

## Awareness Level Regarding Products Purchased Through Social Media Advertisements : A Study of Some Selected Districts of Haryana

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### ARTICLE INFO

#### Article History:

Accepted: 01 June 2023

Published: 06 June 2023

#### Publication Issue

Volume 10, Issue 3

May-June-2023

#### Page Number

693-699

### ABSTRACT

The purpose of current study is to understand awareness level regarding products purchased through social media advertisements in some selected districts of Haryana. A sample size of 900 are taken to complete the study. Facebook and Instagram are the most preferred social media network sites. The awareness level regarding products purchased through social media advertisements in rural areas having significant impact and provide an insight for marketers/ advertisers/media planners to take correctives action and make the planning accordingly in terms of delivering quality contents, more clarity about social media advertisements for social media users to enhancing their awareness level.

**Keywords :** Social Media, Awareness Level, Products, Advertisements, Haryana

### I. INTRODUCTION

To put it another way, SMM (social media marketing) is the use of social media websites and social networks to promote products and services. Social media marketing is the act of developing content that is specific to each social media platform in order to increase engagement and promote your company.

The goal of social media marketing is to build a relationship with your target audience or client base by educating and entertaining them about your company. It will have a significant impact on your company's growth. The success of an organization's social media marketing campaign is heavily reliant on its ability to locate and satisfy its target audience, so

that they become fans of the brand and spread the word about it to their own networks.

It's a way to get people's attention by using social media sites. A primary goal of these programmes is to provide material that will pique the interest of readers on social media and compel them to spread it around.

A product, service, brand, or company's name and contact information are all examples of information that may be considered electronic word of mouth. This type of free advertising is more effective than paid advertising since it spreads to other users' social networks, and because the information is coming from a reputable source, people are more likely to spread the word about the product or service. That social media marketing works is demonstrated here.

In terms of social media signals, the main search engines are interested in the source's authority and trust. Authorship is not the same as authoritativeness. In 2011, Google launched the Authorship feature, which allows writers and publishers to add various elements, such as images, ratings, and more, to search engine results pages. To be taken seriously by search engines, social signals must have a high level of trust. Influencers are those with a high trust score on social media platforms like Instagram, Facebook, and Twitter.

The notion of consumer socialisation states that communication with consumers has a significant impact on a customer's mental state. It also affects the customer's mindset. Social media networking sites allow customers to connect with one other online, which has a significant influence on the idea of consumer socialising.

## II. REVIEW OF LITERATURE

**SmitaDayal (2016)** Customers' online purchase behaviour, it is suggested, can be evaluated from a variety of angles. The perspectives are based on demographic factors (such as age, gender, education, and income), psychographic factors (such as attitude, personality, perception, and beliefs), technology adoption factors (such as perceived ease of use, perceived usefulness, access to technology, subjective norms, behavioural control), website-related factors (such as navigation, security, trust, comparability, customization, and perceived enjoyment), and objective factors (such as website navigation, security, trust, comparability, customization, and perceived enjoyment) (like product, price, quality, convenience). She concludes that e-marketers must first understand the elements that influence consumers' online behaviour. It will assist them in developing superior and long-term social media marketing plans to engage their clients on the web.

**Adnan and Ahmad (2016)**The process through which people seek for, choose, purchase, utilise, and dispose of goods and services to meet their requirements is known as consumer buying behaviour. The researchers want to know how social media advertising influences customer purchasing decisions in the fashion business. According to the data, there is a weak link between social media advertising and the recognition of customer needs.

**Jennifer (2016)**65 percent of adults in the United States use social media, according to a study. The marketer must develop ways to engage and communicate with customers in order to fully utilise the power of social accounts. There are at least five possible approaches. Customer inquiries should be answered immediately by the marketing. The marketer should come up with eye-catching graphics. Videos should be used by the marketer to demonstrate how to utilise a product, to give a behind-the-scenes peek at your operations, or to launch an intriguing new service. For the target prospects, the marketer should include valuable material. A producer, for example, might advise ways to extend the life of a product. Tax write-offs may be suggested by an accounting firm. To bring visitors back to the original article, the marketer may share the link on additional social media profiles. An attention-getting title, an attractive preview image, and a brief comment may also be used to boost click-throughs. Customers can also be asked to provide feedback by tweeting, tagging, or otherwise interacting with the marketer. In the social media world, concise and consistent efforts are more beneficial than a one-time bombardment.

**David, (2017)**stated that the rise of social media has had a long-term impact on a variety of sectors. With more than two billion users, social media has become a huge influencer for consumers across many industries. In terms of e-commerce, social media has influenced consumer buying intentions. In the previous decade, social media interactions and

commitments have had a positive impact on businesses, particularly in determining buy intent in e-commerce.

**According to Kit, (2017)**In terms of customer experience management, social media is crucial. It serves as a research technique for determining the customer's problems. It's also a way to enhance the client experience. Although sophisticated strategies might yield higher results, brands of any maturity level can profit from utilizing social media. Because of the large number of branded, organic social media interactions, the data may be turned into a research opportunity, exposing customer pain areas and helping the marketer to improve the overall experience.

**The Economic Times (2018)**In the internet retail area, India's market share is still fairly low. However, there is a lot of room for expansion, and with better logistics, online shopping is only going to rise. Because the starting point is still very low, there is room for year-over-year increase in the coming years. Online purchasing will continue to rise as logistics improve and delivery methods expand. It's unsurprising that the sector is attracting a large amount of foreign investment. It has grown into a multibillion-dollar investment firm. According to an ASSOCHAM insider, the primary drivers would be investment in back-end delivery methods, brand promotion, consumer research, and creating trade partners.

**Sounak (2018)**examined how businesses win the hearts, minds, and wallets of India's millennials. According to a Morgan Stanley estimate from April 2017, India would have 410 million millennials by 2020, spending USD 330 billion yearly. These individuals fall into a category that marketers regard as the holy grail. True, marketers have been targeting teenagers for a long time, and this is nothing new. The 410 million millennials outnumber the population of the United States and outnumber the 400 millennials that China currently has. However,

the crux of the issue for marketers is how to reach out to this demographic. Millennials want quick responses to practically all of their questions, from information to entertainment to shopping demands. It's not surprising that they spend 17 hours every week on average online. Marketers are aware of the millennials' shift in media preferences. According to a survey released in January 2017 by the advertising firm Dentsu Aegis Network, India's digital advertising sector would reach INR 18,986 crore by 2020, up 32 percent from INR 8,202 crore in 2016. Marketers will devote more than 24% of their yearly advertising budget on digital media by 2020, up from roughly 15% in 2016. With 241 million active users.

### III. RESEARCH METHODOLOGY

The customer awareness is measured by employing statistical tool Analysis of Variance (ANOVA). Total of 7 statements are taken in to consideration while collecting data through structured questionnaire based on 5-point likert scale. A sample size of 900 respondents is collected from rural areas of some selected districts of Haryana and the hypothesis *H01: There is no significant difference regarding Customer awareness for products purchased through Social Media Marketing.* has been developed and tested by using ANOVA. The statistical tools descriptive statistics, ANOVA is used to test the hypothesis. A sample size of 900 respondents from rural areas is taken from diverse socio-economic background through stratified sampling method i.e. Ambala, Faridabad, Gurugram, Hisar, Karnal and Rohtak Districts of Haryana. The data has been collected through the survey method (structured questionnaire) on the basis of a 5-point Likert scale to collect the psychographic opinion of respondents.

### IV. DATA ANALYSIS AND INTERPRETATION

#### 4.1 Descriptive Statistics

The following table represents the frequency distribution of research statements regarding

awareness level of respondents for products purchased through social media advertisements.

**Table 1. Awareness about social media advertisements**

Awareness regarding social media advertisements	Frequency	Percent
Not Aware	18	2.0
Less aware	41	4.6
Moderately Aware	138	15.3
Aware	386	42.9
Highly aware	317	35.2
Total	900	100.0

**Source:** Primary Data

Table 1 shows the awareness level regarding social media advertisements. As per according calculated data it is found that the majority of respondents (42.9 percent) are aware, 35.2 percent respondents are highly aware, 15.3 percent respondents are moderately aware, 4.6 percent respondents are less aware and only 2 percent respondents are not aware about social media advertisements.

**Table 2. Awareness regarding purchasing of products through social media advertisements**

	Frequency	Percent
Not Aware	61	6.8
Less aware	42	4.7
Moderately Aware	138	15.3
Aware	276	30.7
Highly aware	383	42.6
Total	900	100.0

**Source:** Primary Data

Table 2 shows the awareness level regarding purchasing of products through social media advertisements. As per according calculated data it is found that the majority of respondents (42.6 percent) are highly aware, 30.7 percent respondents are aware, 15.3 percent respondents are moderately aware, 4.7 percent respondents are less aware and only 6.8

percent respondents are not aware about purchasing of products through social media advertisements.

**Table 3.**

**Awareness regarding knowledge of products/ services through reviews and feedback given by social media users via comments on the advertisements**

	Frequency	Percent
Not Aware	18	2.0
Less aware	42	4.7
Moderately Aware	237	26.3
Aware	255	28.3
Highly aware	348	38.7
Total	900	100.0

**Source:** Primary Data

Table 3 shows the awareness level regarding knowledge of products/ services through reviews and feedback given by social media users via comments on the advertisements. As per according calculated data it is found that the majority of respondents (38.7 percent) are highly aware, 28.3 percent respondents are aware, 26.3 percent respondents are moderately aware, 4.7 percent respondents are less aware and only 2 percent respondents are not aware about knowledge of products/ services through reviews and feedback given by social media users via comments on the advertisements.

**Table 4. Awareness regarding purchasing process on social media**

	Frequency	Percent
Not Aware	20	2.2
Less aware	41	4.6
Moderately Aware	301	33.4
Aware	174	19.3
Highly aware	364	40.4
Total	900	100.0

**Source:** Primary Data

Table 4 shows the Awareness regarding purchasing process on social media. As per according calculated data it is found that the majority of respondents (40.4 percent) are highly aware, 33.4 percent respondents are moderately aware, 19.3 percent respondents are

aware, 4.6 percent respondents are less aware and only 2.2 percent respondents are not aware about purchasing process on social media.

**Table 5.**

**Awareness regarding authenticity of the product/services related advertisement on social media**

	Frequency	Percent
Not Aware	83	9.2
Less aware	94	10.4
Moderately Aware	334	37.1
Aware	314	34.9
Highly aware	75	8.3
Total	900	100.0

Source: Primary Data

Table 5 shows the awareness regarding authenticity of the product/services related advertisement on social media. As per according calculated data it is found that the majority of respondents (37.1 percent) are moderately aware, 34.9 percent respondents are aware, 10.4 percent respondents are less aware, 9.2 percent respondents are not aware and 8.3 percent respondents are highly aware about authenticity of the product/services related advertisement on social media.

**Table 6.**

**Brand awareness before purchasing of product/services through social media advertisements**

	Frequency	Percent
Not Aware	83	9.2
Less aware	42	4.7
Moderately Aware	193	21.4
Aware	233	25.9
Highly aware	349	38.8

**4.2. Hypothesis Testing**

**Table 8**

**Awareness about social media advertisements - ANOVA**

		S.S.	df	M.S.	F	Sig.
Gender	Between Groups	16.966	4	4.242	18.314	0.00*
	Within Groups	207.283	895	0.232		

Total	900	100.0
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Source: Primary Data

Table 6 shows the brand awareness before purchasing of product/services through social media advertisements. As per according calculated data it is found that the majority of respondents (38.8 percent) are highly aware, 25.9 percent respondents are aware, 21.4 percent respondents are moderately aware, 9.2 percent respondents are not aware and 4.7 percent respondents are less aware about brand awareness before purchasing of product/services through social media advertisements.

**Table 7.**

**Awareness regarding fake information and copy brand advertisements on social media platforms**

	Frequency	Percent
Not Aware	42	4.7
Less aware	130	14.4
Moderately Aware	404	44.9
Aware	174	19.3
Highly aware	150	16.7
Total	900	100.0

Source: Primary Data

Table 7 shows the awareness regarding fake information and copy brand advertisements on social media platforms. As per according calculated data it is found that the majority of respondents (44.9 percent) are moderately aware, 19.3 percent respondents are aware, 16.7 percent respondents are highly aware, 14.4 percent respondents are less aware and 4.7 percent respondents are not aware about fake information and copy brand advertisements on social media platforms.

	Total	224.249	899			
Area of Residence	Between Groups	4.691	4	1.173	9.080	0.00*
	Within Groups	115.588	895	0.129		
	Total	120.279	899			
Age Group (in Yrs.)	Between Groups	94.721	4	23.680	24.393	0.00*
	Within Groups	868.839	895	0.971		
	Total	963.560	899			
Educational Qualification	Between Groups	51.990	4	12.998	12.819	0.00*
	Within Groups	907.450	895	1.014		
	Total	959.440	899			
Occupation	Between Groups	349.323	4	87.331	85.237	0.00*
	Within Groups	916.982	895	1.025		
	Total	1266.306	899			
Family Annual Income (in Lacs Rs.)	Between Groups	217.725	4	54.431	37.183	0.00*
	Within Groups	1310.164	895	1.464		
	Total	1527.889	899			

**Source:** Primary Data \*Significant at 5% level of Significance

The above table 8 depicts the Analysis of Variance (ANOVA) table for awareness regarding social media advertisements with respect to demographic profiles of respondents. As per according above table it is found that there is significance difference regarding awareness for social media advertisements with respect to gender ( $p=0.00$ ), area of residence ( $p=0.00$ ), age group ( $p=0.00$ ), educational qualification ( $p=0.00$ ), occupation ( $p=0.00$ ), family annual income ( $p=0.00$ ) as the  $p$ -value is less than 5% ( $p<0.05$ ) level of significance. Hence, the null hypothesis *H01: There is no significant difference regarding Customer awareness for products purchased through Social Media Marketing.* has been rejected for awareness regarding social media advertisements w.r.t. demographic profiles of respondents.

## V. CONCLUSION

As the internet users are increasing year by year in India, the social media users also increasing. As per according India Social Media statistics the internet

users increase about 8.2 percent from year 2020 to 2021. Whereas the social media users increased about 21 % from year 2020 to 2021 which is 32.3% of total population. So, it is very win-win situation for both content creators and advertisers/media planners as they have more opportunities to penetrate/reach to more and more areas and audience as per according the different interest and purpose/usability of the users.

The current study reveals that the users are highly aware about the products and services offered on social media via advertisements. They are also aware about the brand and duplicity of products on social media. It is also observed that they are moderately aware about regarding fake information and copy brand advertisements on social media platforms.

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**Cite this article as :**

Rajesh Kumar, Dr. Ajay Kumar Poddar, "Awareness Level Regarding Products Purchased Through Social Media Advertisements : A Study of Some Selected Districts of Haryana", International Journal of Scientific Research in Science and Technology (IJSRST), Online ISSN : 2395-602X, Print ISSN : 2395-6011, Volume 10 Issue 3, pp. 808-814, May-June 2023. Journal URL : <https://ijsrst.com/IJSRSET2310365>