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A Study Of Perception And Engagement As A Response Of Consumers Towards Ads On Facebook And Google Search Engine

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ABSTRACT

Inbound marketing induces a customer to buy a product online by search engine optimization or various digital marketing strategies. Pull marketing is a proven way of attracting customers towards brands and engaging them for buying. Perceptions make an individual to either make a good image or bad image of the product. Buying products is a click away. Digital marketing is making reforms in India which are already doing well in foreign countries. India is witnessing a growth of internet usage due to digital marketing reforms, companies are using online marketing strategies to get them attracted towards their businesses. The online advertisement makes an individual to make the perception of the product and then respond in the form of clicking, liking sharing the social media content and then buying the product. The study will consider the demographic factors age group and gender as two variables for studying the perception of consumers towards social media. The study will help to determine customer engagement as a response to positive percetion of the ads on Facebook and Google search engine results.The engagement of customer is considered to be determined by three factors as browsing,sharing and buying products after getting influenced by ads on facebook and google serach engine results.

Keywords: Perception, Engagement, Social Media and Digital marketing.

INTRODUCTION

Today social media is growing importance due to the increased number of users. Companies are relying on more pull marketing strategy rather than push marketing strategy. Research shows that Facebook advertisements change the brand image which contributed to change in buying behavior (Milad Dehghani, 2015) .the growth of social media is very remarkable in recent years, the social media may have various functions like social networking, microblogging, sharing content (Rowlands et al. & Mangold and Faulds, 2009)

Today companies are relying on pull marketing strategies with the increasing number of smartphone users in India. The various pull marketing strategies that can be adopted by the companies are Online/Offline search engine optimization, pay per click campaign, Facebook advertisements, youtube advertisements, social media marketing, content syndication, etc. These strategies are cost-effective as compared to push marketing strategies. The social media users have

increased the number of hours for engaging towards social media, different age groups respond differently to the content on social media.

LITERATURE REVIEW

Perception of social media

Perception is making an image of a subject by psychological responses of an individual the social media is a digital marketing platform which makes user form an image of a product and then induce in buying and sharing behavior. The consumers are required to respond positively for ads on social media than only they will ake positive perception of the product which will help them to make the buying decision. (Motwani, 2014)

Attitude as a response to the perception of social media

The users make perception for products and which in turn decide their attitude as a response to various ads on social media. Users can involve as a response to their positive image for ads in the form of sharing, creating and clicking the content available on facebook or google search engines. There are various concepts which define consumers and brands relationships, one of the concepts is CBE(consumer brand engagement). "consumers engagement can be identified as the connection to the brand or brand image and equity created for a brand ". (Linda D.Hollebeek, 2014).

There exists a relationship between consumers' attitude toward social media advertising and their behavioral response. Social media advertising increasing the importance among various practitioners. The exists a positive relationship between consumers attitude and response towards the advertisement on social media (Boateng, 2015). There is increasing use of social media due to the increased number of smartphone users. Companies are using the digital marketing campaign to increase their sales and induce customers. (Madden, 2011) analyzed by their findings from various demographic groups that 65% of adults use social media. (Kim, 2013) postulated from their research about users engaging themselves on social media by sharing their thoughts and various content on social media platforms. According to (Evans, 2010) (Bernoff, 2008) shared that users create content about a product after gaining information of it which purely suggests their engagement behavior towards social media. There are various socio-demographic factors like age, income and occupation affect the attitude towards buying. Perception has an important role in forming an attitude to engage customer towards buying. There is no association of views among various demographic groups and their perception towards buying, but there exists an association among various income groups and their perception towards buying (Jusoh, 2012)

(Zaglia, 2013)discussed various forerunners of user engagement in social media. He analyzed that users search for knowledge of products being advertised and some due to the recommendation from friends. Tend to join social media and engage by sharing and creating the content.

(Soonyong Bae&Taesik L, 2011)suggested that there is an effect of consumer views on their attitude towards their purchase. The view of a male can be different from the view of female.there should be some evidence of the difference in views of various genders. The study reveals that the view of female on purchase in the female is stronger than males. Even the reviews play an important role in engaging in buying. So this can help sellers to guide them to use reviews effectively to engage females into buying.

According to (Shuai Yang, 2016)The companies use a social media platform to engage with customers, they use search engine advertisement which is cost-effective than other marketing strategies. It is important to identify what are elements of brand engagement. There are three types of brand engagement as affiliation, conversation, and responsiveness, these factors affect search engine ads effectiveness including clicking and conversion rates.

Purpose Statement

There exists a relationship between consumers' perception of social media like facebook, google search results advertisement and their engagement as a response. Social media advertising is increasing importance among various practitioners. There exists a significant relationship between consumers perception and response (Boateng, 2015). The study will include analysis of various factors like age and gender affecting the perception of Indian consumers towards social media marketing and the relation between perception and engagement on the social media specifically facebook and google search engine.

Objectives of the Study

Based on the above vision there are two main objectives of the research

1. To investigate how demographic factors affect customers perception towards advertisement on facebook and google search engine.
2. To investigate the relation of perception and attitude towards advertisement on facebook and google search engine.

Hypothesis

To investigate how demographic factors affect customers perception towards advertisement on facebook and google search engine.

H_{01}: There is no significant difference between the perception of male and female consumers towards advertisement on facebook and google search engine.

H_{02}: There is no significant difference among the various age groups of consumers towards advertisement on facebook and google search engine.

To investigate the relation of perception and engagement towards advertisement on facebook and google search engine.

H_{03}: There is no significant relationship between the perception of the ads on social media and browsing website advertised on the Google search engine.

H_{04}: There is no significant relationship between liking suggested pages on Facebook and sharing those pages.

H_{05}: There is no significant relationship between the perception about the pay per click campaign and buying products from the website advertised on the Google search engine.

RESEARCH METHODOLOGY

The primary data was collected using a well set of questions in a questionnaire. The questionnaire consists of two sections where the first section contains questions relating to demographic details and gives details of the usage of various social media platform by users. The second set consists of questions relating to perception and engagement of individual towards social media. The user's opinion is collected by using a five-point Likert scale. Data will be analyzed using spreadsheets, using excel functions and by using various parametric tests like Levens test, the test of subject

equality, correlation analysis by using the SPSS software. Cronbach's Alpha test will be applied to check the reliability of the data.

Data collection

The data is collected by creating google forms. The form contains a closed-ended questionnaire. The questionnaire has two part first part consist of 7 questions which will enlist demographic details and usage of social media platform by the users. The second part consists of 21 questions which are framed using 5 points Likert scale. This questions will be used to analyze perception and engagement of users of the social media platform. The responses will be analyzed by various statistical tools. The research is done to find the effect perception of Indian consumers and their response in the form of engagement for Facebook and Google search engines. Later the data will be used to determine consumers engagement for the above mentioned social media platform. Total of 100 samples will be used for analysis. The analysis will be done by SPSS software.

Data Analysis and Interpretation

Reliability coefficient is tested by using Cronbach's alpha (α). In order to measure the reliability for a set of two or more constructs, Cronbach's alpha is a commonly used method where alpha coefficient values range between 0 and 1 with higher values indicating higher reliability among the indicators (**Hair, et al., 1992**).

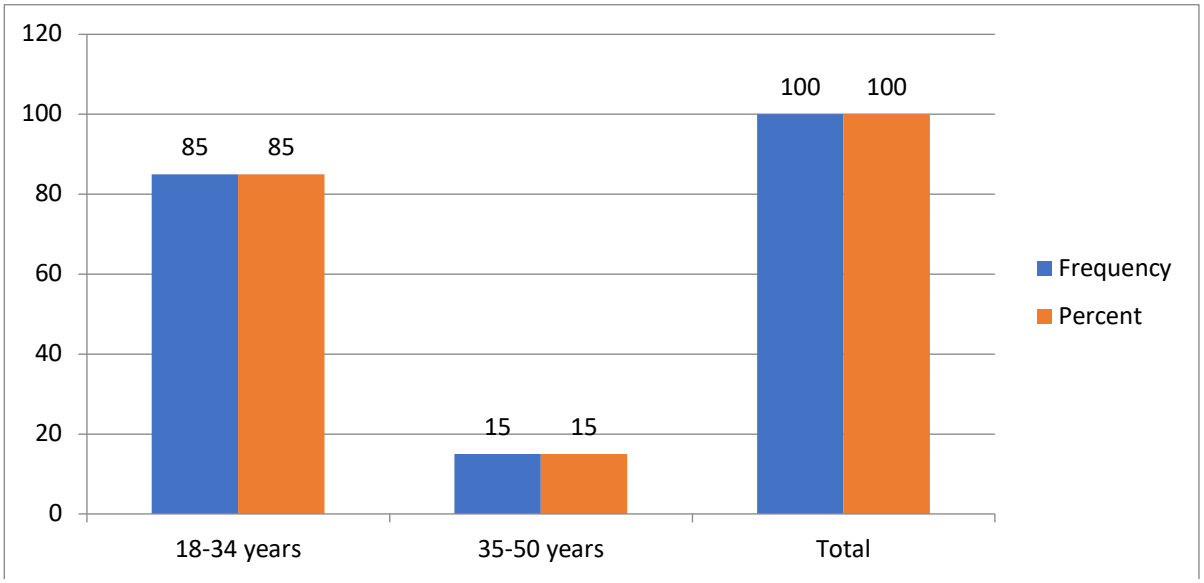
Reliability of data

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	21

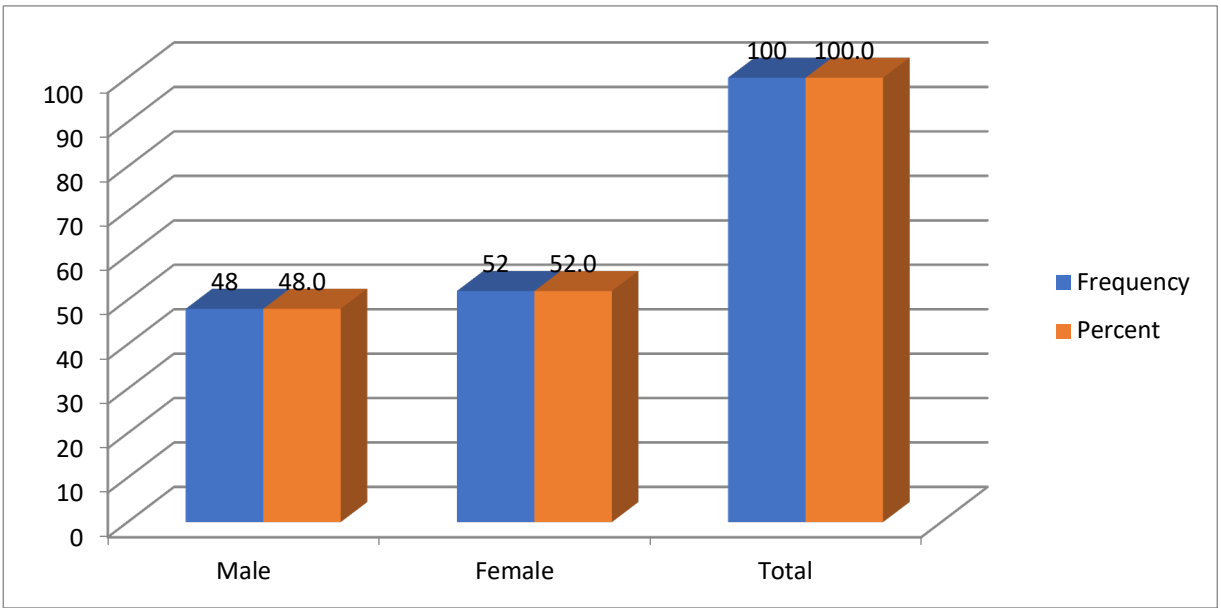
Age group of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34 years	85	85.0	85.0	85.0
	35-50 years	15	15.0	15.0	100.0
	Total	100	100.0	100.0	



The data was collected from around 100 respondents. The age group was chosen as Gen Y and Z, the selection of respondents was done on the basis of exposure to smartphones and social media. The samples were chosen on a random basis. As chart 1 represents that 76% of respondents belong to Gen Z,15% of respondents belong to Gen Y and 9% did not mention their age.

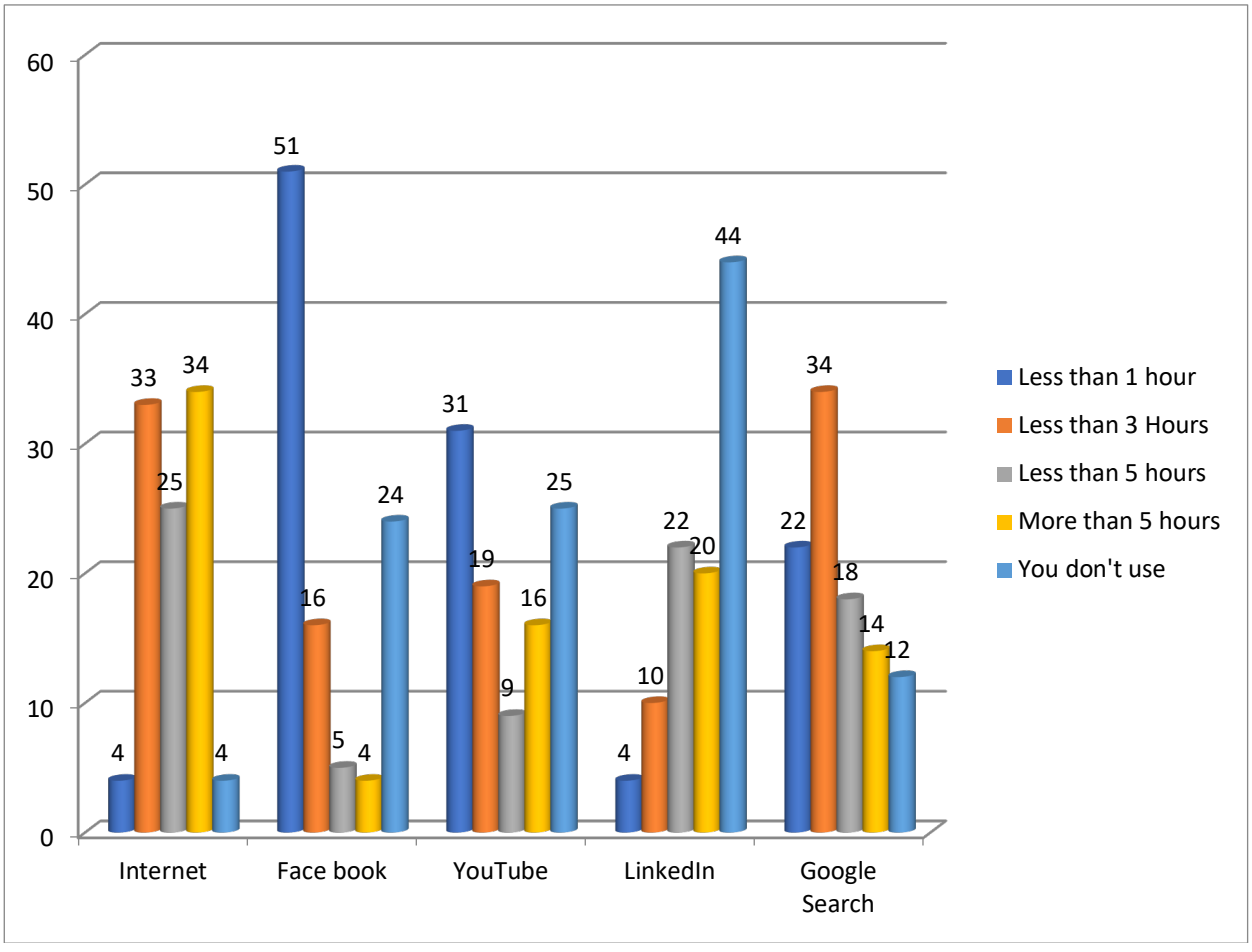
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	48	48.0	48.0	48.0
	Female	52	52.0	52.0	100.0
	Total	100	100.0	100.0	



There are 51% of females and 41% of males who gave responses to the questionnaire shared through google docs.

As per the chart 3, the data collected through various responses received states that 60% of people are spending on an average of 5 hours and more than 5 hours daily on the internet.

		Internet	Facebook	YouTube	LinkedIn	Google Search
Valid	Less than 1 hour	4	51	31	4	22
	Less than 3 Hours	33	16	19	10	34
	Less than 5 hours	25	5	9	22	18
	More than 5 hours	34	4	16	20	14
	You don't use	4	24	25	44	12
	Total	100	100	100	100	100



H_{01}: There is no significant difference among the various age groups of consumers towards advertisement on facebook and google search engine.

Between-Subjects Factors			
		Value Label	N
Age	1	18-34 years	85
	2	35-50 years	15

Levene's Test of Equality of Error Variances			
Dependent Variable: BAgreegate			
F	df1	df2	Sig.
.204	1	98	.652
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Age			

Tests of Between-Subjects Effects					
Dependent Variable: BAgreegate					
Source	Type III Sum	df	Mean Square	F	Sig.
Corrected Model	.016[a]	1	.016	.049	.825
Intercept	394.816	1	394.816	1220.793	.000
Age	.016	1	.016	.049	.825
Error	31.694	98	.323		
Total	799.000	100			
Corrected Total	31.710	99			
a. R Squared = .001 (Adjusted R Squared = -.010)					

Interpretation

The sig value is .000 which is less than .05. So we reject the null hypothesis so there exists a difference in perception of various age groups of Indian consumers towards ads on facebook and google search engines. So the age groups in the analysis were chosen to be Gen X and Gen Y.So it can be inferred from the above analysis that Gen X and Gen Y differ in their perception towards social media.

H_{02}: There is no significant difference between the perception of male and female consumers towards advertisement on facebook and google search engine.

Between-Subjects Factors			
		Value Label	N
Gender	1	Male	48
	2	Female	52

Levene's Test of Equality of Error Variances			
Dependent Variable: B Agreegate			
F	df1	df2	Sig.
7.941	1	98	.006
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Gender			

Tests of Between-Subjects Effects					
Dependent Variable: BAgreegate					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.216[a]	1	3.216	11.062	.001
Intercept	762.096	1	762.096	2621.132	.000
Gender	3.216	1	3.216	11.062	.001
Error	28.494	98	.291		
Total	799.000	100			
Corrected Total	31.710	99			
a. R Squared = .101 (Adjusted R Squared = .092)					

Interpretation

The significance value is .000 which is less than .05 so we reject the null hypothesis so there exists a difference in perception of Indian male and female towards ads on social media. So the male and female tend to have different perception towards social media. We can infer than male or female respond differently to ads on Facebook and Google search engines.

H_{03}: There is no significant relationship between the perception of the ads on social media and browsing website advertised on the Google search engine.

		I browse the websites advertised on google search results.
I am annoyed of ads on social media	Pearson Correlation	0.139
	Sig. (2-tailed)	0.168
	N	100

Interpretation

At 5% significance level the value is 0.168 which is more than .05, so we fail to reject the null hypothesis. So there is no significant relationship between perception of advertisement on social media and browsing the websites advertised on social media. So exists less correlation between perception of ads and browsing the ads on google search engines. It means if consumers make a positive image of the website advertised in the google search result will not result in browsing those websites.

H_{04}: There is no significant relationship between liking suggested pages on Facebook and sharing those pages.

		I do share pages on facebook
I do like suggested pages on facebook	Pearson Correlation	0.048
	Sig. (2-tailed)	0.637
	N	100

Interpretation

At 5% significance level the value is 0.637 which is more than .05, so we fail to reject the null hypothesis. So there is no significant relationship between perception of Facebook pages and attitude towards those pages. So there is no relation between liking the pages on Facebook and sharing those pages. So it interprets that if consumers like the facebook pages of companies do not mean they share those pages.

H_{05}: There is no significant relationship between the perception about the pay per click campaign and buying products from the website advertised on the Google search engine.

	I buy products from the website advertised on the google search engine.	
I am aware of the pay per click campaign	Pearson Correlation	.277**
	Sig. (2-tailed)	0.005
	N	100

Interpretation

At 5% significance level the value is 0.005 which is less than .05, so we reject the null hypothesis. So there exists a significant relationship between perception towards pay per click campaign and buying products from websites advertised on google search results. So there is a relation between knowing the pay per click option used by companies for advertising products and forming a positive image of the product and then buying them.

SUMMARY

Analysis of Hypothesis

Objective	Hypothesis		Test	Result	Interpretation
To investigate how demographic factors affect customers perception towards advertisement on facebook and google search engine.	H_{01}:	There is no significant difference between the perception of male and female consumers towards advertisement on facebook and google search engine.	Leven's test of between-subject effects	Sig=.000 P<.05	Rejected Null hypothesis
	H_{02}:	There is no significant difference among the various age groups of consumers towards advertisement on facebook and google search engine.	Leven's test of between-subject effects	Sig=.000 P<.05	Rejected Null hypothesis
To investigate the relation of perception and attitude towards advertisement on facebook and google search engine.	H_{03}:	There is no significant relationship between the perception of the ads on social media and browsing website advertised on the Google search engine.	Pearson Correlation	r=.168 p>.05	failed to reject
	H_{04}:	There is no significant relationship between liking suggested pages on Facebook and sharing those pages.	Pearson Correlation	r=.637p>.05	failed to reject
	H_{05}:	There is no significant relationship between the perception about the pay per click campaign and buying products from the website advertised on the Google search engine.	Pearson Correlation	r=.005p<.05	Rejected Null hypothesis

CONCLUSION

Marketing is increasing its dimensions by increasing exposure of an individual to social media. There is a need to identify the effectiveness of pull marketing strategies used by companies to increase sales by using social media. The questionnaire was well drafted with a set of questions which were further used for analysis and interpretation. The research concluded that the perception of individuals varies according to their demographic characteristics like age and gender which are the only demographic factors considered for analysis. The Pearson correlation analysis was used to test the association of consumer perception and response of Indian consumers towards ads and engaging in form of browsing, liking and buying the product after forming a positive image of the ads on Facebook and Google search engine. The research did not consider the in-depth analysis of demographic characters other than age and gender and their inclination towards ads on Facebook and social media. A detailed study can be carried out to determine the effect of ads on various age groups and gender and their engagement as a response to these ads on social media.

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