

THE PERCEPTUAL DIFFERENCE AMONG CONSUMERS INFLUENCED BY SOCIAL MEDIA MARKETING IN CHENNAI

ABSTRACT

The Internet continues to be the most democratic of all the mass media. With a very low investment, anyone can have a web page in the Internet. This way, almost any business can reach a very large market, directly, fast and economically, no matter the size or location of the business. With a very low investment, almost anybody who can read and write can have access and a presence in the World Wide Web. Blogging has consolidated the social media and the people everywhere are expressing and publishing their ideas and opinions like never before. The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. In today's connected world, where people are constantly connected with the web world where they compete to seek their attention, what content and sources does the consumer feel trustable and influential, is still a subject of research. Hence to fill this research gap this paper explains why, when, and how social media has impacted on consumer decision making process. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing.

On a daily basis in present-day, 100,000 tweets are sent, 684,478 pieces of content are shared on Facebook, 2 million search queries are made on Google, 48 hours of videos are uploaded to in YouTube, 3,600 photos are shared on Instagram, and 571 websites are created (James 2012). Social media is no longer just about conversations; it's about commerce. Social factors have always played a part in consumer buying habits, but the ubiquity of smart phones and social networks have taken word-of-mouth to new heights.

Most consumers around the world now carry posting and purchasing power around in their pockets with them every day. Forget going into stores to discover new products, now consumers can just scroll through their social feeds for inspiration. They no longer have to call their friends for a recommendation, they post to their social networks and crowd source unfettered responses from family, friends and perfect strangers. This is particularly true for the most coveted brand demographic

“Social media plays a major role in marketing communications. Thus all the companies started considering social media from the very first stage right from the strategy planning. The consumers who use social media during their shopping process are four times more likely to spend more on purchases than those who do not. It goes even further. Deorbit report states that shoppers are 29 percent more likely to make a purchase the

same day when using social media to help shop before or during a trip to the store. Social media influences shopping behavior in all age groups, but especially the important younger populations. The effects of social media are not something business owners can afford to overlook. Hence this research paper aims in analyzing the psychological factors that influences the consumer buying behavior, which includes motivation, perception, learning, beliefs and attitude. The perceptions consumers have on a business and its products or service have a dramatic effect on buying behavior. That's why businesses spend so much money marketing themselves, honing their customer service and doing whatever else they can to favorably influence the perceptions of target consumers.

REVIEW OF LITERATURE

Douglas holt(2016)decades ago companies were trying only for a new branding strategy. That's when many companies started hiring creative agencies and tech savvy's to introduce brands throughout the digital media. Brand building has become a huge task during the era of Facebook and you tube. Digital crowd's have become powerful cultural innovators' which is termed as crowd culture.

Eun-ju lee & edson c tandoc jr(2017) The innovations in communication technology has changed the way how the news is delivered and how it is being perceived. This has a great impact among the consumers decision making process based on the reviews which they get from the previous consumers. The likes and dislikes of the news are being shared which in turn affects the business.

Adrewj.flanagin(2017)this paper concentrates on various factors that influence social opinions and actions that influence the mass and interpersonal communications. Individuals are influenced by various factors such as socialization, obedience, compliance, persuasion and conformity. further research has to conducted that generate and test theories about how people are influenced by the opinions and action of those around them that reflects the features of a technological environment where mass and interpersonal communication process has to be made clear.

German newbaum & nicole c. Kramer(2017)interpersonal communication with family ,friends, co-workers or even strangers is considered to be a great stimuli of opinion formation and persuasion(hovland and janis(1959)'keefe,(1990)) How this interpersonal communication affects people behavior is more vital .which has a great impact over the decision making process. Investigation should also be made on the likeminded messages and how they respond to opinion disagreements within their interpersonal networks online.

Pahi M.Valkenburg(2017) This article helps to improve understanding about the self effects in social media and to compare its effects. The effects of messages cognitions, emotions, attitudes and behaviors of the

message themselves. There are many factors which independently or conjointly affect the prevalence and potency of self effects in social media.

Sebastian valenzuela, martina pina & josetina ramirez (2017) This article focuses on the generic frames influences that generally people share in a various modes emotions ,motivations and psychological engagement. Economic consequences also have a major impact in sharing news. These frames have behavioral consequences and confirms the gap that prevails between the users.

Xia liu,alvin C. burns & yingjian hou(2017)This article emphasis on the classification technique which helps their brand managers understand consumers over all attitude towards their companies as expressed in social media. The findings of the study are related to the advertising on social media. online targeted advertising assigns more relevant ads based on the content of the web pages and browsing behavior(zhang & katona 2011) which ahas increased the purchase intention (goldfark & tucker 2011)

Atanu roy, jisu huh,alexander pfeuffer & jaideep srivastava(2017)in advertizing research and praci28tice trust plays a vital role particularly in social advertising and computing trust scores for individual users of a social network is important for several applications .this study proposed trust scores in social media(TSM) algorithm for measuring individual users trust levels in social networks .research on trust in advertising field has been extremely limited and slow.

Ann-kristin kupfer,nora pahler vor der holte,raoul V.kubler & thorten nennig-thurau(2018)generally social media is considered as a medium where they can increase the sales of the product ,here they believe in framing a brand alliance which includes social media power potential, power excursion and their interaction which may lead to increase in product sales .further research can be done on influence marketing.

Anober L. Ferris and Erin E.hollenbaugh(2018)individual characteristics have both direct and indirect relationships with dependency .those with low self esteem and self cohesion were dependent upon facebook to gain personal understanding .motives were direct predictors of dependency and once individual characteristic also had indirect roles in describing the relationship between motives and goals obtained. Facebook continues to be a dominant force in the social media.

GAPS IN THE LITERATURE

After reviewing the national and international literature pertaining to social media marketing. The researcher identified two important lacunae which remains unanswered namely.

- 1)Is there any perceptual difference among social media marketing with respect to their demographics.
- 2)Is there any factor particularly influenced by most of the demographic variables consumers influenced by social media marketing

OBJECTIVES OF THE STUDY

- 1.To study the demographic people of consumer influenced by social media marketing.
- 2.To measure the influence of demographic variable of consumers on the perception towards social media marketing.

HYPOTHESIS

There is no significant influence of demographic variables in consumers in perception towards social media marketing

METHODOLOGY

This study is completely based on primary data obtained from the group of consumers influenced by the social media marketing. The researcher used to well structured questionnaire with two parts namely demographic in part A and consumer perception towards perception in part B. Part A completely composed of optional types questions ,whereas part B consist of statements in likert 5 point scale which ranges from strongly agree to strongly disagree

DATA COLLECTION

The researcher used convenience sampling method to collect 10 responses each from all the 15 zones of Chennai city. Totally the researcher is able to obtain the responses numbering 150 to conduct this research.

DATA ANALYSIS

After collecting the 150 responses the researcher coded them based on their options and a data sheet with numerical values are created . In this data sheet the researcher used both univariate and multivariate statistical tools namely KMO & barters test ,exploratory factor analysis ,one way analysis of variance and chi square analysis are used to verify the objective and test of the hypothesis.

ANALYSIS AND DISCUSSION

In this section the researcher intended to identify the significant difference that exist among the respondents. Therefore the researcher considered the social media marketing factors namely trust, authenticity, attractiveness, transparency, listening, responsiveness affirmation and loyalty. The social media marketing entirely leans upon the credibility involved in the social media marketing. The credibility is not a unique phenomena ,where in it is the combination of above mentioned factors of likert's 5 point scale which ranges from strongly agree to strongly disagree.

In the matter of first instance the researcher needs to verify the validity of 8 factors with respect to their corresponding variables after the validity. The total average scores of each factors considered for proving the existence of perceptual difference among the consumers credibility.

In order to measure the validity the researcher applied confirmatory factor analysis on the eight factor and the following results are obtained.

Table 1

Serial no	Fit indices'	Values	Bench mark
1	Chi square value	2.941	-
2	P value	0.512	> 0.5
3	Goodness of fit index	0.984	>0.9
4	Comparative fit index	0.972	>0.9
5	Normed fit index	0.969	>0.9
6	Route mean square error of approximation	0.07	≤.08

From the above table it is found that all the six fit indices satisfy the bench mark values significantly, this proves that the eight factors of consumer credibility towards social media marketing are validated with respect to the consumers influenced by the social media marketing. In the second step the researcher is duty bound to find the significant difference exist among the consumers in the sample unit, therefore the researcher applied K- means cluster analysis to identify the heterogeneous group in the sample unit. the results of the sample unit are clearly given below.

Table 2 Final Cluster Centers

	Cluster 1	Cluster 2	Cluster 3
F1	3.26	4.10	2.50
F2	3.39	4.17	4.50
F3	3.22	3.93	1.50
F4	3.15	4.13	1.00
F5	3.60	4.13	1.00
F6	3.21	4.11	2.00
F7	3.47	4.36	2.50
F8	3.30	4.08	1.50

From the above table of cluster analysis the researcher identified the existence of three different clusters namely high credible consumers, moderate credible consumers, low credible consumers. The high credible

consumers have reliability and credibility towards social media marketing. Whereas the moderate credible consumers are very unambitious and only have a moderate belief towards the information derived from social media marketing. The low credible consumers are diehards who have very strong minded approach towards social media marketing. The maximum information supplied to them through social media marketing are not able to convince them to transform in to dynamic buyers.

The perceptual difference can be further true by applying the non parametric chi square test of association as shown in the table below. In this analysis the researcher derived the cross tab between the perceptual difference among consumers and their demographic variables namely age, gender, educational qualification, income, occupation ,family type, marital status and no of dependents ,these associations are summarized in the table below.

Serial no	Demographic variable	Chi square values	Significance
1	Age	8.371	.000
2	Gender	7.502	.000
3	Educational qualification	10.546	.000
4	Income	15.081	.000
5	Occupation	11.788	.000
6	Family type	43.024	.000
7	Marital status	42.609	.000
8	No of dependents	26.743	.000

From the above table it can be ascertained that the cross tab between high credible consumers, moderate credible consumers and low credible consumers. Consumers are well associated with the demographic variables as shown in the table. This leads to the verification of the hypothesis

There is no association between consumers credibility of social media marketing and their demographic variable .

Since the chi square values are statistically significant at 5% level and concluded that there is a deep association between consumers credibility of social media marketing and their demographic variable .

FINDINGS AND CONCLUSION

It is concluded that the credibility is an important aspect towards social media marketing for transforming an ordinary buyer in to a dynamic buyer. The research revealed that there exist high credible ,moderate credible and low credible consumers towards social media marketing. There is a meticulously observed that the

demographic background is very vital in determining their credibility. It is proved that ,there is a deep association between consumer credibility and their demographic background. The social media marketing of the marketers should have the focus towards different demographic background of consumers as well as their needs and expectation. It is also concluded that the consumers with high credibility are always loyal to the marketers.

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