



CONSUMER BELIEFS TOWARDS SOCIAL MEDIA ADVERTISING

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ABSTRACT

Social media is an important tool to connect other people or organisation. In order to attract the customers in the present environment social media will be very helpful. The purpose of the study is to identify the difference in belief towards social media marketing more specifically in social media advertising. It was analysed from the viewpoint of age, gender, education and income status of consumers in Coimbatore city. Now-a-days, for the marketers it is the best way to market their products to the consumers at their door step. Forecasting future will be easy to the marketers with the social media advertising. This research provides practical discernment to social media advertisers to approach the consumers.

KEY WORDS: social media, beliefs.

1. INTRODUCTION

Social media advertising has become a radical point in recent years in the field of marketing. Social media is an essential tool to merge other people or enterprises. People use social media to explore their experiences, reviews, information, tips etc., with their friends. This social media is very easy way to connect the customer. According to Kaplan and Haenlein (2010) ^[4] define social media as, “a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. Social media includes difference of applications such as business networking, Social networking, Micro blogging, Music sharing, Video sharing, scheduling and meeting tools (Nicholas & Rowland, 2011; Mangold and faults 2009) ^[6].

Social media is related with various substance fix within the advertisement that help to assess their pros. These signals include like comments (Boulaire *et al*, 2010) ^[2], clicks (Richardson *et al*, 2007; Regelson & Fain, 2006) ^[9, 8] etc. Numerous studies have recognised the value of beliefs such as important succeeded to consumer attitude both in offline (Pollay and Mittal, 1993, Andrew, 1989) ^[7, 1] and online (Wang *et al*, 2009; Wolein *et al*, 2002, Ducoffe, 1996) ^[11, 12, 3] environments. In US and Western countries many studies have been conducted but only a few studies have been carried out in Asian Countries.

2. BELIEF TOWARDS SOCIAL MEDIA ADVERTISING

Beliefs play a chief role in consumer deciding attitude (Ducoffe, 1996; Wolin *et al*, 2002; Wang and Sun, 2010, Wang *et al*, 2009) ^[3, 12, 10, 11]. According to Business dictionary belief is “the assumptions and convictions that are held to be true by an individual or a group, regarding contents, events, people and things. Kotler & Keller (2006) ^[5] defines beliefs as “Descriptive thought that a person holds about something. Belief in general has strong dimension on Consumer characteristics (Andrews, 1989) ^[1].

3. RESEARCH QUESTION

Today Social media advertisements have got a rising growth rate. It provides a global platform for the marketers throughout the world. In India it is an upcoming trend. After the establishment of various service providers, the social media reaches the consumers destination in their leisure time as per their comfort. But in our country the marketers who are following traditional methods are not keen in following the new trend.

The marketing tactics can become a rebel concept if these marketers are ready to accept the progression trend. Social media is not pushing the advertisement like traditional media. Social media is a promising dais for the new innovative products because most social media users are well educated consumers. For new business person it provides an economical start up. Since it is the new trend, the success depends on the beliefs of the consumers towards social media advertising. But it is not fully realised in India. On this backdrop the present study "Consumer Beliefs towards Social Media Advertising" has been undertaken. For the study the following aspects of belief statements are considered.

Table 1: Belief Factors

S. No	Belief Factors	SA	A	N	D	SD
1.	Social media advertising is entertaining					
2	Social media advertising is pleasing					
3	Social media advertising is interesting					
4	Social media advertising is enjoyable					
5	Social media advertising is fun to use					
6	Social media advertising is exciting					
7	Social media advertising are stimulating					
8	Social media advertising is delightful					
9	Social media advertising promotes undesirable values in our society					
10	Social media advertising distorts the value of youth					
11	There is too much vulgarity in social media advertising					
12	Some products/services promoted in social media advertising are bad for society					
13	Social media advertising isolates children from their parents					
14	Social media advertising sometimes make people live in a world of fantasy					
15	Social media advertising tells me which brand have the features i am looking for					
16	Social media advertising helps me to keep up to date about products/services available in the market placed					
17	Social media advertising is a convenient source of product information					
18	I can collect useful information about a product through social media advertisement					
19	Social media provide a great platform in order to exchange information with my friends regarding products					
20	I agree that information regarding products and services have a higher credibility on social media					
21	Social media advertising has positive effects on the economy					
22	Social media advertising raises our standard of living					
23	Social media advertising results in better products for the public					
24	Social media advertisement supports the employment opportunities in the economy					
25	It supports entrepreneurs in the economy					
26	It widens the market for domestic product					

4. OBJECTIVES OF THE STUDY

In this regard, the following objectives are finalized:

1. To find the relationship between Age and Belief towards social media advertising.
2. To find the relationship between Gender and Belief towards social media advertising
3. To find the relationship between Educational qualification and Belief towards social media advertising
4. To find the relationship between Income and Belief towards social media advertising

5. METHODOLOGY

Beliefs towards social media advertising, the beliefs of the consumers on the Facebook advertisement were taken in to account. Because Facebook is the popular social media in Coimbatore, in which greater part of the consumers are actively participating. To collect the data on social media advertising a questionnaire were constructed and tested before administering. For the study, the data was collected from 800 respondents who have knowledge in social media-Facebook. The consumers were selected from Coimbatore city. Independent-Sample Kruskal-Wallis test and Mann Whitney U test was used to find the relationship between consumer demographics and beliefs towards social media advertising.

The belief of the consumers is tested from the age, gender education, and income perspectives.

6. RESULTS OF THE STUDY

The results of the analysis were given below:

1) Age and Belief towards Social Media Advertising

In this study, the relationship between age and belief towards social media advertising was examined. The results of the study given below

Null Hypothesis (H01): The distribution of consumer belief is the same across categories of age groups.

Table 2: Mean Rank of consumer belief between Age groups

Ranks			
	AGE	N	Mean Rank
Consumer Belief	18-25	401	411.80
	26-35	194	369.80
	36-50	145	406.77
	Above 50	60	409.10
	Total	800	

Table 3: Test Statistics of Consumer belief with Age groups

Test Statistics ^{a,b}	
	Consumer Belief
Chi-Square	4.573
Df	3
Asymp. Sig.	.206

a. Kruskal Wallis Test

b. Grouping Variable: AGE

Since significant value is not less than 0.05, the null hypothesis is retained. Hence, it can be concluded that the distribution of consumer belief is the same across categories of age.

2) Gender and Belief towards Social Media Advertising

In this study, the relationship between gender and belief towards social media advertising was examined. The results of the study are given below:

Null Hypothesis (H02): The distribution of consumer belief is the same across categories of Gender.

Table 4: Mean Rank of consumer belief between Gender groups

Ranks			
	Gender	N	Mean Rank
Consumer Belief	Male	470	401.12
	Female	330	399.62
	Total	800	

Table 5: Test Statistics of Consumer belief with Gender groups

Test Statistics ^a	
	Consumer Belief
Mann-Whitney U	77259.500
Asymp. Sig. (2-tailed)	.928

a. Grouping Variable: Gender

Since significant value is not less than 0.05, the null hypothesis is retained. Hence, it can be concluded that the distribution of consumer belief is the same across categories of gender.

3) Educational Qualification and Belief towards Social Media Advertising

In this study, the relationship between educational qualification and belief towards social media advertising was examined. The results of the study are given below:

Null Hypothesis (H03): The distribution of consumer belief is the same across categories of educational qualification

Table 6: Mean Rank of consumer belief between Educational Qualification groups

Ranks			
	Educational Qualification	N	Mean Rank
Consumer Belief	Upto School Level	111	488.79
	Degree/Diploma	240	390.37
	Post Graduate	227	412.19
	Professional	222	355.36
	Total	800	

Table 7: Test Statistics of Consumer belief with Educational Qualification groups

Test Statistics ^{a,b}	
	Consumer Belief
Chi-Square	25.716
Df	3
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable: Educational Qualification

Since significant value is less than 0.05, the null hypothesis is rejected. Hence, it can be concluded that the distribution of consumer belief is not the same across categories of educational qualification.

4) Income and Beliefs towards Social Media Advertising

In this study, the relationship between income and belief towards social media advertising was examined. The results of the study are given below:

Null Hypothesis (H03): The distribution of consumer belief is the same across categories of income.

Table 8: Mean Rank of consumer belief between Income groups

Ranks			
	Income	N	Mean Rank
Consumer Belief	Upto Rs.10,000	300	413.42
	Rs. 10001 - Rs. 25000	257	387.90
	Rs. 25001 - Rs. 50000	167	369.86
	Above Rs. 50000	76	459.45
	Total	800	

Table 9: Test Statistics of Consumer belief with Income groups

Test Statistics ^{a,b}	
	Consumer Belief
Chi-Square	9.584
Df	3
Asymp. Sig.	.022

a. Kruskal Wallis Test

b. Grouping Variable: INCOME

Since significant value is less than 0.05, the null hypothesis is rejected. Hence, it can be concluded that the distribution of consumer belief is not the same across categories of income.

7. CONCLUSION

In the recent years Social media has shown vast growth. The advertisements transmit in these sites have attracted all the users of social media. Now-a-days for marketers it is the best way to enhance their products to their consumers at their place. The study gives opportunities of discernment on Indian consumers' beliefs towards social media advertisements. This discernment is useful to both marketers and academic research. The Marketers has to develop their future tactics taking beliefs as direction. It will help the marketers to know better about the beliefs consumers towards the advertisements placed in social media platform. This suitable information will help the marketers to promote their products and services more efficiently and effectively. In this platform, the consumers are given vast information regarding the latest innovative products of the marketers. And today's marketers concentrating on social media is unavoidable.

8. REFERENCES

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