



CONSUMER ATTITUDE TOWARDS SOCIAL MEDIAMARKETING

K.SHAJITHA¹,

Ph.D Research Scholar (Commerce) (Reg. No: 19213281012022),

Department of Commerce, Women's Christian College, Nagercoil – 629001,

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,

Tirunelveli-627012, Tamil Nadu, India.

Email: shajitha.khader@gmail.com

Dr.P.JESINTHA²

Assistant Professor,

Department of Commerce, Women's Christian College, Nagercoil – 629001.

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,

Tirunelveli-627012, Tamil Nadu, India.

Email: joesahayajeba@gmail.com

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Abstract

Internet and especially social media have changed the world into virtual mode. Social media provide a virtual space for consumers to communicate to the people across the world which also ends in consumer socialization. Social media has covered up with lots of advantages as it helps to communicate with people, connects consumers and businesses, develop a relationship and foster their relationship at low cost. Even though social media was considered as a most powerful business medium, yet there is a lack of understanding that how consumers perceive social media marketing messages. Consumers' attitude towards social media marketing is considered as an important predictor of their behavioral response towards anything in accordance with the extent of favors or disfavor. Most of the factors play a significant role in influencing attitude of consumers towards social media marketing. The purpose of this study was to examine the factors determining consumers' attitude towards social media marketing and also the impact of social media marketing on online purchases of consumers. Survey questionnaire were used to collect data from nearly 550 respondents. The results of the study show that a demographic factor such as marital status and occupation creates a greater impact among consumers towards social media marketing. Based on consumer's attitude towards social media marketing, they always try to keep up with new fashion, and get attracted towards various offers which make them elated and comfortable.

Keywords: Social media, Marketing, Consumer, Attitude, Socialization

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1. Introduction

Social media has become a center points in the field of both marketing and advertising. Social media websites provide users a cybernetic area that fosters peer conversation and a new kind of sociability. Consumer communication was thought to affect customers' cognitive, affective, and behavioural views. A person's long-lasting positive or negative appraisal, emotional reaction, and action patterns toward a concept or item are referred to as their attitude. There is little theoretical and empirical research on the effectiveness of social media marketing and how it affects consumer attitudes, despite the rapid rise of social media and associated commercial fervour. (Ahmad & Khan, 2017).

The way that consumers feel about social media marketing is a good indicator of how effective it is. Understanding the elements that influence consumer trust and behavioural intentions in social media marketing is crucial because it is still in its infancy. It was crucial to address it because internet infrastructure was underdeveloped in many countries and social media marketing is still in its early stages (McLean & Wilson, 2016). It was shown that a lack of understanding about consumer motivations and attitudes is a factor in the ineffectiveness of social media marketing techniques.

When adopting new products, consumers need to have faith in the suppliers because technology can take many various shapes (Brindha N and Radhakrishnan, 2021). Consumer attitudes in relation to a person's beliefs, level of self-awareness, emotional state, and information quality may be seen as predictors. Information quality is the understanding of how a website can provide consumers with value, efficacy, or any other kind of benefit (Clemons, 2009). Further discussion of the importance of exploring trust and usefulness to comprehend these ideas was

offered as a way to improve adoption. Buyers' expectations that sellers won't act opportunistically or take advantage of the circumstance, but rather will act in a trustworthy, moral, and respectable manner, honouring their responsibilities even when customers are somewhat susceptible, form the foundation of trust.

Additionally, customers look for the right amount of stimulation in the behaviours they choose. The consumer's mindset and level of self-awareness are significant factors of their attitudes toward social media marketing, as are their beliefs, which act as a catalyst for embracing novelty in a technology environment (Khalid, 2020). This study's main goal is to examine consumer attitudes toward social media marketing from various determinants' and impacts' perspectives. Here, the variables of a person's beliefs, self-consciousness, consumer mindset, and information quality factors describe behaviour consequences (DeMers J, 2014).

2. Review of Literature

Manish Dhingra, Rakesh K. Mudgal, Vaishali Dhingra (2020) in this study explores that the popularity of social media advertising has been growing with each day among business organizations as well as consumers. Several factors play important role in influencing the attitude of consumers toward social media advertising. Previous studies examined the impact of different factors on consumers' attitude toward social media advertising (hereafter CATSMA). The literature available on this issue is although wide but largely fragmented. Less efforts have been done in the past for integrating the findings of previous studies and identifying the factors which have most significant influence upon CATSMA. In this study research papers related to advertising, marketing and management were collected from refereed journals for reviewing the literature. This study carried out a



systematic literature review of the factors which influence CATSMA and literature is summarized by identifying the factors that primarily influence CATSMA. The paper will establish a strong base for future research on social media advertising.

3. Statement of the Problem

Social media marketing are involved in engaging wide range of consumers on internet and are providing huge opportunities for business organization. The problem with this growth of social media is majority of the individuals who use social media for product reviews and news has the capacity to positively or negatively influence business reputation or profits (Hoffman, 2000). The main issue organizations are facing now-a-days was they were not able to identify consumer attitude and generate their attention towards their product. It's important to identify the attitude of consumers towards social media, as it was filled up with various influencing factors such as Informativeness, Trust, self-consciousness, consumer's state of mind and information Quality (Ianni & Ianni, 2000). There is a need of research to explore the factors that determining consumer's attitude towards social media marketing. This research would be helpful in fulfillment of these problems and would help the organizations to engage consumer towards their products.

4. OBJECTIVES OF THE STUDY

The following specific objectives have been formed to achieve the study goals:

1. To find out the consumer's attitude towards social media marketing.

2. To analyze the impact of social media marketing on online purchases of consumers.

4.1 Research Methodology

In due consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. Respondents has selected from the population as per the convenience. Data has collected from 550 respondents from the Kanniyakumari district. The sampling method used in this study was simple random sampling.

A) Data Source: This study is both descriptive and analytical in nature and hence both primary and secondary data have used for the study.

Primary Data: It has collected from the respondents directly with the help of questionnaire.

Secondary Data: Secondary data has collected from various Books, and Websites.

4.2 Limitations of the study

- Because the study's findings are entirely dependent on the fieldwork conducted in the Kanniyakumari district, the analysis for other socio-cultural diversity may change.
- The limitations of the COVID-19 did not allow for a more in-depth review of the study through focus group discussions and interviews.

5. Consumers' Attitude towards Social Media Marketing

Social media marketing has becoming highly significant also as convenient for the businesses and helping them in using it as a tool for marketing, external promotions, consumer management, and as an inside channel for employee communications. The study is to examine consumers' attitude towards social media marketing by using T-statistics.



Table No.1 Consumers' attitude towards Social Media Marketing

Sl. No	Attitudes	Gender		T-Value	P-Value
		Male	Female		
A)	Person's Belief				
1	Cash on delivery method would be protective	3.631	3.709	1.174	.110
2	Comfortable in surfing	3.659	3.634	0.008	.298
3	Simple procedure	3.489	3.723	3.630	0.032*
4	Useful and approachable	3.581	3.645	0.795	.310
5	Easy to Access	3.524	3.675	1.639	.118
B)	Self-Consciousness				
6	Excited for favorite brands	3.663	3.802	0.809	.179
7	Elated by usage of certain products	3.503	3.802	4.058	0.007*
8	Comfortable and happy	3.535	3.604	1.591	.121
9	Confused over information regarding different products	3.677	3.638	1.285	.188
10	Don't think or care too much while purchasing	3.702	3.761	3.755	0.022*
C)	Consumers' State of Mind				
12	Response to Enquiry	3.680	3.503	0.212	.256
13	Satisfied with price of a product	3.546	3.626	1.892	.144
14	Using familiar web stores	3.007	3.007	0.314	.224
15	Keep up with new fashion	3.546	3.638	3.740	0.017*
16	Attraction towards offers	3.549	3.697	4.530	0.010*
D)	Information Quality				
17	Comparison on prices and Quality of products on different sites	3.648	3.742	6.696	0.001*
18	Frequent sharing of information about products	3.471	3.895	5.310	0.004*
19	Look for security locks in the website before placing order.	3.620	3.611	1.182	.211
20	Good quality of products	3.514	3.541	0.740	.312
21	Surfing social media for finding new products and Information	3.383	3.787	2.600	0.041*

Source: Primary Data

Significant level @ 5%

The most important attitude of consumers towards social media marketing among male is 'Frequent changing of brands for certain products', 'Don't think or care too much while purchasing', 'Response to Enquiry', since their mean scores are 3.716, 3.702 and 3.680. The most important attitude of consumers among

female is 'Frequent sharing of information about other products', 'Excited for favorite brands', 'Elated by usage of certain products', since their mean scores are 3.895, 3.802 and 3.802.

Regarding the attitude of male and female consumers towards social media marketing, the significant difference has been identified in



case of 'Simple procedure', 'Elated by usage of certain products', 'Don't think or care too much while purchasing', 'Keep up with new fashion', 'Attraction towards offers', 'Comparison on prices and Quality of products on different sites', 'Frequent sharing of information about products' and 'Surfing social media for finding new products and Information', since their T statistics was significant at 5% level.

6. Demographic Profile and Impact of Social Media Marketing on Online Purchases of Consumers

Social media is infused with enormous feature which creates a larger impact among people around the world. Thus, the study was an attempt to analyze about the impact of social media marketing on online purchases of consumers by applying Multiple Regression Analysis. It was combined with demographic profile of respondents.

Table No. 2 Impact of Social Media Marketing

Sl. NO	Variables	Un-Standardised Co-Efficient		Standardised co-efficient	t	P-Value
		B	Std. Error			
	Constant	72.428	2.923		24.779	<0.001
1	Gender	.269	.802	.014	.336	.737
2	Age	.423	.586	.041	.722	.470
3	Marital Status	3.283	.850	.194	3.863	<0.001*
4	Religion	.810	.489	.073	1.658	0.098
5	Education	.742	.325	.095	2.281	0.023*
6	Occupation	-1.297	.450	-.119	-2.883	0.004*
7	Family Income	-.444	.218	-.097	-2.036	0.042*
8	Area	.838	.588	.059	1.426	.154
9	Nature of Family	1.078	.805	.056	1.340	.181

Source: Primary Data

A regression is a statistical tool used to explain the variation of one dependent based on the variation in one or more independent variables. The general multiple linear regression models is of the type

$$Y = a + b_1x_1 + b_2x_2 + b_nx_n$$

Where y is the dependent variable and $X_1, X_2, X_3, \dots, X_n$ are the independent variables expected to be related to y and expected to explain or predict y. $b_1, b_2, b_3, \dots, b_n$ are the co-efficient of the respective independent variables.

In this study, multiple regression analysis is used to explain the dependent variable Impact of social media marketing based on the variation of nine independent variables. Independent variables include gender, age, marital status, religion, education, occupation, income, area and nature of family.



Significant level @ 5%

From the above table it can be inferred that the R² value is 0.876 and t- tests for significance of individual independent variables indicates that marital status, occupation, education and family income are at 5 percent level of significance. Hence, gender, age, religion, area and nature of family are not statistically significant. The regression equation inferred is

$$\text{Impact of social media marketing (Y)} = 72.4 + .269 (\text{Gender}) + .423 (\text{Age}) + 3.28 (\text{Marital Status}) + .810 (\text{Religion}) + .742 (\text{Education}) - 1.297 (\text{Occupation}) - .444(\text{Family Income}) + .838 (\text{Area}) + 1.07 (\text{Nature of Family})$$

The equation obtained above means that impact of social media marketing have the positive impact on gender, age, marital status, religion, education, area and nature of family and negative impact on occupation and family Income.

The multiple regression components (dependent variable) are found to be statistically a good fit as R² value is 0.87. It shows that two independent variables contribute at about 87 percent on impact of

8. Conclusion

Thus, the study concluded that usage of social media marketing on daily times is progressing along with the advancement of modern technology. The development in technology fosters versatile opportunities and at the same time poses challenges for both marketers and consumers. Social media marketing is the advanced marketing tool for marketers and traders. Finally, attitude of consumers towards social media marketing seems to be good and it is a fast growing technique in that district.

social media marketing. Hence, the two variables such as marital status and Occupation create a greater impact on social media marketing among consumers.

7. Suggestions

- Consumers have positive attitude towards social media marketing practices; they consider social media marketing more interesting, innovative, informative and interactive as compare to traditional one.
- Consumers were not satisfied with the quality of products. Marketers should provide certain assurance to the quality and also they should provide Guarantee for their products.
- Some of the stores were not easily approachable for consumers. So the marketers should make sure that products or sites which have been advertised could be useful and approachable.
- Consumers should be aware about the secured websites before placing an order. They should look for the secured server.

R value	R ² value	D.fv ₁	D.fv ₂	F value	Significance
.936	.876	9	540	7.628	< 0.001



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