

# A Study on Consumer Perception towards Social Media Advertising with Special Reference to Coimbatore City

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**Abstract:** *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 response to consumers needs and wants and changing the way they response to their competitors. Marketers now have the opportunity to engage in boarder and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interest, hometowns, employees, schools and other commonalities. Social networking is also significant target for marketers seeking to engage users .*

**Keywords:** Consumer, Social Media Advertising, Indian consumers perception

## 1. Introduction

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. social media advertising as a connection between product and consumers, offering a personal channel and currency for user centered networking and social interaction. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan .This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of company's integration of social media on consumer behavior. This paper begins with an social media advertisement , it is has become clear that studies are focusing on describing what social media advertisement is as well as examining what factors influencing consumer behavior relative to social media advertisement.

Understanding consumer's perception towards social media advertising has always been one of the goals of advertisers. Advertisements that are successful in delivering its messages to its audiences can help to promote and build awareness on the company's offerings. With the rapid development of information technologies worldwide in the past decade, social media advertising are increasingly relying on various modes of interactive technology to advertise and promote their products and services. Furthermore, the idea of executing a content that is current and entertaining could get consumers to interact electronically in an effective way. This powerful attribute can be seen as a future of advertising and may become more figurative in consumers' minds than television advertising as a marketing.

Social network sites such as Facebook, Twitter, You tube, LinkedIn have become the popular medium of market practitioners to engage their marketing activities. Facebook- Facebook was founded by Mark Zuckerberg in the year 2004. This is one of the fastest growing social networks worldwide.

Twitter- Twitter was created in March 2006 by Jack Dorsey and Noah Glass and launched in July 2006. This service rapidly gained world wide popularity.

You Tube- You Tube was founded by Chad Hurley, Steve Chen and Jawed Karim it was activated on February 2005. LinkedIn- LinkedIn was founded on December 14 2002. It is an business and employment oriented social networking service that operates via websites.

## 2. Objectives of Study

- To study the consumer preference towards purchase of products via are the reach of advertising media.
- To study the factors influencing the consumer for the purchase of products through social media advertisement.
- To study the problems faced by consumer due to social media advertising
- To offer suggestion for the problems due to social media advertising.

## 3. Methodology of Study

### Area of Study

The area of study refers to Coimbatore city only.

### Source of Study

The study covers 300 samples selected in the basis of convenience sampling method. To collect the primary data questions framed in a simple and understand way.

### Sample Method

The sampling method used in convenience random sample method

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### Statement of Problem

The increasing presence of social media in India gives an active advantage to consumers through advertisement, the Indian consumers perception towards these advertisement unexplored while presenting advertisement in social media it helps the people to understand easily about the product and it leads to sales promotion. The study aims in finding consumer perception towards social media websites face book, Linked In, twitter and you tube. This paper is focusing on thru perception of customer towards social media and its . For this purpose the following factors like product information falsity and image was employed in this study.

### 4. Limitations of the Study

The following are the limitations of the study:

- The research is geographically restricted to Coimbatore city only.
- The sample size is restricted to 300 respondents.

In this chapter the result of the study have been summarized and presented.

### 5. Findings and Suggestions Findings

The following are the findings of the study.

- Majority (51%) of the respondents are male.
- Most (43%) of the respondents belong to the age group of 20-30 years.
- Majority (59%) of the respondents are qualified at college level.
- Most (36%) of the respondents are employee and their income level is Rs10,000-.20000.
- Majority (53%) of the respondents have four members in the family.
- Most (33%) of the respondents use internet for one or two hours in a day.
- Most (38%) of the respondents log into the networking sites daily.
- Majority (50%) of the respondents use facebook.
- Majority (53%) of the respondents feel communication of advertisement is better in facebook.
- Most (42%) of the respondents have chosen social media advertisement for attractive advertisement.
- Majority (85%) of the respondents prefer branded products.
- Most (34%) of the respondents selected electronic gadgets.
- Majority (66%) of respondents chosen yes that social media advertisement is necessary for decision making.
- Most (48%) of respondents make decision due to attraction.
- Most (24%) of respondents prefer promotional stages for factors in advertisement.
- Majority (77%) of respondents chosen advertisement is informative.
- Majority (51%) of respondents refused that advertisement is unsuitable for people.
- Most (36%) of the respondents chose fake as a reason for unsuitable.
- Most (36%) of the respondents prefer advertisement is kind usefulness.

### 5.1 Suggestions

On the basis of result of study, the researchers brings out the following suggestion

#### a) Quality

It is understood from the study that quality which is advertised in social media are comparatively low. Hence it is recommended to manufacturer to ensure the quality besides bringing attractive advertising.

#### b) Fake Products

Among the problems faced by the respondents, the issue of fake products is a serious concern the customers are cheated and dissatisfied. So, the fake products advertisement should be banned for the customers welfare.

#### c) Advertisements

Most of the respondents make decision due to attraction of the advertisements. Most of them won't consider the unattractive advertisement and they skip out. The very attractively advertisement only creates interest to watch and get memorized and they can recall it after a long time. So attractive is must.

#### d) Need For Promotion

Our majority of respondents suggested that promotion is important to watch the advertisement interestly. Updation of products on advertisement is necessary to watch it or else they get bored on seeing the same repeated advertisement.

#### e) Informative

Most of the respondents expects an informative advertisement they tries to gather some information or idea on seeing the advertisement. So the advertisement should be informative to reach it widely

### 6. Conclusion

In conclusion, The research has determined that retailers can increase awareness of product by being creative when engaging customers on social media advertising more shoppers are using social media (Twitter, Facebook, Youtube and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their product.

### References

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- [3] Kim, A.J. &Ko, E.(2012) Do social media advertisement enhance customer equity? An empirical study of advertisement.*Journal of advertising*, 65,1482-1486

**Website**

[4] [www.goggle.com](http://www.goggle.com)

[5] [www.yahoo.com](http://www.yahoo.com)

[6] [www.social media advertisement.com](http://www.social media advertisement.com)

**Annexure**

A Study on Consume Perception towards Social Media Advertisement

**Questionnaire**

1) Name: \_\_\_\_\_

2) Gender: Male  Female

3) Age: Below 20 years  20-30 years  30-40 years  40-50 years  50 years and above

4) Marital status: Married  Unmarried

5) Educational Level: School Level  College Level  Professional Qualification  Others Please Specify

6) Occupation Status: Agriculture  Business  Employee  Professionals  Others Please Specify

7) Monthly Income: Below Rs 10,000  Rs 10,000-20,000  Rs20,000-30,000  Rs30,000-40,000  Above Rs 40,000

8) State the number of members in the family? Upto 2 members  3 members  4 members  Above 4 members

9) How often you use Internet? Once a week  1 or 2 hours  2 to 3 hours  More than 3 hours

10) How often you log in those networking site? Daily  2 or 3 times a day  Once a week

11) How many social networking profile do you have? Mention the number here \_\_\_\_\_ And tick the option:

Youtube  Facebook  Twitter  LinkedIn  Others Please Specify \_\_\_\_\_

12) In which social networking sites do you find advertisement communicated well?

Youtube  Facebook  Twitter  LinkedIn  Others Please Specify \_\_\_\_\_

13) Reason for choosing social media advertisement?

Clothes  Electronic gadgets  Home appliances  Cosmetics & perfumes  Jewelleries & accessories  Others Please Specify \_\_\_\_\_

14) What kind of product you prefer through social media advertisement? Branded  Non-branded

15) If branded, what kind of product you prefer? Attractive advertisement  Better price  Comfort  Others Please Specify \_\_\_\_\_

16) Do you think social media advertisement is necessary for decision making? Yes  No

17) If yes, please specify: Attraction  Necessity  Celebrity  Marketing strategies  Others Please Specify \_\_\_\_\_

18) What are the factors in an advertisement which will make you change your brand-loyalty?

Promotional strategies  Vivid features  Benefits  Value for money  Discounts  Others Please Specify \_\_\_\_\_

19) Do you find the advertisements informative or annoying? Informative  Annoying

20) Does the contents of the advertisement may be unsuitable for people? Yes  No

21) If yes, please specify: Irritating  Fake  Unsuitable  Unsecure  Others Please Specify \_\_\_\_\_

22) How useful do you think that social media advertisement has been for the company?

Very useful  Kind useful  Not very useful  Useless  Don't know

23) Tick the following statement according to the agreeability:

Statement	SA	A	N	D	SD
Social media advertisements influence consumer purchasing behaviour.					
Social media is better than any other type of advertising.					
The quality of product matches what is shown in social media advertisement.					

SA – Strongly agree

A – Agree

N – Neutral

D – Disagree

SD – Strongly disagree

24) Suggestions if any \_\_\_\_\_.