

A Study of the Impact of Social Media Marketing on Consumer Behavior in India

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Abstract: Social Media in many aspects has been changing industry. Since we are in the modern age, the internet and social media have a huge effect on consumers' behavior. We are witnessing a radical transition to digitalization in India. Social networking is a medium that not only links people around the world but serves the best for online marketing as well. The unwavering increase in demand and supply is increasing due to the rapid evolution of technology. Due to evolution of technology, the unremitting increase in supply & demand is growing. With the growth of the internet and an increase in utilization of smartphones, the time has come to change the conventional way of marketing. The number of social media users in India is more than that of the other countries. Knowledge of customer motivation is critical as it gives consumers an understanding of what drives a brand or store to create content. Numerous methods of targeting customers are introduced. The use of Internet data by ordinary Indians is on the rise, with a lot of reliance on social media apps like Instagram, Facebook, Myspace, Twitter, LinkedIn, and Snapchat. Far more significant is the impact these apps have on daily life. The research can be expanded further to equate the techniques of internet making with those common to different customers.

Keywords: Communication, Current trend, Digitization, Networks, Smartphones.

1. Introduction

Oxford states that A "Social network" is "a social organization made up of lumps (usually individuals or organizations) linked by one or more specific relationships." The quick climb of people who use or have access to the internet means that the online community needs to keep in contact with each other. Social networking networks allow people combine new friends with old friends; share new knowledge or goods and even other facets of our daily life. Classmates.com was created in 1995 as the first official website for social networking. The result was a slow but persistent increase in the number of social networking websites to today's huge number of websites. The cause of the positive role of social networking websites is that they expand from the very beginning and steadily. The website begins with some people who then share the location with their friends, so these friends tell their friends about the place and the location will eventually become a huge user database linked to colleagues, associates or just random

people. Websites are designed to grant users permission to create their own "profile" and share public or private messages, and to list other users or groups with which they are linked in any way.

Often, the web sites of social networking are intended for a given community, like a Facebook-mirrored school community or a MySpace.com, mirrored music/apartment community. The exponential growth and widespread use of social networking Websites, anything you feel about social networking websites is irrelevant because social networking websites are becoming increasingly popular and are here to stay.

2. Review of Literature

The bold new world of social media has captured the imaginations of scholars and book authors worldwide, helping to launch countless works on Instagram, Snapchat, YouTube and the like. Some of these books are realistic and industrially-based and refuse to adequately take note of the impact of social media advertising and networking techniques. The longevity of the publishing industry nevertheless highlights the importance of researching new media and social networks.

The trends in modern media and networking approaches were summed up by Boyd and Ellison (2008: 210-230). The founders, Berkeley and professors of Michigan are gradually appealing to analysts in social networks, fascinated by their effectiveness, the size of the population and the market research potentials. They depict informal organizations as online administration which enables clients to create a system open or semi-accessible, articulate a retrospective of customers with mutual connections and review in the system a retrospective summary of their connections. "(Boyd and Ellison, 2008: 211). Boyd and Ellison explain that Six Degrees (1997) was the first social network in linear terms and was absent in 2000. After 2002 the most important social networks were established: FOTOLOG (2002), LinkedIn (2003), My Space (2003), Last. Hi5 (2003), Orkut (2004). FM (2003), Flickr (2004).

Google (2004), YouTube (2005), Twitter (2006), Bebo (2005), and Ning (2005). Since 2003, social networks have been targeted by the media and we have been able to begin producing viewer figures that we might call "massive." Web had 200 million users in the world by April 2009: 400 million

by March 2010. About 547 million users came from Facebook from November 2010. In the US, just 26% of customers are: we face a genuinely global phenomenon. Facebook reports lower utilization statistics, with more than 44 percent subscribers in America (March 2009:19 million; March 2010:75 million).² The figures speak for themselves and Facebook and Twitter are perfect for sharing a place in the history of communications.

Chung & Austria (2010) studied the initial grants for use of social media, social media marketing behaviours and the efficacy of online shopping value posts. The theory of usage and enjoyment (Katz, Bluner & Gurevitch, 1974 and expanded by Ruggiero, 2000) became the basis for analysis of customer enjoyment in social media. The online shopping phenomenon was explored in a collaboration with social media marketing publications. The exogenous factors for social media pleasure are enjoyment, knowledge and contact. The endogenous factors are the response to social media and retail posts.

In order to examine the motivations for sustainable action, Minton, Lee, Orth, Kim, and Kahle (2012) have undertaken a very insightful work on sustainable marketing and social networking concerning cross cultural populations. South Korean people represent collectivist culture and the United States studied the motives of sustainable behaviour based on their use of Face Book and Twitter, Germany more an individualistic culture. Online survey methods were utilized in order to cover subjects from different cultures, using the practical motives of Kellan (1958) as a basic theoretical basis. The analytical model for this research explored how environmental behaviours, such as recycling, organic food production, use of green transport, anti-materialistic attitudes and charity, are influenced by pragmatic motifs (responsibility, commitment and incorporation).

In order to maximize the impact of the online marketing strategy, Vinerean, Cetina, Dumitrescu and Tichindelean (2013) utilized primary data to explore how different types of audiences can engage on social media marketing platforms (based on their behavioural aspects). A regression model was analysed to figure out how different internet app and social networking platform predictors have a favourable effect on the audience's view of online publicity.

In Angela J. Kim et.al (2012) you can identify the features of SMM and analyse the relationships between assumed behaviours, asset value, balance asset, market confidence and buying preferences using a structural equation model. The researcher concludes that the relationship between the intention to buy and customer stock is significant. The conclusions of this study will allow luxury brands to better forecast the potential purchasing behaviour of their customs and provide a guide to their asset management and marketing activities.

As Chaffee (1986) observed, the greater people's contact on the mass media, the greater their chances of sharing this knowledge leading to a change of opinion that results in social change. That means that indirect agents, in this case the clients themselves, are not as successful as direct agents. Encouraging

customers to be interested in the marketing process makes the message transmitted more relevant.

The Internet is the most useful asset for organizations (Yannopoulos,2011). Showcasing chiefs who neglect to saddle the impact of their customer advertising efforts on the Web will be off guard as the Web is advance making, estimating, conveyance and limited time draws near.

3. Objectives

- To analyse consumer input into social network ads.
- To fully understand the need for social websites.
- To understand the factors contributing to the success of social media marketing.
- To provide valuable suggestions to improve the social media networking.

4. Research Methodology

Methodology is based on the methodology and theoretical analysis used to determine the appropriateness of a given method for the study. This typically includes topics like structure, statistical model, stages, quantitative or qualitative techniques. The study is carried out using primary and secondary data sources.

Primary Activity:

The primary source may be a source from which the original information about a subject can be gathered directly. I had created a structured questionnaire in Google formats which were circulated in various media to the samples. In addition to the questionnaire, the link is sent via various social media, such as Facebook, LinkedIn and so on.

Secondary Activity:

A secondary source is a source from which data have already been collected by someone. Second data are collected from the print financial accounts of businesses, publications and papers. Attach the description, scale, need and literature review as a secondary source for that research.

Data collected and data collected by means of different statistical methods and methods were collected, explained and analysed. The results of this analysis are concisely and analytically presented.

Sampling Size:

The number of population elements to be sampled is defined. For this survey, the sample size chosen is 120.

Sampling Design:

This research has established the demographic goal because the students who constitute the main users are those social networking sites. This was done so that the research was better inspired, as the target audience was one of the most passionate users on these sites and would have clear answers. Also their understanding of the questionnaire was easy for them because they knew about the pages and were very clear about the specifics.

5. Data Analysis and Interpretation

Table 1
Gender

S. No.	Particulars	Number of Respondents	% of Respondents
1	Male	92	77
2	Female	28	23
	Total	120	100

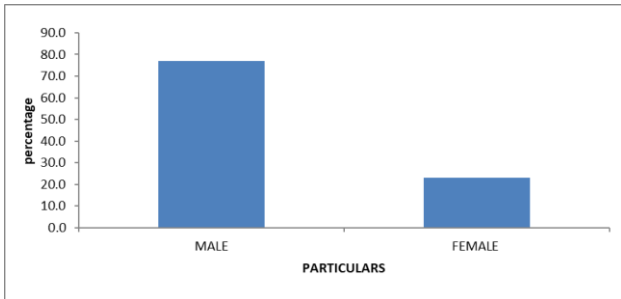


Fig. 1. Gender

Data interpretation:

From the given table it can be interpreted that 77% of the people are Male and 23% of the people are female. Therefore, most of respondents belongs to male category.

Table 2
Age group

S. No.	Particulars	Number of respondents	% of respondents
1	20-30	8	7
2	30-40	18	15
3	40-50	40	33
4	Above 50	54	45
	Total	120	100

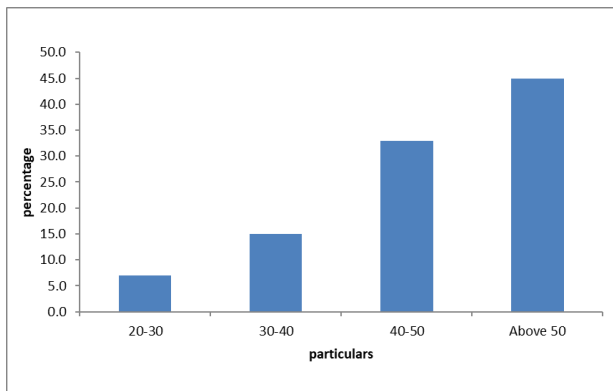


Fig. 2. Age

Data interpretation:

From the given table we can be interpreted that 45% of the people are in above 50 years of age and 33% of the people are between 40-50 years and 15% of the respondents 30-40 years' age group and 7% of the respondents belongs 20-30 age years

group. Therefore, most of the respondents are belongs to 50 old of age.

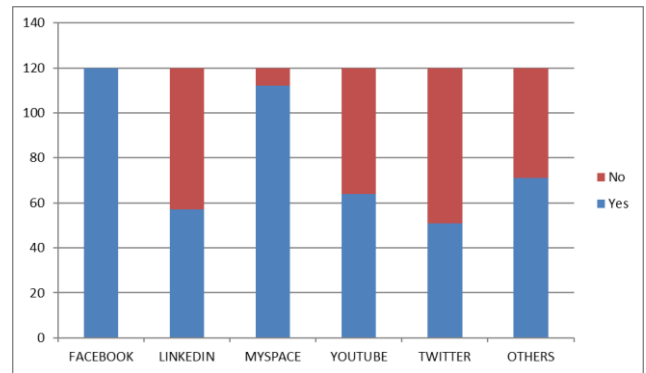


Fig. 3. People who has different profiles in different social networks

Data interpretation:

Face book topped the first place and people who had contributed to collect data have linked with Face book with 120, followed by YouTube, LinkedIn and others. It's obvious that we done collect data samples over social networking sites.

Table 4
Reasons for joining social networking

S. No.	Particulars	Number of respondents	% of respondents
1	Obtain useful connection with businesses	30	25
2	Stay update to friends' activities	49	41
3	For fun and leisure	31	26
4	Find information on groups/events	10	8
	Total	120	100

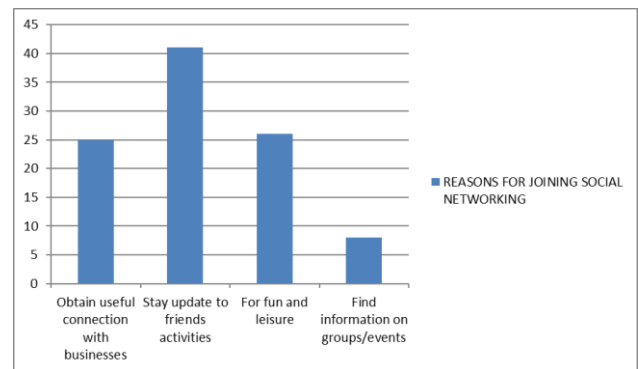


Fig. 4. Reasons for joining social networking

Data interpretation:

From the given table we find, 41% of the people are joining in social network for staying update to friend's activity and 26% of the respondents are for fun and leisure another 25% of the

Table 3

People who has different profiles in different social networks

S. no.	Particulars	Facebook	Linkedin	Myspace	Youtube	Twitter	Others
1.	Yes	120	57	112	64	51	71
5.	No	0	63	8	56	69	49
	Total	120	120	120	120	120	120

Table 5
Level of agreement about advertisements on social network

	“Strongly Agree”	“Agree”	“Neither Agree nor Disagree”	“Disagree”	“Strongly Disagree”
Advertisements are an intrusion to my privacy.	35	44	20	19	2
I was comfortable in receiving ads related to my Activities & interest	27	29	45	13	6
I notice the ads if they state benefits, I am likely to receive	23	30	52	7	8
This busy lifestyle helps me keep up to date with the information I receive via ads about new offers	10	50	30	18	12
I share information received about internship offerings received from the ads with my family/friends	15	35	32	27	11
Ads have had helped me in choosing my product/services	8	33	49	21	9

respondents are joining social network in order to obtain useful connection with the businesses and 8% of the respondents are joining social network to find information on groups and events. Therefore, most of the respondents are joining social network for staying update to friend’s activity.

20% of the respondents are clicking the ad due to getting interest towards the product or services and 10% of the respondents are never clicking the advertisement and remaining 5% of the respondents are clicking the ad due to recognizing the brand or company. Therefore, majority of the respondents are clicking the ad due to the offer or free promotion.

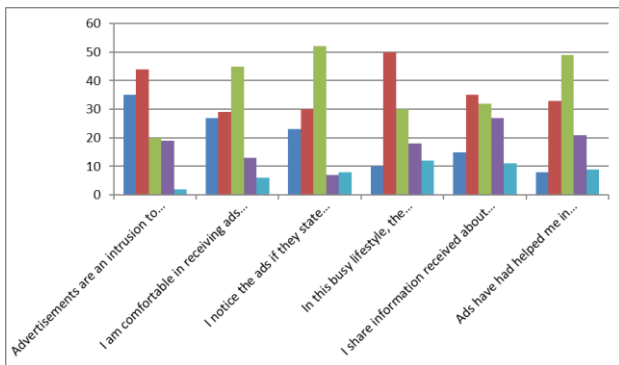


Fig. 5. Level of agreement about advertisements on social network

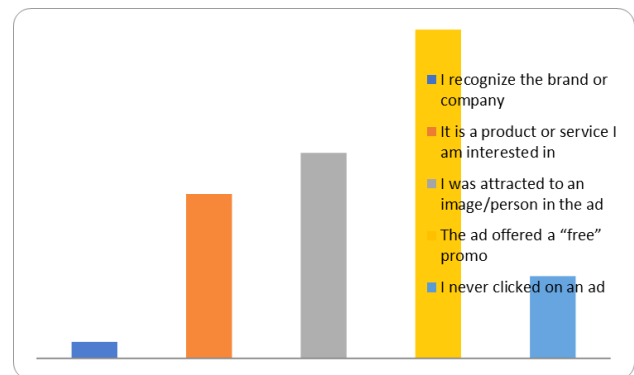


Fig. 6. Reason for clicking the advertisements

Data interpretation:

Advertisements and promotions are partially accepted and rejection and rebel behaviour are not found. People know when and how to use of the advertisements in their day-to-day life. But information getting from the ads doesn’t have any good trust among few because of dumping this makes hard to differentiate from junks from the real. Still long way to go and explore new ways reaches customers in right way.

Table 6
Reason for clicking the advertisements

S. no.	Particulars	Number of respondents	% of respondents
1	I recognize the brand or company	6	5
2	It is a product or service I am interested in	24	20
3	I was attracted to an image/person in the ad	30	25
4	The ad offered a “free” promo	48	40
5	I never clicked on an ad	12	10
	Total	120	100

Data interpretation:

We finds, 40% of them are clicking the ad due to the offer or free promotion only 25% of the respondents are clicking the advertisement due to attraction of image or person in the ad and

Table 7
Advertisement helped in choosing the product/services

S.no.	Particulars	Number of respondents	% of respondents
1	“Strongly Agree”	24	20
2	“Agree”	54	45
3	Neutral	30	25
4	Disagree	6	5
5	Strongly Disagree	6	5
	Total	120	100

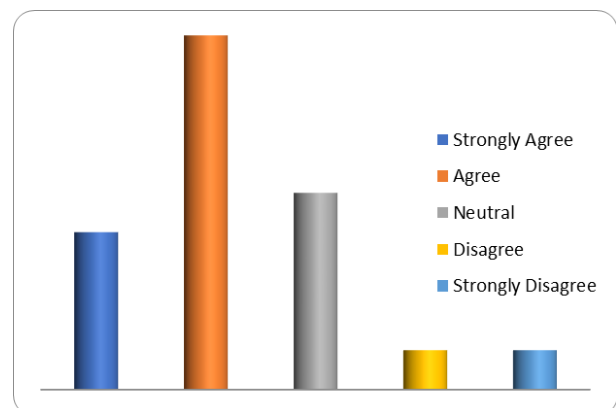


Fig. 7. Advertisement helped in choosing the product/services

Data interpretation:

From the table given we find out that, 45% of the people are agreeing and 25% of the people are coming under neutral state and 20% of the people are strongly agree that the ad helps to choosing the product or services and 5% of the respondents are disagreeing with this statement and rest of 5% of the people are strongly disagreeing with this statement. Therefore, most of the respondents are agreeing with this statement.

Table 8
Interesting offers received from advertisements

S. no.	Particulars	Number of respondents	% of respondents
1	Strongly Agree	30	25
2	Agree	48	40
2	Neutral	24	20
4	Disagree	6	5
5	Strongly Disagree	12	10
	Total	120	100

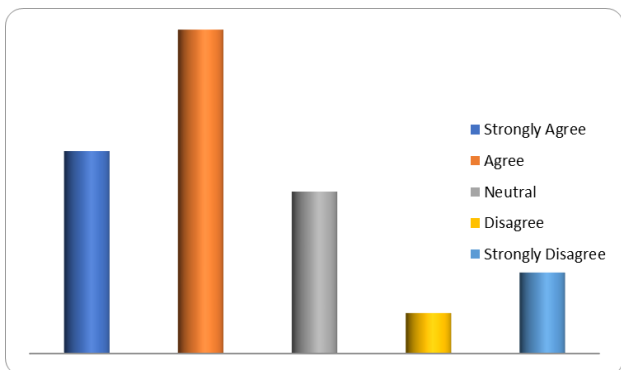


Fig. 8. Interesting offers received from advertisements

Data interpretation:

From the table we find, 40% of the respondents are Agreeing that they are received interesting offers through advertisement and 25% of the respondents are strongly agreeing with the statement 20% of the respondents are in neutral state with this statement and 10% of the respondents are strongly disagreeing with this statement and 5% of the respondents are disagreeing with this statement. Therefore, majority of the respondents are agreeing with this statement.

Table 9
Advertisements benefits

S. no.	Particulars	Number of respondents	% of respondents
1	“Strongly Agree”	30	25
2	“Agree”	48	40
2	Neutral	24	20
4	Disagree	6	5
5	Strongly Disagree	12	10
	Total	120	100

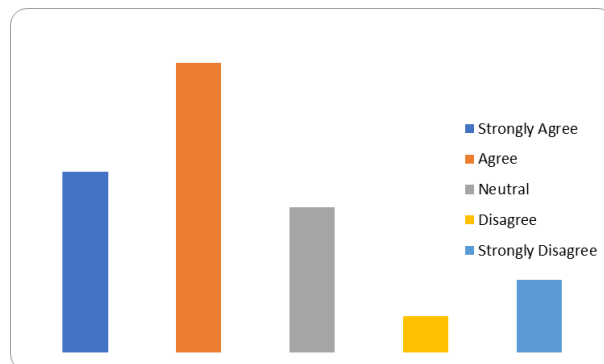


Fig. 9. Advertisements benefits

Data interpretation:

The table that given above which find that, 40% of the respondents said that they agree about the advertisement benefit and 25% of the respondents are Strongly agreeing the ad benefit and 20% of the respondents are in neutral state and 5% of the respondents are disagreeing the same and 10% of the respondents are belongs strongly disagreeing the same. Therefore, majority of the respondents are agreeing the advertisement benefits.

6. Statistical Tools and Analysis

Analysis using one-way analysis of variance:

Null hypothesis (Ho):

There is a significant difference between gender and advertising is an intrusion of my privacy.

Alternate hypothesis (H1):

There is no substantial difference between gender and advertising is an infringement of my privacy.

Table 11

Test of Homogeneity of Variances			
Gender			
Levine Statistic	df1	df2	Sig.
242.245	4	115	.000

Table 10

Descriptive								
Gender								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly Agree	35	1.00	.000	.000	1.00	1.00	1	1
Agree	44	1.00	.000	.000	1.00	1.00	1	1
Neither Agree nor Disagree	20	1.35	.489	.109	1.12	1.58	1	2
Disagree	19	2.00	.000	.000	2.00	2.00	2	2
Strongly Disagree	2	2.00	.000	.000	2.00	2.00	2	2
Total	120	1.23	.425	.039	1.16	1.31	1	2

Table 12

ANOVA					
Gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.917	4	4.229	106.891	.000
Within Groups	4.550	115	.040		
Total	21.467	119			

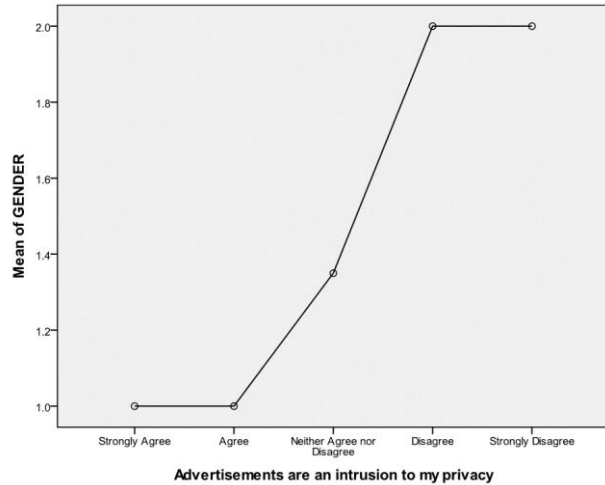


Fig. 10. Advertisements are an intrusion to my privacy

Calculated value = 106.891
 Tabulated value = 2.46
 F = F cal > F tab
 F = 106.891 > 2.46

Hence, the Alternate hypothesis [H1] is accepted.

Inference:

The calculated value of F is greater than that of the tabulated value. We therefore reject the null hypothesis and conclude that there is no significant difference between gender and advertising is an intrusion of my privacy.

Analysis using bivariate correlation:

Correlation analysis is a statistical method used to calculate the degree to which two variables are linearly connected to each other. The correlation calculates the degree of interaction between the two variables.

Null hypothesis (H0):

There is positive relationship between the comfortable in

receiving ads related to my interests and activities and ad helped in choosing the product/services.

Alternate hypothesis (H1):

There is negative relationship between the comfortable in receiving ads related to my interests and activities and ad helped in choosing the product/services.

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r = .905

Inference:

Since r is positive, there is a positive relationship between the convenience of receiving ads relevant to my interest and activities and the ad that helped to select the product/services.

7. Conclusion

A platform for social networking is an online group through which people with common interests will meet up with others. The websites for social networking have expanded tremendously since they began on Classmates.com in 1995, with such massive websites as LinkedIn, Facebook.com, orkut.com included today. Online web pages help businesses to connect to prospective customers, sell new products and get input on their existing products as well as fresh ideas for possible products through social networking platforms. While social networking sites contain a wide variety of value properties, web security and the preservation of copyrighted content are also critical concerns that must be tackled. And if they need challenges, websites for social networks continue to be one of the most basic innovations of the fashionable era as they connect many people.

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Table 13

Correlations			
		I am comfortable in receiving ads related to my Interests & Activities.	Ad helped in choosing the product/services
I am comfortable in receiving ads related to my Interests & Activities.	Pearson Correlation	1	.905**
	Sig. (2-tailed)		.000
	N	120	120
Ad helped in choosing the product/services	Pearson Correlation	.905**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

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