

A Study on Impact of Social Media Marketing on Brand Awareness, Brand Preference and Purchase Intention with Special Reference to Young Consumers

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ABSTRACT

Presently, the dominance of social media over the young population's life is so powerful that they have become social media addicted. The popularization of social media has prompted a marketer to promote a brand using social media to woo the target audiences. Talking about this research, the present study has been set out to understand the opinions and perception of young consumers about social media marketing. A sample comprising of 160 young consumers from two cities namely Vadodara and Nadiad was drawn by adopting conveniently sampling method and the relevant data were gathered by administering a structured non-disguised questionnaire. The questionnaire contained 24 criteria related to the study and the responses were rated on five points Likert Scale. For data analysis and hypothesis testing, descriptive statistics, Correlation & Regression Analysis percent score and frequency distribution were used. The results indicated that 46.3 percent of young consumers strongly opined that social media marketing is a creative way of marketing any brand and 24.4 percent of respondents agreed that they prefer those brands which are marketed on social media. There exists a positive correlation between social media marketing and brand awareness, brand preference and purchase decision. Similarly, there is a significant impact of social media marketing on brand awareness, brand preference & purchase decision.

Key words: Social Media, Marketing, Brand Awareness, Brand Preference

Introduction

The exponential growth in internet users, technology driven business operation and online shopping portals resulted into creation of digital culture. In fact, the dominance of social media over the Y-Generation's life is so powerful that they have become social media addicted. As a matter of astonish, the popularisation of social media has also prompted a marketer to promote a brand through social networking sites to woo target audience. Hence, there has a paradigm shift from traditional to technology driven promotional media. Undoubtedly, social media marketing has changed the face of marketing and opened the avenues of benefits such as customer engagement, website traffic, brand awareness, brand preference etc. Following statistics offer the glimpse of contemporary scenario in India.

Conceptual Framework

Social Media: social media is designed to be disseminated through social interaction created using accessible and scalable publishing techniques. Social Media uses internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogue (many to many) (Arya, 2011, p1). According to Andreas Kaplan and Michael Haelein, "Social media as a group of Internet based application that build on the ideological and technological foundation of web 2.0 and that allow the creation and exchange of user-generated content. Social Media covers a wide variety of online and mobile, word-of-mouth forums

including social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few (Hollensen, 2011).

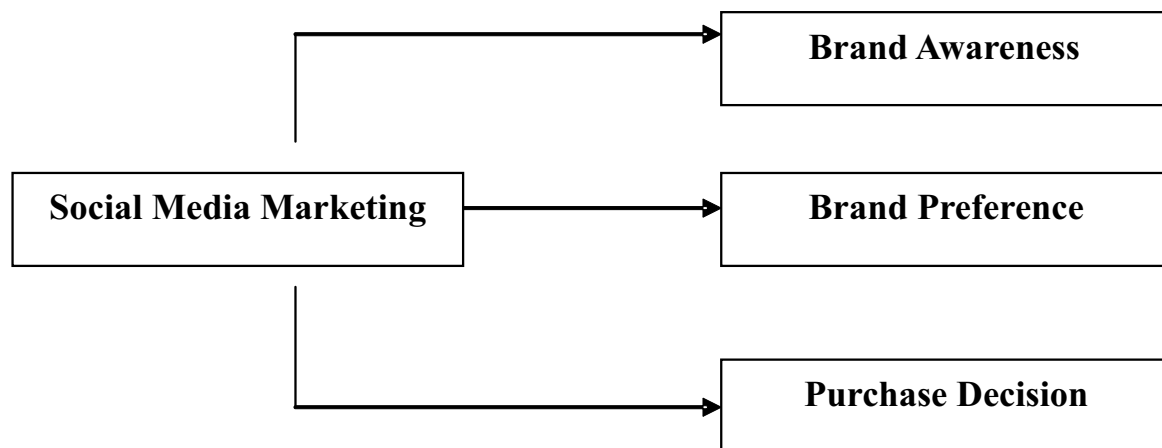
Social Media Marketing: Social media marketing is a term that describes use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relation and customer service (Arya, 2011, p. 12). Social media marketing refers to process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social action (searchengineland.com).

Brand Awareness: Brand Awareness refers to the extent to which customers are able to recall or recognise a brand (Business Dictionary Online). It is the likelihood that consumers recognize the existence and availability of a company’s product or service (Investopedia). Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product (managementstudyguide.com). Brand awareness means increasing the familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is, the more a consumer “experiences” the brand by seeing it, hearing it, or thinking about it, the more likely he or she is to strongly register the brand in memory (Keller, 2013).

Brand Preference: Brand preference reflects a desire to use a particular company’s products or services even when there are equally priced and equally available alternatives (www.study.com/academy/lesson). Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase (Purohit, 2016). It is consumers’ preferences for brand – based on physical product attributes alone (Keller, 2013).

Purchase Decision: Purchase decision is the thought process that leads a consumer from identifying a need, generating options and choosing a specific product and brand. It is the purchase intention of buying a particular brand. Purchase decision of a consumer is also influenced by the review and feedback of users of a brand.

Figure 1 : Model showing relationship of Social Media Marketing with Brand Awareness, Brand Preference and Purchase Decision



Statement of Research Problem

An impressively rise in digital population necessitates the marketers to perform the entire operational process digitally. The wide spread of digital culture has transformed the performance of key functions of the organization viz. human resource management, production, supply chain, finance and marketing. The present time witnesses the popularisation of social media citizenship among people especially youngsters and their actions and deeds are majorly influenced by social media. As discussed earlier, along with traditional media, now brands whether major or minor are marketed on social media. The statistics reveal that social media marketing tops among the other activities of digital marketing. Thus, here a researcher has made a sincere attempt to understand the perception and opinions of young consumers on social media marketing along with investigating the relationship of social media marketing with brand preference, brand awareness and purchase decision.

Review of Literature

Khan and Khan (2012) found that there is a significant impact of accessibility on level of brand awareness and also there is a significant impact of level of brand awareness on customer purchase decision. Kim and Ko (2012) asserted that the social media contains five properties namely entertainment, customization, interaction, word of mouth and trend. The results reported that entertainment has a significant positive effect on intimacy, trust and purchase intention. Bashar et al (2012) are of opinion that the affectivity of social media as a marketing tool will only be possible when organizations having their presence on social media provide the concrete and timely information needed by the customers. Farooq and Jan (2012) recommended in their comprehensive research that organizations should use tagged based marketing on Facebook and feedback provided by social media users (customers) are very critical. Li and Moussraux (2013) concluded that social media can be useful way for finding information due to its capacity to instantly generate an interaction between users and brands. Hajli (2014) conducted a research and results showed that social media have a significant effect on trust and trust has a significant effect on perceived usefulness and trust encouraged by social media significantly affects intention to buy. Otugo et al (2015) found that it is easier for social media users to recall brands advertisers on other than those advertised on Facebook and majority of respondents perceived that advertisements on Facebook are not eye-catching. Zulqurnain et al (2016) discussed that there exists a significant positive relation of social media marketing with consumer perception. Singh (2016) reported that there is a positive correlation between social media marketing and consumer behaviour. Vinerean (2017) stated that proliferation of social media helps customers become more improved and engaged in their brand interactions.

Significance of Research

In the era of digitalization, human life is completely in the clutch of social media since it affects social as well as professional life of everyone. And so, the one click culture has prompted the marketers to go online with products.

The present study offers immensely valuable insights on opinion of young consumers on social media marketing. This helps marketers not only in determining the contents but also strategising the entire social media marketing. The said study also describes how and to what extent social media marketing influences brand awareness, brand preference and purchase decisions of especially young consumers.

Scope and Coverage of Research

Talking about the scope, the present study covers only two geographical areas namely Nadiad and Vadodara. It focuses on social media marketing which is one of the parts of digital marketing. Moreover, it includes only studying perception of young consumers towards social media marketing and influence of social media marketing on brand awareness, brand preference and purchase decision .

Research Objectives

To study the opinion and perception of young consumers about social media marketing

To understand relationship of social media marketing with brand awareness, brand preference and purchase decision

Research Hypotheses

Ho1: There is no positive correlation between social media marketing and Brand Awareness.

Ho2: There is no positive correlation between social media marketing and Brand Preference.

Ho3: There is no positive correlation between social media marketing and purchase decision.

Ho4: There is no significant impact of social media marketing on brand awareness.

Ho5: There is no significant impact of social media marketing on brand preference.

Ho6: There is no significant impact of social media marketing on purchase decision.

Research Methodology

This empirical research study carried by the researcher is descriptive in nature.

Population and Sampling:

The population of the study consists of young consumers who are aware of Social Media Marketing and use social media. The representative sample units are 160 young consumers having knowledge of Social Media from two cities namely Nadiad and Vadodara City. The sample was drawn by adopting conveniently sampling method.

Types of Data:

This research is based on both primary and secondary data. Published report, statistics, research papers, articles and reference books were referred for secondary data.

Data Collection Tool:

The primary Data were collected by administering structured non disguised questionnaire which was split into two sections. The first section deals with demographic details and basic questions related to social media marketing, whereas the second section is related to selected criteria pertaining to social media marketing. To measure the opinion and perception of selected young consumers, five points Likert scale was used, from strongly agree to strongly disagree. The reliability of the research instrument was checked by calculating Conbach's alpha which was within the acceptance limit (0.924 for 24 items of questionnaire).

Statistical Tools:

The collected data were properly analyzed and interpreted with help of frequency distribution, per cent score and descriptive statistics. Similarly, Correlation and Simple Linear Regression have been applied for hypotheses testing.

Data Analysis and Interpretation**Demographic Details and Pertinent of Selected Young Consumers:****Table Number 1 Demographic Details of Selected Young Consumers**

Age Group (Years)	Count	Per cent
18 – 24	135	84.4
25 – 30	16	10.00
31 – 35	05	3.1
36 – 40	04	2.5
Gender		
Male	92	57.5
Female	68	42.5
Marital Status		
Married	12	7.5
Unmarried	148	92.5
Education		
Below SSC	01	0.625
SSC	01	0.625
HSC	08	5.00
Under Graduate	61	38.125
Graduate	37	23.125
Post Graduate	52	32.5
Occupation		
Student	123	76.9
House wife	01	0.6
Business	03	1.9
Service	28	17.5
Self-employed	08	8.5
Others	01	0.6
<i>Primary Source: Compiled by the author</i>		

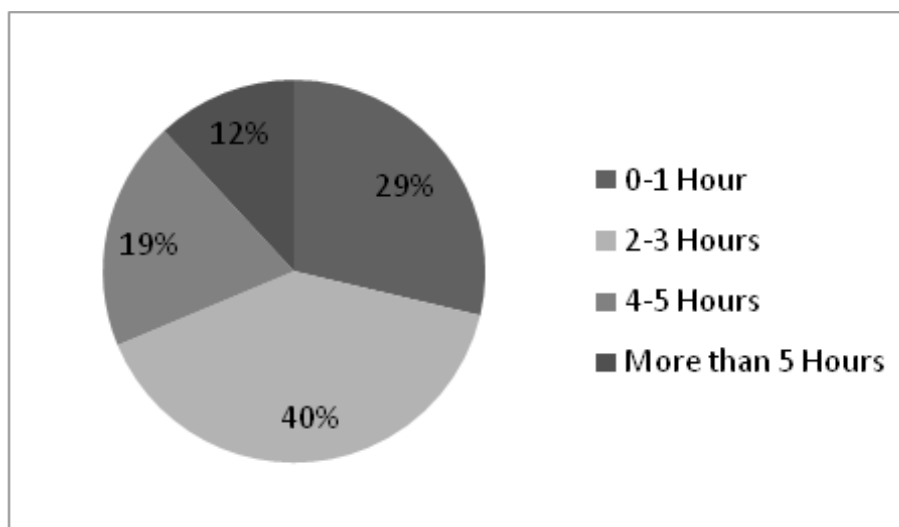
As shown in the above table, there were 57.5 per cent of male young consumers and 42.5 per cent female young consumers who participated in the present study. Age group indicated that majority of (84.4 per cent) selected young consumers belong to 18-24 years of age group, while 2.5 per cent of selected young consumers were from 36-40 years of age group. Furthermore, maximum number (76.9 per cent) of selected young consumers were students 17.5 per cent of respondents were engaged in service, 8.5 per cent of respondents were self-employed. Talking about educational qualification, 38.125 per cent of selected young consumers were under graduates and 32.5 per cent of respondents were post graduates.

Table Number 2 : Types of Social Media Used by Selected Young Consumers

Social Media	Count	Per cent
Facebook	132	82.00
Twitter	31	19.40
Instagram	121	75.60
LinkedIn	32	20.00
Google Plus	37	23.01
YouTube	123	76.90
Others	29	18.13

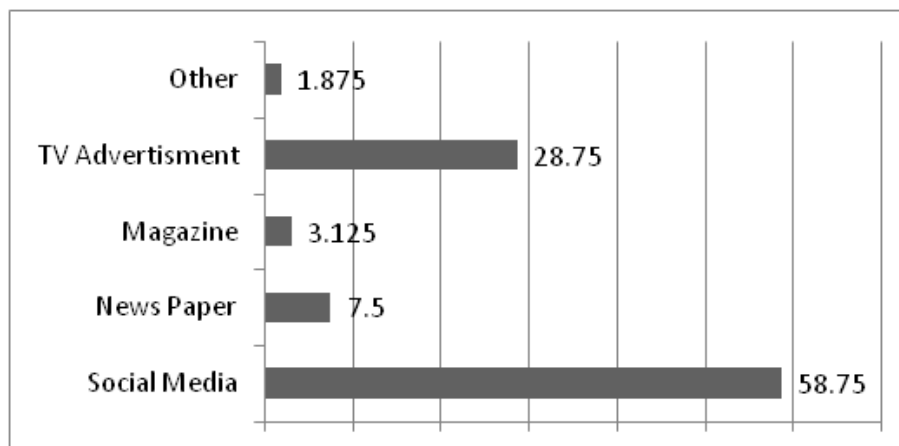
The per cent of selected young consumers associated with Social Media such as Facebook, Twitter, Instagram, LinkedIn, Google Plus, YouTube and other were 82, 19.4, 75.6, 20, 23.1, 76.9 respectively. Interestingly, Facebook topped among all social media.

Figure Number 2 : Time spent on using Social Media



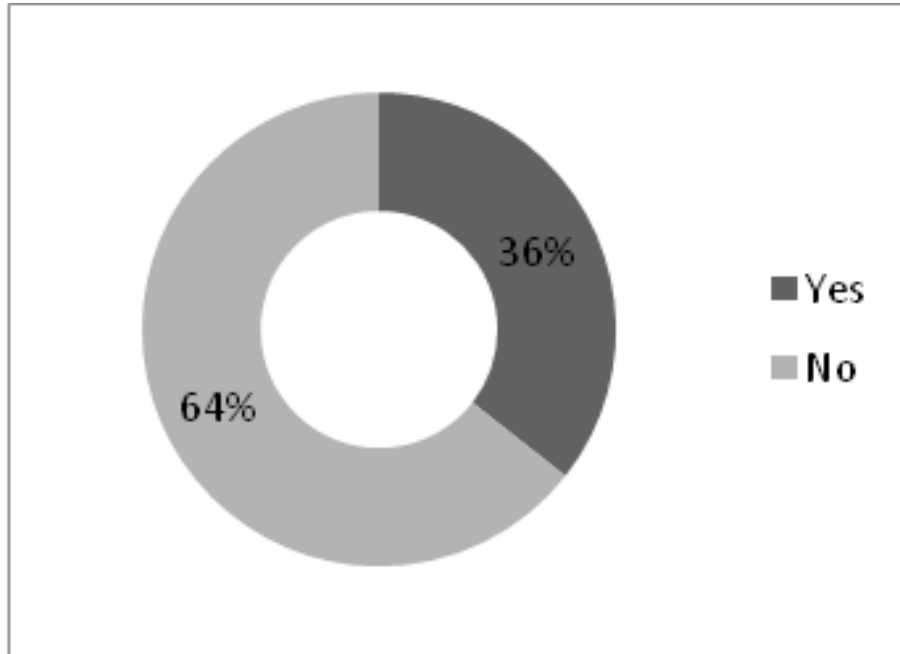
As shown above, 40 per cent of selected young consumers spend 2-3 hours after social media, 29 per cent of selected young consumers use social media for 0-1 hour. There are only 12 per cent of selected young consumers who spend more than 5 hours on social media.

Figure Number 3 : Sources of Information Preferred by Selected Young Consumers



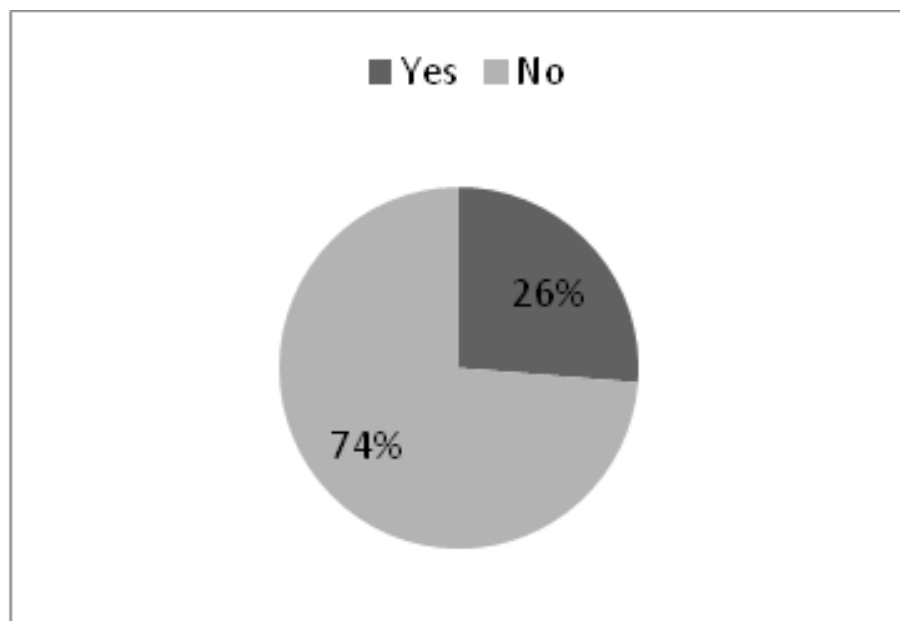
The above given figure gives an overview of source of information preferred by selected young consumers while buying any product. There are 58.75 per cent of respondents whose preferred source of information is social media while 28.75 per cent of respondents use TV advertisement and 7.5 per cent refer magazine for obtaining information about any brand.

Figure Number 4 : Do you follow any brand on Social Media?



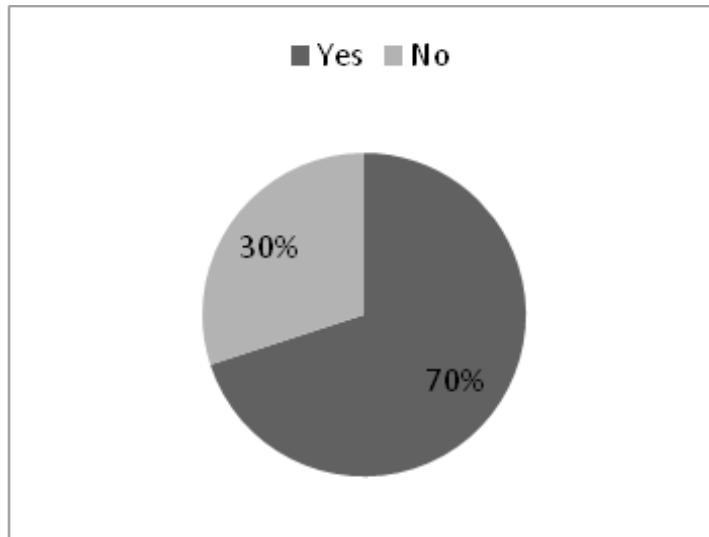
As depicted in the given figure, there are 36 per cent of selected young consumers who follow any brand on social media while remaining 64 per cent said that they don't follow any brand on social media.

Figure Number 5 : Do you Share / Post an advertisement of any brand on your Social Media Page?



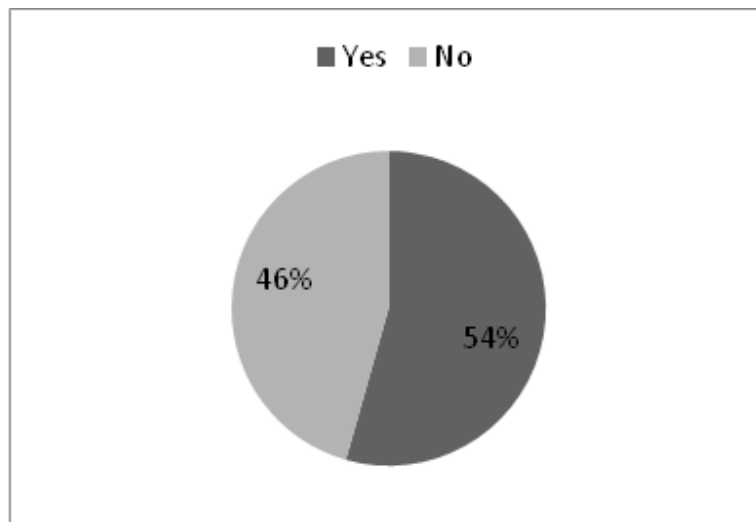
It becomes clear from the above figure that there are only 26 per cent of selected young consumers who share or post an advertisement of any brand on their social media page where majority of selected consumers (74 per cent) neither share nor post an advertisement of any brand on their social media page.

Figure Number 6 : Do you get irritated with any advertisement appearing on social media page?



The given figure depicts that there are 70 per cent of selected young consumers who get irritated with any advertisement appearing on their social media page whereas there are only 30 per cent of selected young consumers who don't get irritated with any advertisement appearing on their social media page.

Figure Number 7 : Have you ever bought any brand marketed on Social Media?



As shown in the above pie chart, there are 54 per cent of selected young consumers who have bought a brand marketed on social media while 46 per cent of them who have never purchased a brand marketed on social media.

Perception and Opinion of Selected Young Consumer on Social Media Marketing:

As depicted in the Appendix I, there are 46.3 per cent of selected young consumers who agreed that social media marketing is a creative way of marketing any brand. While, 45 per cent of respondents strongly agreed

that social media has completely changed the face of marketing and 43.8 per cent of respondents strongly agreed that social media makes the contents of advertisement interesting, attractive and influential. There are 47.5 per cent of selected young consumers who strongly agreed that social media makes advertisement more appealing and live through stunning videos and vivid pictures/brochures. Interestingly, 31.3 per cent of respondents strongly believed that promotion of any brand on social media is far better than traditional media like TV, newspaper, magazine etc. Further, 41.9 per cent of selected young consumers agreed to the statement that they come to know about new brand penetrated in the market through social media and 45.6 per cent of respondents agreed to the statement that they recall any brand when it is seen in the market. This indicates brand awareness resulted from social media marketing. Talking further, there are 24.4 per cent of respondents who agreed that they prefer those brands which are marketed on social media indicating brand preference through social media marketing. There are 41.3 per cent of selected young consumers who agreed that opinion of consumers (users of social media) helps in making purchase decision while 34.4 per cent of respondents strongly agreed that events, review and community influence the purchase decision of consumers. Amazingly, there are 41.9 per cent of selected respondents who agreed that social media marketing is cost effective.

Hypothesis Testing and Discussion of Results and Findings:

Ho1: There is no positive correlation between social media marketing and brand awareness.

Ho2: There is no positive correlation between social media marketing and brand preference.

Ho3: There is no positive correlation between social media marketing and purchase decision.

Correlation Analysis

Table Number 3 : Correlation Analysis

		Social Media Marketing	Brand Awareness	Brand Preference	Purchase Decision
Social Media Marketing	Pearson Correlation	1	.723**	.266**	.646**
	Sig. (2-tailed)		.000	.001	.000
	N	160	160	160	160

** . Correlation is significant at the 0.01 level (2-tailed).

The above correlation table indicates that there is a high positive correlation (0.723) between Social Media Marketing and Brand Awareness and hence, null hypothesis is rejected. Similarly, there also exists a low positive correlation (0.266) between Social Media Marketing and Brand Preference. Thus, the null hypothesis is rejected. Besides, there is a slightly high positive correlation between social media marketing (0.646) and purchase decision. So, the null hypothesis is rejected.

Simple Linear Regression Analysis

Ho4: There is no significant impact of social media marketing on brand awareness.

Table Number 4 : Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.522	.519	.48870
a. Predictors: (Constant), Social Media Marketing				
b. Dependent Variable: B Brand Awareness				

From the above table, it becomes clear that there exists a slightly high positive correlation between social media marketing and brand awareness as R value is 0.723 and 52.2 per cent variation can be explained by social media marketing in brand awareness indicating that there are other variables which influence Brand Awareness.

Table Number 5 : ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.264	1	41.264	172.777	.000 ^b
	Residual	37.735	158	.239		
	Total	78.998	159			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Social Media Marketing						

Since, sig. value p (0.000) related to F statistic (172.777) is less than 0.05, the overall model is statistically significant.

Table Number 6 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.549	.256		2.145	.033
	Social Media Marketing	.812	.062	.723	13.144	.000
a. Dependent Variable: Brand Awareness						

As sig. value p (0.000) related to t statistic (13.144) is less than 0.05, there is significant impact of social media marketing on brand awareness. And therefore, null hypothesis is rejected.

Simple Linear Regression Model I

$$Y = \beta_0 + B_1 X + e$$

Y = Brand Awareness, X = Social Media Marketing

e = Error,

β_0 = Constant (Coefficient of Intercept)

B_1 = Regression Coefficient of Brand Awareness

$$Y = 0.549 + 0.812 X + e$$

Ho5: There is no significant impact of social media marketing on brand preference.

Table Number 7 : Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266 ^a	.071	.065	1.05700
a. Predictors: (Constant), Social Media Marketing				
b. Dependent Variable: Brand Preference				

As shown above, there is a low positive correlation between social media marketing and brand preference because R value is 0.266 and only 7.1 per cent variation can be explained by social media marketing in brand preference.

Table Number 8 : ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.450	1	13.450	12.038	.001 ^b
	Residual	176.525	158	1.117		
	Total	189.975	159			
a. Dependent Variable: Brand Preference						
b. Predictors: (Constant), Social Media Marketing						

Since, sig. value p (0.001) related to F statistic (12.038) is less than 0.05, the overall model is statistically significant.

Table Number 9 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.115	.553		2.016	.045
	Social Media Marketing	.464	.134	.266	3.470	.001
a. Dependent Variable: Brand Preference						

Because sig. value p (0.001) related to t statistic (3.470) is less than assumed level of significance 0.05, null hypothesis is rejected and it can be concluded that there is a significant impact of social media marketing on brand preference.

Simple Linear Regression Model II

$$Y = \beta_0 + B_1 X + e$$

Y = Brand Preference, X = Social Media Marketing

e = Error

β_0 = Constant (Coefficient of Intercept)

B_1 = Regression Coefficient of Brand Preference

$$Y = 1.115 + 0.464X + e$$

H₀₆: There is no significant impact of social media marketing on purchase decision.

Table Number 10 : Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.418	.414	.62517
a. Predictors: (Constant), Social Media Marketing				
b. Dependent Variable: Purchase Decision				

As indicated above, since the value of R is 0.646, there exists a positive correlation between social media marketing and purchase decision and 41.8 per cent variation can be explained by Social Media Marketing in Purchase Decision indicating that there are other variables which influence Purchase Decision.

Table Number 11 : ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.309	1	44.309	113.370	.000 ^b
	Residual	61.752	158	.391		
	Total	106.061	159			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Social Media Marketing						

As sig. value p (0.000) related to F statistics (113.370) is less than 0.05, the overall model is statistically significant.

Table Number 12 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.622	.327		1.901	.059
	Social Media Marketing	.842	.079	.646	10.648	.000
a. Dependent Variable: Purchase Decision						

There is a significant impact of social media marketing on purchase decision since sig. value p (0.000) related to t statistic (1.901) is less than 0.05, so the null hypothesis is rejected.

Simple Linear Regression Model III

$$Y = \beta_0 + B_1 X + e$$

Y= Purchase Decision, X = Social Media Marketing

e = Error

β_0 = Constant (Coefficient of Intercept)

B_1 = Regression Coefficient of Purchase Decision

$$Y = 0.622 + 0.842X + e$$

Recommendations [or] Suggestions

Following are the recommendations made by the researcher which are based on responses received and conclusion drawn from the entire research.

Social media can be useful tool for businesses bringing advantages such as engaging with the customers, boosting website traffic, brand awareness and brand preference etc. Hence, to avail these benefits, social media marketing should properly be strategized.

Marketers are advised to thoroughly study and analyse the feedback, opinion and review posted by consumers on respective social media pages which will be valuable information.

As tradition media have their own importance and key role to play in marketing of any brand, the use of social media for promotion of any brand should not replace entirely that of tradition media.

Pictures, videos, image and content for social media marketing should appropriately be used having an aesthetic value.

Copyrighting for social media should be attention seeking and relevant to brand promoted.

Any false representation of product and fake review should not be entertained and it should be immediately clarified.

Contents of social media page should be updated regularly.

Limitations and Scope for Future Research

This empirical research study is confined to 160 selected young consumers who are aware of social media marketing from Nadiad and Vadodara city. Majority of respondents belong to 18-24 years of age group, so the results cannot be generalized. Moreover, the prejudice or biasness of respondents may affect the results of the study. Further study can be undertaken by taking large sample units and involving middle and old age group of consumers. The same kind of research can be conducted by including other activities of digital marketing viz. mobile marketing, websites, search marketing, e-marketing etc.

Concluding Remarks

To sum up, the present research study describes the perception and opinion of young consumers about social media marketing. The results indicated that 46.3 percent of young consumers strongly opined that social media marketing is a creative way of marketing any brand and 24.4 percent of respondents agreed that they prefer those brands which are marketed on social media. Similarly, 68.8 percent young consumers prefer social media to get acquainted with any brand. Furthermore, there exists positive correlation between social media marketing and brand awareness, brand preference and purchase decision. Similarly, there is a

significant impact of social media marketing on brand awareness, brand preference and purchase decision. Lastly, it can be said that social media marketing has opened the doors of opportunities for the marketers.

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