

"A Study of Consumer perception regarding Social Media Marketing".

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ABSTRACT:

Puprose:

The key rationale of the swot up was to investigate the perceptions of consumer regarding social media marketing. Social Media Marketing is a means by using social media website to achieve the consideration of people. These programs ponder on embryonic a content which will draw the concentration of the readers in social media and make them to contribute to the contents in their social networking website. When the information about a service/ product/ company/brand is contributed in social media by a user, it is reshared by many punter in other social networks and when the content is shared by a dependable source, it becomes apposite endorsement for the artefact than the advertising done in the course of remunerated sources. This demonstrates the clout of social media marketing. The main advantage of social media marketing is that the on the same wave length people with common interest are able to locate each other. Social media is all on the subject of chipping in socializing and opinions. In the relationship amid the businesses and customers the social media has introduced changes such as the openness of expressing the opinions. The business by constructing an effectual social media charisma the company can have a very first-rate bond with their patrons that cheer them to manufacture optimistic public relation in concurrence and amend any negative perception. Hence, effort was made to scrutinize the an assortment of aspects which establish the consumers discernment regarding social media marketing.

Design/methodology/approach: The at hand learning is exploratory research by the way of primary data analysis; an effort has been made to make out the perception of consumers regarding social media marketing by way of the aid of self structured questionnaire. The questionnaire is foundation on five point Likert scale, range from stoutly disagrees to stoutly

agree & respondents were chosen from the state of BHARAT i.e. Punjab & Haryana. Owing to time constriction, convenience sampling was utilized to gather the data from the respondents & only 500+ respondents were chosen for the learning, those who were recurrently access sites related with social media marketing for different purposes. Preceding to real research, pilot survey was carry out to make sure that each and every one the questions were solicit in questionnaire were comprehensible as well as apt for this study. Besides Cronbach's Alpha technique was utilized to make sure whether each and every one statements have optimistically correlated to each other. Hence, reliability of the statements haul out which permitted us to progress auxiliary for analysis of the data. Additionally, the data was evaluated by the technique of factor analysis to dig out the factors of consumer's perceptions regarding social media marketing. Explanatory factor analysis was carry out as a way of data reduction & the items of the attitude scales were area under discussion to principal component analysis (PCA) utilizing SPSS.

Findings and Implications: In this study, eight factors were extracted through factor analysis, from the responses of respondents. Based on the variables included in each factor, we labeled for factors as Privacy and Social Media Marketing, Young generation and SMM, Consumer and SMM, Millennial decision making and SMM, Characteristics of SMM, Customer and E-Shopping, Customer's Trust/Mental Effort/Productivity & SMM and payback of SMM. The findings of the study highlighted that SMM is further espouse by millennials and they are additional convinced inflowing private information on social media websites which use safety measures pointer such as trust mark. Social Media Marketing techniques may also lead to an exposure to vulgarity and obscenity and spam is an unethical communication practice. That Social Media Marketers have to respect the regulatory framework for protection of online consumer (millennial). Millennial are the fastest growing groups doing online shopping on social media than traditional media. Millennial when goes to buy something SMM is the first option because SMM she/he feels enjoyment and it is user friendly, quality conscious and faster as contrast to traditional marketing.

Keywords:

Social media marketing, millennials, Customer

1. INTRODUCTION

1.1 Social Media Marketing

SMM is a technique by using social media website to achieve the notice of people. These programs ponder on budding a content which will draw the concentration of the booklover in social media and make them to contribute to the contents in their social networking website.

Any assertion that is pooled in the social networks, which incorporated petite messages, information about a service or merchandise, business or a brand is termed as e-word of mouth (eWoM). When the information about a merchandise / service / brand / corporation is pooled in a social media by a punter, it is reshared by many punters in other social networks and when the information is pooled by a dependable source, it becomes apposite advertising for the artefact than the endorsement done in the course of compensated sources. This illustrates the clout of SMM.

What the foremost search engines hunt for for in terms of social media indication are the source's trustworthiness and reliance. Authoritativeness is poles apart from Authorship. Authorship is a task released by **Google in 2011**, which allow novelist and publishers to append mottled parts, together with snapshot, rankings and supplementary particulars to SERPs. Reliance is essential to social pointers being interpret by the search engines. Those folks, whose social media silhouette have a reliance tally, are called as influencers.

As per punter socialization hypothesis, communiqué with patrons plays an imperative role and its power the psychosomatic facet of shopper. It also has an bang of stance of the buyer. Social media networking websites endow with an surroundings that facilitate the patrons to converse in the web which will have an imperative bang on punter socialization notion.

1.2 Social Media Marketing in Detail

The materialization of the online population has viaduct the fissure amid regulars and brands by creation of joint commune dais. These actualities have led to the commitment of the patrons in the midst of the businesses in the course of the dialogue on social media. Acc. to Gillin(2009) sending messages to potential customers through one to many way is no longer the need of the hour and it should be complimented by collaboration of communiqué media to accomplish the the majority efficient and effective and spirited contact. Gillin(2009) affirm

that social media has specified say-so to billion of people who are common internet addict and who can at the moment recount their occurrence, thoughts, views with the global audience at free of cost. Also it is the behaviour of the people that they don't abandon the technology which makes them easy to communicate and collaborate. Acc. to him quicker the marketers lunge in and embark on testing with the social media the supplementary success they can get in prospect. In the traditional media sense of community feature was completely absent. The one to numerous mock-up didn't encouraged the open dialogue nor did it give opportunity to unbolt important communication outside the radar of majority. The chief advantage of SMM is that the like-minded people with common interest are able to locate each other.

The power of persuading shifts from gate keepers and opinion leaders to peer influencers. Gate keepers and opinion leaders that create utilize of their proficient and social standing to support a brand can be considered as influencers. The role of influencers in the Endeavour of marketing is huge as they are the populace who have indirect and direct have power over over consumer buying assessment. Therefore, it is important for the companies to spot and slot in with them so that they can forward the advertising memo to the goal addressees. Social media is regarding sharing opinions & socializing. In the type of blog annotations or posts, video presentations and oral podcasts & votes these view can be articulated as on paper ingress on social media sites. These views are unfiltered & are direct. Acc. to Gillin (2009) In disparity to the traditional media which supports content for suitability & courteousness the social media is jam-packed of members are often blunt in terms talking about very topics. In the relationship flanked by the patrons & businesses the social media has introduced changes such as the openness of expressing the opinions. This is very challenging for the traditional marketers and Public Relation populace who are accustomed to distribute memo in the course of a one-mode media & getting the reaction in the heavy sort out outline. The business by building an effective social media charisma the companies can have a very excellent rapport with their patrons that encourages them to construct optimistic public relation in concurrence and alter any negative perception.

2.REVIEW OF LITERATURE

Dunne, Lawlor & Rowley (2010) found that why the youth utilize & chip in in social networking websites with allusion to Bebo. The research indicated that the people who have accounts on Bebo are using it to achieve private intention & indulgence in term of presenting & management of a firm character and guise in a social milieu. The research conclude that

Social Networking webSites for instance Bebo make easy the partaker in execution of personal aims such as character conception & administration by means of a outlook to obtain firm indulgence such as peer taking.

Gatautis & Kazakevičiūtė (2012) found that socialization has become very important activity and the quantity of online social punters raise very rapid. The companies pitch in various online social networks, tools, services & podium in an assortment of actions aspire to create superior know-how for patrons which lead to better branding, allegiance & increased deal. As social networks are penetrating day to day life few attempts have been made to study impact on consumer behaviour.

Bolton (2013) found that researchers & marketers are very much engrossed in Gen Y's usage of social media for the reason that it may be a omen of how folks will act in future. The research reviewed what is well-known & what is unheard of about Gen Y's usage of social media & to gauge the proposition for folks, companies & the general public. The investigation outlined a study plan to take in hand unanswered query about Gen Y's usage of social media.

Hayta (2013) highlighted that consumers have become addicted to the Internet and web tools because of the repaid developments in the field of technology and communication channels. One of the largely admired & widely utilize tools is the social media. Nowadays consumer exploits the social media to gather info concerning goods & services & purchases them only after reviewing the info regarding the commodities on social media. Facebook and Twitter the popular social media elements have become great consumer marketplaces. The research tries to unearth out how social media have pretentious our life in the topical years & the impact of social media networks on acquire behaviours of patrons.

Naidu & Agrawal (2013) investigated that the social media has become an important instrument in consumer import conduct verdict making and also it is sway the punter/user in a vibrant behaviour. Almost every punter/user is taking assistance of social media in acquire a merchandise. Social media for instance facebook, twitter are going to take part in a very significant responsibility in punter exchange conduct judgment making directly or indirectly. The company alternatively bring innovation in the social media management and is also a cost free manner to endorse merchandise to punter. The research shows that approximately 75% of adolescent in India are by means of social media to contribute to their observation, interpretation & judgment.

Hajli (2013) tinted that with the evolution of social media a set of new opportunities have emerged so that the consumers can now connect in social communication on the internet. Regulars utilize the social media extensively for networking and also they use online community to produce content. To gain advantage of the social media by business a study can be conducted. The research plays part in demonstrating the development of social commerce from e-commerce. The social media helps in facilitating the social communication of clients, leading to augmented belief and intent to purchase. Belief has a momentous bang on purpose to procure.

Vinerean, Cetina, Dumitrescu & Tichindelean (2013) found that with the help of social media there is interaction between the customers, prospects and the brand representative. Also people consult their friends about the brand. The research aims to answer the questions who are the citizens online and how engage they are in online actions. The study helps to ascertain how to connect with diverse kind of addressees so that the online marketing strategy can be developed.

Huimin & Wei (2013) explained that to organize marketing campaigns companies in recent years have exceedingly used social networking sites. In order that the consumers recognize the communication or merchandise info it has become essential for marketers to configuration their info.

Bilal, Ahmed and Shahzad (2014) have found the role of Social Media (Twitter, YouTube and Blogs) and Social Networks (Google, LinkedIn, and Facebook) in the context of apparel industry on Consumer Decision Making. The inspection of students of University of Gujarat, Pakistan was carried out with allocation of self-administer questionnaire. The examination method in use by the novelist is Logistic Regression. This study make available insight to diverse businesses in the apparel production mention what is the consequence of brawny social media & networks existence on the brand wakefulness and punter allegiance. The businesses want to display amazing presence on social media and social networks and engagement with the customers at personal level so that they can enhance the brand alertness and pay for of their brands by progressively more social media-nous patrons. Another related aspect is that to become profitable and competitive the companies should have adequate social media presence.

Maoyan, Zhujunxuan & Sang yang (2014) concluded that SMM rouse the exterior aspects & then leads to changes in the consumer's inside discernment aspects & in the last part it will sway regulars acquire intent. Also in accordance with the characteristics of the pay for objective of clients which is foundation on SMM provides decision and encourages the development of the electronic commerce to provide the reference for the enterprises.

Mishra, Kumar & Sharma (2014) found that all marketing manager desires to comprehend & manoeuvre the punter judgment making process which is a complex procedure in itself. In preceding hardly any years the brisk augmentation of smart-phones & the Internet have unbolt up an additional media i.e. social media to share the information for the regulars. Facebook, Twitter are popular social media sites. Nowadays the consumer has all kinds of info regarding the merchandise and services which are going to be instigate in the prospect. The outlook of the peers & the erstwhile affiliate of the the public have the significant effect on the obtain pronouncement of the end user. Therefore it has become significant for the marketing managers to comprehend how this up-and-coming media have an effect on the pay for conduct of the punter. There is a need to study the bang of online social media on punter pronouncement building procedure with focal point on stance.

Ioană & Stoica (2014) observed that consumers have got enough power with the help of the technology to inspect commodities to tag them and condemn them in equivalent gauge. Therefore businesses nowadays have strategy in place where they can have page on social media networks to append to the info held concerning stuff, to have information as feedback of consumers which tends to relate supplementary to a business subsequent to understanding an assortment of reconsider. The study investigates the impact of social media on consumer behaviour strategies.

Madni (2014) determined that with the swift improvement of know-how & communiqué way the consumption of online media has increased manifold. The consumers access the information from the social media, read the content available and go through reviews. Thus the social media components have become very popular and they have got attention to consumer markets.

Goel & Goldstein (2014) described that It has at the moment turn out to be probable to relay the conduct of the folks to that of their associates on a huge extent with the availability of

social network data. It is uncertain that whether behavioural forecast foundation on social facts are much additional precise than those come up from contemporary advertising way although the similarities of connected individuals are well established. The social data is much more enlightening in make out folks who mainly liable embark on conduct & such facts improves on both behavioural and demographic models. There are restrictions to usefulness of social information. When loaded transactional data was on hand the social info did little in improving prediction.

Zeitel-Bank & Tat (2014) found the probable upshot of social media on together, folks & the the public as a complete. There is a broad assortment of dissimilar elucidation related to the utilize of social media as a very potent source of learning and communication. The research examined through the advantages and the disadvantages and highlighted the state of affairs for accountable treatment of social media. The results of the research were Firstly social media has bang on the human being mind & in outcome on the value of our living Secondly there is important role for emotions in human being interaction. Lastly next to the remuneration there are grave coercion for the public and person and thus a call for for level-headed social media communication.

Saini, Bansal & Inderpal Singh (2014) observed that social networking enables to communicate with lot of people so it has become an important part of our life. Social Networking is an online podium, website or service that lay stress on smooth the progress of the construction of social relationships in the midst of the loads who share general attention actions, backdrop or real-life connections. A company takes full advantage of social networking as far as the communication with the consumer is concerned. The company also makes consumer centric social media marketing strategy. Consumer behaviour plays an important part in social networking as it impinge on the complete exchange procedure.

Chaturvedi & Barbar (2014) determined that a large chunk of population around the Globe use social media websites and these have become platform for interaction between the corporations and consumers. The social media had a gigantic blow on the consumer behaviour. The research identified the factors influencing the blow of social media on user conduct on the foundation of demographic variable such as education, Age etc. The study also indicated how often the social networking websites are accessed and what is the use of them for consumers.

Qureshi, Nasim & Whitty (2014) concluded that the means of interactions in consumer in which they craft, contribute to & barter info and notes in virtual networks and commune is social media. Social media has turn out to be component of the public and has become part of their entity for companies. The being there of businesses on social media has become a necessity as they can't achieve their objectives and goals without it. In the internet age the consumers have become smart and knowledgeable and they tend to allocate their belief, opinion, sentiment and know-how on social media. The communication on social media has taken quicker rate as WoM at the moment spreads with speed of illumination. This research tells that consumer share their experiences about the restaurants they visit are valuable and these could be additional utilize to get better services, amenities & infra in restaurant industry.

Mohammadpour, Arbatani, Gholipour, Farzianpour & Hosseini (2014) found the effects on online shopping of social media marketing of clientele foundation on arbitrate role of relational, brand & value capital. The consequence demonstrate that SMM had noteworthy & optimistic bang on brand, relational & value capital. The study shore up arbitrate role brand, relational & value capital variables in relation flanked by social media & E-shopping of clientele.

Zembik (2014) found that a set of apparatus for instance blog, social networking websites, wikis, discussion forum which facilitate collaboration & simple interaction is known as social media. Social media is a comprehensive, dynamic and complex IT infrastructure which supports free exchange of information and enables faster, easier and more widespread information sharing. The information exchange on social media is useful both for the consumers and the organizations. The consumers benefit from the recommendation, opinion about products of other consumers, a depiction of familiarity while contract with businesses whereas the association keep an eye on the substance of the social media, get your hands on reaction on their marketplace offer over and above facts on the target group-its desires, opportunity, demographic & psychographic features. The info has turn out to be the foundation for the bazaar judgment making and thus plays a vital role in shaping up of the market entities.

Sakkthivel & Balasubramaniyan (2015) studied the design and tested the influence of internal information variables (Marketing Mix) & exterior info variable which were attain in the course of social networking websites over woman punter exchange conduct from Islamic religion in Middle East. The research found out that external information variables have more pronounced effect than internal variables. Also the reference groups, brand reputation and society over woman end user exchange conduct through social media websites.

Barhemmati & Ahmad (2015) analyzed that one of the most successful tools in advertising is the social network marketing. To enhance the productivity of the business considerably every marketer main goal is to achieve record breaking sales for which knowledge of marketing tools is required. This study inspect the bang of social network marketing on the buyer procure behaviour in the midst of the folks who frequently utilize social networking sites & look into the forecast relations in the middle of shopper acquire behaviour, client commitment & social network marketing activities.

Krishn Pal Singh (2015) conceptualized the relationships between brand value and social media, which have a outcome on procure intention. The research was done by doing extensive literature review to know how social media is utilize by business for rising their brand. The research is useful for brand managers of the companies for management of brand throughout social media & considerate the edifice block amongst purchaser, social media & business.

Alsubagh (2015) found that the Internet has become integral part of our life, a new form of communication has gain prominence among vast majority of world population i.e. social networking websites. Social Media is one of the for the most part effectual & significant apparatus of 21st century for the reason that of its capability to unite folks with other people. The research helped gain insight into the bang of social media on punter conduct. At the present time the people are give the impression of being at the behaviours and habits of the peers before making a decision on purchase. Social Networks helps breaks down barriers between people and help build communities based on common interests. Internet has emerged as important communication channel which links the customer and the organizations. Therefore Marketers are more and more by means of social media apparatus in their marketing strategy.

3. OBJECTIVE AND RESEARCH METHODOLOGY OF THE STUDY

The rationale of the current study is to explore the awareness of consumers regarding social media marketing. Hence in this research paper we have scrutinize the aspect touching clients perception regarding social media marketing.

The current learning is exploratory research by the way of primary data analysis; a try has been through to spot the acuity of patrons concerning SMM with the aid of self-structured questionnaire. The questionnaire is foundation on five-point likert scale, range from strongly disagree to strongly agree & the respondent were chosen from the state of BHARAT i.e. Punjab & Haryana. Owing to time restraint, convenience sampling was utilize to accumulate the data as of the respondents & only 250 respondents were chosen for the research, those who were recurrently access the sites related to social media marketing for different purposes. The data was analyze throughout factor analysis to take out the aspect of consumer's perception regarding social media marketing.

4.RESULTS AND DISCUSSION

The factor analysis method apply on perception of the respondents concerning the an assortment of variable (attribute) in SMM exposed particular factor, which undoubtedly describe the perception of the respondents. The fallout point out that Eight factors were haul out from the forty four statement. These factors elucidate the perceptual attribute of SMM which were well thought-out to be noteworthy by the respondents.

A scale was build up to make out the factors illuminating the perception on the subject of SMM. The prose for the same was evaluation as publicized in literature investigation & variables were elected to attain the acuity of the answerers. Throughout the dialogue, with the professionals in the quarter of SMM, lots of particulars were add on & abridged. The ultimate of 44 items were chosen for assessment & these items were to be rate on a five point Likert scale by the respondents.

Item-wise reliability analysis was implemented on chosen variables to maintain back & delete scale items for set up a reliable scale. The scale spawn for this aim was polished & distil for reliability validity & unidimensionality. Inter-item correlations & Cronbach's alpha statistics were utilize to carry out reliability analysis & to be acquainted with lengthen to which items were correlated with plenty of items under deliberation.

Table 1.1 Scale Reliability Analysis (Social Media Marketing)

| S.No. | Variables | Communalities | | Corrected Item total Correlation | Cronbach's Alpha if item deleted | Mean | Std.deviation |
|-------|--|---------------|------------|----------------------------------|----------------------------------|------|---------------|
| | | Initial | Extraction | | | | |
| 1 | Internet has become necessity in Marketing | 1.000 | .769 | .456 | .959 | 2.94 | 1.436 |
| 2 | Social Media Marketing is well-liked in Bharatiya Culture | 1.000 | .922 | .627 | .959 | 3.25 | 1.594 |
| 3 | Indian culture accept new innovation like Social Media Marketing | 1.000 | .922 | .621 | .959 | 3.24 | 1.587 |
| 4 | eminence cognizant which is paramount assure through SMM | 1.000 | .872 | .729 | .958 | 3.08 | 1.524 |
| 5 | Mostly consumer feel enjoyment with Social Media Marketing | 1.000 | .838 | .746 | .958 | 3.12 | 1.530 |
| 6 | Mostly consumer feel enjoyment with Social Media Marketing | 1.000 | .797 | .724 | .958 | 3.06 | 1.491 |
| 7 | Mostly consumer feel user friendly with Social Media Marketing | 1.000 | .726 | .656 | .958 | 3.19 | 1.543 |

| | | | | | | | |
|----|---|-------|------|------|------|------|-------|
| 8 | My family allows me to shop through social media | 1.000 | .894 | .550 | .959 | 2.94 | 1.506 |
| 9 | Social Media is more adopted by young generation | 1.000 | .913 | .610 | .959 | 3.23 | 1.587 |
| 10 | Social Media Marketing is necessary for modern India | 1.000 | .929 | .611 | .959 | 3.21 | 1.582 |
| 11 | When I want to buy something, Social Media is my first option | 1.000 | .790 | .704 | .958 | 3.12 | 1.544 |
| 12 | SMM services are faster as compared to traditional marketing | 1.000 | .869 | .752 | .958 | 3.11 | 1.538 |
| 13 | SMM show the way to nuisance & disruption in usual work on internet | 1.000 | .823 | .727 | .958 | 3.15 | 1.534 |
| 14 | SMM is more powerful marketing media than traditional media | 1.000 | .893 | .571 | .959 | 2.97 | 1.504 |
| 15 | Most of the consumer prefer to go for online shopping | 1.000 | .809 | .545 | .959 | 2.93 | 1.514 |
| 16 | Mostly consumer provide the inaccurate information | 1.000 | .646 | .620 | .959 | 3.11 | 1.512 |

| | | | | | | | |
|----|---|-------|------|------|------|------|-------|
| | because of privacy violation risk | | | | | | |
| 17 | Customers way of life & position are partially have an effect on by take up of E-shopping | 1.000 | .760 | .536 | .959 | 2.78 | 1.497 |
| 18 | Generally customer are able to utilize social media marketing | 1.000 | .808 | .543 | .959 | 2.77 | 1.467 |
| 19 | Mostly customer find it easy to use social media marketing tools for | 1.000 | .804 | .536 | .959 | 2.89 | 1.509 |
| 20 | Consumers are shifting from traditional marketing to online/space market | 1.000 | .772 | .525 | .959 | 2.85 | 1.491 |
| 21 | I sense playful/flexible whenever I am utilizing the social media for E-shopping | 1.000 | .618 | .559 | .959 | 2.92 | 1.472 |
| 22 | Social Media marketing increases customer's productivity | 1.000 | .765 | .654 | .958 | 3.01 | 1.464 |
| 23 | Millennial are fastest growing groups of online shopper | 1.000 | .778 | .405 | .960 | 2.84 | 1.452 |
| 24 | Interacting | 1.000 | .902 | .659 | .958 | 2.95 | 1.488 |

| | | | | | | | |
|----|--|-------|------|------|------|------|-------|
| | with Social Media Marketing require a little mental effort by the customers | | | | | | |
| 25 | Social Media Marketing feedback mechanism induce trust | 1.000 | .911 | .652 | .958 | 2.98 | 1.490 |
| 26 | Marketers use the customers personal information for any other reasons | 1.000 | .770 | .624 | .959 | 2.90 | 1.525 |
| 27 | Internet shopping is less secure than mail order. | 1.000 | .786 | .629 | .959 | 2.89 | 1.525 |
| 28 | Existing act & bylaws Concerning Social Media Marketing are adequate for safety of online clients. | 1.000 | .632 | .493 | .959 | 2.81 | 1.547 |
| 29 | The experience and opinion of my family influence the decision making for online shopping | 1.000 | .818 | .556 | .959 | 2.93 | 1.506 |
| 30 | Using the social media is a challenge for customers | 1.000 | .805 | .532 | .959 | 2.95 | 1.513 |

| | | | | | | | |
|----|---|-------|------|------|------|------|-------|
| 31 | There is little personal contact between customer and sales persons in Social Media Marketing | 1.000 | .847 | .565 | .959 | 3.20 | 1.551 |
| 32 | Spam is an unethical communication practice in Social Media Marketing techniques | 1.000 | .827 | .500 | .959 | 2.88 | 1.379 |
| 33 | Cookies are violation of privacy on social media | 1.000 | .850 | .508 | .959 | 2.90 | 1.368 |
| 34 | The vista of recur sales less in Social Media Marketing | 1.000 | .761 | .423 | .959 | 2.92 | 1.437 |
| 35 | Surfing the web for shopping is waste of time | 1.000 | .700 | .654 | .958 | 3.17 | 1.480 |
| 36 | Online businesses give significance to Business Ethics | 1.000 | .860 | .473 | .959 | 2.87 | 1.365 |
| 37 | Mostly customer forget about their surrounding place-market when they use the market space. | 1.000 | .872 | .495 | .959 | 2.87 | 1.357 |

| | | | | | | | |
|----|--|-------|------|------|------|------|-------|
| 38 | Cookies are used to collect customer's personal information | 1.000 | .856 | .487 | .959 | 2.81 | 1.353 |
| 39 | Social Media Marketing may also lead to an exposure of vulgarity & Obscenity | 1.000 | .836 | .496 | .959 | 2.78 | 1.352 |
| 40 | Mostly online buyers feel further certain about inflowing private info on websites utilizing safety pointers for instance trust mark | 1.000 | .834 | .554 | .959 | 3.17 | 1.552 |
| 41 | Relying too much on online communication may negatively affect a person's social skills. | 1.000 | .898 | .508 | .959 | 2.85 | 1.334 |
| 42 | I am satisfied with my decision to purchase through online social media | 1.000 | .797 | .475 | .959 | 2.98 | 1.429 |
| 43 | There are number of laws/regulation to protect online customers | 1.000 | .664 | .670 | .958 | 3.19 | 1.464 |
| 44 | Ethically Social Media | 1.000 | .885 | .508 | .959 | 2.87 | 1.359 |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| Marketing websites are secured & error free | | | | | | | |
|---|--|--|--|--|--|--|--|

4.1 Factor Analysis

Exploratory factor analysis was carry out as a way of data diminution, to observe if the face validity of the items seized (Pallant, 2001). The items of the attitude scale were focus to principal component analysis (PCA) by means of SPSS. Earlier than execute PCA the appropriateness of data for factor analysis was evaluated. The correlation matrix exposed numerous coefficients of & above.

The Kaiser-Meyer-Olkin (KMO) computed was 0.904 greater than the suggested value of .6 (Tabachnick and Fidell, 1996; and Kaiser, 1974) & the Bartlett's Test of Sphericity (Bartlett, 1954) arrive at statistical significance, sustaining the factorability of the correlation matrix, PCA exposed the being there of Eight components by means of Eigen values beyond 1, illuminating 81.425 percent of the variance. The variance explicate by each factor is shown in Table 1.2

The value for communalities utilizing PCA ranged from 0.632 to 0.929 (Table 1.2).Here, it is applicable to state that communalities ≥ 0.5 is ample for the clarification of constructs (Hair et.al. 2009). Each and every one of these values give you an idea regarding factor analysis has pull out first-class amount of variance in the items. Hence, every one of the necessities of reliability, validity & unidimensionality are congregated.

4.2 Pearson Correlation Analysis

Pearson's Correlation Coefficient (Pearson's r) is a technique of computing the relationship flanked by variables. Correlation analysis was utilized to gauge the extent of relationship flanked by 44 main independent variables of SMM.The foremost rationale to carry out correlation analysis was to determine whether the 44 most important variables were independent from apiece other or not. Like a rule of thumb, condition a correlation coefficient value of r point out 0 to .2, there is a feeble relation flanked by the variables. If r value of .3 to .6, commonly well thought-out moderate, & .7 to 1 is sturdy. (Dancey and Reidy, 2007).

Acc... to the scale utilize if each and every one the 44 items obtain a ranking of 5 each, the whole score would be 220. Mean count of the respondents was 2.991. The Correlation matrix was computed. Mean correlation was 2.991 & it fluctuate from 2.770 to 3.248 by means of a assortment 0.478. There was a plenty correlation to progress with factor analysis.

4.3 Extraction of Factors

One at a time to make out the causal scope of SMM, exploratory factor analysis was used. The respondents were solicit to rate 44 variables, on a five point Likert scale, range from stoutly disagree to stoutly agree. Every single one the factors have loading further than 0.5 were well thought-out good & in the current apprehension the loading range from 0.503 to 0.938. Items with factor loadings less than 0.5 were detached. The Eight factors so produce have Eigen values range from 2.442 to 6.961.

Table 1.2 Factor Analysis Results for Social Media Marketing (Varimax-Rotated Results and scale reliability)

| | Component | | | | | | | |
|---|-----------|------|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Relying too much on online communication may negatively affect a person's social skills. | .938 | | | | | | | |
| Ethically Social Media Marketing websites are secured & error free | .931 | | | | | | | |
| Mostly customer forget about their surrounding place-market when they use the market space. | .924 | | | | | | | |
| Online companies give importance to Business Ethics | .917 | | | | | | | |
| Cookies are used to collect customer's personal information | .916 | | | | | | | |
| Cookies are violation of privacy on social media | .911 | | | | | | | |
| Social Media Marketing may also lead to an exposure of vulgarity & Obscenity | .904 | | | | | | | |
| Spam is an unethical communication practice in SMM | .898 | | | | | | | |
| SMM is necessary for modern India | | .908 | | | | | | |
| Indian culture accept new innovation like SMM | | .906 | | | | | | |
| SMM is popular in Indian Culture | | .899 | | | | | | |
| Social Media is more adopted by young generation | | .896 | | | | | | |
| There is petite private | | .886 | | | | | | |

| | | | | | | | | |
|--|--|------|------|------|------|--|--|--|
| contact flanked by client and sales persons in Social Media Marketing | | | | | | | | |
| Mostly E-shoppers feel further certain concerning inflowing private info on websites utilizing safety pointers for instance trust mark | | .880 | | | | | | |
| Internet shopping is less secure than mail order. | | | .832 | | | | | |
| Marketers use the customers personal information for any other reasons | | | .823 | | | | | |
| Current laws & regulations concerning SMM are adequate for shield of online patrons. | | | .777 | | | | | |
| Surfing the web for shopping is waste of time | | | .760 | | | | | |
| Mostly consumer provide the inaccurate information because of privacy violation risk | | | .712 | | | | | |
| There are number of laws/regulation to protect online customers | | | .706 | | | | | |
| SMM show the way to exasperation & disruption in usual work on internet | | | .645 | | .559 | | | |
| I am satisfied with my decision to purchase through online social media | | | | .868 | | | | |

| | | | | | | | | |
|--|--|--|--|------|------|------|------|--|
| Internet has become necessity in Marketing | | | | .857 | | | | |
| The prospect of repeat sales less in Social Media Marketing | | | | .855 | | | | |
| Millennial are fastest growing groups of online shopper | | | | .818 | | | | |
| SMM is more powerful marketing media than traditional media | | | | .774 | .503 | | | |
| My family allows me to shop through social media | | | | .773 | .504 | | | |
| Mostly consumer feel enjoyment with Social Media Marketing | | | | | .704 | | | |
| Mostly consumer feel enjoyment with Social Media Marketing | | | | | .703 | | | |
| When I want to buy something, Social Media is my first option | | | | | .702 | | | |
| Mostly consumer feel user friendly with Social Media Marketing | | | | | .689 | | | |
| quality conscious which is best promised through SMM | | | | | .645 | | .540 | |
| SMM services are faster as compared to traditional marketing | | | | | .615 | | .541 | |
| Using the social media is a challenge for customers | | | | | | .861 | | |
| The experience and opinion of my family influence the decision | | | | | | .860 | | |

| | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|
| making for online shopping | | | | | | | | |
| Most of the consumer prefer to go for online shopping | | | | | | .855 | | |
| Consumers are shifting from traditional marketing to online/space market | | | | | | .834 | | |
| clients way of life & position are partially pretentious by take up of e-shopping | | | | | | .822 | | |
| Social Media Marketing feedback mechanism induce trust | | | | | | | .858 | |
| Interacting with Social Media Marketing require a little mental effort by the customers | | | | | | | .852 | |
| Social Media marketing increases customer's productivity | | | | | | | .747 | |
| Generally customer are able to utilize social media marketing | | | | | | | | .818 |
| Mostly customer find it easy to use social media marketing tools for | | | | | | | | .808 |
| I sense playful/flexible whenever I am utilizing the social media for E-shopping | | | | | | | | .632 |
| Eigen Values | 6.961 | 5.598 | 4.878 | 4.369 | 4.331 | 4.207 | 3.041 | 2.442 |
| % Variance | 15.820 | 12.722 | 11.086 | 9.930 | 9.843 | 9.562 | 6.911 | 5.551 |
| Cumulative % Variance | 15.820 | 28.542 | 39.628 | 49.559 | 59.401 | 68.964 | 75.875 | 81.425 |

| | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|
| | | | | | | | | |
| Scale Reliability Alpha (Cronbach's Alpha) | 0.960 | 0.978 | 0.972 | 0.924 | 0.941 | 0.937 | 0.931 | 0.849 |
| Cronbach's Alpha=0.960 Kaiser-Meyer-Olkin Measure of Sampling Adequacy= 0.904 Bartlett's Test of Sphericity Approx Chi-Square=28580.2 DF=946 Sig=0.000 Mean=2.991 | | | | | | | | |

4.3.1 (“Privacy and Social Media Marketing”)

The first factor has elucidate 15.820 percent of the whole variance in the factor analysis & has been tag as (“Privacy and Social Media Marketing”). It includes Eight variables i.e. Relying too much on online communication may negatively affect a person’s social skills, Ethically Social Media Marketing websites are secured & error free, Mostly customers forget about their surrounding place-market when they use the market space, Online companies give importance to Business Ethics, Cookies are used to collect customer’s personal information, Cookies are violation of privacy on social media, Social Media Marketing may also lead to an exposure of vulgarity & Obscenity, Spam is an unethical communication practice in Social Media Marketing techniques. The Result shows that Customers forget about their surround marketplace when they use Market Online Space and that affects a Person’s social skills. Social Media Marketing websites are secure and error free which is important for Business Ethics. Cookies are used to collect customer’s personal information which can be a violation of Privacy on social media. Social Media Marketing techniques may also lead to an exposure to vulgarity and obscenity and spam is an unethical communication practice . The scale reliability of this factor is 0.960 & factor loading range from 0.898 to 0.938 .The variable “Relying too much on online communication may negatively affect a person’s social skills” has maximum loading 0.938 in this factor. This factor swathe 6.961 of the Eigen values.

4.3.2 (“Young Generation & Social Media Marketing”)

The Second factor has enlighten 12.722 percent of the total variance in the factor analysis & has been tag as (“Young Generation & SMM”). It includes Six variables Social Media Marketing is necessary for modern India, Indian culture accept new innovation akin to SMM, Social Media Marketing is all the rage in BHARATIYA Culture, Social Media is more adopted by young generation, There is slight private contact flanked by client & sales person in Social Media Marketing Mostly online purchaser sense extra sure on the subject of inflowing private info on websites via security pointer for example trust mark. The Result shows that Social Media Marketing is in today’s era popular in BHARATIYA culture as it is further espouse by young gen (millennials) & they are further certain entering private info on social media websites which utilize safety indicators for instance trust mark. In Social Media Marketing there is miniature private get in touch with flanked by patron & sales person. The scale reliability of this factor is 0.978 & factor loading range from 0.880 to 0.908. The variable “SMM is necessary for modern India” has maximum loading 0.908 in this factor. This factor swathe 5.598 of the Eigen values.

4.3.3 (“Consumer and Social Media Marketing”)

The Third factor has enlighten 11.086 percent of the whole variance in the factor analysis & has been tagged as (“Consumer and Social Media Marketing”). It includes Six variables Internet shopping is less secure than mail order, Marketers use the customers personal information for any other reasons, existing laws & regulations concerning SMM are adequate for shield of online consumers, Surfing the web for shopping is waste of time, Mostly consumer provide the inaccurate information because of privacy violation risk, My family allows me to shop through social media. The Result shows that In Social Media Marketing marketers use customer personal information for any other reason but they have to respect the regulatory framework for protection of online consumer. Consumer in the context of millennial does online shopping which is less secure than mail order, it also waste time, provide inaccurate information which is privacy violation risk and their families allows them to shop through social media. The scale reliability of this factor is 0.972 & factor loading range from 0.645 to 0.832. The variable “Internet Shopping is less secure than mail order” has maximum loading 0.832 in this factor. It swathe 4.878 of the Eigen values.

4.3.4 (“Millennial decision making & Social Media Marketing”)

The Fourth factor has explicate 9.930 per cent of the full amount variance in the factor analysis and has been labelled as (“Millennial decision making & Social Media Marketing”). It includes Six variables I am satisfied with my decision to purchase through online social media, Internet has become necessity in Marketing, The prospect of repeat sales less in Social Media Marketing, Millennial are fastest growing groups of online shopper, SMM is more powerful marketing media than traditional media, My family allows me to shop throughout social media. The consequence demonstrate that Consumer in the context of millennials are the fastest growing groups doing online shopping on social media as their family allows them to shop on online media which is powerful marketing media than traditional media but in the social media marketing prospect of repeat sales is less. The scale reliability of this factor is 0.924 & factor loading range from 0.773 to 0.868. The variable “I am satisfied with my decision to purchase through online social media” has maximum loading 0.868 in this factor. It swathe 4.369 of the Eigen values.

4.3.5 (“Characteristics of Social Media Marketing”)

The Five factor has put in plain words 9.843 per cent of the entirety variance in the factor analysis and has been labelled as (“Characteristics of Social Media Marketing”). It includes Six variables Mostly consumer feel enjoyment with Social Media Marketing, Mostly consumer feel enjoyment with Social Media Marketing, When I want to buy something, Social Media is my first option, Mostly consumer feel user friendly with Social Media Marketing, quality conscious which is best promised through SMM, SMM services are faster as compared to traditional marketing. The Result shows that Consumer when goes to buy something Social Media Marketing is the first option because social media marketing she/he feels enjoyment and it is user friendly, quality conscious and faster as compared to traditional marketing. The scale reliability of this factor is 0.941 & factor loading range from 0.615 to 0.704 variable “Mostly user experience pleasure with SMM” has maximum loading 0.704 in this factor. It swathe 4.331 Eigen values.

4.3.6 (“Customer & E-Shopping”)

The Six factor has explained 9.562 per cent of the full amount variance in the factor analysis & has been tagged as (“Customer and E-Shopping”). It comprise Five variables Using the social media is a challenge for customers, The experience and opinion of my family influence

the decision making for online shopping, Most of the consumer prefer to go for online shopping, Consumers are shifting from traditional marketing to online/space market, Customers way of life & position are partially pretentious by embracing of E-shopping. The Result shows that Consumer take the opinion of their family members who have experience while doing decision making for E-shopping on the social media which is challenge for them. So the consumers are shifting from traditional marketing space to E-market. Due to this customer Lifestyle and status are partly affected. The scale reliability of this factor is 0.937 & factor loading range from 0.822 to 0.861. The variable “utilizing the social media is a confront for patrons” has utmost loading 0.861 in this factor. It swathe 4.207 of the Eigen values.

4.3.7 (“Customer’s Trust/Mental Effort/Productivity & Social MM”)

The Seven factor has put in plain words 6.911 of the entirety variance in the factor analysis & has been tagged as (“Customer’s Trust/Mental Effort/Productivity & Social MM”) . It includes three variables Social Media Marketing feedback mechanism induce trust, Interacting with Social Media Marketing require a little mental effort by the customers, Social Media marketing increases customer’s productivity. The Result shows that Customer while interacting with social media marketing requires a little mental effort and the feedback mechanism of social media marketing induces trust and customer’s productivity is increased. The scale reliability of this factor is 0.931 & factor loading range from 0.747 to 0.858 .The variable “Social Media Marketing feedback mechanism induce trust” has peak loading 0.858 in this factor. It swathe 3.041 of the Eigen values.

4.3.8 (“Benefits of Social Media Marketing”)

The Eight factor has make clear 5.551 of the entire variance in the factor analysis & has been tagged as (“Benefits of Social Media Marketing”). It incorporate three variables by and large client are capable to use SMM, more often than not patron unearth it trouble-free to utilize SMM apparatus for, I sense playful/flexible whenever I am utilizing the social media for E-shopping, The Result shows that Customer finds it easy to use social media marketing tools so because they are able to utilize social media marketing well. In today’s scenario millennial are going for E-shopping than traditional shopping. The scale reliability of this factor is 0.849 & factor loading range from 0.632 to 0.818 variable “Generally customer are able to use SMM” premier loading 0.818 in this factor. It swathe 2.442 of the Eigen values.

IMPLICATIONS AND CONCLUSION

The findings of the research bring to light that SMM is further espoused by young gen.. (Millennial) & they are further convinced in flowing personal info on social media websites which utilize safety pointers such as trust mark. Social Media Marketing techniques may also lead to an exposure to vulgarity and obscenity and spam is an unethical communication practice. That Social Media Marketers have to respect the regulatory framework for protection of online consumer (millennial). Millennial are the fastest growing groups doing online shopping on social media than traditional media. Millennial when goes to buy something Social Media Marketing is the first option because social media marketing she/he feels enjoyment and it is user friendly, quality conscious and faster as compared to traditional marketing. This research scrutinize the awareness of patrons concerning SMM. This research paper establish that isolation & SMM, Young gen.. & SMM, Consumer & SMM, Millennial judgment making & SMM, traits of SMM, Client & E-Shopping, User's Trust/cerebral Effort/yield & SMM & remuneration of SMM were eight factors which were extracted from the study. The result revealed that consumers especially millennial perception regarding social media marketing is that while doing E-shopping millennial refer Social media websites on which their family members and others express their opinion/thoughts/views as well as social media marketers market their products/brands. Thus the decision making of consumers in the context of millennial is based on their experience on knowledge gained on social media sites where SMM is completed by marketers.

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