



Customer Perception Towards Social Media Marketing

Mr. Vinay M Asst Professor, BGS B SCHOOL

Mr. Arunkumar B C, Asst Professor, BGS B SCHOOL

ABSTRACT

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Indian marketers are moving at a fast speed to tap the one normal opportunity. Social media has gone mainstream and for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and Connects companies directly with customers. Customer acquisitions remain to be the prime goal of Indian marketers. According to leading marketers of India, the top three online investment channels are social media, Email marketing and Search marketing. This is why nearly every business on the planet is exploring social media marketing initiatives. The Focus of marketers is shifting from sending the message out to start engaging with Customers. In this context, the role of a marketer is changing from batch and blast processing to creating listening posts and dialogue hubs in customer communities. Shift from isolated pure play traditional platforms to an integrated multichannel approach is helping the marketers address the challenge of consumers expectations across many devices and channels. Indian marketers are leveraging the power of various communication channels and technologies be it Email, SMS or social media in their portfolio. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. Corporate message spreads from the user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Customer perception towards social media marketing has been a topic of interest for both marketers and researchers in recent years. Social media has become an important platform for businesses to reach their target audience and promote their products and services. However, consumers have different attitudes towards social media marketing, which can impact the effectiveness of marketing strategies. These abstract reviews the literature on consumer perception towards social media marketing, including the factors that influence their perception, such as trust, credibility, perceived value, and the nature of the content. Additionally, the abstract highlights the importance of understanding consumer behaviour in the context of social media marketing.

Keywords: social media, marketing, customer perception, strategies, content.

INTRODUCTION

One of the main factors that influence consumer perception of social media marketing is trust. Consumers are more likely to trust social media marketing when they perceive the content to be authentic, transparent, and honest. Consumer perception towards social media marketing is an important aspect of marketing strategy that has garnered significant attention from marketers and researchers in recent years. Social media marketing involves using social media platforms to promote products and services to target audiences. However, consumer perception of social media marketing can significantly impact its effectiveness. Consumers have different attitudes towards social media marketing, which are influenced by various factors, such as trust, credibility, perceived value, and the nature of the content. Perceived value is another important factor that influences consumer perception of social media marketing. Consumers tend to perceive social media marketing as more valuable when it offers discounts, promotions, or exclusive offers. Additionally, consumers are more likely to engage with social media marketing that offers entertainment or educational value. Additionally, consumers tend to trust social media influencers who have a genuine following and whose opinions are not influenced by financial incentives. The nature of the content is also an important factor that influences consumer perception of social media marketing. Consumers tend to perceive social media marketing as more appealing when the content is visually appealing, engaging, and interactive. Additionally, consumers are more likely to engage with social media marketing that is tailored to their interests and preferences. Overall, understanding consumer perception towards social media marketing is crucial for developing effective marketing strategies that align with consumer preferences and expectations. Future research in this field should focus on exploring new ways to enhance the effectiveness of social media marketing, such as the use of augmented reality or artificial intelligence and identifying new factors that influence consumer perception. The tool of web has become the centre of social environment even from the beginning. There has never existed like the social environment which possesses the ability to associate the content with another. The marketing managers have evaluated the usage of social media for their advertising campaigns and marketing strategies to access the customers in the different segments of market. Marketing communications, public relations, promotions, sentiment studies and customer and product management are the sub-components of marketing which can be use on social media.

DEFINITION OF SOCIAL MEDIA MARKETING

Social media marketing is the use of social media, the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

TYPES OF SOCIAL MEDIA MARKETING

Content Marketing

Content marketing on social media involves creating and sharing valuable content to attract and engage a target audience. It is like hosting a never-ending virtual seminar where you share your expertise and insights to attract and captivate an audience.

Influencer Marketing

Influencer marketing leverages individuals with significant following on social media to promote products and services. Imagine having a trusted friend who always knows the best products and services. These influencers have the power to sway their audience's opinions and buying decisions due to their credibility

and reach.

Social Media Advertising

Paid advertising on social media platforms is a powerful way to reach a broader audience. Social media platforms offer targeted advertising options that allow businesses to reach specific demographics based on age, location, interests, and behaviour. Unlike traditional ads that shout to everyone, these ads whisper directly to those most likely to listen.

Video Marketing

Video marketing involves creating and sharing videos to promote a brand, product, or service. It is a medium that brings stories to life, captures attention, and conveys messages in a captivating way. This type of marketing is particularly effective on YouTube, Instagram, TikTok, and Facebook, where video content is highly favoured by the algorithms.

User-Generated Content (UGC)

User-generated content is any content (text, videos, images, reviews) created by users rather than brands. UGC is highly effective because it serves as social proof, showcasing real people using and endorsing a product or service. When people see others enjoying your product, they are more likely to trust and try it themselves.

Live Streaming

Live streaming is a powerful way to connect with your audience in real time. Platforms like Facebook Live, Instagram Live, and Twitch allow you to broadcast live events, product launches, Q&A sessions, and behind-the-scenes content. This approach breaks down barriers and brings a human touch to digital interactions, fostering a sense of immediacy and authenticity.

Social Media Contests and Giveaways

Running contests and giveaways on social media is a great way to boost engagement and increase your following. By offering prizes in exchange for likes, shares, comments, or tags, you can quickly generate buzz and reach a wider audience.

OBJECTIVE OF THE STUDY

1. To understand the customer perception about social media marketing.
2. To identify the factors which are more influential in determining the customer perception towards social media marketing.

METHODOLOGY OF THE STUDY

The data related to this above paper is collected from journals, books, magazines, research papers, and publications from Ministry of Information and Broadcasting's. In this paper exploratory research is used to present and understand the research topic. In this paper the data is collected is secondary in nature.

SIGNIFICANCE OF THE STUDY

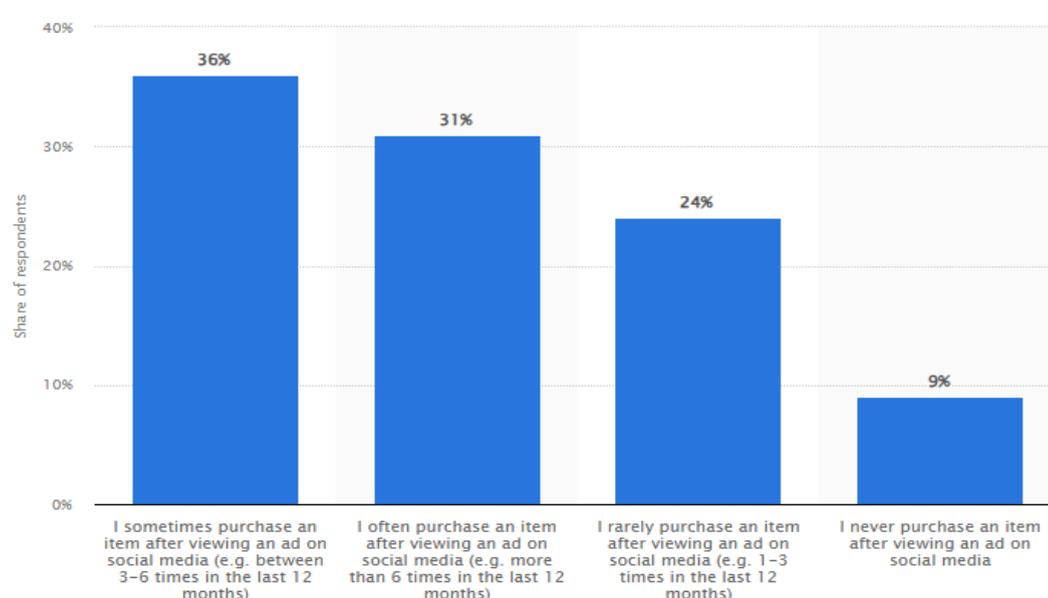
1. To identify the Customer level of satisfaction through Brand image.
2. The study is helpful to the organization for conducting further research.
3. This study is helpful to the organization for identifying the area of dissatisfaction of the Customer.
4. This study help to make a managerial decision to the company

LIMITATION OF THE STUDY

The study of customer behaviour towards social media marketing is a very vast subject consisting of several dimensions. Only a few dimensions or aspects were studied in this study. Hence, the conclusion drawn is specific and cannot be generalized.

CUSTOMER PERCEPTION TOWARDS SOCIAL MEDIA MARKETING

Consumers are more likely to engage with social media marketing that is authentic, transparent, and honest. Trust is a crucial factor that influences consumer perception towards social media marketing, and consumers are more likely to trust content that is perceived to be genuine and not overly promotional. Social media influencers who have a genuine following and whose opinions are not influenced by financial incentives tend to be perceived as more trustworthy by consumers. Consumers tend to perceive influencers as more credible and authentic than traditional advertising. Consumers are more likely to perceive social media marketing as credible when the content is informative, useful, and relevant to their interests. Additionally, consumers are more likely to trust social media marketing from brands that have a positive reputation. Consumers tend to perceive social media marketing as more valuable when it offers discounts, promotions, or exclusive offers. Additionally, consumers are more likely to engage with social media marketing that offers entertainment or educational value. The nature of the content is also an important factor that influences consumer perception towards social media marketing. Consumers tend to perceive social media marketing as more appealing when the content is visually appealing, engaging, and interactive. Additionally, consumers are more likely to engage with social media marketing that is tailored to their interests and preferences. Since 2012, social media platforms have recorded an annual growth rate of around 12%. As of October 2022, approximately 4.74 billion people were using social media platform. More than 93% of regular users of the internet use popular social media platform every month. Social media platforms have been reported to grow at 4.2%, at a rate of six new users per second on average. Recent data reveals that people aged between 20 and 29 are the biggest social media users, making up 32.2% of the global user base. 72% of the US population uses social media platform. Considering a sleep time of 7 to 8 hours daily, the latest figures suggest that people spend approximately 15% of their time on social media networks. A total of **5.56 billion** people around the world were using the internet at the start of 2025, equivalent to **67.9 percent** of the world's total population.



Source: statista

INTERPRETATION

Survey on consumer attitudes to social media marketing in India conducted revealed that most Indian customers have purchased products after seeing an ad on social media, though at varying frequencies. Around 36 % of the respondents admitted to sometimes buying an item after seeing a social media ad while another 31% did so often. Social media was one of the leading digital marketing formats employed in India.

CONCLUSION

Consumer perception towards social media marketing is a complex phenomenon that is influenced by a range of factors, including the nature of the content, the perceived authenticity and trustworthiness of the marketing messages, and the perceived value and relevance of the content to consumer interests and preferences. To successfully engage with consumers on social media platforms, businesses need to develop a deep understanding of consumer behaviour and attitudes towards social media marketing and tailor their marketing efforts accordingly. Businesses should focus on developing content that is informative, useful, and relevant to their target audience, as well as visually appealing, engaging, and interactive.

Transparency and authenticity are also key factors that influence customer perception towards social media marketing, and businesses should strive to build trust and credibility with their target audience by being honest and transparent in their marketing efforts. Social media influencers can also be an effective tool for businesses looking to engage with consumers on social media platforms. However, it is important to carefully select influencers who have a genuine following and whose opinions are not influenced by financial incentives to maintain credibility and authenticity. Overall, by understanding consumer perception towards social media marketing, businesses can develop effective marketing strategies that resonate with their target audience, improve their brand reputation, and evaluate the effectiveness of their marketing campaigns. It is advisable to the marketers to frame a mechanism to filter the fake information and to provide valuable information relating to product and service. Since most of the people are ignoring the advertisement in social media the marketers can take efforts to make these advertisements more attractive. Online advertisers or marketers need to follow some ethics while advertising their products via social Medias. According to customers, businesses must consider the following things in social media marketing.

1. *Be transparent and authentic:* Consumers value authenticity and honesty, and businesses should strive to be transparent and authentic in their marketing efforts. This includes being upfront about any sponsored content, avoiding overly promotional messages, and engaging with consumers in a genuine and authentic way.
2. *Develop valuable and relevant content:* Consumers are more likely to engage with social media marketing that is informative, useful, and relevant to their interests and preferences. Businesses should invest in developing high-quality content that is tailored to their target audience and provides value to consumers.
3. *Leverage the power of social media influencers:* Influencers can be a powerful tool for businesses looking to engage with consumers on social media platforms. However, it is important to carefully select influencers who have a genuine following and whose opinions are not influenced by financial incentives to maintain credibility and authenticity.
4. *Monitor and respond to feedback:* Monitoring consumer feedback and responding to comments and concerns can help businesses build trust and credibility with their target audience. Businesses should be responsive and engaged with their followers on social media platforms and use feedback to improve their marketing efforts.

Today a major percentage of customers are connected to the social media platforms, and this has created a huge impact upon the marketing strategies implemented by firms. It is impossible to separate social media from online world. From this we found out that today the major percentage of the customer is connected to social media, and they have huge impact of it. Their purchase decision, shopping trends and brand trust depends on the information they get from social media online advertising. The consumer now considers social media marketing as more interesting, informative, innovative, interactive when compared with traditional Online advertising. However some consumers find such advertisement to be annoying and irritating. The reason for such perception is repetitive advertisement. In short, it can be concluded that social media marketing is an effective source for market communication which influenced the perception of consumers to great extent.

REFERNCES

1. D'Silva, B., Bhuptani, R., Menon, S., &D'Silva, S. (2011). Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India: An Empirical Study, presented in International Conference on Technology and Business Management, March 28-30, 756-763.
2. Vij, S., & Sharma, J. (2013). An Empirical Study on Social Media Behaviour of Consumers and Social Media Marketing Practices of Marketers, presented paper in 5th IIMA Conference on Marketing in Emerging Economies, 9-11 January 2013.
3. NimaBarhemmati and Azhar Ahmad (2015) Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement, Journal of Advanced Management Science Vol. 3, No. 4, December 2015.
4. DharmeshMotwani, Dr.DevendraShrimali, and Ms.KhushbuAgarwal, (2014) Consumer Attitude towards Social Media Marketing, Journal of Business Management & Social Sciences Research (JBM&SSR) ISSN No: 2319-5614 Volume 3, No.4, April 2014.
5. www.google.com
6. www.statista.com