Consumers' Perception Towards Social Media Advertising Towards Electronic Goods In Cuddalore District In Tamilnadu

K. Mangani[1], Dr.K. Tamilzhselvan[2]

[1]*Ph. D Research Scholar (Part Time – Ext) Department of Commerce, Annamalai University.
[2]Associate Professor, Department of Commerce, Annamalai University. (Deputed to Govt. Arts & Science College, Manalmedu, Mayiladuthurai)

Abstract

In the modern world, technology is playing a pivotal role of human life. Especially, it plays an important role in marketing of electronic products in the market. In the recent decade social media such as Facebook, Instagram, YouTube, Twitter have close touch with majority of people. Hence markets of electronic goods make advertisements through social media for their products. In this context, the researcher studied the perception of the customers of electronic goods on social media advertising towards electronic goods in Cuddalore district in the state of Tamilnadu. The sample size of the study was 750 respondents who were using social media and bought electronic goods using proportionate sampling technique. The researchers collected primary data through a questionnaire. The researcher applied the statistical tools of mean, standard deviation, coefficient of variation, Factor Analysis, students t-test and One-way ANOVA as statistical tools to analyse the data. The study found that the perception level of the customers was more on the factor of "Effectiveness" of social media advertising on electronic goods, followed by their perception level was also high on the factors of "Creating Brand Image", "Creating Purchase Intention" and "Interestingness". Hence social media advertising on electronic goods are more effective, it creates brand image, it intend the customers to buy and the advertisements are more interesting. Their perception level was low on the factor "Completeness", "Product View" and "Informativeness". The study also found that there was a significant differences on perception level of the respondents on social media advertising about electronic products and their gender, age, education and income.

Key words: Social media, advertising, perception, effectiveness, electronic goods and brand image.

Introduction

Social media is becoming into a powerful tool that crosses geographical borders and unites people like never before in the era of technology and communication. Our lives have become completely enmeshed with social media, which has transformed the way we communicate, share information, and use content. Social media platforms, ranging from Facebook, Twitter, and Instagram to LinkedIn, TikTok, and Snapchat, have changed the nature of interpersonal connections, career networking, and the sharing of information and ideas, becoming an indispensable aspect of contemporary society. Users can present themselves to a large audience of possible connections by creating personal profiles that showcase their experiences, interests, and personality qualities. With billions of users globally, social media platforms have developed into effective company marketing channels, surpassing the capabilities of personal networking tools. Social media marketing is essential to the expansion of businesses because it helps them connect with their target market, build brand awareness, and engage with customers more personally. Through social media, customers can easily and quickly express their emotions, and companies may react accordingly. Companies can examine complaints on these sites and reassure their customers that their problems will be fixed. Social media is crucial to marketing since customers frequently use it to learn more about brands and make purchases of their goods and services. A marketing strategy can make sure that messages reach all the areas where target audiences are present by using social media. Companies which do not use social media run the danger of losing out on a lot of marketing opportunities. Companies in the modern digital era cannot afford to undervalue social media marketing. In this chapter, the researcher made an effort to examine how consumers view the features of social media and the role of social media advertising.

Companies in the digital age are always searching for new and creative methods to connect their target market. Social media offers companies an engaging and dynamic platform to offer their goods and services to a large audience. The most recent advancements in communication technology have been blended with social media. Digital advertising that uses social media sites like Facebook, Twitter, Instagram, LinkedIn, and Pinterest to reach a target demographic is known as social media advertising. This strategy is spending money to advertise content on social media platforms in order to connect with potential customers and introduce the brand. With its advanced targeting capabilities, social media advertising is not like traditional advertising. Conventional advertising employs a strategy known as "carpet bombing," when companies target as many individuals as they can with their advertisements, regardless of their interest.

Conversely, social media gives marketers the opportunity to interact with ideal customers based on their behavioral attributes, psychographics, and location. Social media has completely changed the advertising industry by giving companies access to effective tools for connecting with their target market, increasing brand recognition, and boosting conversions. With the help of many platforms that provide alternatives for targeted advertising, companies may design customized campaigns that appeal to their target demographic. Companies can build significant relationships with consumers through social media by using its interactive and captivating features, which can result in sustained brand loyalty and prosperity. The researcher made an effort to investigate how consumers perceived social media advertising in this context.

Literature Review

In his 2011 study, Thirushen Naidoo (2011) examined the effectiveness of social media advertising, concentrating on Facebook in particular to identify the elements and factors influencing the success of Facebook advertisements. The study found that Facebook advertising was more effective when it incorporates four elements: brand engagement, brand attitude, brand image, and consumer engagement. Banerjee S., Mukherjee A., and Bandyopadhyay S. (2012) looked at how social media affects people's perception of transaction costs, which affects how likely they are to make an online purchase. The study found that three elements influenced people's decision to adopt as a progressive transformation: the number of early adopters, the average number of adopters' and potential adopters' direct friends, and the kind of product/market taken into consideration. Loredana Di Pietro and Eleonora Pantano (2012) investigated how Facebook affected consumers' decisions to buy. The study suggested that users' attitudes toward utilizing the system are influenced by their perceptions of the value of the product recommendations and suggestions on Facebook, how much fun it was for users to use the social network to research products and brands, and how simple it is to use the available tools. They imply a casual positive relationship between consumer intentions and attitudes about social media.

The impact of social media marketing on brand equity in the fast food industry was investigated by Hanaysha J (2016). The study sated that advertisements on social media significantly increase consumer preference for and leadership in brands. Customers like to purchase goods and services from companies who use social media to promote them. Customers tend to have positive opinions about social media marketing, and when compared to traditional marketing, they may find social media-based advertisements to be more engaging, inventive, educational, and interactive. A study by Youngkeun Choi 2021) demonstrated how electronic word-of-mouth draws customers and promotes sales. The study evidenced that consumers' electronic word of mouth was improved by the quality of the argument, the perceived authority of the source, its appeal and its attractiveness. Consumers' electronic word of mouth improves their propensity to purchase. Due to the superiority of the arguments and the perception of the source by the first users, the consumer's propensity to buy increases as a result of electronic word of mouth. Goyal S., and Kaur N. (2022) investigated the impact of social media marketing on consumer buying behavior for electronic gadgets. Their findings of the research contributed to the existing body of knowledge by specifically examining the influence of social media marketing on consumer buying behaviour for electronic gadgets, with variables of trust, perceived value, and positive reviews. By investigating these relationships, the study adds to the understanding of how social media marketing can shape consumer behaviour in the context of electronic gadget purchases.

Madhura K., and Panakaje N. (2022) in their study found that the concept of consumer perception - usually it was linked to a specific behaviour such as emotional and cognitive because of these commitments the virtual market was becoming increasingly competitive. Users' experiences and expectations of online services were fast-changing, and it was necessary for online companies to provide quality information on their websites so that highly trusted customers are expected to make them more engaged. Kumaradeepan V., Azam F., and Tham J. (2023) investigated the factors of Social Media on Consumer Perception and Purchase Intention towards Brand Loyalty. The study found that entertainment, interaction, trust, e-word of mouth and online engagement as important factors influence mostly towards brand loyalty. Salhab H.A., et al (2023) examined how social media marketing affects brand image, brand trust in Jordan. The study found that social media marketing had a noteworthy effect on brand image and brand trust on the selected products. Brand trust and brand image had a substantial influence on purchase intention of the consumers. The relationship between brand image and brand trust accounts for 70% of the variance in purchase intention. Kortam W., et al (2024) examined the effect of social media marketing and consumer perceptions on consumer trust, with respect to the demographics as a moderator variable. The study found a considerable relationship between social media advertising and customer views and consumer trust.

Objectives

The following objectives are framed for the study,
- To study the socio-economic variables of the respondents.

- To study the perception level of the respondents on social media advertising towards electronic goods.
- To test the significant differences between perception level of the respondents on social media advertising towards electronic goods and their socio-economic variables.

Methodology

The study has been undertaken to analyse the perception level of the respondents towards social media advertising about electronic goods in Cuddalore District in the state of Tamilnadu, India. For this purpose the researcher selected 750 sample respondents who were using social media and bought electronic goods using proportionate sampling technique. The respondents were selected from 5 municipalities of the district. The researchers framed a questionnaire and distributed among the respondents and collected primary data. The collected data were tested its reliability using Cronbach's Alpha Test. The researcher applied the statistical tools of mean, standard deviation, coefficient of variation, Factor Analysis, students t-test and One-way ANOVA as statistical tools to analyse the data.

Results and Discussion

The study has been undertaken to analyse the perception of customers towards social media advertising with respect to electronic goods. For this purpose the researchers studied the socio-economic profile of the respondents and studied the perception of the respondents towards social media advertising on electronic goods. The following table presents the results of socio-economic profile of the respondents.

Table 1: Socio-Economic Background of the Respondents

Socio-Economic Background		No. of Respondents	Percentage
Gender	Male	615	82.00
	Female	135	18.00
Age (Years)	Upto 30	134	17.87
	31 to 40	154	20.53
	41 to 50	353	47.07
	Above 50	109	14.53
Educational qualification	Upto H.Sc	213	28.40
	Degree	223	29.73
	PG and above	314	41.87
Occupation	Business	230	30.67
	Employed	153	20.40
	Professional	214	28.53
	Agriculturist	105	14.00
	Others	48	6.40
Monthly income (Rs.)	Upto 20,000	113	15.07
	20,001-30,000	155	20.67
	30,001 -40,000	290	38.67
	40001-50,000	137	18.27
	Above 50,000	55	7.33

Source: Primary Data

Table 1 shows that 82 per cent of study participants were men and eight per cent were women. 47.07% of the respondents were between the ages of 41 and 50, followed by 17.87% who were up to 30 years old, 20.53% who were between the ages of 31 and 40, and 14.53% who were over 50. When looking at the respondents' educational qualifications, 28.40 per cent have completed their H.Sc, 29.73 per cent have obtained a degree, and 41.87 per cent have completed PG or above. 30.67% of the respondents are doing business, 20.40% are employed, 28.53% are professionals, 14% are farmers, and 6.40% engaged in other occupations. 15.07 per cent of respondents had total monthly income between Rs. 20,000 and Rs. 20,000, 20.67 per cent between Rs. 20,001 and 30,000, 38.67 per cent between Rs. 30,001 and 40,000, 18.27% between Rs. 40,001 and Rs. 50,000, and 7.33% of respondents had total monthly income above Rs. 50,000.

The researchers selected a total of 23 variables on which the customers of electronic goods had perception towards social media advertising with respect to electronic goods. In order to reduce and group the variables the researcher applied Factor Analysis. Factor analysis is a statistical tool used to describe the variability among observed and correlated variables in terms of a potentially lower number of unabsorbed factors. It is mainly used to reduce the number of variables taken by the researcher. On the basis of inter correlation between the variables and several the factors are grouped one. The results of factor analysis are presented in the following tables.

Table 2: Total Variance Explained: Perception on Social Media Advertising on Electronic Goods

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Eigen values	% of Variance	Cumulative %	Eigen values	% of Variance	Cumulative %
1	2.592	11.269	11.269	1.708	7.427	7.427
2	1.498	6.513	17.782	1.508	6.556	13.983
3	1.313	5.710	23.493	1.363	5.926	19.909
4	1.261	5.482	28.975	1.338	5.816	25.724
5	1.123	4.885	33.860	1.332	5.791	31.515
6	1.108	4.819	38.678	1.226	5.330	36.845
7	1.104	4.802	43.480	1.219	5.300	42.145
8	1.037	4.508	47.988	1.186	5.158	47.304
9	1.017	4.420	52.408	1.174	5.104	52.408
10	0.971	4.222	56.630			
11	0.948	4.123	60.753			
12	0.921	4.005	64.758			
13	0.912	3.966	68.725			
14	0.863	3.752	72.476			
15	0.816	3.548	76.024			
16	0.796	3.461	79.485			
17	0.775	3.370	82.855			
18	0.745	3.238	86.093			
19	0.735	3.197	89.290			
20	0.664	2.886	92.176			
21	0.650	2.827	95.003			
22	0.599	2.604	97.607			
23	0.550	2.393	100.000			

Note: Extraction Method: Principal Component Analysis and Rotation Method: Varimax with Kaiser Normalization
Source: Computed from Primary data

Table 2 reveals the results of factor analysis in terms of Eigen values at initial stage and after the process of rotation method for the perception of the respondents towards social media advertising on electronic goods. The results showed that all the 23 factors regarding perception of customers towards social media advertising on electronic goods were reduced into nine factors by factor analysis by following rotation method. Its results along with correlation are presented in table 3.

Table 3: Factor Analysis: Perception on Social Media Advertising on Electronic Goods (Rotated Component Matrix[a])

Factors	Component									Factor Name
	1	2	3	4	5	6	7	8	9	
1	0.761									Effectiveness
2	0.748									
3	0.716									
4	0.708									
5		0.861								Interestingness
6		0.756								
7		0.648								
8			0.786							Reliability
9			0.763							
10			0.752							
11			0.677							
12				0.790						Informativeness
13				0.754						
14					0.818					Creating Brand Image
15					0.731					
16						0.796				Creating Purchase Intention
17						0.701				
18							0.856			Duration & Timing of Telecasting
19							0.715			
20								0.768		Completeness
21								0.719		

Factors	Component									Factor Name
	1	2	3	4	5	6	7	8	9	
22									0.7446	Product View
23									0.721	

Source: Computed from Primary Data

Table 3 provides the results of factor analysis for the factors of perception on social media advertising about electronic products in Cuddalore district of the state of Tamilnadu. a total of 23 factors were reduced nine ten factors by using factor analysis. The factors 1 to 4 were highly correlated with factor 1, hence they were grouped into one and they were labelled as "Effectiveness". The factors 5 to 7 were highly correlated with factor 2, hence they were grouped into one and they were labelled as "Interestingness". The factors 8 to 11 were correlated with factor 3, hence they were grouped into one and labelled as "Reliability". The factors 12 and 13 were correlated with factor 4, hence they were grouped into one and named as "Informativeness". The factors 14 and 15 were correlated with factor five, hence they were grouped into one and it was labelled as "Creating Brand Image". The factors 16 and 17 were correlated with factor six, hence they were grouped into one and it was labelled as "Creating Purchase Intention". The factors 18 and 19 were correlated with the factor seven, it was labelled as "Duration and Timing of Telecasting". The factors 20 and 21 were correlated with factor eight, hence they were grouped into one and it was labelled as "Completeness". The factors 22 and 23 were correlated with factor nine, hence they were grouped into one and labelled as "Product View". Further analyses were made with these reduced factors.

Table 4 presents the results of mean, standard deviation, coefficient of variation and ranking of the nine factors of perception of the respondents on social media advertising towards electronic goods.

Table 4: Descriptive Statistics of Perception on Social Media Advertising

SN	Perception towards	Mean	SD	CV	Rank
1	Effectiveness	3.75	1.12	29.87	I
2	Interestingness	3.53	1.35	38.24	IV
3	Reliability	3.42	1.08	31.58	V
4	Informativeness	2.85	1.19	41.75	VII
5	Creating Brand Image	3.71	1.21	32.61	II
6	Creating Purchase Intention	3.68	1.07	29.08	III
7	Duration & Timing of Telecasting	3.04	1.01	33.22	VI
8	Completeness	2.57	1.55	60.31	IX
9	Product View	2.69	1.22	45.35	VIII

Source: Primary Data

It could be known from table 4 that the calculated mean value of the perception of the consumers towards social media advertising of electronic goods on "Effectiveness" was 3.75, it was highest among the factors and it was ranked first, hence the perception level of the respondents was high on the above factor. The results of SD (1.12) and CV (29.87%) showed that there were lower level of deviation in the perception level among the respondents. Followed by, the perception level of the respondents on the factors "Creating Brand Image", "Creating Purchase Intention" and "Interestingness" was also found to be high, their calculated mean values were 3.71, 3.68 and 3.53 respectively and they were ranked 2nd, 3rd and 4th respectively. There was low level of deviation in perception level on the factor "Creating Purchase Intention" and little moderate level of deviation was found on the factors of "Creating Brand Image" and "Interestingness" as shown by the results of SD and CV. The perception level of the respondents was lowest on the factor "Completeness", since its calculated mean value was lowest at 2.57 and it was ranked last (9th), there was high level of deviation in perception level of the respondents on the above factor as shown by the results of SD (1.55) and CV (60.31%). It was also found that the perception level of the respondents also low on the factors of "Product View" and "Informativeness", their calculated mean values were low at 2.69 and 2.85 respectively and they were ranked 8th and 7th respectively. Moderate level of deviation was found on the level of perception of the respondents on the above factors as shown by the results of SD and CV.

In order to know, whether there were any significant differences in perception level of the respondents and their socio-economic variables, the researchers applied students t-test and One way ANOVA and the results are presented below. For this purpose the following null hypothesis was framed.

Ho: There were no significant differences in perception level of the respondents on social media advertising towards electronic goods.

Table 5: t-test on Perception Level and Gender of the Respondents

t Vale	df	Table Value at 5% Level	Result	Ho Result
2.891	748	1.963	Significant	Rejected

Source: Computed from Primary Data

It was known from table 5 that at the 5% significance level, the calculated t-test value for 748 degrees of freedom was (2.891), it was more than the table value (1.963), the result was statistically significant, hence the null hypothesis was rejected and therefore there was significant differences in level of perception by the respondents on social media advertising towards electronic goods in the study area.

The following table presents the results of One-way ANOVA to test the above hypothesis.

Table 6: ANOVA on Perception and Age, Education, Occupation and Income

Variables	F-Value	Table Value	Result	Ho
Age	3.548	2.617	Significant	Rejected
Education	4.458	3.008	Significant	Rejected
Occupation	2.183	2.384	Not Significant	Accepted
Income	3.559	2.384	Significant	Rejected

Source: Computed from Primary Data

Table 6 shows that the calculated F-value between perception level of the respondents and age of the respondents was 3.548, it was more than the table value (2.617), hence the null hypothesis was rejected and therefore there was significant differences in level of perception of the respondents about social media advertising towards electronic goods on the basis age of the respondents. The computed F-value between perception level of the respondents and education of the respondents was 4.458, it was more than the table value (3.008), hence the null hypothesis was rejected and therefore there was significant differences in level of perception of the respondents about social media advertising towards electronic goods on the basis educational level of the respondents. No significant differences were found between perception level of the respondents on social media advertising about electronic goods and their occupation, since its calculated F-value (2.183) under ANOVA was lower than the table value (2.384) and it was not statistically significant. The computed F-value between perception level of the respondents and income level of the respondents was 3.559, it was more than the table value (2.384), hence the null hypothesis was rejected and therefore there was significant differences in level of perception of the respondents about social media advertising towards electronic goods on the basis income level of the respondents.

Conclusion

In the modern world, technology is playing a pivotal role of human life. Especially, it plays an important role in marketing of electronic products in the market.. The marketers of electronic products want to reach their products to a wide people, for this they seek for media which has close touch with the people. In the way, in the recent decade social media such as Facebook, Instagram, YouTube, Twitter have close touch with majority of people. Hence markets of electronic goods make advertisements through social media for their products. In this context, the researcher studied the perception of the customers of electronic goods on social media advertising towards electronic goods in Cuddalore district in the state of Tamilnadu. The study found that the perception level of the customers was more on the factor of "Effectiveness" of social media advertising on electronic goods, followed by their perception level was also high on the factors of "Creating Brand Image", "Creating Purchase Intention" and "Interestingness". Hence social media advertising on electronic goods are more effective, it creates brand image, it intend the customers to buy and the advertisements are more interesting. Their perception level was low on the factor "Completeness", "Product View" and "Informativeness". The study also found that there was significant differences on perception level of the respondents on social media advertising about electronic products and their gender, age, education and income.

References

1. Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. Business Horizons, 55 (3), 261–271.
2. Cragun, R., McCaffree, K., Puga Gonzalez, I., Wildman, W., & Shults, F.L. (2021). Religious exiting and social networks: Computer simulations of religious/secular pluralism. Secularism and Non-religion, 10 (2), 1-20.
3. Duangruthai Voramontri., & Leslie Klieb (2019). Impact of social media on consumer behaviour. International Journal of Information and Decision Sciences, 11 (3), 209-233.
4. Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends": Social capital and college students' use of online social network sites. Journal of Computer Mediated Communication, 12 (4), 1143-1168.
5. Goyal S., and Kaur N. (2022). Unveiling the Power of Social Media Marketing: Exploring its Influence on Consumer Buying Behavior for Electronic Gadgets. International Journal of Early Childhood Special Education, 14(7), 2859-2870.
6. Jalal Hanaysha (2016). The importance of social media advertisements in enhancing brand equity: A study on fast

food restaurant industry in Malaysia. International Journal of Innovation, Management and Technology, 7 (2), 46-51.

7. Kaplan, A., M., & Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53 (1), 59–68.

8. Kohli, C., Suri, R., & Kapoor, A. (2015). Will social media kill branding? Business Horizons, 58 (1), 35-44.

9. Kortam W., et al (2024). Examining the Impact of Social Media Advertisements and Consumers' Perceptions on Consumers' Trust: Evidence from Egyptian public healthcare campaigns. The Academic Journal of Contemporary Commercial Research, 4(1), 60-73.

10. Kumaradeepan V., Azam F., and Tham J. (2023). Factors Influencing of Social Media on Consumer Perception and Purchase Intention Towards Brand Loyalty: A Conceptual Paper. International Journal of Professional Business Review, 8(5), 1-22.

11. Loredana Di Pietro., & Eleonora Pantano (2012). An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook. Journal of Direct, Data and Digital Marketing Practice, 14, 18-29.

12. Madhura K., and Panakaje N. (2022). Customer Perception in Relationship Between Social-Media and Purchasing Behavior of Fashion Products. International Journal of Case Studies in Business, IT, and Education, 6(2), 67-98.

13. O'Reilly, T. (2006). Web 2.0 compact definition: Trying again. (http://radar.oreilly.com/2006/12/web-20-compact-definition-tryi.html

14. Salhab H.A., et al (2023). The Impact of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Trust and Image. International Journal of Data and Network Science, 7, 591-600.

15. Shrabastee Banerjee., Apratim Mukherjee., & Somprakash Bandyopadhyay (2012). Effect of social networks on consumers' inclination towards online shopping using transaction cost analysis in an agent-based framework. Paper Presented at the 2nd Annual International Conference on Micro and Macro Economics, Singapore, July 2012.

16. Sinclaire, J. K., & Vogus, C., E. (2011). Adoption of social networking sites: An exploratory adaptive structuration perspective for global organizations. Information Technology and Management, 12 (4), 293-314.

17. Sony Varghese., & Mansi Agrawal (2 (2021). Impact of social media on consumer buying behavior. Saudi Journal of Business and Management Studies, 6 (3), 51-55.

18. Thirushen Naidoo (2011). The effectiveness of advertising through the social media in Gauteng. Dissertation Submitted to Potchefstroom Campus of the North-West University.

19. Youngkeun Choi (2021). A study of the antecedents of e-WOM in social commerce platform. International Journal of Service Science, Management, Engineering, and Technology, 12 (1), 62-76.