranar University, Tirunelveli. Under his able guidance, four scholars have successfully been awarded Ph.D. degrees, while three more are currently pursuing their doctoral research. He has also played a significant role in academic leadership by organizing three national-level seminars and three intercollegiate competitions. He continues to contribute actively to the academic community through teaching, research supervision, and scholarly publications.