

A study to measure Consumer Perception on Social Media

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ABSTRACT

The social media is quite popular in today's era not only among individuals but also among the companies, So the present study measured the consumer perception on social media. In order to attain the objective study selected 98 respondents, who were studying in various management institutions. To fulfill the objective Descriptive statistics have been used. The studies conclude that consumer perception influences positively the social media. The study also believed that continuous usage of social media is problematic to health, if is used wisely it provides a lot of information. (Vinerean et.al (2013).

Keywords :Social media, Consumer behavior, Preception,

Introduction:

Marketers are searching for idea to base their marketing strategies an emerging trend of entertainment industry and social media has filled this gap (Arli2017). The social media is quite popular in today's era not only among individuals but also among the companies. It has status of backbone (Zulqurnain et.al(2021). It is today's global phenomena. With the help of social media one can easily gather any information and it have a direct effect on the mind of the persons. This provides a platform to communicate globally with each other through different social networking sites like facebook, instagram, whatsapp, twitter etc. Facebook continues to dominate the social media space (93%) with an average of eight and a half hours a week on that site (Sensis2015

Globally, the companies are using the social media platform to communicate with consumers and provide the information about their product electronically. Social media provides the opportunity to people to communicate and share posts and topics (Bhor2018). This helps both the parties business organizations as well as consumers. Business organizations are able to advertise their products and services and are able to earn better and on the other side consumers are able to get relevant information as individuals are not using the social media only for entertainment purpose but also using social networking sites for useful purposes.

In India, social media provides of this subject in a region experiencing rapid transformation. With the help of social media, people are getting attracted towards the new products.

Social media is playing an important role in changing the consumer perceptions. 81% of consumers purchasing decisions are influenced by social media. Social media usage influences consumer satisfaction in the stages of information search and alternative evaluation. The constructs like corporate reputation, emotional appeal, informativeness, creativity, irritation, and materialism were considered to affect the attitude, which in turn

influenced the behavioral intention of consumers. Almost the studies have found the positive impact of social media on marketing activities as according to consumer.

REVIEW OF LITERATURE

Bond *et.al* (2010) the study has been done on social media advertising, an implication for effective communication. The research methodology followed qualitative approach. The findings of the research showed that social media vigorously communicating and impacting brand loyalty and engagement.

Vinerean *et.al* (2013) conducted a study to identify the different types of social media users and segmentation of users. The study was conducted using linear model taking into consideration 236 social media users. The findings of study was that social media have positive and direct impact on the respondents through online advertisement.

Ongun *et.al.* (2013) conducted a study on nature of human in relation to social media stated that a man is a social animal. The sample size selected 150 out of 600 who were over 18 years of age in the city of Istanbul. The study found the reasons intrinsic the attitude and perceptions of the choice of being facebookless. The data was analysed and classified using SPSS v.18 software using frequency and t-test measure tools.

Xia (2013) conducted a study on changing the balance of power and dynamics of communication which effects the company's responses in consumer criticism in social media. The sample size of 173 mainly includes females (74%) using Co relation. The findings of the study symbolize that an unprotected response leads to more positive behavioral results without harming product quality perception. The research further identified the brand personality and present relationship strength as the negotiator of consumer responses.

Smith (2014) conducted a study to access consumer perception of a brand's social media marketing. The study has been done on 195 respondents. The study found that social media now a days partaking consumers in order to compete to the market. This study also found that social media emerged as a new marketing tool.

Labrecque (2014) conducted a study on fostering consumer- a brand relationships in social media environment as the role of parasocial interactions. The study had been done using SEM for 185 participants. The findings of the study revealed the sense of feeling connection with the brand went beyond the interaction itself.

Zuqurnain *et.al.* (2016) conducted a study to analyze impact of social media of social media on consumer perception towards buying a product. The research had been done on 145 people using the 5 likert scales and linear multiple regression analysis. The findings of the study depicted that social media had measurable impact on buying decisions of the customer.

Shivinkiet *et.al.* (2016) conducted a study to observe the impact of firm- created and user-generated social media communication on brand. The sample size of 504 facebook user and 60 brands across 3 different industries were taken for the study using SEM. The findings of the study showed that social media communication (user generated) had a positive leverage on both brand equity and attitude whereas social media communication (firm created) affected only brand attitude.

Lim *et.al.* (2016) investigate consumer interpretation of brands created by consumers. The findings suggest that consumer generated vedios have little positive impact on destination brand.

Yadav *et.al* (2017) conducted a study on use of social media to gain information on preferred products with the best price options. The study consisted of 55 respondents ,the sample includes 21 females and 34 males and Structure Equation Modelling had been used. This study substantiated 15- items, 5 dimensional scale for estimating preceived

SMMA of e-commerce. Further it revealed that estimated SMMA positively influenced purchase intention and brand equity.

Akkayaet.al.(2017) examined the effects of consumer perceptions about social media advertisements on the attitude, behaviours and purchase intention. Researchers used the Structure Equation Modelling for the research. This study found that social media affect purchase intention positively.

Arli (2017) analysed the impact of social media features towards consumer attitude towards the brand. The sample size of the study was 724 and SEM was conducted using AMOS. The findings of the study provide insights into the impact of different features of social media which will be useful for academics interested in social media.

Benetoliet.al.(2018) conducted a study to investigate the advantages and disadvantages of using social media for health related purposes from consumer's outlook. The study depicted that the social media had both the sides as useful and harmful for consumers.

Alanwan(2018) the study conducted to identify and test the major factor in relation to social media advertising that could forecast to purchase intention. The data was collected by applying a questionnaire survey of 437 participants using SEM. The findings of the study validate significant impact of consumer performance anticipation, interactivity and precieved relevance on purchase intention.

Chen (2018) the study was conducted to stout college age young consumers perception of instagram and instagram marketing. The study was conducted using qualitative research. The findings showed that the participants elutidation of instagram to provide a quirky context and form a critical referential framework for them to elutidate information on instagram.

Voramontriet.al.(2019) conducted a study to research the role of social media in consumer decision making process for making purchases. The study conducted using EBM model. The results of the study showed social media usage influenced consumer satisfaction positively.

Wang et.al.(2019) conducted a study to develop a model exemplifying how social commerce characteristics impact consumer behavior and assist social commerce benefit from extrinsicprospective. The study had been done on poplution size 408 using co relation. The study found that consumer's intent is positively associated with future behavior and gender equitable the impact of behavior on social commerce advantages.

Aljumahet.al.(2019) conducted a study to investigate the impact of social media marketing communication on consumer response during COVID-19. The research was done using SEM model. The result of the study depicted that the customer based brand equity illustrated the relevant indirect impact of social media.

Klepeket.al. (2020) conducted a research to identify the demographic factors are related to functional and hedonistic attitude towards the fan page and overall social media page on facebook. A quantitative survey was conducted on a representative sample of 454 users. The study was conducted using Chi – square statistics. The research showed that there is no evidence that age or gender relates to any attitudinal measures towards brand on social media like facebook.

Wibowoet.al(2021) examined the role of social media marketing activity and customer experience. The 413 online questionnaire surveys were and analyzed using smartPLS3. VIF analysis was conducted to check the multicollinearity. The results show that SMMA and CX have significant influence on the customer relationship quality, which leads to a positive impact on customer behavioral outcomes.

MATERIAL AND METHODS:

OBJECTIVE: To measure the impact of social media on consumer perception.

RESEARCH DESIGN: Descriptive research has been used to measure the impact of social media on consumer perception.

PARTICIPANTS: To analyze the consumer perception, the study selected respondents of students from Haryana. To collect the data convincing sampling has been used. The study selected 150 students as a total population, after the data cleaning process 98 respondents' data have been used.

SAMPLE SIZE: To achieve the objective 98 respondents who are presently studying in management institutions in Haryana.

TOOLS AND DATA COLLECTION PROCEDURE: To achieve the objective, semi structured questionnaire has been used. The data was collected from various private institutions from Haryana. The data was collected in the form of semi- structured questionnaire on the liker 5.0 rating scale. For obtaining data questionnaire was administered in front of students. After that respondents were able to respond the questionnaire.

DATA ANALYSIS: In order to fulfill the objective descriptive statistics has been used.

Result and Interpretation

Platform having highest anti-discriminatory laws

	Frequency	Percent	Valid Percent	Cumulative Percent
facebook	23	23.5	23.5	23.5
twitter	32	32.7	32.7	56.1
instagram	18	18.4	18.4	74.5
linkedin	17	17.3	17.3	91.8
reddit	8	8.2	8.2	100.0
Total	98	100.0	100.0	

Table 1.1

Purpose of using social media website

	Frequency	Percent	Valid Percent	Cumulative Percent
To socialize casually	52	53.1	53.1	53.1
To promote products and services	26	26.5	26.5	79.6
event planning	8	8.2	8.2	87.8
To find suitable data	12	12.2	12.2	100.0
Total	98	100.0	100.0	

TABLE 1.2

Using social media accounts to login to the other websites

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	23	23.5	23.5	23.5
no	44	44.9	44.9	68.4
not sure	31	31.6	31.6	100.0
Total	98	100.0	100.0	

TABLE 1.3

which social media websites visit most frequently

	Frequency	Percent	Valid Percent	Cumulative Percent
whatsapp	19	19.4	19.4	19.4
instagram	38	38.8	38.8	58.2
facebook	12	12.2	12.2	70.4
youtube	29	29.6	29.6	100.0
Total	98	100.0	100.0	

TABLE 1.4

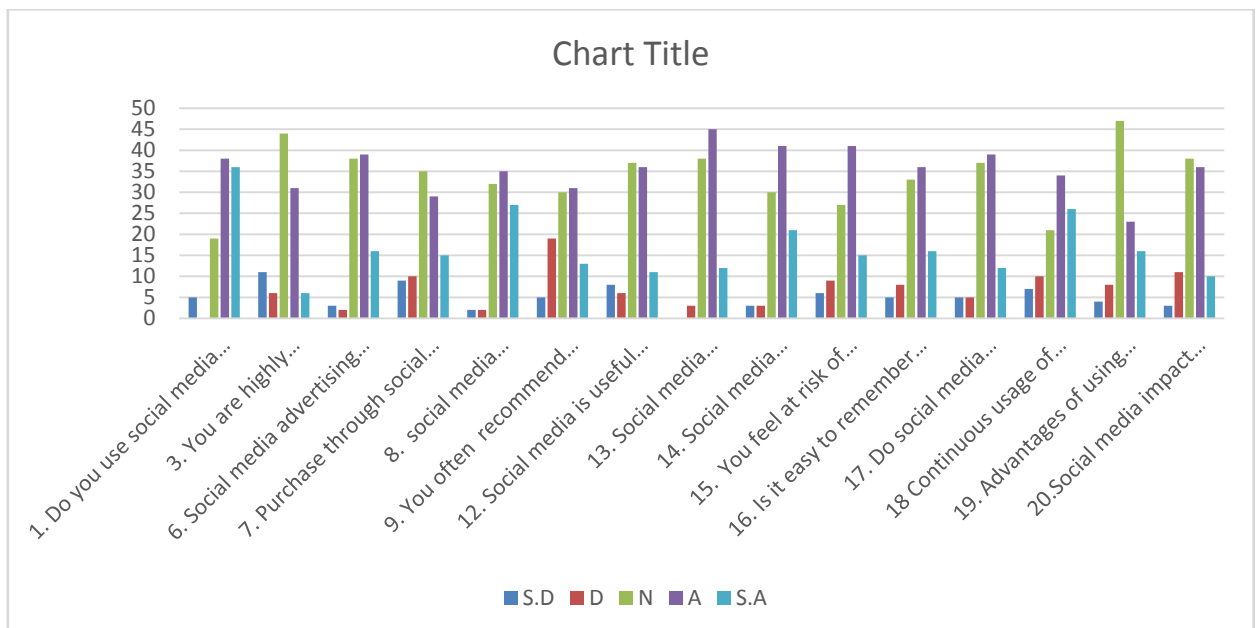
Age group using social media at most

	Frequency	Percent	Valid Percent	Cumulative Percent
upto 20	44	44.9	44.9	44.9
20-30	47	48.0	48.0	92.9
30-40	7	7.1	7.1	100.0
Total	98	100.0	100.0	

Table 1.5

ITEMS	S.D	D	N	A	S.A
1. Do you use social media frequently?	5	0	19	38	36
3. You are highly dependent on social media.	11	6	44	31	6
6. Social media advertising is valuable source of information.	3	2	38	39	16
7. Purchase through social media advertising is recommendable.	9	10	35	29	15
8. social media advertising influence product choices.	2	2	32	35	27
9. You often recommend a product to your	5	19	30	31	13

online community.					
12. Social media is useful for learning.	8	6	37	36	11
13. Social media advertising keeps me up to date about products and services available in the market.	0	3	38	45	12
14. Social media advertising a valuable source of information about latest fashion.	3	3	30	41	21
15. You feel at risk of getting a virus while clicking an advertising link on social media?	6	9	27	41	15
16. Is it easy to remember the brands which are once advertised through social media?	5	8	33	36	16
17. Do social media advertisement influence people to purchase things that they do not really need?	5	5	37	39	12
18 Continuous usage of social media is a problematic issue	7	10	21	34	26
19. Advantages of using social media overweighs disadvantages.	4	8	47	23	16
20.Social media impact positively on consumer preception.	3	11	38	36	10



Interpretation :

From the table 1.6, it is clear that most of the respondents(11) who responded are strongly disagree that they are highly dependent on social media and also the people(9) does not recommend purchases through social media. It is also made clear that (8)respondants are strongly disagree that social media advertising influence the choices of products. From the table 1.6 it can also be understood that only 2 respondents are strongly disagree with

the fact that social media advertisement influence choices. However, it is also made clear from table 1.6 that fewer respondents (3) who responded are strongly disagreeing the fact that social media platform provide valuable information of all types including latest fashion and believe that social media impact positively. Table (1.6) also shows that many respondents (44) responded neutrally on highly dependence on social media and 47 respondents believed that advantages of social media outweighed disadvantages. It further can be analyzed from Table 1.6 that many respondents (38) behave neutrally on the fact that social media impact positively on consumer perception and risk of getting virus due to opening of any link in the social media (27). From the table 1.6 it can be observed that 36 respondents out of all are strongly agree with the fact that they use social media frequently. It can also be observed from the Table 1.1 that social media advertising influence product choices (27 as reverted by 98 respondents). 26 respondents are strongly agreeing that social media is a problematic issue. From the above table it can be analysed that fewer respondents (6) are strongly agreeing the fact that they are highly dependant on social media and 11 respondents are strongly agreeing the fact social media is helpful in learning . From table 1.2 it can be observed that 52 respondents of all use social media to socialize casually. Further, it can be observed from table 1.3 that 23.5% respondents use social media to login to other sites or applications. From table 1.4 and 1.5 it can be analysed that age group 20-30 use social media frequently and that too instagram more often. From table 1.1 it is being analyzed that 32.7% respondents thought that twitter has the highest anti-discriminatory laws.

DISCUSSION:

Now a days every one uses social media, it plays a crucial role in everyone's life. The main objective to this study to observe the consumer preception about the social media and from this study it is observed that people use social media frequently and are dependent on social media and believed that social media keep them updated about the latest fashion and advertising is the recommendable but it is also believed that sometimes social media influenced people to purchase those things which they really don't need. Social media advertising influences the product choices also. But at the same time, people believed that continuous usage of social media is problematic to health, if is used wisely it provides a lot of information.

In the study of Measuring consumer preception on social media Vinerean *et.al* (2013) also supports social media have positive and direct impact on the respondents through online

advertisement. lastly concluded that consumers have the positive perception about the social media that social media influences consumers positively.

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