

ANALYSIS OF SOCIAL MEDIA USAGE PROFILE OF THE CONSUMERS

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ABSTRACT

In the present day, social media has become one of the most prevalent and extensively used methods of communication. Currently, individuals employ social media platforms to engage in global interactions. In recent years, individuals have utilized social media platforms to engage in discussions about their own experiences. This includes experiences involving the utilization of a product, service, or platform. The product reviews shared by social media users are seen by a large number of individuals on a daily basis and have become a significant factor in shaping consumer purchasing decisions. Organizations have adopted the utilization of social media as a means to market and distribute their products and services, recognizing the significant worth of this platform. Presently, social media is utilized as an efficient means to promote and advertise products and services, while also appealing to a diverse range of potential customers.

KEY WORDS: Social Media, Profile, Consumers, Product Reviews.

INTRODUCTION

Consumers witness a plethora of advertisements and products both offline and online in their daily lives. Consumers are impacted by marketing in all forms of media, but social networking sites play a major role in raising consumer standards of living and boosting the rare viral ad in social media marketing (SMM). SMM promoting is yet another modification of business publicizing that many organizations have accepted as a novel approach. With the help of SMM, there are many ways to market the brand. Squeeze marketing and two-way communication are two examples of strategies that make use of the effect that brand trust has on consumers' recognition. These days, the internet offers products the best opportunity to interact with potential customers. It has a largely artificial impact on a buyer's purchasing decisions. Consumers follow a regular process when making purchases, which includes searching for product details, selecting from a variety of options, evaluating some options from those options, and making final judgments based on their needs.

History of Social Media

Early long-distance communication techniques involved passing handwritten letters from one person to another. Two significant breakthroughs occurred in the 19th century: the radio in 1891 and the cell phone in 1890. These discoveries are still in use today: radio signals and telephone lines allow people to communicate instantly over great distances in a way that has never been possible for humans before. In the twentieth century, innovation initially began to extrude quickly. Following the production of the first supercomputers in the 1940s, scientists and engineers began to work on methods for creating networks between those PCs, which was crucial to the Internet's delivery. In the 1980s, networked media became more complex and home computers more identifiable. When it was initially used in 1988, web chat is still highly popular. Six Degrees, the first well-known social network, was founded in 1997 and let users establish profiles and friend certain people. The main advertising website gained popularity in 1999 and is currently well-known on social media.

Meaning of Social Media

Words are included in the term "social media": "Social" relates to human correspondence in a group or network. The media as a whole describes classified advertising and uses products to generate ideas or information. Social media are computer programs that let people share information, images, ideas, and notes within a framework. Because the shutting records supply at the Internet, in which the records themselves are begun, generated, distributed, and utilized by consumers if you want to chat with people, Blackshaw and Nazzaro (2004) must characterize social media, a feature of early social media. All things related to content, management, people, and brands. According to Kaplan and Haenlein (2010), social networking services allow users to upload their own content to the Internet, submit and approve that content, and communicate with other users online.

Social media in the 20th Century

Technology has changed quickly in the 20th century's modern world. The social network gained widespread recognition in 1999 and continues to this day. Around the year 2000, websites like LinkedIn and MySpace started to appear. Globally accessible platforms YouTube debuted in 2005, followed by Facebook and Twitter in 2006. In today's social media world, OLX, LinkedIn, WhatsApp, Instagram, and other websites are well-known and beloved. Additionally, there exists a collection of social system management websites, many of which can be connected for cross-communication, resulting in customer situations where interaction is the most personal form

of communication and doesn't require wasting time or money. These days, customers can access things and buy them based on their needs with the aid of these websites.

Popularity of Social Media

Internet users are using social advertising at a rate that is clearly increasing. In 2007, 56% of internet users used social media; by 2008, that number had risen to almost 75%. From 2006 to 2008, the purchaser-driven multimedia proposition saw an additional expansion in video share, which went from 32 percent to 83 percent, making SMM the fastest-growing stage in history. The percentage of people who browse websites increased from 54% to 77% worldwide in just the last few years. The percentage of people using social media platforms that had created and maintained online journals increased from 28% to 45%. Asian users of the internet are the most active users of websites, particularly in China and South Korea, where online journals are accepted as a kind of social media. 2008 saw the completion of a study by the Universal McCann showed that 17,000 active web users used the major social stages worldwide.

Social Media and Business

In India, social media's economic significance cannot be questioned. The meaning of social media in India is evolving due to shifting customer perceptions. We have witnessed a dramatic change in the use of SM from just entertainment to fun, knowledge, and advertising. Facebook and YouTube, which support customers, are the best social media platforms for businesses. Twitter and WhatsApp are next in line. Social media is being used by brands to collaborate with companies and news programs.

RESEARCH MEHTODOLOGY

Exploration Methodology is a systematic and rational approach for gathering facts about a specific topic. It facilitates the examination of present reality by employing diverse methodologies. The purpose of this part is to emphasize the methodology employed for research by utilizing appropriate tactics and employing suitable tools to process and provide conclusive solutions.

The section's layout encompasses various components such as a research system, research plans with test size and strategies, type of poll, techniques for information assortment of sources, information investigation, data findings, and report composition. These elements are focused on the scope of the research work. The test focuses on both subjective and quantitative research

Techniques of data collection

The investigation will be conducted using a testing methodology. The scientist will formulate a test strategy, while the analyst will collect data from a sample of 400 respondents, which represents approximately 2% of the population, for the ongoing study in the New Delhi.

Sensitivity of the Questionnaire

Likert Scales were used wherever the perception/attitude/satisfaction (customer behavior towards products and services) was being investigated. The Likert Scale is an ordered, one-dimensional scale on which respondents choose the option that best represents their opinion. It is a means of adding quantitative value to qualitative data so that it may be statistically analyzed. At the end of the evaluation or survey, each potential choice is assigned a numerical value, and a mean figure is calculated based on all responses. In general, the questionnaire employed a 5-point Likert scale. Furthermore, sensitivity was confirmed as valid by asking many questions with a similar theme, which assisted in counteracting.

Sources and Data Collection

The data gathering approach is based on data collection sources, which include both primary and secondary sources of data. Primary data is acquired for a specific study, and it is tailored to the research aim. Secondary data is data acquired by other researchers for purposes other than the current problem or purpose, and it is useful when a researcher wishes to learn more about a subject. The current research is primarily based on primary data, as the researcher gathered the data for his own purposes and the thesis is based on unique research assumptions. Although the majority of the data is primary, secondary data is also collected to investigate the profile of the FMCG products industry, social media marketing, and other theoretical components of the research. The primary data was gathered using a questionnaire. Secondary data was gathered from research articles and journals, newspapers and magazines, the internet, social media websites, and government agency reports such as Invest India, IBEF, Deloitte, KPMG, PwC, and other related publications.

Sampling Technique

Finally, the researcher should decide on the sampling technique that will be used to choose the objects for a sample. This technique or procedure may represent the sample design. A researcher should choose one of several sample design options for his or her study. It is obvious that the researcher should choose the design that results

in the smallest error for a given sample size and budget. The thesis uses Convenience Sampling, which is a form of Non-Probability Sampling.

Statistical techniques

A significant number of analysts are employing various statistical methodologies. To determine the accuracy of speculations, an estimation is conducted to assess if the outcomes are correct. Many experts are engaging in multiple speculations, but a significant percentage of them lack the knowledge to conduct proper and relevant testing, resulting in inaccurate and invalid outcomes. There is a 50% chance that prospects will arise in the future, with a 50% chance of a positive outcome. Essentially, everyone comprehends the concept of likelihood both generally and specifically in intricate aspects. Wherever the testing of ordinary conditions is necessary, it is important to proceed with theoretical testing. Speculation is a provisional numerical arrangement that has not yet been proven, resembling mathematical assumptions based on variation. Theory can be evaluated using parametric and non-parametric tests such as z-test, t-test, and one-way ANOVA, which are examples of parametric tests. On the other hand, non-parametric tests like the Wilcoxon Mann-Whitney test and Kruskal-Wallis test are also used. The choice of which test to apply for testing a speculation depends on the analyst. If there is a need to conduct a parametric test on a population, the consideration of parametric methods is necessary.

RESULTS AND DISCUSSION

Demographic Profile of the Consumers

Table-1 shows the demographic profile of consumers who buy electronic devices through social media in New Delhi .

Gender of the Consumer

In terms of gender, the bulk of consumers (230, 57.50%) are men, while 42.50% (170) are women.

MARITAL STATUS OF THE CONSUMER

Regarding the consumers' marital status, 64.30% (257) are married, while the remainder 35.70% (143) are unmarried.

Age of the consumer

Consumers' ages range from 19 to 68. A considerable majority (81.40%) of the consumers are between the ages of 19 and 45, with the remaining 10.60% being between the ages of 46 and 68.

Qualification of the Consumer

In terms of consumer qualification, 45.60% (182) have completed a School Level / Diploma. 42.20% (169) are undergraduates and postgraduates, with the remaining 12.20% (49) holding professional or doctoral degrees.

Occupation of the Consumer

In terms of occupation, 54.20% (217) of consumers work for a salary. 17.80% (71) of customers are in business or profession, 16.90% (68) are homemakers/retirees, and the remaining 11.10% (44) are students.

Monthly Family Income of the Consumer

In terms of monthly family income, 45.30% (181) of consumers earn up to Rs.50,000. 25% (100) earn between Rs.50,001 and Rs.1,00,000, 18.30% (132) receive between Rs.1,00,001 and Rs.2,00,000, and the remaining 11.40% (82) make more than Rs.2,00,000.

Table-1 shows the demographic profile of consumers who buy electronic devices through social media in New Delhi.

Gender of the Consumer

In terms of gender, the bulk of consumers (414, 57.50%) are men, while 42.50% (306) are women.

MARITAL STATUS OF THE CONSUMER

Regarding the consumers' marital status, 64.30% (463) are married, while the remainder 35.70% (257) are unmarried.

Age of the consumer

Consumers' ages range from 19 to 68. A considerable majority (81.40%) of the consumers are between the ages of 19 and 45, with the remaining 10.60% being between the ages of 46 and 68.

Qualification of the Consumer

In terms of consumer qualification, 45.60% (328) have completed a School Level / Diploma. 42.20% (304) are undergraduates and postgraduates, with the remaining 12.20% (88) holding professional or doctoral degrees.

Occupation of the Consumer

In terms of occupation, 54.20% (390) of consumers work for a salary. 17.80% (128) of customers are in business or profession, 16.90% (122) are homemakers/retirees, and the remaining 11.10% (80) are students.

Monthly Family Income of the Consumer

In terms of monthly family income, 45.30% (326) of consumers earn up to Rs.50,000. 25% (180) earn between Rs.50,001 and Rs.1,00,000, 18.30% (73) receive between Rs.1,00,001 and Rs.2,00,000, and the remaining 11.40% (46) make more than Rs.2,00,000.

TABLE -1: DEMOGRAPHIC PROFILE OF THE CONSUMERS

(Sample Size = 400)

Variables	Options	Frequencies	(%)
Gender of the consumer	Male	230	57.50
	Female	170	42.50
Marital Status of the consumer	Married	257	64.30
	Unmarried	143	35.70
Age of the consumers in Years	19 – 45 Years	Open ended Question (Scale Variable)	81.40
	46 – 68 Years		10.60
Qualification of the consumer	School / Diploma	182	45.60
	UG / PG	169	42.20
	Professional / Ph.D.	49	12.20

Occupation of the consumer	Salaried	217	54.20
	Business / Professional Student	71	17.80
	Home maker / Retired	44	11.10
		68	16.90
Monthly Family Income of the consumer	Upto Rs.50,000	181	45.30
	Rs.50,001 –Rs.1,00,000	100	25.00
	Rs.1,00,001 –Rs.2,00,000	73	18.30
	Above Rs.2,00,000	46	11.40

TABLE-2: SOCIAL MEDIA USAGE PROFILE OF THE CONSUMERS**(Sample Size = 400)**

Variables	Options	Frequencies	(%)
Active Usage of Internet (in Years)	Less than 3 Years	89	22.20
	3 – 5 Years	220	54.90
	More than 5 Years	92	22.90
Active Usage of Social Media apps (in Years)	1 – 5 Years	Open ended Question (Scale Variable)	64.40
	6 – 9 Years		35.60
Hours spending for social media per day	Less than 1 Hour	146	36.40
	1 - 2 Hours	180	45.10
	More than 2 Hours	74	18.50

Name of the socialmedia using now	WhatsApp	400	100.00
	Facebook	336	83.90
	Twitter	192	48.10
	Instagram	152	38.10
	LinkedIn	42	10.60
	YouTube	43	10.80
	Others	34	8.60

Table-2 contains information about the Consumers' Usage Profile of Social Media in New Delhi.

ACTIVE USE OF THE INTERNET

54.90% (220) of customers have been using the internet for 3 to 5 years. 22.90% (90) of them have been actively using the internet for more than 5 years, with the remaining 22.20% (89) utilizing it for less than 3 years.

Active Use of Social Media Apps (in Years)

Consumers' active usage of social media apps ranges from one to nine years. The majority of users (64.40%) use social networking apps for one to five years, with the remaining 35.60% utilizing them for six to nine years.

HOURS SPENT ON SOCIAL MEDIA PER DAY

45.10% (180) of customers use social media for one to two hours every day. 36.40% (146) of customers spend less than an hour per day on social media, while the remaining 18.50% (74) spend more than 2 hours per day on it.

NAME OF THE SOCIAL MEDIA YOU ARE USING NOW

In terms of the names of the social media applications now in use, WhatsApp is used by 100% (400) of consumers, followed by Facebook (83.90%, 336), Twitter (48.10%, 192), Instagram (38.10%, 152), YouTube (10.80%, 43), LinkedIn (10.60%, 42), and others (8.60%, 34).

CONCLUSION

This study investigated customers' perceptions of the many features of social media that influence their attitude, satisfaction, and post-purchase behavior toward electronic devices in New Delhi. As a result, this study focused on demographic parameters that influenced consumers' attitudes toward social media and electronic items, such as gender, marital status, qualification, income, and so on. The findings of this research have provided a clear image to social media and electronic product organizations, allowing them to develop appropriate social media marketing strategies based on the specific aspects involved in the purchase of electronic items. The findings of this study, which focus on the perceived characteristics of social media that influence consumers' attitudes, satisfaction, and post-purchase behaviour, also validate the past studies and literature evaluated. According to the findings of the study, demographic variables such as gender, qualification, monthly family income, and social media-related variables such as years of using the internet, hours spent on social media per day, years of using social media apps, level of experience in social media usage, and so on have a strong influence on perception, attitude, and satisfaction with social media marketing aspects as well as post-purchase behavior towards electronics. The level of perception, attitude, satisfaction, and post-purchase behavior toward FMCG products with the use of Social Media Marketing features is above average. The perceived Social Media Marketing features have a significant impact on consumers' attitudes, satisfaction, and post-purchase behaviour toward electronic devices.

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