



## A study on consumers' perceptions of social media marketing

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### Abstract

It is a method of employing social media websites to attract the attention of individuals. These projects aim to create compelling content that will capture the attention of readers on social media and motivate them to share the content on their social networking sites. Electronic informal refers to any information shared on social networks, such as short messages, data on a product or service, a brand, or a company. When a user shares information about a product/service/brand/company on social media, it gets shared by other users on different social networks. If the information is shared by a trustworthy source, it becomes a positive form of promotion for the product, surpassing the effectiveness of paid advertising. This demonstrates the potency of online media advertising. The primary criteria that prominent web search engines consider when evaluating web-based media signals are the authenticity and credibility of the source. Legitimacy and authorship are distinct concepts. In the past five years, social media has experienced substantial growth and has become a crucial platform for interpersonal communication. The web-based media tools also evolved due to technological advancement. Social destinations are actively engaged in ongoing research to enhance technical techniques on social media platforms. Many websites offer various tools for promoting and selling products to customers, but social media not only provides selling tools but also offers tools for organizing persons. In contemporary times, web-based media networks have become the primary marketing tool for businesses. Social media is a platform for interaction and communication where a large number of individuals gather daily, and it has become a substantial marketplace for companies to advertise and sell their products and services. The internet is the optimal platform for disseminating marketing information, promoting products, illustrating product features, and more.

**Keywords:** Consumers' perceptions, social media marketing, web-based media

### Introduction

Web-based media facilitates the exchange of technical methods between sellers and buyers. The online business has an impact on the consumer's purchasing decision. Web-based communication is an additional platform for exchanging information about products and services. Studying consumer behavior is the primary focus in marketing products and services, as a majority of consumers are utilizing the internet and online social media platforms. Web-based media has emerged as a prominent platform for showcasing and promoting products, as well as conducting reviews. Currently, social media serves as a prominent advertising tool for various promotional activities. Therefore, it becomes crucial to understand the significance of social media on consumer behavior.

### Social media and purchase decision

Customers can upload product information, including tweets and different product preferences, and remark on products via online social media. As long as the customer is happy

with the goods at this point, he can subscribe to different consumer brands from online networks and leave comments on different social networking sites. Product verification relied solely on user evaluations in the past, but SMM is gradually taking over this role now. Customers can now post recommendations, positioning, and votes about products. In the past fifteen years, the assessment of new products was contingent upon a small, specialized distributor; presently, consumers depend on the presumptions and assessments of others regarding social media. The business is concentrating on social media advertising and reducing its expenditure on paid advertising. 48 businesses with active social networks were polled by the researcher, who discovered that 84% of businesses are social networks and that 24 of the 42% of businesses that utilize online networks for product promotion had posted content online about their offerings.

### Social media marketing

SMM is a sleazy phrase that can be defined as a marketing

tool that uses social steps. social media marketing leverages the "social" element and the "media" to "promote" businesses. The approach that makes it possible for people to promote their articles, websites, and goods via online social media platforms, interact with one another, and make use of a far wider network than would have been possible with more conventional marketing techniques. The social network is a place where an individual with a unique style can gather to provide feedback, observations, and so on. As a broadcaster, marketers should then proceed to become average of user webs; that is, the network should not be viewed as a place for light advertising, but rather as a place where publishers can concentrate and address webs, audit matter, as a support a specific fragment of matter within the vast social range. Put differently, it's a method of accomplishing personalized consideration through the use of social network tools. These initiatives concentrate on developing content that will grab readers' attention in social advertising and motivate them to assign the topic to their social structure management tool.

### **Importance of social media marketing**

- SMM facilitates the development of relationships between users who are using the product online and have similar goals.
- SMM assists companies in seeming "genuine or authentic" to consumers. Businesses must communicate their image and product details with the public if they want the public to choose them.
- SMM is essential for giving consumers an overview of international commerce and the products that companies offer to them.
- SMM promotes users to establish relationships with businesses that most likely won't give their products and services any thought.
- SMM could be used to communicate and deliver the selling as requested by the users.

### **Impact of Social Media Marketing (SMM)**

SMM, the foundation of any market economy, plays a critical role in a business's economic promotion. With its benefits dispersing over a considerable amount of time, social media marketing is an essential component of any business promotion strategy. The primary direct method that helps locate the bulk of possible customers is social media marketing. Being active, SMM adapts to shifting appropriation and utilization strategies. In the current era of data explosion, social media advertisements play a major role in altering consumers' fixed mindsets and the way the general public uses technology. SMM demonstrates how producers, marketers, and advertising may work together to align the needs of buyers, gradually bringing about the scale and attitude shifts that are desired in them. SMM should try to instill trust and generosity in the minds of the buyer regarding the item that is being emphasized by verifying the fundamental ideas of legitimacy, originality, notoriety, and reasonable claim. The food preparation segment of US food processors outspent any other sector of the economy, making SMM an important and serious procedure. Less thought was given to the related problem of general industry-wide promotion through affiliations or sheets. This type of marketing did not aim to influence a buyer's choice

of seller; rather, it aimed to increase industry interest in the product. As per Rogers (1993), the data from 1987, as opposed to 1967, allowed for the creation of certain perceptions of non-brand promotion for the entire industry. However, the primary emphasis remained on brand-explicit marketing, which aimed to maintain and assemble item separation.

### **Research Methodology**

Exploration Methodology is a systematic and rational approach for gathering facts about a specific topic. It facilitates the examination of present reality by employing diverse methodologies. The purpose of this part is to emphasize the methodology employed for research by utilizing appropriate tactics and employing suitable tools to process and provide conclusive solutions. The section's layout encompasses various components such as a research system, research plans with test size and strategies, type of poll, techniques for information assortment of sources, information investigation, data findings, and report composition. These elements are focused on the scope of the research work. The test focuses on both subjective and quantitative research

### **Techniques of data collection**

The investigation will be conducted using a testing methodology. The scientist will formulate a test strategy, while the analyst will collect data from a sample of 400 respondents, which represents approximately 2% of the population, for the ongoing study in the New Delhi.

### **Sensitivity of the Questionnaire**

Likert Scales were used wherever the perception/attitude/satisfaction (customer behavior towards products and services) was being investigated. The Likert Scale is an ordered, one-dimensional scale on which respondents choose the option that best represents their opinion. It is a means of adding quantitative value to qualitative data so that it may be statistically analyzed. At the end of the evaluation or survey, each potential choice is assigned a numerical value, and a mean figure is calculated based on all responses. In general, the questionnaire employed a 5-point Likert scale. Furthermore, sensitivity was confirmed as valid by asking many questions with a similar theme, which assisted in counteracting. The Likert scale used in this study.

### **Sources and Data Collection**

The data gathering approach is based on data collection sources, which include both primary and secondary sources of data. Primary data is acquired for a specific study, and it is tailored to the research aim. Secondary data is data acquired by other researchers for purposes other than the current problem or purpose, and it is useful when a researcher wishes to learn more about a subject. The current research is primarily based on primary data, as the researcher gathered the data for his own purposes and the thesis is based on unique research assumptions. Although the majority of the data is primary, secondary data is also collected to investigate the profile of the FMCG products industry, social media marketing, and other theoretical components of the research. The primary data

was gathered using a questionnaire. Secondary data was gathered from research articles and journals, newspapers and magazines, the internet, social media websites, and government agency reports such as Invest India, IBEF, Deloitte, KPMG, PwC, and other related publications.

### Sampling Technique

Finally, the researcher should decide on the sampling technique that will be used to choose the objects for a sample. This technique or procedure may represent the sample design. A researcher should choose one of several sample design options for his or her study. It is obvious that the researcher should choose the design that results in the smallest error for a given sample size and budget. The thesis uses Convenience Sampling, which is a form of Non-Probability Sampling.

### Statistical techniques

A significant number of analysts are employing various statistical methodologies. To determine the accuracy of speculations, an estimation is conducted to assess if the outcomes are correct. Many experts are engaging in multiple speculations, but a significant percentage of them lack the knowledge to conduct proper and relevant testing, resulting in inaccurate and invalid outcomes. There is a 50% chance that prospects will arise in the future, with a 50% chance of a positive outcome. Essentially, everyone comprehends the concept of likelihood both generally and specifically in intricate aspects. Wherever the testing of ordinary conditions is necessary, it is important to proceed with theoretical testing. Speculation is a provisional numerical arrangement that has not yet been proven, resembling mathematical assumptions based on variation. Theory can be evaluated using parametric and non-parametric tests such as z-test, t-test, and one-way ANOVA, which are examples

of parametric tests. On the other hand, non-parametric tests like the Wilcoxon Mann-Whitney test and Kruskal-Wallis test are also used. The choice of which test to apply for testing a speculation depends on the analyst. If there is a need to conduct a parametric test on a population, the consideration of parametric methods is necessary.

### Results and Discussion

Table-1 shows consumer perceptions of key components of social media marketing for electronic devices in the New Delhi. According to the above table, customers have a higher perception of 'Convenience in Access' (M = 19.47) and 'Content Sharing' (M = 18.99) when compared to the other four components of Social Media Marketing for Electronic Products. When comparing the five elements of Social Media Marketing for Electronic Products, consumers have a lower opinion of 'Trustworthiness' (M = 16.32) than others. The above table also indicates that consumers' perceptions of the various components of Social Media Marketing with respect to electronic items are above the average level, since all mean values of the variables are greater than 3 (60%) out of 5. The overall mean value of consumers' perceptions of social media marketing in relation to FMCG products is 89.50, which is 71.60% ( $89.50 / 125 \times 100$ ). This shows that customers' perceptions of the various features of Social Media Marketing for FMCG products are higher than 71%. This also suggested that customers had positive perceptions of many components of Social Media Marketing for Electronic Products.

### Inferential Statistical Analysis.

**H<sub>0</sub>:** There is no significant variation in consumer perception of features of social media marketing connected to electronic devices based on demographic and social media characteristics.

**Table 1:** Consumers' perception on the aspects of social media marketing

	N	Mean	SD
Social Media helps me to get the quality of information and the contents about the FMCG products shared by consumers.	400	3.73	.979
Consumers are actively encouraged by companies to rate and review electronic products, which are available for all social media users.	400	3.57	.981
Social Media helps to provide a place for online communities to share information and gain knowledge about electronic products.	400	3.94	.907
I can read about others' experiences and get more information about FMCG products through social media.	400	3.95	.915
Social Media provides an effective and powerful platform for consumers to communicate with each other and with the sellers of electronic products.	400	3.79	1.005
Content Sharing	400	18.99	3.581
Pictures/Words shown in Social Media Advertising is a good source of electronic product information.	400	3.75	.930
Contents shown in social media is the latest/updated information about electronic products.	400	3.35	.908
Information about FMCG products from social media is more accurate.	400	3.14	.883
Customer reviews are widely available for electronic products, generating great value for both consumers and sellers.	400	3.53	.833
The information provided via social media is usually more objective, hence making it more credible.	400	3.29	.913
Source Of Information	400	17.06	3.078
Social Media allows interaction with the consumers who have purchased the same electronic product.	400	3.44	1.033
Social Media facilitates social interactions such as online forums, communities, ratings, reviews and recommendations about electronic products.	400	3.70	.844
The interactions on social media platforms about FMCG products generate social support.	400	3.48	.899
Interactions through social media help increase the level of trust and reduce perceived risk of buying electronic products.	400	3.41	.956

Interaction through social media help consumers to get more knowledge on the pros and cons of the electronic products.	400	3.63	.909
Social Interaction	400	17.65	3.333
Searching Information related with FMCG products is easier via social media as compared to mass media (TV, Radio, Newspaper, etc.)	400	3.95	.887
We can get more information about FMCG products and services very quickly through social media.	400	3.96	.893
We can update and share the information contents about FMCG products easily.	400	3.87	.883
We can access and use information easier and faster comparing to the mass media.	400	3.86	.902
Social Media are more time efficient and easier than the mass media for making purchase decision for buying electronic products.	400	3.83	.972
Convenience In Access	400	19.47	3.679
The reliability of information about FMCG products is greater in social media than mass media.	400	3.28	1.021
Social media gives more information about FMCG products that is truthful.	400	3.12	.963
I can get comments/feedbacks about the FMCG products through social media that are more genuine.	400	3.25	.897
I trust information from the social media about FMCG products more since it is primarily from a third party rather than the company itself.	400	3.33	.974
Trust can facilitate the interaction of individuals and encourage them to stick to their current network with respect to electronic products.	400	3.34	.971
Trustworthiness	400	16.32	3.754
Consumers' perception on the aspects of social media marketing	400	89.50	13.025

#### Independent sample "t" test

#### Gender – consumers' perception on the aspects of social media marketing

**H<sub>0</sub>:** There is no substantial difference between male and female consumers in terms of their perceptions of Social

Media Marketing for Electronic Products. The Independent-samples t-test was used to compare the significant difference between male and female consumers in terms of their perceptions of Social Media Marketing for Electronic Products.

**Table 2:** Gender – Consumers' Perception On The Aspects Of Social Media Marketing

Variables	Gender						t - value	p – value
	Male			Female				
	N	Mean	SD	N	Mean	SD		
Content Sharing	400	19.73	3.237	400	17.98	3.779	6.498	0.000**
Source of Information	400	17.76	3.018	400	16.12	2.906	7.367	0.000**
Social Interaction	400	18.40	3.086	400	16.64	3.392	7.161	0.000**
Convenience in Access	400	20.28	3.350	400	18.45	3.850	6.595	0.000**
Trustworthiness	400	17.00	3.632	400	15.42	3.727	5.749	0.000**
Perception on the aspects of social media marketing	400	93.15	12.137	400	84.54	12.578	9.160	0.000**

**Source:** Primary Data (\*\* Significance at 1%)

The Null Hypotheses are rejected because the P values are less than the significant value (0.01) in the cases of Content Sharing (0.000), Source of Information (0.000), Social Interaction (0.000), Convenience in Access (0.000), and Trustworthiness (0.000), as well as Consumers' Perception on the aspects of Social Media Marketing Score. Male customers have a higher perception of Convenience in Access (M = 20.28) and a lower perception of Trustworthiness (M = 17.00) than others when it comes to Social Media Marketing for Electronic Products. Female consumers rated Convenience in Access (M = 18.45) higher than others and Trustworthiness (M = 15.42) lower. Based on the mean score of Consumers' Perception on the features of Social Media Marketing linked to Electronic Products, we can conclude that male consumers (M = 93.15) have a higher mean score than female consumers (M = 84.54). This suggests that male consumers have a better understanding of the many facets of social media marketing for electrical products than female consumers. The above Independent Sample "t" test study shows that there is a substantial difference between male and female consumers in terms of their perceptions of Social Media Marketing for Electronic Products.

#### Conclusion

According to the descriptive statistical research, consumers' perceptions of the aspects of Social Media Marketing with respect to FMCG products in the New Delhi are higher than 71%. When compared to others, consumers had higher perceptions of 'Convenience in Access' (M = 19.47) and 'Content Sharing' (M = 18.99), but lower perceptions of 'Trustworthiness' (M = 16.32). According to the inferential statistical study, there are substantial disparities among consumers' demographic and social media-related characteristics in terms of perception of components of Social Media Marketing connected to electronic devices. According to Independent Sample 't' test research, men customers have a higher perception of the various features of Social Media Marketing linked to FMCG products than their female counterparts. According to One-way ANOVA test analysis, consumers' qualifications (UG/PG) and monthly family income (up to Rs.50,000), years of internet use (more than 5 years), hours spent on social media per day (1 - 2 hours), and level of experience with social media apps (moderate experience) all have a strong influence on the various aspects of social media marketing for electronic products. According to the Correlation study, consumers'



years of use of Social Media Apps have a minor to moderate, positive, and significant association with their perceptions of features of Social Media Marketing relating to Electronic Products. However, consumers' marital status, occupation, and age have no substantial influence on their perception of components of Social Media Marketing for Electronic Products.

Out of the five social media marketing characteristics, 'Content Sharing' has the most influence, while "Trustworthiness" has the least influence on consumers' attitudes, satisfaction, and post-purchase behavior toward electronic products. Attitude toward Social Media Marketing has a greater impact on Satisfaction with Social Media Marketing than post-purchase behavior toward electronic products. There are substantial and positive inter-relationships between consumers' perceptions of the various parts of social media marketing for electrical devices. The sustainability and acceleration of an organization's growth rate are determined by how much they design, adjust, or modify their policies and marketing tactics in response to customer behavior when shopping for electronic products. Marketers and traders of electronic items can use this study to discover their strengths and shortcomings in terms of social media marketing tactics that they are currently doing, allowing them to improve. This would not only raise consumer awareness and appeal, but would also boost consumer purchase behavior toward their items. This study was conducted in the New Delhi. A similar study might be conducted in other locations of as well as other parts of India, for comparison. A comparative analysis of two different items acquired through social media marketing could be done in the future. In the future, a comparison research of the impact of Social Media Marketing on consumer behavior toward electrical products sold by online and offline retailers may be done. Future research may use more diverse sampling to validate the elements developed in this study. Regarding the methodologies employed by the researcher to explore social media marketing features and consumer behaviour, it is proposed that future studies utilize more appropriate research methods and data collection methods to improve the field's outcomes. It is also suggested to include more social media features when determining consumers' perceptions, attitudes, satisfaction, and behavior toward social media and electronic items.

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