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A Study of Consumer Awareness and Usage of Social Media Platforms

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Abstract: Social media, which was once used to connect people, has grown to be the most important platform for both consumers and marketers. Social media is currently used by 59% of the world's population since it has defied all growth models. The typical daily usage of social media is two hours and thirty-nine minutes (global web index, 2022). Social networking is a tool for building relationships with people and growing one's customer base. Because they feel a stronger connection to these new mediums, consumers trust them. Social media has evolved into a very powerful tool that consumers utilise to make decisions about their purchases in today's world. Social media channels are a place for brands to gain real-time insights into their audience's tastes, and test new visuals to optimize photos and videos across marketing and e-commerce touch points. The purpose of this study is to identify the consumer awareness about various social media platforms. Additionally, it made an effort to create profiles for customers who use social media for purchasing information. Further it investigates the usage pattern of social media by consumers. The present study is explorative in nature because it aims to gain an acquaintance with various facets and dimensions of social media marketing specifically in Indian context. It mainly aims to acquire information about the concept of social media marketing and the numerous social media platforms that are available. Data for the study has been gathered from both primary and secondary sources. Using structured questionnaires, primary data is gathered. 150 customers who use social media were given the questionnaire after a pilot test. Secondary data came from a variety of scholarly publications, including books, websites, online journals, and magazines, as well as the Global Stat Shot Report, 2019 by Data Reportal and the Report On Social Media - Statistics & Facts, 2022 by Statista. The data was then examined using the percentage method and displayed in the form of a table. The study found that nearly 60% of people use social media sites on a daily basis. Approx 56% of the respondents said that they pay attention to the advertisement on social media websites. 76 % respondents agreed that online word of mouth is more effective in passing and getting product information. About 48% of the respondents use social media to connect & keep in touch with friends and family. Approx 42 % respondents use social media for making professional & business contacts.

Keywords: Social media platform, brand rating.

I. INTRODUCTION

Social Media is the new trend in today's time and age. Social media has ingrained itself into everyone's lives and is essentially this generation's language. People of all ages use social media, not just the millennial generation. The term "social media" refers to a type of electronic communication where people create online communities to share information, ideas, personal messages, and other content (such as videos). One of the most significant advancements in the field of marketing since it emerged as a separate discipline has been the usage of social media. Social media marketing has various advantages, including instant information access and high cost effectiveness. Social media are the online venues that connect the millions of individuals from all over the world who share the

same hobbies, interests, and worldviews. The best examples of social media that are well-liked by most users include YouTube, Twitter, and Facebook. In order to gather information, generate ideas, and make the best purchasing decisions, they are used by people (consumers) for the discussion and review of a certain good, service, or brand.

II. REVIEW OF LITERATURE

A review of the literature is likely to provide a bird's-eye view of the study on the subject. It provides an overview of previous research on social media marketing.

Hamid et al. (2013) investigated "social media adoption models" and "social media implementation models" deployed by the banks when adopting "social media marketing". They found that Facebook and Twitter as most frequently tools of social media marketing in the context of banks. **Hutter et al. (2013)** observed that "engagement with a Facebook fan page has positive effects on consumers' brand awareness, WOM (word of mouth) activities and purchase intention". More precisely, research revealed that social media use greatly affects consumers' purchasing decisions. According to **Pan et al. (2014)**, social media marketing has been shown to be an effective way to engage with potential customers and is especially beneficial for small businesses. Additionally, the research revealed that "active adopters demonstrated, on average, quite frequent usage habits, with 10 Facebook postings and 37 tweets in a 30-day period. **Chen (2015)** examined how young consumers perceive social media sites like Twitter and the marketing material posted there. In-depth interviews and essay assignments were employed by the authors to gather data. The study's findings showed that Twitter is perceived as another social medium, which makes it appropriate for the new media stage. Twitter is also a continual tool for them to experiment with and set up a balance between self-independence and media management.

III. STATEMENT OF THE PROBLEM

A study of consumer awareness and usage of social media platforms.

IV. OBJECTIVES OF THE STUDY

- ✦ To create profiles for customers that use social media for purchasing information.
- ✦ To identify the consumer awareness about various social media platforms.
- ✦ To study the usage pattern of social media by consumers.

V. RESEARCH DESIGN

The present study is explorative in nature. An exploratory research "provides insights and understanding of the research phenomena. It may result into specific, conclusive findings and may act as input for further research" (Malhotra, N. K. and Birks, D. F., 2006). The present study is explorative in nature because it seeks to familiarise itself with many facets and dimensions of social media marketing, specifically in the context of India. It primarily aims to gather data on the concept of social media marketing and the various social media platforms that are accessible. The study also identifies the consumer awareness about various social media platforms. It also aims to study the usage pattern of social media by consumers.

VI. DATA COLLECTION STATISTICAL TOOL

Data for the study has been gathered from both primary and secondary sources. Primary Data is collected by means of structured questionnaire. After pilot testing the questionnaire was administered to 150 consumers who utilises social media.

Secondary data were gathered from a variety of scholarly publications, including books, websites, online journals, magazines, the Global Stat Shot Report, 2019 by Data Reportal, and the Report On Social Media - Statistics & Facts, 2022 by Statista. People from the Haryana region who have accounts on social media platforms were taken into consideration for the current study. This study is based on a representative sample of 150 consumers who utilises social media. Both the sample's

selection and the data collection process follow a predetermined procedure. In order to increase accuracy the survey was conducted by adopting face-to-face interviews. After this, data was analyzed with the help of percentage method and shown in form of table and graphs.

VII. DATA ANALYSIS AND INTERPRETATION

Table 1: Detail of Respondents

Variables	Categories	Frequency	Percent	Cumulative Percent
Gender	Male	90	60	60
	Female	60	40	100.0
	Total	150	100.0	
Age (Years)	Less than 20	30	20	20
	20-40	60	40	60
	40-60	33	22	82
	Greater than 60	27	18	100.0
	Total	150	100.0	
Education	Up to Higher Secondary	27	18	18
	Graduation	42	28	46
	Post - Graduation	48	32	78
	Phd	24	16	94
	other	9	6	100.0
	Total	150	100.0	
Marital Status	Married	87	58	58
	Unmarried	63	42	100.0
	Total	150	100.0	
Area of Residence	Urban	57	38	38
	Semi-Urban	45	30	68
	Rural	48	32	100.0
	Total	150	100.0	
Profession	Student	33	22	22
	Self-employed	48	32	54
	Employee	48	32	86
	other	21	14	100.0
	Total	150	100.0	
Annual Income (in rupees)	Less than 3,00,000	24	16	16
	3,00,001 – 6,00,000	66	44	60
	6,00,001 – 9,00,000	45	30	90
	9,00,001 – 12,00,000	12	8	98
	More than 12,00,000	3	2	100.0
	Total	150	100.0	

The table above shows demographic profile of respondents. Demographic profile was analyzed by using frequency distribution. Total sample size is 150. Gender, age, education, marital status, area of residence, profession and annual income constitute the demographic profile of the respondents.

Table 2: Percentage distribution showing Consumer Awareness about various social media platforms

Q1. To what extent you are aware about the following social media platforms? Criterion (5 = Excellent knowledge, 4 = Good knowledge, 3 = Satisfactory knowledge, 2 = Unsatisfactory knowledge, 1= No knowledge).						
						Response in Percentage
Social Media Platforms/Sites	5	4	3	2	1	Total

1) Facebook	38	22	15	13	12	100
2) WhatsApp	34	24	18	07	17	100
3) Instagram	30	18	15	11	26	100
4) YouTube	30	20	19	20	11	100
5) Twitter	14	12	12	26	36	100
6) LinkedIn	12	16	14	18	40	100
7) SnapChat	14	10	16	26	34	100
8) Telegram	9	12	14	31	34	100
9) Reddit	10	12	17	26	35	100
10) Pinterest	5	10	14	41	30	100

The above table shows the 38 % of the respondent agree that they have excellent knowledge about facebook while 12% of the respondents have no knowledge of facebook. Nearly 35% of the respondents agree that they have excellent knowledge of whatsapp while nearly 20% of the respondents have satisfactory knowledge about whatsapp. It also shows that 10% respondents have good knowledge about snap chat and pinterest. More that 35% respondents have no knowledge about reddit, twitter and linkdin.

Table 3: Percentage distribution showing the frequency of visiting social media platform

Q2. How often do you visit social media platform?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	33	22	22	22
	Daily	90	60	60	82
	Monthly	27	18	18	100.0
	Total	150	100.0	100.0	

The above table depicts the frequency of visits of respondents on social media sites. Nearly 60% of people use social media sites on a daily basis, while 22% use them weekly and 18% use them monthly.

Table 4: Percentage distribution indicating consumers' perception of social media platforms as the right marketplace

Q3. Do you think social media platforms generally offer the right marketplace to consumers?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	48	48.0	48.0
	No	78	52	52.0	100.0
	Total	150	100.0	100.0	

The above table shows the sample unit’s response if they consider social media platforms as the right marketplace to consumers. 52 % of the respondent doesn’t consider the Social media platforms as the right market place to consumers and on the other side, 48% respondents consider that social media platforms generally offer the right marketplace to consumers.

Table 5: Percentage distribution of respondents paying attention to advertisement on social media platforms

Q4. Do you pay attention to the advertisement on social media platforms?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	84	56	56	56
	No	66	44	44	100.0
	Total	150	100.0	100.0	

To the query that if they pay attention to the advertisement on social media websites, 56% of the respondents said that they pay attention to the advertisement on social media websites but 44% said they do not pay attention to the advertisements on social media websites.

Table 6: Percent distribution of effectiveness of online word of mouth in passing and getting information

Q5. Is online word of mouth is more effective in passing and getting product information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	36	24	24	24
	Yes	114	76	76	100.0
	Total	150	100.0	100.0	

Respondents were asked if they considered that online word of mouth is more effective in passing and getting product information. The above table shows the 76 % respondents agreed that online word of mouth is more effective in passing and getting product information. While only 24 % did not agree.

Table 7: Percent distribution showing contribution of online word of mouth in brand rating

Q6. Is online word of mouth is good for brand ratings?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	68	68	68
	No	48	32	32	100.0
	Total	150	100.0	100.0	

Respondents were asked if online word of mouth is good for brand ratings. The above table shows the 68% agreed that online word of mouth is good for brand ratings, while 32 % did not agree that online word of mouth is good for brand ratings.

Table 8: Percentage distribution showing the main reason to social media

Q7. The main reason to use social media platform				
		Frequency	Percent	Valid Percent
Valid	To find the latest news	60	40	40
	To connect and keep in touch with friends and family	72	48	48
	To make professional and business contacts	63	42	42
	To make new friends	27	18	18
	To share your videos and photos	66	44	44
	Filling spare time	27	18	18
	Watching live stream	18	12	12
	others	21	14	14

The above table indicate the reason for using social media platform among the respondents. About 48% of the respondents use social media to connect & keep in touch with friends and family. Approx 42 % respondents use social media for making professional & business contacts, while 40% respondents use social media to know the latest news about the happenings around them. Only 18% use Social media to make new friends & 44 % use social media to share their videos & photos.

VIII. SUMMERY AND CONCLUSION

It can be concluded that “Be it making a Post or uploading one’s moments on Facebook or even Instagram, Or even making a statement or putting down one’s opinion, say on a platform like Twitter”, Social media not only has made lives and moments special but also a tool to market, advertise as well as to spread awareness. Social media is an indispensable tool for consumers. The purpose of this study was to identify the consumer awareness about various social media platforms and to study the usage pattern of social media by consumers. The study found that nearly 60% of people use social media sites on a daily basis. Approx 56% of the respondents said that they pay attention to the advertisement on social media websites. 76 % respondents agreed that online word of mouth is more effective in passing and getting product information. 38 % of the respondents agree that they have excellent knowledge about facebook while 12% of the respondents have no knowledge of facebook. Nearly 35% of the respondents agree that they have excellent knowledge of whatsapp while nearly 20% of the respondents have satisfactory knowledge about whatsapp about 48% of the respondents use social media to connect & keep in touch with friends and family. Approx 42 % respondents use social media for making professional & business contacts.

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