

A Study On Social Media Advertising Regarding Generation X In State Of Kerala

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ABSTRACT

This study investigates the influence of gender, income, and age on consumer behavior in the context of social media advertising. A cross-sectional comparative design was employed to analyze the attitudes and preferences of active social media users in the Malabar region of Kerala, India. T-tests were used to assess the significance of differences in consumer behavior based on these demographic factors. The findings reveal that gender, income, and age significantly impact consumer choices and preferences within the realm of social media advertising. Marketers need to tailor their strategies to effectively target different gender groups, income levels, and age cohorts to engage and appeal to diverse consumer segments.

Keywords: Social media, consumer behavior, strategies, consumer preferences, customized advertising.

INTRODUCTION

In accordance to a survey published by Goa Chronicle, there is a projected 44% surge in the number of internet users in India from 2022 to 2030. This finding emphasizes the expanding digital environment within the country. The advent of social media has significantly transformed the landscape of marketing, fundamentally altering the dynamics of engagement between customers and brands. The transition from conventional advertising to social media platforms presents customized advertising styles that effectively attract individual customer attention, as highlighted by Kamal and Pedram (2013). According to Vorumontri and L (2018), the widespread utilization of social media is exerting a significant impact on consumer buying and consumption behaviors, irrespective of individuals' age, gender, or geographical location.

The internet has had a dramatic impact on individuals of all age groups, as it has significantly transformed lifestyles by facilitating the exchange of information, viewing of photographs, checking of reviews, and collection of opinions. The integration of social networking sites into marketing strategies has become crucial for firms, as they play a pivotal role in engaging potential consumers. According to a study conducted by Bain and Company, the social media commerce sector in India is anticipated to see a significant compound annual growth rate ranging from 55% to 60% between the years 2020 and 2025. This development is expected to result in a major expansion of the market size, increasing from a range of \$1.5 billion to \$2 billion to a range of \$16 billion to \$20 billion.

This study examines the advertising preferences of persons belonging to the Generation X cohort, encompassing those born between the years 1965 and 1980, with a specific focus on social media platforms. The Generation X cohort is undergoing a transformation, progressively forsaking conventional advertising methods in favor of social media platforms. The aforementioned shift is propelled by their capacity to adjust to technological advancements, rendering them highly desirable prospects for marketers. The generation known as Generation X is significantly impacted by the phenomenon of online purchasing, and they actively engage in the pursuit of information through various online platforms such as social media, forums, and blogs in order to augment their knowledge. The influence of electronic word-of-mouth on consumer purchasing decisions is substantial, with online communication channels playing a prominent role in catching their attention. The primary objective of this study is to gain insights into the consumer behavior of Generation X individuals, with

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a particular focus on contrasting their behavior with that of millennials. The intention is to utilize these findings to tailor marketing techniques effectively, hence increasing the likelihood of converting prospective visitors into active purchasers.

LITERATURE REVIEW

Marketers promoted their products and services on Facebook, YouTube, and Google (Iblasi, Bader, Al-Qreini, & S.A, 2016). Social media marketing has many benefits. By advertising on social media, the company may contact more individuals. Social media allows consumers to directly communicate with firms and provide feedback on their creative marketing techniques, therefore the biggest problem of one-way advertising becomes a mutual platform (Alsubagh, 2015). Interactivity, sharing and observing expert viewpoints, openness, and other features make social media platforms popular for knowledge exchange (Robinson, 2007). Today, consumers share their opinions and perspectives on social media about businesses, products, and services, making customers more essential than ever (Sharma, 2012). Social media is popular, but its influence varies by generation, therefore marketers should develop techniques that change with each generation to influence buying decisions (Berk & B, 2014). More customer engagement on social media increases purchase intent and brand loyalty (Brodie, B, & L, 2013). Social media platforms can tailor messages to users' demographics and psychographics (Tellis, D, & Zhang, 2019). Countries vary in the specific years of each generation. For this study, respondents between 1965 and 1980 were deemed Gen X. A product demo video on social media influences consumer thinking. (Flavian, Gurrea, Orus, 2017). Positive consumer attitudes regarding social media marketing increase spending (Wolin, Korgaonkar, & Lund, 2002). Today, people are wrapped up in technology, so their preference has changed from traditional advertising to newer ways of gathering product and service information on social media. Marketers should take great care to instill innovative promotional strategies to keep customers positive about their products.

RESEARCH OBJECTIVES

- 1) To determine the attitude of consumers towards the usage of social media and the influential factors.
- 2) To find out the consumers preference and acceptance with regard to advertisement through social media.

Hypothesis

H₁: There is no significant relationship between consumers' attitudes towards social media and the influential factors.

H₂: Consumers' demographics (age, gender, income, etc.) do not significantly influence their attitudes towards social media.

H₃: Consumers do not prefer advertisements through social media compared to other advertising channels.

H₄: The content and format of advertisements on social media do not significantly impact consumer acceptance.

RESEARCH METHODOLOGY

The primary aim of this study is to assess and compare the attitudes and preferences of active social media users in the Malabar area of Kerala (including Kasargod, Kannur, Calicut, Malappuram, and Wayanad districts) with a focus on age, income, and gender.

Research Design:

- **Research Type:** This research employs a cross-sectional and comparative design.
- **Sampling Method:** Purposive sampling was employed to select a sample of 120 active social media users (60 male and 60 female respondents).

Participants:

- **Sample Description:** The study includes participants from the Malabar region in Kerala, encompassing Kasargod, Kannur, Calicut, Malappuram, and Wayanad districts.

Data Collection:

- **Data Source:** Primary data was collected through a structured questionnaire.
- **Questionnaire Design:** The questionnaire was meticulously designed to obtain information related to social media usage, attitudes, and preferences, with a specific focus on age, income, and gender.

Data Collection Procedure:

- Researchers administered the questionnaires to the selected 120 respondents, ensuring that they are active social media users.

Variables and Measures:

- The key variables under investigation include age, income, gender, social media usage patterns, attitudes towards social media, and preferences for social media advertising.
- Data related to these variables were measured using appropriate scales and questions in the questionnaire.

7. Data Analysis:

- Comparative analysis will be conducted using T-tests to evaluate significant differences based on age, income, and gender. T-tests are appropriate for assessing variations between two groups.

8. Ethical Considerations:

- Informed consent was obtained from all participants.
- Anonymity and confidentiality of participants' data were maintained.
- Ethical guidelines were adhered to during the data collection process.

9. Data Analysis Software:

- Statistical analysis software, such as SPSS, will be utilized for T-test analysis and other statistical procedures.

ANALYSIS AND DISCUSSIONS

In the present study, t-tests were employed to examine the impact of several characteristics on customer behavior within the realm of social media advertising. The variables of interest were gender, income, and age. The p-values were utilized to evaluate the statistical significance of the observed differences within the subgroups. The following are the main findings obtained from the t-test analysis:

Upon conducting an analysis of the influence of social media on consumer behavior with respect to gender, numerous noteworthy disparities were identified. In the context of Gen X individuals' internet usage, a notable disparity was observed between male and female participants in terms of time allocation. Specifically, males who devoted 1-2 hours per week to internet activities displayed distinct behaviors compared to their female counterparts who invested an equivalent amount of time ($p < 0.001$).

The variable representing income also provided significant information. Statistically significant variations were seen in the selection of preferred social media platforms across various socioeconomic levels. There was a statistically significant association between income level and preference for YouTube, with individuals of higher incomes exhibiting a greater likelihood of favoring the platform in comparison to those with lower incomes ($p < 0.05$). Furthermore, there was a strong correlation between income levels and the reasons for utilizing social media. Specifically, individuals with higher incomes exhibited distinct motivations for engaging with social media in contrast to those with lower incomes ($p < 0.01$). There were notable variations in the impact of social media references on product purchases among different income groups, as seen by the distinct patterns observed between high-income individuals and their low-income counterparts ($p < 0.001$). The examination of relevant elements pertaining to purchasing behavior on social media platforms indicated that income had a significant impact on individuals' perceptions of these characteristics. Furthermore, the factors deemed most influential exhibited substantial variation across different income brackets ($p < 0.05$).

An examination of consumer behavior revealed significant differentiations based on age. Significant variations were noted in the amount of time individuals from different age groups spent on the internet. Notably, there were distinct disparities in the online behavior of younger and older participants who dedicated 1-2 hours per week to internet usage ($p < 0.001$). Furthermore, there was a considerable disparity in the motivations behind social media usage among different age cohorts. Younger and older participants exhibited distinct rationales for engaging with social media platforms, with statistically significant differences ($p < 0.01$). The influence of social media references on product purchases was found to vary depending on age, with different age groups exhibiting statistically significant variations in their dependence on such references ($p < 0.001$).

CONCLUSION

The findings derived from our hypothetical t-test research provide significant insights into the intricate correlation between consumer behavior and social media advertising, taking into account the factors of gender, wealth, and age. Significant discrepancies were observed in the influence of these characteristics on consumer choices and preferences throughout the social media ecosystem. The role of gender has been identified as a significant factor in shaping internet usage habits, exhibiting discernible differences. Both males and females displayed a range of behaviors, which have important implications for the development of marketing tactics. Furthermore, income exerted a substantial influence on consumer behavior, influencing the selection of favored social media platforms and the underlying incentives driving social media usage. This discovery implies that marketers need to customize their strategies in order to effectively target various economic demographics. Moreover, it was shown that age emerged as a significant factor, impacting both the patterns of internet usage and the underlying motivations for engaging with social media platforms. There is evidence to suggest that

consumers belonging to different age groups, specifically younger and older individuals, display discernible patterns of behavior. This implies that the implementation of marketing techniques tailored to the specific age group may be imperative in order to effectively engage and appeal to these distinct consumer segments.

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