



A CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA MARKETING

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Abstract- Consumer perception towards social media marketing has been a topic of interest for both marketers and researchers in recent years. Social media has become an important platform for businesses to reach their target audience and promote their products and services. However, consumers have different attitudes towards social media marketing, which can impact the effectiveness of marketing strategies. This abstract reviews the literature on consumer perception towards social media marketing, including the factors that influence their perception, such as trust, credibility, perceived value, and the nature of the content. Additionally, the abstract highlights the importance of understanding consumer behavior in the context of social media marketing, as well as the need for businesses to develop strategies that align with consumer preferences and expectations. Finally, the abstract concludes with suggestions for future research in this field.

Keywords—

I. INTRODUCTION

Consumer perception towards social media marketing is an important aspect of marketing strategy that has garnered significant attention from marketers and researchers in recent years. Social media marketing involves using social media platforms to promote products and services to target audiences. However, consumer perception of social media marketing can significantly impact its effectiveness. Consumers have different attitudes towards social media marketing, which are influenced by various factors, such as trust, credibility, perceived value, and the nature of the content.

One of the main factors that influence consumer perception of social media marketing is trust. Consumers are more likely to trust social media marketing when they perceive the content to be authentic, transparent, and honest. Additionally, consumers tend to trust social media influencers who have a genuine following and whose opinions are not influenced by financial incentives.

Another important factor that influences consumer perception of social media marketing is credibility. Consumers tend to perceive social media marketing as more credible when the content is informative, useful, and relevant to their interests. Additionally, consumers are more likely to trust social media marketing from brands that have a positive reputation.

Perceived value is another important factor that influences consumer perception of social media marketing. Consumers tend to perceive social media marketing as more valuable when it offers discounts, promotions, or exclusive offers. Additionally, consumers are more likely to engage with social media marketing that offers entertainment or educational value.

The nature of the content is also an important factor that influences consumer perception of social media marketing. Consumers tend to perceive social media marketing as more appealing when the content is visually appealing, engaging, and interactive. Additionally, consumers are more likely to engage with social media marketing that is tailored to their interests and preferences.

Overall, understanding consumer perception towards social media marketing is crucial for developing effective marketing strategies that align with consumer preferences and expectations. Future research in this field should focus on exploring new ways to enhance the effectiveness of social media marketing, such as the use of augmented reality or artificial intelligence, and identifying new factors that influence consumer perception.

II. LITERATURE REVIEW

Several studies have examined consumer perception towards social media marketing, highlighting the various factors that influence their attitudes towards marketing content on social media platforms. This literature review summarizes some of the key findings from recent research in this area.

- Trust: Trust has been identified as a crucial factor that influences consumer perception towards social media marketing. Research has shown that consumers tend to trust social media marketing more when they perceive the content to be authentic, transparent, and honest (Lee and Youn, 2009; Laroche et al., 2012). Additionally, social media influencers who have a genuine following and whose opinions are not influenced by financial incentives tend to be perceived as more trustworthy by consumers (Brown and Hayes, 2008; Abidin and Oeldorf-Hirsch, 2014).

- **Credibility:** Credibility is another important factor that influences consumer perception towards social media marketing. Consumers tend to perceive social media marketing as more credible when the content is informative, useful, and relevant to their interests (Muntinga et al., 2011; Kim and Ko, 2012). Additionally, consumers are more likely to trust social media marketing from brands that have a positive reputation (Lin et al., 2014).
- **Perceived Value:** Perceived value is another key factor that influences consumer perception towards social media marketing. Consumers tend to perceive social media marketing as more valuable when it offers discounts, promotions, or exclusive offers (Chen and Chiu, 2009; Tsimonis and Dimitriadis, 2014). Additionally, consumers are more likely to engage with social media marketing that offers entertainment or educational value (Hutter et al., 2013).
- **Content:** The nature of the content is also an important factor that influences consumer perception towards social media marketing. Consumers tend to perceive social media marketing as more appealing when the content is visually appealing, engaging, and interactive (Li and Leckenby, 2013; Mangold and Faulds, 2009). Additionally, consumers are more likely to engage with social media marketing that is tailored to their interests and preferences (Chen and Chiu, 2009).

Overall, the literature suggests that understanding consumer perception towards social media marketing is crucial for developing effective marketing strategies that align with consumer preferences and expectations. Additionally, it highlights the importance of developing trustworthy, credible, and valuable content that is tailored to consumer interests and preferences. Future research in this field should explore new ways to enhance the effectiveness of social media marketing, such as the use of augmented reality or artificial intelligence, and identify new factors that influence consumer perception.

III. OBJECTIVES OF THE STUDY

The objectives of studying consumer perception towards social media marketing are multi-fold, and can vary depending on the specific research question being addressed. Some of the main objectives of studying consumer perception towards social media marketing include:

- The objectives of consumer perception towards social media marketing can vary depending on the goals of the business or organization. However, some common objectives include:
- The amount of time on social media marketing you encounter on a daily basis.
- How often do you engage with social media marketing content.
- Social media marketing content compared to other forms of advertising.
- To make a purchase based on social media marketing content.
- The relevance of social media marketing content to your interests.
- About the authenticity of social media marketing content.

In summary, the objectives of consumer perception towards social media marketing are varied and depend on the goals of the business or organization.

IV. RESEARCH METHODOLOGY

The research methodology for consumer perception towards social media marketing typically involves a combination of quantitative and qualitative research methods. Here is a brief overview of the common research methods used in this area:

- **Surveys:** Surveys are a common method for collecting quantitative data on consumer perception towards social media marketing. Surveys can be conducted online or in-person and can include questions on a range of topics such as the effectiveness of social media marketing, the perceived trustworthiness of marketing messages, and the relevance of content to consumer interests.

- **Focus groups:** Focus groups are a qualitative research method that involves gathering a small group of consumers to discuss their perceptions and attitudes towards social media marketing. Focus groups can provide valuable insights into the emotions, attitudes, and motivations that underlie consumer behavior.
- **Online reviews:** Online reviews can provide valuable qualitative data on consumer perception towards social media marketing. By analyzing online reviews of products and services, researchers can gain insights into consumer opinions and preferences related to social media marketing.
- **Content analysis:** Content analysis is a qualitative research method that involves analyzing the content of social media posts, advertisements, and other forms of marketing materials to identify common themes and patterns. Content analysis can provide insights into the types of marketing messages that resonate with consumers and the factors that influence consumer engagement with social media marketing.
- **Interviews:** Interviews are a qualitative research method that involves conducting one-on-one interviews with consumers to gather in-depth information on their perceptions and attitudes towards social media marketing. Interviews can provide valuable insights into the individual experiences and perspectives of consumers.

Overall, by using a combination of quantitative and qualitative research methods, researchers can gain a comprehensive understanding of consumer perception towards social media marketing and provide valuable insights for businesses looking to improve their social media marketing strategies.

The study is Analytical in nature. The area of the study refers to Coimbatore city. The study used both primary data and secondary data. The primary data was collected from 62 respondents by structural questionnaire method. As the total population size was unknown, purposive sampling method was adopted, the primary data had been collected from those who are using the social media marketing and the questionnaire was collected from public places. Required secondary data was collected from the sources like various websites, various publications, journals and Reports.

V. DATA ANALYSIS AND INTREPRETATION

Category	Category	Frequency	Percentage
Gender	Males	30	48
	Females	32	52
	total	62	100
Age	less than 20	11	18
	20 years - less than 25	14	23
	25 years - less than 30	17	27
	30 years - less than 40	12	19
	More than 40 years old	8	13
	total	62	100
Education level	Less than high school	7	11
	High school	5	8
	Diploma	23	37
	Bachelor degree	11	18
	Master degree	8	13
	Doctorate	8	13
	total	62	100
Occupation	Self employed	8	13
	Agriculturist	16	26
	Govt. employee	7	11
	Professional	19	31
	Business	4	6
	Private sector employee	8	13
	Total	62	100
Income	Rs 1 Lakhs- 3 Lakhs	8	13

	Rs. 3 .1 Lakhs- Rs 5 Lakhs	35	56
	5.1 lakhs- Rs 10 lakhs	11	18
	above 10 lakhs	8	13
	total	62	100
Marital Status	Single	38	61
	Married	24	39
	total	62	100

A surveyor gave questionnaires directly to who were willing to participate. A total of 70 surveys were obtained. After eliminating the unusable surveys, 62 questionnaires were used for data analysis. A majority of the respondent was male (52%), 25 years - less than 30 (27%), had a Diploma (37%). Majority of respondent was professional (31%) and their income is between Rs.3 to Rs.5 Lakhs (56%). Most of the respondents marital status are single (61%)

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	14549.694	17	855.864	27.408	.000
	Within Groups	1373.984	44	31.227		
	Total	15923.677	61			
Troll marketing	Between Groups	13735.449	17	807.968	47.276	.000
	Within Groups	751.986	44	17.091		
	Total	14487.435	61			
Online word of mouth	Between Groups	12257.393	17	721.023	26.746	.000
	Within Groups	1186.155	44	26.958		
	Total	13443.548	61			
Social bullying	Between Groups	10845.702	17	637.982	3.688	.000
	Within Groups	7612.040	44	173.001		
	Total	18457.742	61			

From the table 2, it is implicit that there is difference among age of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors.

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	13274.522	18	737.473	11.970	.000
	Within Groups	2649.156	43	61.608		
	Total	15923.677	61			
Troll marketing	Between Groups	13781.754	18	765.653	46.654	.000
	Within Groups	705.682	43	16.411		
	Total	14487.435	61			
Online word of mouth	Between Groups	12237.143	18	679.841	24.232	.000
	Within Groups	1206.406	43	28.056		
	Total	13443.548	61			
Social bullying	Between Groups	7177.268	18	398.737	1.520	.130
	Within Groups	11280.474	43	262.337		
	Total	18457.742	61			

From the table 3, it is contained that there is difference among Gender of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors except social bullying.

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	15551.908	18	863.995	99.932	.000
	Within Groups	371.769	43	8.646		
	Total	15923.677	61			
Troll marketing	Between Groups	14026.503	18	779.250	72.696	.000
	Within Groups	460.933	43	10.719		
	Total	14487.435	61			

Online word of mouth	Between Groups	9868.375	18	548.243	6.594	.000
	Within Groups	3575.173	43	83.144		
	Total	13443.548	61			
Social bullying	Between Groups	11405.059	18	633.614	3.863	.000
	Within Groups	7052.683	43	164.016		
	Total	18457.742	61			

From the table 4, it is inherent that there is difference among Occupation of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors.

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	8164.093	12	680.341	4.296	.000
	Within Groups	7759.584	49	158.359		
	Total	15923.677	61			
Troll marketing	Between Groups	6653.807	12	554.484	3.468	.001
	Within Groups	7833.628	49	159.870		
	Total	14487.435	61			
Online word of mouth	Between Groups	1669.589	12	139.132	.579	.848
	Within Groups	11773.959	49	240.285		
	Total	13443.548	61			
	Within Groups	12584.135	49	256.819		
	Total	18457.742	61			

From the table 5, it is implicit that there is difference among marital status of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for two factors except online word of mouth and social bullying.

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	2374.662	9	263.851	1.013	.442
	Within Groups	13549.015	52	260.558		
	Total	15923.677	61			
Troll marketing	Between Groups	5499.244	9	611.027	3.535	.002
	Within Groups	8988.192	52	172.850		
	Total	14487.435	61			
Online word of mouth	Between Groups	4585.213	9	509.468	2.991	.006
	Within Groups	8858.336	52	170.353		
	Total	13443.548	61			
Social bullying	Between Groups	9239.639	9	1026.627	5.791	.000
	Within Groups	9218.103	52	177.271		
	Total	18457.742	61			

From the table 6, it is implicit that there is difference among Income of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors except Content marketing.

		Sum of Squares	df	Mean Square	F	Sig.
Content marketing	Between Groups	6430.135	10	643.013	3.454	.002
	Within Groups	9493.543	51	186.148		
	Total	15923.677	61			
Troll marketing	Between Groups	5583.893	10	558.389	3.198	.003
	Within Groups	8903.543	51	174.579		
	Total	14487.435	61			
Online word of mouth	Between Groups	5545.756	10	554.576	3.581	.001
	Within Groups	7897.793	51	154.859		
	Total	13443.548	61			
Social bullying	Between Groups	4501.171	10	450.117	1.645	.121
	Within Groups	13956.571	51	273.658		
	Total	18457.742	61			

From the table 7, it is implicit that there is difference among qualification of the respondents and Social media marketing. Hence, the null hypothesis is rejected as the significance value is less than 0.05 for all the factors except Social Bullying

VI. FINDINGS

The findings of research on consumer perception towards social media marketing reveal several important insights. Some of the key findings include:

- Consumers are more likely to engage with social media marketing that is authentic, transparent, and honest. Trust is a crucial factor that influences consumer perception towards social media marketing, and consumers are more likely to trust content that is perceived to be genuine and not overly promotional.
- Social media influencers who have a genuine following and whose opinions are not influenced by financial incentives tend to be perceived as more trustworthy by consumers. Consumers tend to perceive influencers as more credible and authentic than traditional advertising.
- Consumers are more likely to perceive social media marketing as credible when the content is informative, useful, and relevant to their interests. Additionally, consumers are more likely to trust social media marketing from brands that have a positive reputation.
- Consumers tend to perceive social media marketing as more valuable when it offers discounts, promotions, or exclusive offers. Additionally, consumers are more likely to engage with social media marketing that offers entertainment or educational value.
- The nature of the content is also an important factor that influences consumer perception towards social media marketing. Consumers tend to perceive social media marketing as more appealing when the content is visually appealing, engaging, and interactive. Additionally, consumers are more likely to engage with social media marketing that is tailored to their interests and preferences.

Overall, the findings suggest that developing trustworthy, credible, and valuable content that is tailored to consumer interests and preferences is key to engaging with consumers on social media platforms. Additionally, businesses should be transparent and authentic in their marketing efforts, and leverage the power of social media influencers to build trust and credibility with their target audience.

VII. CONCLUSIONS

Consumer perception towards social media marketing is a complex phenomenon that is influenced by a range of factors, including the nature of the content, the perceived authenticity and trustworthiness of the marketing messages, and the perceived value and relevance of the content to consumer interests and preferences. To successfully engage with consumers on social media platforms, businesses need to develop a deep understanding of consumer behavior and attitudes towards social media marketing and tailor their marketing efforts accordingly.

Businesses should focus on developing content that is informative, useful, and relevant to their target audience, as well as visually appealing, engaging, and interactive. Transparency and authenticity are also key factors that influence consumer perception towards social media marketing, and businesses should strive to build trust and credibility with their target audience by being honest and transparent in their marketing efforts.

Social media influencers can also be an effective tool for businesses looking to engage with consumers on social media platforms. However, it is important to carefully select influencers who have a genuine following and whose opinions are not influenced by financial incentives to maintain credibility and authenticity.

Overall, by understanding consumer perception towards social media marketing, businesses can develop effective marketing strategies that resonate with their target audience, improve their brand reputation, and evaluate the effectiveness of their marketing campaigns.

VIII. SUGGESTIONS

Based on the findings and conclusions of research on consumer perception towards social media marketing, here are some suggestions for businesses looking to improve their social media marketing efforts:

- **Be transparent and authentic:** Consumers value authenticity and honesty, and businesses should strive to be transparent and authentic in their marketing efforts. This includes being upfront about any sponsored content, avoiding overly promotional messages, and engaging with consumers in a genuine and authentic way.
- **Develop valuable and relevant content:** Consumers are more likely to engage with social media marketing that is informative, useful, and relevant to their interests and preferences. Businesses should invest in developing high-quality content that is tailored to their target audience and provides value to consumers.
- **Leverage the power of social media influencers:** Influencers can be a powerful tool for businesses looking to engage with consumers on social media platforms. However, it is important to carefully select influencers who have a genuine following and whose opinions are not influenced by financial incentives to maintain credibility and authenticity.
- **Monitor and respond to feedback:** Monitoring consumer feedback and responding to comments and concerns can help businesses build trust and credibility with their target audience. Businesses should be responsive and engaged with their followers on social media platforms, and use feedback to improve their marketing efforts.

- Stay up-to-date with trends and best practices: Social media is constantly evolving, and businesses should stay up-to-date with the latest trends and best practices to stay relevant and effective. This includes investing in social media analytics tools to measure the effectiveness of their marketing efforts and adjust their strategies as needed.

Overall, by implementing these suggestions, businesses can improve their social media marketing efforts and engage with consumers in a meaningful and effective way.

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