A STUDY ON THE ROLE OF INTERNET MEDIA AS A MARKETING TOOL FROM THE CONSUMER VIEW POINT

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Abstract

Over the years, we are experiencing the changes in marketing strategy applied worldwide using new technology platforms. The introduction of Personal computers, the Internet, and web business gigantically influence how organizations work and market. The presentation of media advancement is accelerating and it ought to correspondingly influence business. It is seen that, internet media has become one of the most treasured vehicles for Indians of all age categories today. Web Marketing is the most blazing advertising idea and each marketer needs to realize how social media can create an incentive for their business goals. Internet Media Marketing is associated with organising how innovation is making it simpler for individuals to associate society with their organizations and how their business can benefit from that agreement. Most clients, regardless of whether for individual use, business-to-buyer or business-to-business mode utilize social media in each part of their routine. Social media sites are instruments for sharing and talking about data. It very well may be portrayed as a sort of online media that empowers each part for criticism and commitment. It is an instrument for two-way communication working with the sharing of data between clients inside a characterized network through web sites. It includes online exercises in which the client adds to content creation.

Keywords: Internet media, Media advertisements.

1   Introduction

Social media has transformed into a basic piece of affiliations' publicizing blend and is considered as the best improvement for giving the probability to help to hoist achievement and to additionally foster the brand picture. It has comparably arisen as a critical technique for individual and corporate correspondence. With its understanding, speed, and quantifiability, it guides people to the sites. The purpose of this study is to research and inspect the determinants of client towards online media promotion. Regardless, we plan to lead a review among the populace to get the reactions concerning web-based media advertising. We acknowledge that the study will offer significant encounters for both publicizing scientists and bosses to comprehend the complexities of online media promoting and to assist sponsors in considering better approaches to manage the additional sufficiency of social media advertisements.

2   Literature review

Ahuja, V. (2015) The results of speculations relating to the intervening impact of various factors, for example, attributes of the internet based promotions, plan of advertisement, length of commercials, quality substance of advertisement, buyers' mentality, image devotion, past buy insight, and informal exchange between external factors and the adequacy of online publishing, validated the impact between the exogenous factors and other variable, the intercession of client disposition and past buy behaviour.

Definitions for online social correspondence, by **Kaplan and Haenlein (2010)** express a get-together of electronic application that works concerning the philosophical and mechanical underpinnings of web2.0 and it licenses creation and trade of client conveyed content. There is a wide extent of stages for web coordinating, for example, individual to individual correspondence, content teaching, photograph sharing, weblogs and talk discussions and the most standard internet based long reach application are Face book, Instagram, Twitter, YouTube and Wikipedia.

Vries et al. (2012) in their study explains on the off chance that the organisations situated their image post on the most noteworthy mark of the brand fan pages, subsequently grow the acknowledgment of the brand. There are different variables, for instance, striking and natural brand post credits, additionally impact the quantity of comments and likes of the brand post. There are different ways by which organisations can grow their inclinations and comments which initiate posting a request or some canny brand post which attract the thought of the customers. Number of comments both positive and negative are immense markers of brand reputation. Brand fans will undoubtedly visit the stores more and they will be phenomenal of positive verbal.

Laroche et al. (2012) found useful results of online brand networks over the essential association parts and respect creation rehearses in associations on brand responsibility and brand trust. Their investigation study was that brand trust has an immense occupation in change of worth creation practices into brand immovability.

Georgios and Sergios (2014) has explained the different reasons that prompts a brand draw in with web-based media. Online media has created particularly fast and securing predominance among people determinedly (Dickey and Lewis, 2010). Viral nature of frameworks organization objections has made them notable. In the era of Digitalization these frameworks organization objections are fastest technique for spreading the brand name or a few other material information related to associations. Upper hands and cost saving are one more component which pushes the associations to get them enlisted through web-based media stages.

Nisar (2016) investigates that how casual correspondence can be utilized for achieving and staying aware of the client brand dedication. The survey exhibits that customer shows their steadiness by posting positive comments or contribution on brand fan pages through internet based media. On the other hand purchasers are not recommending or engaging their associates or family by using web-based media stages.

Coelho et al. (2018) in their assessment paper the impact of online media in forming of association among client and brand found the basic purposes behind further developing the purchaser brand relationship, brand trust, devotion and buyer brand unmistakable verification. Buyer brand recognizing verification expects a huge part in change of purchaser brand neighbourhood into customer brand relationship.

Yoshida et al. (2018) explained the importance of client responsibility by means of online media with the brand and social brand commitment. The study suggest different methodologies for using web-based media for the responsibility of buyer. Online brand neighbourhood confirmation, evaluation pursuing and entertainment worth of web-based media pages are the critical factors which determinedly sway online brand neighbourhood which further unequivocally influences brand related web-based media responsibility. These revelations resemble the previous exploration focuses on shows keeping, forming and widening associations with others in internet based media networks were the critical motivation for online media responsibility (Jahn and Kunz, 2012; Mollen and Wilson, 2010).

Confos, N.; Davis, T. (2016) suggest the correspondence frameworks that food associations use in the internet based environment are making temptation for energetic customers, empowering better ways to deal with brand associations.

Dickey-Irene, J., and Lewis, W.F. ,(2010) uncovers that web-based media are not equivalent to regular Web regions and various media, and give strong opportunities to improvement, and for relationship-working among clients and publicists. Online media are fuelled by content that is made and driven by purchasers; and a great deal of that content is about things and brands.

Nuseir, M.T. (2016) analysed fundamental quantitative methodology and conducted study on 200 customers and results identified as web is important publicizing instrument which supports and assist the associations with focusing on express and their assigned group to propel their picture or thing and moreover hold their new and existing buyers. The survey has finally revealed that web publicizing and progressed media advancing works with the associations and brands grow and make enduring customers.

Clark, M. furthermore, Melancon, J. (2013) reveals Social media allies degrees of relationship hypothesis, impression of relationship quality, and have more raised degrees of shopper steadfastness, dependability and positive casual points with the relationship than non-disciples. These disclosures exhibit that internet based media seems to affect key relationship displaying factors that lead to more friendly buyers.

Constantinides, E. (2013) explore utilizing the Social Media domain as wellspring of customer voice and market information. Attracting the web-based media as quick publicizing and PR channels, channels of client impact, instruments of altering things, encourage as reinforcement of co-movement and customer created headway.

3   Objectives
- To learn the consumer behaviour towards internet media practices used by online marketers
- To investigate the determinants of social media Marketing that influence consumers towards their preferred brand
- To analyse the influence of demographic factors in social media marketing.
- To examine the consumer attitude and response towards social media marketing

4   Research methodology
Information for this study was gathered through a Survey directed in Central Kerala. The Questionnaire technique was utilized to test the model proposed for consumer behaviourtowards social media marketing.

4.1 Research Design
This study has incorporated the descriptive research design.

4.2 Sample Design
The sample size utilized for the study is 121 respondents. The testing populace for this exploration was individuals of Central Kerala as it was especially focused on this geological locale. Convenience sampling technique has been used.

4.3 Data Sources
Primary data: Information collected through questionnaire from the respondents

Secondary data includes the data obtained from the prevailing research reports, surveys, journals or magazines regarding consumer approach towards social media marketing

5   Data Analysis
5.1   Data Analysis and Interpretation
**5.1.1 Demographic information**
GENDER

🔵	Male	80
🟠	Female	41

Figure 1

AGE

🔵	between 18-27 years	90
🟠	27-40 years	26
🟢	42-55 years	5
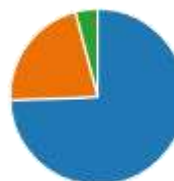
Figure 2

5.1.2 Quality of Information and Content
Table 1

		Frequency	Percent	Cumulative Percent
Valid	Disagree	2	1.7	1.7
	Neutral	28	23.1	24.8
	Agree	58	47.9	72.7
	Strongly Agree	33	27.3	100.0
	Total	121	100.0	
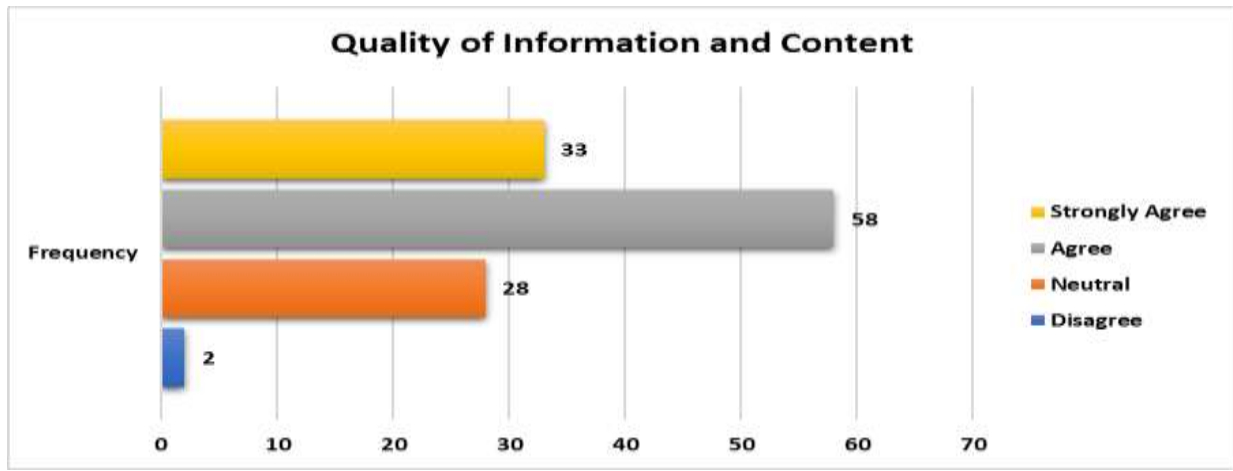
Figure 3

5.1.3 Customer Engagement
Table 2

		Frequency	Percent	Cumulative Percent
Valid	Disagree	1	.8	.8
	Neutral	15	12.4	13.2
	Agree	56	46.3	59.5
	Strongly Agree	49	40.5	100.0
	Total	121	100.0	
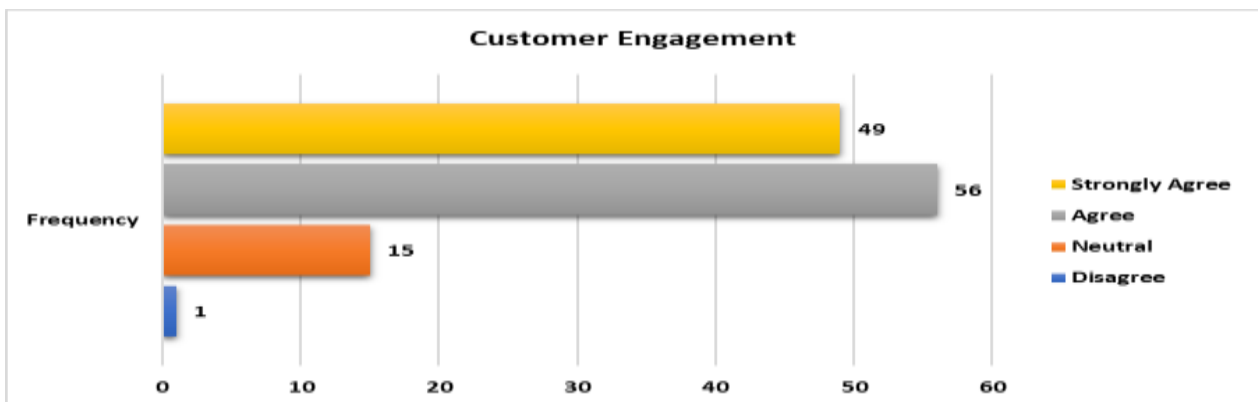
Figure 4

5.1.4 Financial Gain
Table 3

		Frequency	Percent	Cumulative Percent
Valid	Strongly Disagree	1	.8	.8
	Disagree	5	4.1	5.0
	Neutral	46	38.0	43.0
	Agree	59	48.8	91.7
	Strongly Agree	10	8.3	100.0
	Total	121	100.0	

Figure 5

5.1.5 User Experience
Table 4

		Frequency	Percent	Cumulative Percent
Valid	Disagree	1	.8	.8
	Neutral	27	22.3	23.1
	Agree	71	58.7	81.8
	Strongly Agree	22	18.2	100.0
	Total	121	100.0	

Figure 6

5.2   CHI – SQUARE METHOD OF ANALYSIS
5.2.1 Chi- Square method to analyse the significant relationship between Quality of information and Consumer Behaviour in social media marketing
Hypothesis

H0: There exist no relationship between Quality of information and Consumer Behaviour in social media marketing

H1: There exist relationship between Quality of information and Consumer Behaviour in social media marketing

Quality of information * Consumer Behaviour
Table 5

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	112.155[a]	6	.000
Likelihood Ratio	103.025	6	.000
Linear-by-Linear Association	67.820	1	.000
N of Valid Cases	121		

Interpretation

Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H0

It is seen that there is a significant relationship between the financial gain and consumer response in social media marketing.

5.2.2 Chi- Square method to analyse the significant relationship between Customer Engagement and Consumer Behaviour in social media marketing
Hypothesis

H0: There exist no relationship between Customer Engagement * Consumer Behaviour in social media marketing

H1: There exist relationship between Customer Engagement * Consumer Behaviour in social media marketing

**Customer Engagement * Consumer Behaviour**
Table 6

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.931[a]	6	.000
Likelihood Ratio	57.759	6	.000
Linear-by-Linear Association	43.155	1	.000
N of Valid Cases	121		

Interpretation

Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H0

It is seen that there is a significant relationship between the financial gain and consumer response in marketing

5.2.3 Chi- Square technique to analyse the significant association between Financial Gain and Consumer Behaviour in social media marketing
Hypothesis

H0: There exist no relationship between Financial Gain and Consumer Behaviour in social media marketing

H1: There exist relationship between Financial Gain and Consumer Behaviour in social media marketing

Financial Gain * Consumer Behaviour
Table 7

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	85.531[a]	8	.000
Likelihood Ratio	64.230	8	.000
Linear-by-Linear Association	45.191	1	.000
N of Valid Cases	121		

Interpretation
Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H0
It is seen that there is a significant relationship between the financial gain and consumer response in marketing

5.2.4 Chi- Square technique to analyse the significant association between User Experience and Consumer Behaviour in social media marketing
Hypothesis
H0: There exist no relationship between User Experience and Consumer Behaviour in social media marketing
H1: There exist relationship between User Experience and Consumer Behaviour in social media marketing

User Experience * Consumer Behaviour
Table 8

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	49.333[a]	6	.000
Likelihood Ratio	47.165	6	.000
Linear-by-Linear Association	35.850	1	.000
N of Valid Cases	121		

Interpretation
Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H0
It is seen that there is a significant relationship between the use experience and consumer behaviour in marketing

5.2.5 Chi- square method to analyse the significant relationship between gender and consumer behaviour in social media marketing
Hypothesis
H0: There exist no relationship between gender and consumer behaviour in social media marketing

H1: There exist relationship between gender and consumer behaviour in social media marketing
GENDER * Consumer Behaviour
Table 9

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.777ᵃ	2	.250
Likelihood Ratio	3.146	2	.207
Linear-by-Linear Association	1.765	1	.184
N of Valid Cases	121		

Interpretation
Here the p value is .250 and it is less than 0.05. This tells us that there is no statistically significant association between the variables. Therefore, we accept the hypothesis H0
It is seen that there is no significant relationship between the gender and consumer behaviour in marketing.

5.2.6 Chi- square method to analyse the significant relationship between age and consumer behaviour in social media marketing
Hypothesis
H0: there exist no relationship between age and consumer behaviour in social media marketing
H1: there exist relationship between age and consumer behaviour in social media marketing
AGE * Consumer Behaviour
Table 10

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.778ᵃ	4	.216
Likelihood Ratio	5.318	4	.256
Linear-by-Linear Association	3.622	1	.057
N of Valid Cases	121		

Interpretation
Here the p value is .216 and it is less than 0.05. This tells us that there is no statistically significant association between the variables. Therefore, we accept the hypothesis H0
It is seen that there is no significant relationship between the age and consumer behaviour in marketing

5.3   Regression
Descriptive statistics is generally useful in understanding the overall distribution. The below table gives the descriptive measures of the variables under consideration. They are not showing much variability
Table 11

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Behaviour	58.5785	8.79939	121
Quality of information	14.9008	3.02326	121

Customer Engagement	16.0992	2.82077	121
Financial Gain	13.2397	2.70193	121
User Experience	14.3388	2.63803	121

Part and partial correlation matrix is useful in understanding the relationship between the independent variable and dependent variables. The regression is valid only if the independent and dependent variables are not interrelated. This is termed as Multicollinearity. The below correlation matrix shows the impact of Multicollinearity in the collected data. But generally, very high correlations between independent variables like more than 0.9 only make the entire regression analysis unreliable

Table 12

Correlations

		Consumer Behaviour	Quality of information	Customer Engagement	Financial Gain	User Experience
Pearson Correlation	Consumer Behaviour	1.000	.887	.773	.746	.729
	Quality of information	.887	1.000	.647	.571	.535
	Customer Engagement	.773	.647	1.000	.378	.380
	Financial Gain	.746	.571	.378	1.000	.404
	User Experience	.729	.535	.380	.404	1.000
Sig. (1-tailed)	Consumer Behaviour	.	.000	.000	.000	.000
	Quality of information	.000	.	.000	.000	.000
	Customer Engagement	.000	.000	.	.000	.000
	Financial Gain	.000	.000	.000	.	.000
	User Experience	.000	.000	.000	.000	.
N	Consumer Behaviour	121	121	121	121	121
	Quality of information	121	121	121	121	121
	Customer Engagement	121	121	121	121	121
	Financial Gain	121	121	121	121	121
	User Experience	121	121	121	121	121

The below table communicate only the method used for regression. It is stepwise method. It gives the summary of entered variable

Since this is a stepwise method, it will give all models that are significant in each step. All the models are significant. The third model is considered to be the best model and this can be verified by the higher value of R Square. It consists of dependent variable consumer behaviour and independent variables Quality of information, User Experience, Financial Gain. Fourth Model cannot be taken since its ANOVA is not significant

Table 13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887[a]	.786	.785	4.08383
2	.937[b]	.877	.875	3.10800
3	.970[c]	.940	.939	2.17504
4	1.000[d]	1.000	1.000	.00000

The following table gives ANOVA for all iterations and its significance

Table 14

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7306.857	1	7306.857	438.121	.000[b]
	Residual	1984.647	119	16.678		
	Total	9291.504	120			
2	Regression	8151.660	2	4075.830	421.942	.000[c]
	Residual	1139.844	118	9.660		
	Total	9291.504	120			
3	Regression	8738.000	3	2912.667	615.681	.000[d]
	Residual	553.504	117	4.731		
	Total	9291.504	120			
4	Regression	9291.504	4	2322.876	.	.[e]
	Residual	.000	116	.000		
	Total	9291.504	120			

Table 15

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	20.118	1.875		10.732	.000
	Quality of information	2.581	.123	.887	20.931	.000
2	(Constant)	11.330	1.708		6.632	.000
	Quality of information	2.025	.111	.696	18.232	.000
	User Experience	1.191	.127	.357	9.352	.000
3	(Constant)	6.703	1.266		5.296	.000
	Quality of information	1.577	.088	.542	18.021	.000
	User Experience	1.049	.090	.314	11.657	.000
	Financial Gain	1.007	.090	.309	11.133	.000
4	(Constant)	-1.066E-14	.000		.000	1.000
	Quality of information	1.000	.000	.344	170061886.766	.000
	User Experience	1.000	.000	.300	193496509.242	.000
	Financial Gain	1.000	.000	.307	192794671.570	.000
	Customer Engagement	1.000	.000	.321	188591511.834	.000

a. Dependent Variable: Consumer Behaviour

The Regression Model is estimated as
Consumer Behaviour = 6.703+ 1.577 X Quality of Information + 1.049 X User experience + 1.007 X Financial Gain
The following table gives the summary of Excluded variables in the three models
Table 16

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Customer Engagement	.342[b]	7.437	.000	.565	.581
	Financial Gain	.355[b]	8.818	.000	.630	.674
	User Experience	.357[b]	9.352	.000	.652	.714
2	Customer Engagement	.323[c]	10.656	.000	.702	.580
	Financial Gain	.309[c]	11.133	.000	.717	.660
3	Customer Engagement	.321[d]	189951621.226	.000	1.000	.580

6   Key Findings
o   Most of the respondents spent (74.3%) more than 4 hours on the internet and (82.64%) spent more than 1 hour on social media.
o   Instagram (33.05%) and YouTube (34.71%) are the most used and preferred social media sites.
o   Quality of information, financial gain, customer Engagement, and User experience are the determinants of consumer behavior in social media marketing
o   Among the independent variables financial gain have more influence on the consumer behavior in social media marketing
o   Majority (75.2 %) of respondents have the opinion that social media ads maintain the quality of information and it is seen that there is a significant relationship between the financial gain and consumer behavior in marketing
o   Financial gain for the consumers plays a vital role in social media marketing, 56.1% of respondents are influenced by the financial gain from ads and there is a significant relationship between the financial gain and consumer response in social media marketing
o   Majority (86.8 %) have a positive opinion towards the extent of customer engagement in the social media platforms and there is a significant relationship between customer engagement and consumer behavior in social media marketing
o   About 45.2 % of respondents are concerned about their account privacy but there exists a significant relationship between the user experience and consumer behavior in marketing
o   There is no significant relationship between gender & age and consumer behavior since the p-value is 0.25 and 0.216 respectively.

7   Conclusion and suggestions
This study provides insights into the understanding of factors determining consumer behaviour towards social media advertisement and also the influence of consumer behaviour to determine that there exists an association between quality of information, financial gain, user experience, and customer engagement with consumer response toward social media advertising.
Online media promotion is quickly changing the manner in which individuals work together everywhere. In the business-to-customer section, the web have been expanding significantly throughout the most recent. Social media advertising is acquiring distinction among individuals particularly among youth however in the present situation to turn out to be similarly well known among all age gatherings.

At last, the current review researches the buyer reaction as being straightforwardly influenced by perspectives and expectations. Our extent of the review was excessively thin to the point that there is a wide extension for future investigations, Further, different qualities from Internet media publicizing like visual allure, satisfaction, and proficiency ought to be considered in future works.

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