

Analysis of Consumer Preference towards Social Media Marketing with Reference to Facebook

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Analysis of Consumer Preference towards Social Media Marketing with Reference to Facebook

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Abstract:

The project aims to understand how consumers behave towards social media marketing on Facebook, despite the rise of other platforms like Instagram and WhatsApp. We'll use two methods to collect data from consumers: Snowball Sampling and Convenience Sampling. Based on the responses we get, we will develop a hypothesis and test it using ANOVA, Chi-square Analysis, and Correlation. These tests will help us to interpret the data and draw conclusions for our research.

INTRODUCTION:

Knowledge is power - This research aims to understand consumer behaviour toward social media marketing on Facebook, investigating factors influencing liking and commenting behaviour, product recommendations, brand-related activities, and attitudes toward Facebook advertising. This type of marketing denotes such market where social media sites through which they spread their promotion to the market they intend to do it. The impact of the social media marketing enhances brand awareness and thereby creating brand preferences to the potential and existing customers. The present study contemplates to analyse Consumer Preference towards Social Media Marketing with Reference to Facebook

OBJECTIVES OF THE STUDY:

1. To know the attitudes of Facebook users toward Facebook advertising
2. To study the impact of brand-related activities on Facebook on brand perception and consumer purchasing decisions
3. To study the influence of content richness and time frame on the branded Facebook post

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SCOPE OF THE STUDY:

This research aims to analyse consumers' behaviour and attitudes toward social media marketing, specifically on Facebook. We will explore the extent to which individuals use Facebook for marketing purposes and how it benefits small businesses and investors. Additionally, we will investigate the influence of celebrities on the market through their brand ambassadors and how consumers' purchase decisions are affected by celebrity brand advertising. We will also examine how effectively Facebook displays relevant ads to individuals based on their interests. By analysing consumers' responses and attitudes toward social media marketing, this study will provide insights into how businesses can effectively engage with their target audience on Facebook. The findings of this research will help businesses improve their brand perception and drive consumer purchasing decisions through effective social media marketing strategies. Moreover, this study will contribute to the existing literature on social media marketing by providing valuable insights into consumers' behaviour and attitudes toward social media marketing on Facebook.

HYPOTHESES:

- **H₀:** There is no significant difference between the number of consumers who uses Facebook and the number of consumers who prefers other social media platforms
- **H₀:** There is no significant difference between age groups in the influence of product recommendations from Facebook friends with strong online connections on their purchasing decisions.
- **H₀:** There is no significant difference between age groups in the frequency of seeing Facebook advertisements that are relevant to their interests.
- **H₀:** There is no significant difference in the popularity of a branded Facebook post concerning the content richness or use of hashtags.

STATEMENT OF THE PROBLEM:

The problem with the research study is that fewer people are using Facebook compared to other social media platforms like WhatsApp and Instagram. This is because these other platforms are better at meeting people's needs and have more exciting features. As a result, Facebook's user base has been declining in recent years, especially among younger people who are essential for social media growth. To solve this problem, Facebook needs to improve its features to attract younger users. They also need to convince people that Facebook is better than other platforms. By doing this, they can increase their user base and improve their social media marketing.

RESEARCH METHODOLOGY:

Primary Data: For the research, both primary and secondary data were used. To conduct the research by constructing the structured questionnaire and distributing it to the selected consumers through Google Docs. A sample size of 135 respondents was used with a convenient sampling technique. For the data analysis, we used Chi-Square, ANOVA, and Correlation to provide the best results it.

Secondary Data: For the secondary data different sources of books, magazines, literature reviews, and research by different authors in the relevant field were taken into consideration.

Sample size - 135 respondents

Sample unit - Students, employees

Sample area - Chennai City

Sampling technique - Snowball sampling technique, convenience sampling

We will collect data through Snowball and Convenience Sampling, testing our hypothesis using ANOVA, Chi-square, and Correlation analysis. Our findings will offer valuable insights to businesses on effectively engaging with their audience and improving brand perception and purchasing decisions on Facebook.

REVIEW OF LITERATURE:

- **PK, Swathi (2022)** Businesses use social media extensively to communicate with their customers. Social media has a large user base and a wealth of content, making it an effective marketing tool for companies of all kinds. Keeping up with the shifting interests of social network users may be difficult, though. This case study contrasts the marketing tactics employed by companies on Facebook, Instagram, and Snapchat. It offers information about the efficient marketing uses of various platforms.
- **Ahmed, Tanveer (2020)** This study investigates how brand loyalty among urban teenagers is impacted by Facebook marketing. Regression analysis was used to examine the data from the research, which included 306 individuals and a validated questionnaire. According to the report, 8:01 PM to 5:59 AM is the busiest period for urban teenagers to use Facebook. Content that is humorous, educational, and news-related is preferred on Facebook. The study also discovered a link between beneficial advertising, Facebook groups, viral material, and pertinent content and brand loyalty. Updated content and digital word-of-mouth, however, have a detrimental effect on customer loyalty to brands.
- **Ioanas Elisabeta (2020) Companies** use social media to complement information about their products and learn from consumer feedback. This study explores the impact of social media on consumer behavior using a quantitative approach with a sample of 116 respondents. Statistical analysis revealed insights into the consumer profile of social media users and the influence of social media on behavior changes.

ANALYSIS AND INTERPRETATION:

Regular users of Facebook and Regular users of other social media platforms

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.267 ^a	4	.006
Likelihood Ratio	13.066	4	.011
Linear-by-Linear Association	2.491	1	.114
N of Valid Cases	135		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 3.08.

Inference:

The above table portrays that the significant value of 0.114 is much greater than 0.05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between the number of consumers who uses Facebook and the number of consumers who prefers other social media platforms

Age and Facebook friends with strong online connections have a significant impact on my purchasing decisions.

ANOVA					
Dependent Variable 10. Product recommendations from Facebook friends with strong online connections influence my purchasing decisions.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.433	3	1.811	1.746	.161
Within Groups	135.901	131	1.037		
Total	141.333	134			

Inference:

From the above table, it is tacit that the significant value of 0.161 is much greater than .05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between age groups in the influence of product recommendations from Facebook friends with strong online connections on their purchasing decisions.

Age and Facebook add relevant interests

ANOVA					
Dependent Variable 19. How often do you see Facebook advertisements that are relevant to your interests?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.608	3	2.869	2.156	.096
Within Groups	174.325	131	1.331		
Total	182.933	134			

Inference:

With regard to the above table the significant value is 0.096 and it is much greater than .05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between age groups in the frequency of seeing Facebook advertisements that are relevant to their interests.

The content richness and hashtags significantly impact the popularity of branded Facebook posts

Correlations			
		22. The content richness of a branded Facebook post has a strong influence on its popularity	23. The use of hashtags in a branded Facebook post has a strong influence on its popularity.
22. The content richness of a branded Facebook post has a strong influence on its popularity	Pearson Correlation	1	.560**
	Sig. (2-tailed)		<.001
	N	135	135
23. The use of hashtags in a branded Facebook post has a strong influence on its popularity.	Pearson Correlation	.560**	1
	Sig. (2-tailed)	<.001	
	N	135	135
** . Correlation is significant at the 0.01 level (2-tailed).			

Inference:

As given in the above table, it is clear that the significant value of 0.560 is much greater than 0.05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference in the popularity of a branded Facebook post concerning the content richness or use of hashtags.

LIMITATIONS OF THE STUDY:

The study is limited in its scope, the time period of the study being the important constraint. This research is restricted within the city of Chennai, with a small sample of 135 respondents, and hence the result may vary when the sample and the research area get widened. The researcher has taken all of the possible efforts to gather the respondent’s review, but still, there may be hesitation from the side of respondents to reveal all the answers. The sample size being 135 in number, may not be exactly matching with the characteristics of the population. The study is concentrated only on the preference of the consumers towards Facebook to enable the research to have apt conclusive evidence.

FINDINGS, SUGGESTIONS, AND CONCLUSION:

FINDINGS:

- There is no significant difference between the number of consumers who uses Facebook and the number of consumers who prefers other social media platforms
- There is no significant difference between age groups in the influence of product recommendations from Facebook friends with strong online connections on their purchasing decisions.
- There is no significant difference between age groups in the frequency of seeing Facebook advertisements that are relevant to their interests.
- There is no significant difference in the popularity of a branded Facebook post concerning the content richness or use of hashtags.

SUGGESTIONS:

- To improve Facebook advertising, more features and attractive customer-centric features need to be developed.
- The younger consumer demographic should be targeted more, as their usage is expected to grow significantly and can contribute to rapid economic growth.
- It is important to understand the preferences of younger consumers and incorporate them into Facebook's features to make them more appealing.
- Enhancing the user experience by adding more interactive and personalized features can make Facebook more competitive in the market.
- Investing in research and development to identify and cater to the needs of younger consumers can lead to improved growth prospects for Facebook's advertising platform.

CONCLUSION:

In conclusion, this study on Facebook's impact on consumer behaviour has several limitations, including its small sample size and restricted scope. However, it provides insights into the preferences of consumers in Chennai towards Facebook and their purchasing decisions. It suggests that Facebook should focus on enhancing the user experience with more customer-centric features and targeting younger consumers to ensure rapid economic growth. Furthermore, investing in research and development to understand the needs of younger consumers can lead to improved growth prospects for Facebook's advertising platform. Despite the limitations, this study provides valuable insights for marketers to tailor their advertising strategies on Facebook.

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