



Consumer Perception towards Social media marketing techniques in rural areas

Jojo Joy

MBA. M.com, Research Scholar, NI University, Thuckalay.

Dr. M.Sulaipher

Faculty of management studies, NI University, Thuckalay.

ABSTRACT

The advent of Social media has been instrumental in providing consumers with quick, relevant, and convenient information on products and services. Wherein consumers tend to decide on final purchases based on Social media marketing such as content marketing, online word of mouth, troll marketing, social bullying and so on. With short lead times, quick turnaround of products, frequent changes in offerings and marketing of products. This study sought to explore and understand the relevant factors of social media advertisements that draw rural consumer's attention towards their purchase. The study focused on the Kerala region well known for the country's literacy rate. It attempted to analyze the methods of social media advertisements which focusing rural consumers and inferred that whether it provides them with gratifications relating to their intent to purchase.

KEYWORDS

Social media marketing, content marketing, online word of mouth, social bullying, troll marketing

Introduction

Online social media has become a part of our daily lives by facilitating flow of information without any spatial and temporal barrier. Availability of free information at the right time adds to the charm of social media. Thus individuals everywhere the globe are connecting with social media sites to stay themselves informed of latest developments and to attach with friends. On the social web, consumers connect, share, and validate thoughts, arriving at consensus overtime. Consensus on the social web may be fleeting or scattered. Social media has denoted as a type of online dissertation wherever folks produce content, share it and mark it and network at a prodigious rate. Because of its ease use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry. Marketers have grabbed this opportunity to utilize the wide customer base. Marketers have various strategies for getting customer awareness about brands. Various techniques are adopted for this purpose such as in the form of generated contents. User-generated content (UGC) is outlined as "any sort of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital pictures, video, audio files, advertisements and alternative kind of media that was created by users of an internet system or service, typically created accessible via social media websites". It is also called user-created content (UCC). User generated content can be defined in multiple parameters. Blackshaw and Nazarro (2006) defined it as a variety of new sources of online information that are created, initiated, circulated and used by consumer intent on educating each other about products, brands, services, personalities and issues. Specified techniques are used to get customers attention. Some of the marketing techniques commonly followed by companies are content marketing, online word of mouth, troll marketing, social bullying. But the successfulness of these methods is depending on how much it all has influenced the customer's mindset to make a purchase.

Literature Review

As per Spyros Angelopolus and Antonis Kodajamanis consumer perception and attitudes towards advertising on social media, regarding the effectiveness of advertising mechanisms on social networking sites, and how consumers that are currently in the higher education react towards the phenomenon of advertising mechanism. The term advertising mechanism encapsulates all the forms of promoting tools and eWOM (electronic word of mouth) platforms, such as paid ads, groups/pages, page suggestion and friends recommendations. The study attempts to explore to what extent social networking sites can be used as a standalone marketing platform and as an individual marketing strategy. Based on that, the majority of the firms are following this

route to attract consumers, and generate eWOM for their products and services. Monika Sharma & Deepika Kalra (2011) done a study about how much online social influence marketing has been able to influence product purchase decision and whether customer really trust influential sources, the study gives the result that consumer's influence and trust in online social media is on the rise. Branded websites are the most trusted online social media for product recommendation. Also states that consumers continue to trust more on the opinions of other consumers (online) whom they know.

Dr. Ugur Bati in his study states social media promoting ways permits interaction, connection, conversation, belonging and sense of community among its members. The social media may be a potential tool that may facilitate brands reach all new potential, however generally they have facilitate has to go to the way to use this power properly. These individuals trust their online network of friends for sharing, recommendation and socializing. What is more, many alternative forms of online communities have created communities. This suggests that brands will reach additional wealthy interaction. Social media is crucial right away, with the biggest user demographic among the 18-24 age brackets. Abu Bashar, Irshad Ahmed & Mohammed Wasi (2012) Demographic factors such as the age and the disposable income are related to most impulse buying indicators. However educational qualification and gender produced marginal association with buying behavior. Social media content should be interesting, informative, interactive and reliable. Marketers should align their social media marketing effort with the changing tastes and preferences of customers. Pal and Kapur (2010) pointed out the pertinent use of blogs as a tool of marketing media for emerging economies. Vij & Sharma (2013) has done a study on social media experience of consumers and marketers of Punjab. According to the results of the study, the paper suggested the measures for effective SMM strategies.

Dharmesh Motwani & Dr. Devandra Shrimali (2014) made an attempt to state the influence of social media marketing in consumer behavior. Through social media brands influence customer choice. Customers influence other customers. These chains of events affect repurchases, which further affect earnings and long term organizational sustainability. The paper focused on the perception of customers towards social media and its marketing practices.

Research Gap

The previous analysis during this field has well-tried proved that the perspective of consumers towards brands is influenced by social media Promotions. However nonetheless is not discovered the effectiveness of such techniques utilized by social media among

consumers. This study focuses on the influence level of social media marketing techniques in rural consumers using social media.

Statement of the problem

The Study has targeted on the message impression of social media marketing in present days among the rural consumers of South Kerala, that have abundant influenced on their purchase. And there by perceive the effectiveness of social media marketing techniques such as content marketing, online word of mouth, social bullying and troll marketing among rural consumers.

Need of the study

Need of the study is to spot the influence level of social media marketing in consumers buying behavior and there by analyze the effectiveness of current social media marketing methods in Kerala. This analysis explores four techniques that utilized in social media marketing so as to achieve consumer perception, planning to ascertain their relative importance with customer perception. So that the firms using social media marketing can take proper measures to effectively utilize them for achieving their marketing objectives.

Objectives

- a) To study the influence of social media marketing among rural consumers.
- b) To examine the effectiveness of social media marketing techniques among rural consumer's

Hypothesis

- a) H0: There is no significance difference between genders with respect to techniques of social media marketing.
H1: There is a significance difference between genders with respect to techniques of social media marketing.
- b) H0: There is no significance difference between marital statuses with respect to techniques of social media marketing.
H1: There is a significance difference between marital statuses with respect to techniques of social media marketing.
- c) H0: There is no significance difference among ages with regard to techniques of social media marketing
H1: There is a significance difference among ages with regard to techniques of social media marketing.
- d) H0: There is no significance difference among occupations with regard to techniques of social media marketing.
H1: There is no significance difference among occupations with regard to techniques of social media marketing

Research Methodology

Sampling Design

The data collected on the basis of stratified random sampling done among the districts in South Kerala. On the basis of highest rural population districts are selected. The data collected as proportion to the population rate of districts having highest rural population of that district.

Data Collection

In this study both primary and secondary sources of data will be included. The primary data for this research will be collected through a questionnaire; the data of questionnaire was collected from 100 respondents which served as the primary source of data for the analysis of this research and that led this research to the exploration of social media marketing techniques effectiveness among people. The literature review of this research study will provided the secondary data. Source of secondary data which is gathered from published research articles from 2010 to 2016.

1. Descriptive Analysis

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader

Table.1 Influence of Social media marketing between gender

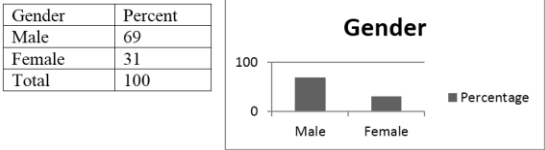


Fig 1.1 Bar diagram represent influence of social media between Genders

From the above table, 69% male and only 31% are female. Maximum numbers of respondents are male. This shows males are using social media more than females. The males are more exposed and influenced by social media marketing.

Table 1.2 Influence of social media marketing between marital statuses

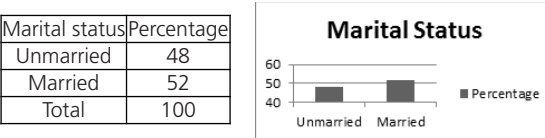


Fig 1.2 Bar diagram represent influence of social media between Marital status

From the above table, 52% of respondents are married and only 48% are unmarried. Most of the respondents influenced by social media marketing are married. The rural people are marrying in their young age. Married people are more in rural areas.

Table 1.3 Influence of social media marketing under various age groups

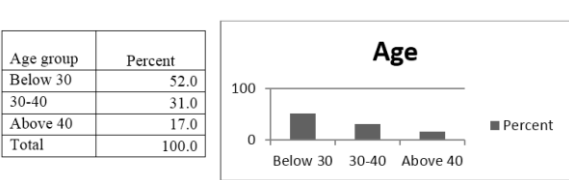


Fig 1.3 Bar diagram represent influence of social media between Age group

From the above table, Maximum of 52% respondents is below 30. And 31% are between 30-40. Minimum of 17% are from the age group of above 40. The people from age group below 30 are the rich users of social media. The computer literacy, awareness of new facilities and the time for usage are the various factors which helping this age group to use social media more.

Table 1.4 Influence of social media marketing among various occupations

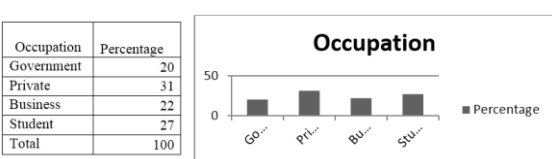


Fig 1.4 Bar diagram represent influence of social marketing among Occupation

From the above table, Maximum number (31%) of respondents is from the private sector. A minimum of 20% are from the government sector. The people in private sectors are more exposed to internet and social media daily.

Table 1.5 Represents the Mean and SD of consumer perception towards user Social media marketing

Consumer perceptiveness	Mean	SD
Content marketing		
Content marketing is good for brand equity	3.360	.811
Content marketing helps in brand selection	3.310	.692
Content marketing provides correct awareness	3.220	.760
Content marketing is good for creating and distributing valuable and relevant content	3.150	.809
Content marketing helps to get awareness in preferred brand	2.800	.888
Online word of mouth		
Online word of mouth is more effective in passing and getting product information	3.180	.813
Opinions of other consumers influencing you in buying	3.160	.893
Words from closed groups are more influencing	3.050	.770
Online word of mouth is good for brand ratings	2.970	.893
Brand recommendations are easier with online word of mouth	2.520	1.039
Troll Marketing		
Believing that information passing through trolls are true	3.490	.703
Trolls are touches the humor side of consumer mindset and it is most effective	3.460	.797
Buying products on the basis of troll	3.360	.674
Trolls are attractive way to influence consumer mindset	3.280	.877
Inflammatory, extraneous messages in an online community can influence consumer buying	3.260	.895
Social bullying		
Social bullying can create negative impact	3.510	.835
Social bullying is deliberate , repetitive and aggressive technique to hurt other brands	3.350	.892
Verbal abuse, gossip and other actions which cause mental and emotional harms towards brands	3.330	.753
Social bullying is using for unethical practices which cause losing brand trust	3.240	.740
Social bullying is a powerful tool for influencing consumers attitude	2.760	.911

Based on the mean score, people have a belief of content marketing is good for brand equity with a high mean value of (3.360) but a low mean value of (2.80) shows content marketing is less useful in getting information about preferred brand. Online word of mouth marketing is effective in getting product information with a high mean value of (3.180) and less mean value of (2.520) denotes there is less brand recommendation. In case of troll marketing, people have opinion of troll marketing provide true information with a mean value of (3.490) and low mean value of (3.260) represents the its influence in consumer buying. The high mean value of (3.510) in social bullying denotes the people have a feeling of social bullying can create negative impact. And mean value of (2.760) denotes the social bullying is a not powerful tool for influencing consumer attitude.

2. INFERENCE ANALYSIS ON SAMPLE

Differences between two groups in the mean scores of variables are studied using Student t test are discussed in this section. Also ANOVA are used to verify the hypothesis stated.

Table2.1. Independent sample t test (t-test for equality means) are used to measure the significance difference between genders with respect to SMM techniques.

H1: There is a significance difference between genders with respect to techniques of social media marketing.

Social media marketing techniques	Gender				F	Sig
	Male		Female		t value	P value
	Mean	SD	Mean	SD		
Content marketing	17.14	3.17	15.06	2.50	3.225	.002
Online word of mouth	17.22	3.11	16.03	2.83	1.812	.073

Troll	16.65	3.21	14.58	1.98	3.314	.001
Social bullying	18.16	2.63	16.58	2.25	2.896	.005

Since 'p' value is less than 0.01 null hypothesis is rejected at 1% level and 'p' value is less than 0.05 null hypothesis is rejected at 5% level, here the p value for the social media advertising methods rejected at 1% level for content marketing, troll and social bullying. The null hypothesis is rejected and there is a significance difference among gender, which shows there is an influence of SMM techniques among gender. But in the case of online word of mouth the 'p' value is .073 which is greater than 0.05 i.e., the null hypothesis is accepted.

Table2.2. Independent sample t test (t-test for equality means) are used to measure the significance difference between marital statuses with respect to Social media marketing techniques.

H1: There is a significance difference between marital statuses with respect to techniques of social media marketing

Social media marketing techniques	Marital status				F	Sig
	Unmarried		Married		t value	P value
	Mean	SD	Mean	SD		
Content marketing	16.65	3.60	16.37	2.63	.447	.656
Online word of mouth	16.79	3.00	16.90	3.14	-.182	.856
Troll	16.35	2.99	15.69	3.06	1.091	.278
Social bullying	18.08	2.60	17.29	2.59	1.530	.129

In this case the null hypothesis is accepted and there is no significance difference between marital status. This result shows there is no influence of social media advertising methods between marital status.

Table2.3. ANOVA test for significance difference among occupation with respect to the SMM techniques.

H1: There is a significance difference among occupation with regard to techniques of social media marketing

	Government		Private		Business		Student		F	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Content marketing	15.45	2.35	16.97	2.77	17.68	2.59	15.78	3.99	2.644	.054
Online word of mouth	15.95	2.67	17.56	3.05	16.03	2.80	17.41	3.32	2.043	.113
Troll	15.80	3.25	16.16	2.77	15.45	2.06	16.44	3.81	.480	.697
Social bullying	15.70	1.84	17.42	2.59	18.36	2.26	18.85	2.60	7.463	.000

Here the null hypothesis is accepted in all other methods except social bullying. The 'p' value for social bullying is '.000' which means the null hypothesis is rejected at 1% level. And it shows there is much influence of social bullying among people having various Occupations.

Table 2.4. ANOVA test for significance difference between age with respect to social media marketing techniques.

H1: There is a significance difference among Age with regard to techniques of social media marketing

Social media marketing Techniques	Age							
	Below 30		30-40		Above 40		F	Sig
	Mean	SD	Mean	SD	Mean	SD		
Content marketing	16.48	3.80	16.10	1.97	17.29	2.44	.806	.449
Online word of mouth	16.92	3.26	16.35	2.82	17.53	2.85	.837	.436
Troll marketing	16.06	3.37	15.13	1.71	17.47	3.37	3.447	.036
Social bullying	18.25	2.81	16.90	2.17	17.29	2.42	2.898	.060

The test results inferred that there is less influence of social media advertisement methods such as content marketing, online word of mouth, social bullying among various age groups. This is because of the null hypothesis is accepted at 5% level in these cases except one. The null hypothesis is rejected at 5% level in the case of troll with a 'P' value of '.036', which shows an influence of troll marketing among various age groups of people.

Findings

1. From the study it is understood that males are more exposed and influenced by social media marketing. Among the 100 data collected male covers 69 percent and female have only 31 percent. There is a significance difference between gender with relate to SMM techniques. But in the case of Online word of mouth has no influence between genders. This shows there is less sharing of brand experience between groups. The mean value of male respondents towards SMM techniques are also high than female.

2. In this study 52 percent of the respondents are married and 48 percent are unmarried. The mean value of unmarried peoples is higher than those from married. There is no influence of SMM techniques between marital statuses. The marital status of individuals has no influence in the perception towards social media marketing.

3. 31 percent of the respondents are from the private sector. The SMM techniques have less influence among people having various occupations except social bullying. Social bullying has a high influence among peoples with different jobs. This shows people in rural area are influenced by the verbal abuse, gossips created in social Medias.

4. 52% of the respondents are from the age group of below 30. Among different age group the SMM techniques has less influence. Only troll marketing has an influence among different age groups. The Humor side of troll marketing is very attractive among all age groups.

Suggestions

The successfulness of any paid marketing is depends upon the effectiveness of its techniques. From this study it is understood that the reach of social media marketing is not same as that in urban area. The effectiveness of social media marketing techniques is also less in rural areas of Kerala. In order to raise the ROI of advertisements done in social media channels, the companies should focus more on individual marketing and consider cultural branding. The taste and lifestyle of rural consumers are different from that of urban. So the acceptance and effectiveness of marketing techniques will also have difference. Companies doing brand promotions through social media must also consider the demographic determinants of rural consumers. The study is useful in understanding the influence level of social media selling in rural consumers' of Kerala. And may live the effectiveness of social media marketing ways used utilized by various corporations. The businesses ought to develop a measurement metrics on ROI of social media marketing techniques and may perceive shopper rational behavior towards social media marketing techniques.

Scope

Further research can explore how communication variables such as brand awareness, brand preference, brand attitude etc. of different products are influenced by the presence of advertisements through social media site, if possible figure out the metrics that can be used to measure the ROI of effectiveness of social media marketing techniques.

Conclusion

Without doubt we will say that social media in current days influencing the perception of consumers, there are factors touching the attitudes of consumers towards social media promoting. However there arise a matter whether or not the techniques of social media marketing influencing rural consumers effectively. India is a country with more than fifty percent of its population belongs to rural areas. The usage of social media is

increasing exponentially to satisfy the wants of web users; at the identical time it's conjointly magnified the opportunities for companies to plug their products and services during a personalized manner. Social media has contributed considerably in dynamic the perception of consumers in shopping. But the true challenge of a brand is to get the attention of the all users irrespective of urban and rural and make him like and convert that like into sales by influencing the buying decision.

References

1. Dave Evans. Social media marketing an hour a day: Times business series published by WILEY 2010
2. https://en.wikipedia.org/wiki/User-generated_content
3. Black Shaw,P; &Nazarro, M.(2006) Consumer generated media 101:word of mouth in the age of web fortified consumers). retrieved from www.neilzenbuzz.com.
4. Spyros Angelopolus and AntonisKodajamanis.consumer perception and attitude towards advertising on social networking sites: international conference on communication, media , technology and design(2013)
5. Monika Sharma&DeepikaKalra, "An empirical study of online social influence marketing with reference to customer's product purchase decision and product recommendation": Indian Journal of marketing 2011
6. UgurBati :The era of the new marketing: Attitudes of young consumer towards social media marketing:7th international symposium of interactive media design.
7. Abu Bashar, Irshad, Ahammed& Mohammed Wasi. "A study of influence of demographic factors on consumer buying behavior": International journal of management and strategy, volume no3, issue 5, July-Dec 2012.
8. Pal,S.K; &Kapur,V.(2010) " Blog marketing strategies for mature and emerging markets": International journal of innovation, management and technology,1(4),411-418.
9. Vij& Sharma J. "An empirical study on social media behavior of consumers and social media marketing practices of marketers": presented paper in 5Th IIMA conference on marketing in emerging economics On 9-11jan201
10. DharmeshMotwani, Dr. DevandraShrimali&Ms.KushbuAgarwal. "Consumer attitude towards social media marketing": Journal of business management & social science research. Vol 3, April 2014.