



International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 18 (Part - II) • 2017

Consumer Behavioral Outcome in the Context of Social Media Marketing

Jojo Joy¹ and M. Sulaipher²

¹ Research Scholar, Dept. of Management Studies, Noorul Islam University Kanyakumari, Tamilnadu, India

² Assistant Professor, Dept. of Management Studies Noorul Islam University Kanyakumari, Tamilnadu, India

Abstract: This paper tried to look at the behavior that occurs in consumers due to the expertise of social media networks. Study reveals the awareness level, OWOM, purchase and the perceived risk that arise among consumers with the usage of social media platforms. An empirical study was conducted to collect the primary data using questionnaire as a tool so as to test the hypothesis. This study has found that the social networks have a wide influence among consumers in their behavior and also the level of gratitude in the SMM. It conjointly provides suggestions to social websites to boost the promoting techniques with regard to consumers actual usage and interest in it and contributes to the prevailing literature on the marketing strategies for consumer engagement on SN sites.

Keywords: Online Word of Mouth (OWOM), Social Media Marketing (SMM), Perceived Risk

I. INTRODUCTION

Recently, advertising is experiencing speedy technological changes that have crystal rectifier to digitalization of media, consequently resulting in the emergence of recent media varieties like Social media. This has expedited the simple unfold of advertisements among shoppers and allowed interaction with them during a higher manner. However, to all utilize the potential of the SM as an associate degree advertising channel, marketers should perceive its distinctive and relevant characteristics and therefore the totally different approaches of consumers that use to act with this channel. The fast increase of internet use has introduced new delivery ways in which for each marketers and advertisers through SM in accessing potential customers. Consequently, SM started drawing plenty of attention of alliance and is presently classified as a powerful means of communication, as results of its cost-effectiveness. The penetration of the use of the Social Media is so extensive that it is no longer enough to simply address queries related to the population of their users or just their demographics like several local sites do . It is necessary to take away a lot of deeper into

the attitudes of the average users and the effect of an individuals temperament into such behavior, the positive feelings however additionally the worries of such involve- ments, their perception of the advantages or disadvantages of the Social Media.

II. REVIEW OF LITERATURE

A Web version 2.0 alter internet users the liberty to move and power to amalgamate with each other that results in sharing of knowledge among themselves. Social media promoting may be a new-fangled marketing conception and businesses are seeking ways that to make price through this new media for his or her business. Castro novo and Huang (2012) recommend promoting intelligence, promotions, publicity, product and consumer management and marketing. Communications got to reap relish from social media, since theres associate increasing interest among shoppers to utilize net and consumer-generated content. The trends at intervals India dont appear to be utterly totally different from world trends. India includes a heap of kind of internet users and social media users than cable and satellite households. Consistent with .comScore, regarding 59 million individuals access the favored social networking website Facebook monthly from their PCs. If you embrace folks that access Facebook from mobile phones, this figure would cross a hundred million. In fact, Economic Times says this figure citing Facebook directly. And its growth is restricted to Facebook. Many studies were also expanded to analyze the effect of viral stories and innovative marketing campaigns on social media. It was found that these contents have a very strong impact on consumers and their decisions to purchase. The greater influence of peers in social media is highlighted and impact of user generated content is found to have direct influence on purchase decisions Consumers want to share their experience more and hence there is a change in the consumers behavior too, According to the study of Garg 65 percent of the Facebook users have liked a brand in past and 53 percent of twitter users have recommended companies or products to others based on their experience. According to Prabha Kiran Social media networks have a vital role in shaping the attitude which in turn makes an impact on consumer behavior.

III. STATEMENT OF PROBLEM

All these above mentioned previous works provided a backdrop to our study of social media sites influence in con- sumers behavior. The study focused on the behavioral aspects of Kerala consumers with relate to Social media marketing exhibited by our respondents. And there by understanding the effectiveness of brand advertisements through Social networking sites.

IV. RESEARCH DESIGN

(A) Research Objectives

- To determine the influence level of social media marketing among consumers.
- To analyze the behavioral aspect of consumers with relate to SMM.

(B) Research Hypothesis

- Behavioral outcome of consumers due to SMM are different from each other.
- Consumer purchase intention as part of behavioral outcome is not so effective.

(C) Data Collection

Population of this research is the consumers of south Kerala. Three Districts having highest population in South Kerala is selected. The sample size comprising of 150 voluntary respondents were chosen using multistage random sampling method. The respondents included post graduate students, people from different sector, academia and industry. Respondents considered from all age group.

V. ANALYSIS

Analysis and interpretation are the backbone of a research process. The aim is to classify and summarize the data, so it is useful to give answers to the questions that arise in the research. In this chapter a detailed analysis of collected data has been attempted.

(A) Descriptive Analysis

Percentage Analysis employed to explain the characteristics of collected sample or population in totality. Frequency involves computing measures of variables chosen for the study and its finding can provide interpretation for the reader.

Table 1 shows that out of total 150 respondents from three districts that use social media and interested in social media marketing, when considering the gender, 68 percent are men compared to 28 percent of women. The age wise study reveals that the age group from 30-40 has the highest percent of 44. The education wise study shows peoples with professional degree has the highest influence of SMM with a percent of 42. The most popular site that used in Kerala is Facebook the reveals it by showing a highest percent of 46. The majority that is the 62 percent of the respondents are using SM only below an hour.

(B) Inferential Test on Sample

Differences between 2 teams within the mean scores of variable are studied using Student t-test and analysis of variance is mentioned in this section.

Hypothesis1. H₀: There is no significance difference between Genders in consumer behavioral outcome with regard to social media marketing.

Since p value is less than 0.01, null hypothesis is rejected at 1% level. Here the null hypothesis is rejected and it shows there is an influence of SMM in the consumer behavioral outcome. But in the case of Purchase intention and Perceived risk there is less influence.

H₀: There is no significance difference among age group and consumer behavioral outcome with relate to SMM.

Since P value is less than 0.05, null hypothesis is rejected at 5% level. Here the H₀ is accepted and no influence of SMM among different age group except in the case of perceived risk.

VI. RESULT AND DISCUSSION

- 1) The percentage analysis reveals that gender wise men are more exposed to social networking sites than females, the family status reflects in this case. The age wise classification shows that group of 30-

Table 1
Percentage Analysis of Demographic Characteristics of Respondents

	<i>Content</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Men	102	68
	Women	48	32
	Total 150		
Age	Below 30	60	40
	30-40	66	44
	Above 40	24	16
	Total 150		100
Education	UG	30	20
	PG	57	38
	Professional	63	42
	Total 150		100
Sites	YouTube	48	32
	LinkedIn	18	12
	Facebook	69	46
	Twitter	9	6
	Google+	6	4
	Total 150		100
Time	Below 1hr	93	62
	1-2 hr	27	18
	Above 2hr	30	20
	Total	150	100

40 are more influenced by smm. This is because of the education and purchasing capacity more vested in the hands of this age group. Education wise people having professional degree are more interested in SMM, the technical skill and the internet accessibility is the reason for this. In Kerala Facebook has the highest rank in usage when compared to other social platforms. But the time spend by consumers in SNS is below an hour. This indicates that SMM is its nascent stage in Kerala and have the scope of expansion.

- 2) Hypothesis 1. Results state that there is an influence in the consumer behavioral outcome of gender related to SMM. The overall result shows that there is a significance difference but in case of purchase inten- tion there is no influence. This reflects the negative impact of SMM in the purchase intension behavior of consumers in Kerala.
- 3) Hypothesis 2. States that there is no significance difference among age group and consumer behavioral outcome which relate to SMM. This shows the less influence of social media advertisements in the con- sumer behavior. But while considering the p value of the factor perceived risk it has significance. This shows the sense that there is an anticipated risk of consumers in SMM. The overall result states that there is no influence of social media in the consumer behavior of people under different age

Table 2
T-Test For Significance Difference Between Male and Female Relate to Social Media Marketing

Consumer behavioral outcome	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Awareness	18.62	2.8	19.88	1.78	-2.848	0.005
OWOM	17.09	2.44	19.31	2.25	-5.332	0.001
Content marketing	17.53	1.83	18.75	2.41	-3.434	0.001
Reputation	17	1.97	18	2.58	-2.623	0.01
Purchase intention	13.76	2.44	14.19	2.7	-0.957	0.34
Perceived risk	14.59	2.38	14.88	1.67	-0.752	0.453
Overall consumer behavioral outcome	98.59	8.83	105	8.89	-4.14	0

Note: 1.** denotes significant at 1% level
2.* denotes significant at 5% level

Table 3
ANOVA

Consumer behavioral outcome	Age group						F value	P value
	Below 30		30-40		Above 40			
	Mean	SD	Mean	SD	Mean	SD		
Awareness	18.85	2.46	18.95	2.14	19.63	3.79	0.808	0.448
OWOM	17.85	2.79	18.05	2.38	17	2.6	1.458	0.236
Content marketing	17.8	2.5	18.14	1.83	17.63	1.69	0.68	0.508
Reputation	17.25	2.38	17.23	2.06	17.75	2.27	0.534	0.587
Purchase intention	14	1.53	14.14	3.21	13	2.28	1.884	0.156
Perceived Risk	14.1	2.3	15.32	2.14	14.38	1.44	5.529	0.005
Overall consumer behavioral outcome	99.85	9.94	101.82	8.89	99.38	8.82	0.965	0.384

group. This is because of the less usage of SNS by all the age groups. Only youths are mostly using it among them also the influence level is less because of perceived risks.

VII. CONCLUSION

Based on our study, we can safely conclude that SNS are shaping numerous aspects of our society; be it personal, social or political. On personal aspect, it has enabled people to stay in contact with each other. Social media may be simply adopted and features an immense mass base. Consumers become content creators and hence are purposeful consumers than simply being shoppers. This study tried to specify that the SMM reworking the perspective of consumers towards brands connected info seek for development of purchase intention. Its so important for those marketers, content creators and advertisers contemplate it as an integral part of communication because it has wedged and reworked the role of internet in behavior of people.

REFERENCES

- Go-Gulf.com. (2013 Jun) Social Media Usage in Middle East Statistics and Trends, Available from: <http://www.go-gulf.com/blog/social-media-middle-east/>
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., Mishne, G. (2008), Find high -quality content in social media. ACM Proceedings of the 2008 International Conference on Web Search and Data Mining. New York, USA p. 18394.
- Kaldoudi, E., Bamidis, P., Papaioakeim, M., Vargemezis, (2008) V. Problem-based learning via Web 2.0 technologies. 21st IEEE International Symposium on Computer-based Medical Systems, Jyväskylä. p. 391-6.
- Castro novo, C., Huang, L. (2012), Social Media in an Alternative Marketing Communication Model. Journal of Marketing Development and competitiveness, 6(1), 117-132. Com Score. (2013) India Digital Future in Focus. comScore.
- Sing, S., after 100 million users in India, Facebook aims at 1 billion. 2014 April 9. Available from: <http://articles.economictimes.indiatimes.com/2014-04-09/news/49000101>
- Aral, S., Walker, D. (2011), Identifying social influence in networks using randomized experiments. IEEE Intelligent Systems. 26(5), 916.
- Garg, R., Smith, M.D., Telang, R. (2011), Measuring information diffusion in an online community. Journal of Management Information Systems. 28(2), 1138.
- Prabha Kiran and Vasantha, S (2016), Transformation of consumer attitude through social media towards purchase intention of cars. Indian journal of science and technology vol 9(21).
- Cha, J. (2009), Shopping on social networking websites: Attitudes toward real v/s virtual items. Journal of interactive advertising 10 (1), 7-93.
- Wells, J.D., Valacich, J.S., Hess, T.J. (2001) What signal are you sending? How website quality influences perceptions of product quality and purchase intension. MIS quarterly, 35(2), 373-96.