

A Study of Millennials' Preferences for Social Media Advertising in Coimbatore City

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Introduction

Fundamentally the Social Networking sites is the social networking platform like face book, but now it's transformed into the business podium which can be used by offering advertisement on the websites. Business campaign is now possible with the payment for advertisement on social networking sites for the concerned community or the group of peoples. These types of advertisement are more effective and play a better role in advertisement communication and for specific group of peoples.

Basic Forms of Social Media

- (1) Social Networks: These permit people to form their personal web pages and get connected with friends individually or in groups to share content and for communication.
- (2) Blogs: Blogs are online journals, which is the best form of social media.
- (3) Wikis: 1 These are online encyclopaedias which permit people to write content or to edit information on themselves or through databases.
- (4) Podcasts: These provide audio and video files for subscriptions.
- (5) Forums: These platforms provide for online discussion on specific interests or topics which are open to all members.
- (6) Microblogging: Social networking provides small size of contents a are dispersed online and through the mobile network.

Social Media Advertisements

Advertising stratagem on SNS platform affected by current trends of internet in world. Due to the high expenses incurred related for advertisement of mass peoples, advertisers are searching other ways of conservative advertisements and finding the new way of advertisements in social media networks through paid advertisements for target group of clients. The evolving area of unusual way of advertisements like SNS platform helped companies as compared to the other available mediums in different parameters like very systematic, targeted and appropriate acquaintance. So now the social media advertisements is not only useful for large and big companies as well as it is very useful for new businesspersons, SME ventures and even NGO and different governmental organizations. This time print and television medium is very costly

for advertising as compare to marketing over the social media. Now companies communicating with consumers through a online, articulate SNS platforms like face book, twitter, LinkedIn and other sites for sharing the audio, video and different available online platforms. With the help of SNS only, customers are very active in the field of customer feedback, online rating and different blogs.

This time customer also visiting different websites for analysis and collecting the product info and by the like and support of the customer only SNS platform marketing can be success. Now by the different reasons customer not interested in the conventional sources of advertisements like print and promotional and with the help of Social Media searching the product information and taking buying decision.

Therefore, anticipate that advertisements on social media a basic factor of the company marketing strategy. This is an important factor to acquaint with their targeted market. Marketing on the internet based social networking sites in ten times more effective than other means of marketing. Basic and fundamental reason for using advertisements on social media because on the online market targeting of particular community and age group is very easy, in conventional marketing that is not possible. Secondly, Advertisements on SNS accustomed freedom to the producer and buyer, which was not available before.

Most significant thing is corporations have no power to change, continuation and profusion, which is the part of message on SNS about the product. The consensus in the middle of business and customer is variation with the addition of SNS. Social media influence the buying behaviour of customer in different aspects. After the development of social media networking, only good customer relationship is the basis of business and growth in the age of online promotion.

IN a report of social media networking sites, face book had a more effective way to influence buying behaviour of customer rather than twitter and other SNS websites. Now a day's lots of product information, customer reviews are available on the different platform and customers are educating each other about product quality, service policy, and company behaviour etc.

The prevalence of big market leaders on face book and other networking sites not only for growing the sales but they also want to modify the conservative process of purchasing for price minimization. At the time of induction the Vivo laptop by Sony Company, the whole advertisements strategy was based on the marketing on social media advertisements on face book and twitter. This time company given the discounted price on the social media advertisements on twitter and sale increased by 1.5 million USD. The main objective was Sony company about the awareness of the consumer and increase the sales by customize and target based advertisements between the youngster and consumer. IN another case study of IBM Company, increased the sales by simply following and understand the customer voice on the social media network. Consumer electronics company dell also increased its profit by social media networking.

This is very surprising but customer behaviour about the purchasing through social media are rapidly changing, In comparison of normal internet user, face book and twitter user are engaging in more purchasing through online platform. This websites creating trust about the product and service and boosting the customer confidence.

Statement of problem

Companies “employ huge sum of their funds on the promoting to sphere their product at the best of the client’s observance. Advertising has become a common practice in order to stimulus the purchasing choice of consumers in a extremely competitive environment. The final aim of every advertising strategy is to initiate the actual behaviour of the targeted audience, whether purchase intention or actual consumption. If an advertising strategy fails in achieving the same, the money spent is not worth it.”

Advertisement have proved “to be a successful tool for marketing communication but there has been a lot of confusion in analysing which method and media mix to be used to change the consumer buying behaviours. With the rapid growth technology, the internet is becoming an important place for consumers in finding most of their needs. Communication, entertainment, shopping, information search, and Social media serve as an elucidation for their entire requirement.”

Advertisers are “expected to shift a huge amount of money on Social media and advertising in upcoming years than on traditional media and advertising. The problem is consumers in large numbers are using social media everyday but do they notice the advertisements, banners etc. displayed on Social Media and most important what is their recall/remembrance value, what about the reach and effectiveness of Social media advertising over all targeted groups? Studies are needed to understand this scenario and this study is an attempt to measure the impact of Social media advertising on consumer buying behaviour.”

Objectives of the study

The study is “conducted in COIMBATORE City Tamil Nadu and population is consisting of samples which are widely different from each other on many parameters. The key goal of present research topic – “Customer Response towards Advertising through Social Media,” is to study consumer behaviour toward online shopping, factors affecting consumer behaviour, how advertising makes an impact on buying decision of a consumer. Our research primarily talks about key strategies used by the various companies dealing in online selling and how they promote their products online.”

- 1) To identify the motives for consumers' social media usage.
- (2) To ascertain the consumer preferences and acceptance towards social media advertising.
- (3) To analyse the impact of social media advertising on millennials’ preferences on the basis of different demographic factors

LIMITATIONS OF THE STUDY

- The study was confined to Coimbatore city only
- The sample size was limited to 100 respondents
- The sample may or may not be truly representative of the population.
- The response is not immune to personal biases of the respondents.

RESEARCH METHODOLOGY

A sample size of 100 respondents was selected and the data was collected using questionnaire.

REVIEW OF LITERATURE

Sumathy et al. (2016) conducted their study Consumer's Attitude Towards Advertisements Through Social Media with Special Reference to Facebook The study was conducted in Malappuram District. Convenience sampling was used to collect primary data from 100 respondents. The tools used for this study are Percentage analysis; one-way ANOVA. Study revealed that consumers have positive attitude towards advertisements through Facebook.

Shbnoor Siddiqui and Tajinder Singh (2016) in their research “Social Media Its Impact with Positive and Negative Aspects” defined social media as computer tools that allows people to share or exchange information, ideas, images, videos, and even more through a particular network. They covered all the aspects of social media with its positive and negative effect. The authors focused on the particular areas like business, education, society and youth. They also described how media will affect society in a broad way. They are of the opinion that social media has various merits but it also has some demerits which affects people negatively. They concluded that social media should be used in a limited way without getting addicted.

Shahir Bhatt and Amola Bhatt (2012) in their research paper Factors influencing Online Shopping: An Empirical Study in Ahmedabad discussed the factors which influence the perceptions of consumers regarding online shopping. The study has revealed ease and attractiveness of website, service quality of websites and website security as the three important factors. The paper has proved that that these factors are related to specific type of consumers classified as occasional, frequent and regular consumers. The study showed that the regular buyers are most influenced by the ease, attractiveness and service quality of website, whereas the occasional buyers value website security to a greater extent.

Nancy Spears and Surendra N. Singh (2004) have given a very important study based on two popular constructs of advertising research. They are attitude toward the brand and purchase intentions. Authors added that these two constructs might not be empirically distinguishable. On the basis of prior studies, the authors develop scales of A, and PI to assess their psychometric validity within a well-established, theoretical framework. The study started with 52 distinct items for A, and 15 items for PI. As study proceeded, 31 items in A and 11 items for PI were scaled for final study the study employed Six stimulus ads from magazines. Unfamiliar ads were used to ensure no variations in the results. With the sample size of 279 surveys, the authors had applied principal components procedure and concluded that two factors must be retained. Further with help of exploratory analysis on these 42 items variances were studied. Finally, they validated their model with confirmatory factor analysis.

Analysis

Table 1

Respondents on age and Gender

Factors	Category	Percentage
Gender	Male	70%
	Female	30%
Age	18-20 years	56%
	20-30 years	31%
	30-40 years	nil

The above table reveals that, the maximum respondents are female (35%) and male respondents cover about 35%. Thoughts of male and female respondents show huge differences. Age factor is the one which shows their choices linked with their experience. Among the respondents, 56% belong to 18 to 20 years of age, 31% fall under the group of below 20 to 30 years and nil of the respondents are covered under the slab of 30 to 40 years of age.

Table 2

Total daily hours spent on social media

Factors	Particulars	Percentage
Activation hours	30 Mins	18.5%
	1 Hour	40%
	2 Hours	32%
	Above 2 Hours	9.5%

From the above data, 40% of peoples spending time on social media, and 18.5% of people spending time on social media for 30 mins, 32% of people spending 2 hours on social media, and above 2 hours 9.5% of people are spending time on social media.

Table 3

Social Media Marketing platform is a better idea for a Good product

Factors	Particulars	Percentage
Idea About product	Yes	72%
	No	26%
	May be	2%

From the above data, think that the social media marketing is a better idea and good product. In this 82% of people accepts that the social media is an better idea and 16% of people says NO for it and 2% of people says MIGHT BE.

Table 4

Purpose to use social media

Factors	Particulars	Percentage
Social Media purpose	Entertainment	60%
	To buy product	31%
	Just to know about product	6%
	Other	3%

From the above data, 60% of people using social media for entertainment and 31% of people uses it for buying product and 6% of people just using it to know about that product.

Table 5**Purchasing level of customers using social media**

Factors	Particulars	Percentage
Like to buy online products	Yes	85%
	No	11%
	May be	4%

From the above data, 85% of people accepts, they buy products on social media and it is very useful and 11% of people says NO it is not useful and 4% of people says MIGHT BE.

Table 6**Social media platform with high marketing**

Factors	Particulars	Percentage
High platform on social media	Instagram	60%
	Facebook	35%
	You tube	15%
	Game apps	Nil

From the above data, 70% of people says Instagram platform makes high marketing through social media and 25% of people says Facebook platform make high marketing and 5% of people says YouTube.

Table 7**Kruskal Wallis H Test Statistic**

	Gender	Age	Educational	Occupation
Chi-Square	8.356	7.876	.253	10.709
Degree of	1	3	3	2
Significant Value	.003	.040	.976	.002

Kruskal - Wallis H test has been used to find significant differences in the preference for social media advertising based on different demographic factors. The significance value of either higher or lower than 0.05 is used as either to accept or reject the alternate hypothesis.

On the basis of gender, we accept the alternative hypothesis (H_{a1}) as the significance level (0.003) is less than 0.05, which means that there is a significant difference in the preference for social media advertising based on respondents' gender. On the basis of age, we accept the alternative hypothesis (H_{a2}) as the significance level (0.04) is less than 0.05, which means that there is a significant difference in the preference for social media advertising based on respondents' age. On the basis of educational qualification, we reject the alternate hypothesis (H_{a3}) as the significance level (.976) is more than 0.05, which means that there is no significant

difference in the preference for social media advertising based on respondents' educational qualification. On the basis of occupation, we accept the alternative hypothesis (Ha4) as the significance value (0.02) is less than 0.05, which means that there is a significant difference in the preference for social media advertising based on respondents' occupation.

Suggestions

- ✓ The advertisers should go for the bigger size of an online ad banner which snatches the attention easily which enable the viewers in a bounding situation
- ✓ The advertisers should plan their content or message in ad banners in such a way that it should be short, simple, attractive, and relevant
- ✓ Ads should be attractive as its get noticed by all age group people

CONCLUSION

This study has aimed to analysis Millennials' Preferences for Social Media. Which has been concluded social media has its own drawbacks and advantages. How we use social media it is up to us. Mostly nowadays the purpose to use social media is entertainment. Through Instagram and Facebook social media marketing platform makes high marketing. Through social media marketing the Millennials prefer most of the social media site to engage them self and in the study its concluded that prefer social media marketing and it helps them to find products what they need anywhere, anything and anytime with easy and safe payments.

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