

# “Vuca Platform for Vuca World”- An Analytical Study on Consumers Attitude towards Social Media Marketing

**Sarang Nilofer Mohd. Farook**

Faculty, BMS Department, Wilson College, Mumbai

## ABSTRACT

*In today’s technologically steered world, social networking sites has become a drive where merchants can extent their marketing campaigns to immense consumers. As it’s a VUCA world, it is the necessity to create a platform which would be applicable for the VUCA environment. In a survey of 50 respondents it was found that varied demographic characteristics had different preferences over social media marketing (SMM) and how it affects their buying behaviour. It was found that most of the population uses multiplex technological gadgets which in turn makes them receptive about the market. The study also founded reasons due to which certain consumers stills prefer traditional model for purchase and concluded by providing suitable suggestions to merchants and consumers in overcoming these challenges because social media is more about sociology and psychology than technology.*

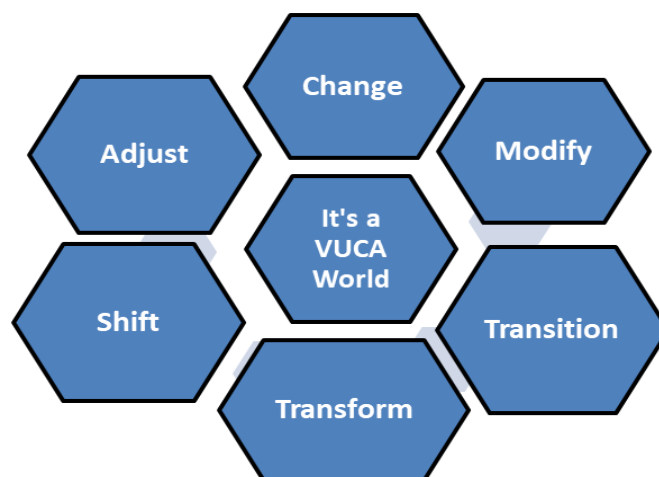
*Keywords: Social Media Marketing (SMM), Consumers Attitude, Transformation*

## INTRODUCTION

Over last few years social networks have become an important elevating phenomenon. Digital revolution is the key reason for its success. Social media plays a significant role in marketing, including both online & offline businesses. It is an informal environment which helps in promoting a brand, generate leads, gaining traffic, interact with customers and try to acquire information about the prospective buyers.

It is an umbrella term which is used to market products/services through usage of digital sites like Facebook, LinkedIn, WhatsApp, Instagram, Twitter, You Tube, Online Advertising etc. But the world is dynamic, it’s a VUCA world- Volatility, Uncertainty, Complexity and Ambiguity.

Marketing is not resistant to disruption in today’s VUCA world. The way we serve, promote and communicate with both prospects and customers has wholly changed over the past few years. More importantly, it will continue to evolve and the pace of change will continue to spur.



## REVIEW OF LITERATURE

The phrase “**Review of Literature**” is composed of two words i.e. review and literature. The term ‘review’ means to organize the knowledge of the specific area of inquisition and the term ‘literature’ is used with reference to the language and the subject content underlying the study. A review of related literature is the

course of collecting, selecting, and reading books, journals, reports, abstracts, and other reference materials. This is done basically to gather background information about the related concepts.

**Shwu-Ing (2003)** studied that consumers conception, comprehending convenience, choice of freedom, information abundance, homepage design and company name familiarity, had a significant relationship with attitude toward online shopping. Consumers usually compare the perceived benefits between different shopping platforms.

**Ashutosh Pandey and Bineet Sinha (2005):** The major findings of the research concluded that smart marketing through mobile operating systems such as Symbian, Bada, Android, Windows, IOS, Blackberry are known to be the game changer for various stakeholders. The study also highlights the challenges that confine smart marketing includes virus attacks, privacy issues, slow or no internet, less use of plastic money. Even the customers who go for online purchases prefer COD as safer and the most convenient mode for online shopping.

**Victoria Bolotaeva and Teuta Cata (2010):** A study was conducted to find the advantages & risk involved in social network marketing. It was found that the various risks that act as an obstacle in the growth of E-Commerce are lack of digital abilities, legal issues, lack of brand control, data mining, etc. On the other hand, it has several advantages which includes promoting word of mouth, personalisation, monitoring customer responses and cost effective. It has been concluded that in the era of Web 2.0, business can grow faster by adopting smart marketing techniques and adhering to ethical issues i.e. customers privacy, spamming and aggressive advertising.

**Dr. B. B Singla Pawan Kumar (2012):** The study suggested the various benefits of online marketing, various E-Commerce pitfalls in the way of E-Commerce, ways to remove those pitfalls that act as a hinderance in the growth of smart marketing. The major pitfall is the habitual behaviour of the Indian consumers who prefer to feel and touch the product before making any purchase. This drawback can be easily overcome by encouraging matured companies to enter E-Commerce platform in whom people had good faith.

**P.Sathya(2017):** The purpose of the study is to identify the utility of digital marketing in competitive market and its impact on consumers purchase. The data has been collected from 100 respondents. It was concluded that digital marketing is crucial for small competitors as it involves less cost and also it has no restrictions. The success of digital marketing would increase if consumers desires would be treated as peak priority.

### **OBJECTIVES OF THE STUDY**

1. To measure the influence of various demographic characteristics (i.e., gender, age, profession, marital status and education level) on consumers attitudes towards social media marketing.
2. To analyse the attitudes of consumers towards social media marketing with reference to awareness, ease and customer satisfaction.
3. To study the influence of game dynamics adopted by E-marketers on consumers loyalty.
4. To study the reason due to which consumers prefer purchase through social media over Brick & Mortar Model.
5. To study the factors due to which potential customers do not use social media platform for shopping online.
6. To determine the most preferred social media platform used by consumers.

### **HYPOTHESIS OF THE STUDY**

The study aims to test the following hypotheses:

#### **SET-I**

Ho-There is no significant association between consumers attitude towards social media marketing on various demographic characteristics.

H1- Consumers attitude towards social media marketing is dependent on various demographic variables.

**SET-II**

Ho-Ease of digital purchase have no significant impact on consumers attitude.

H1-Ease of digital purchase have a significant impact on consumers attitude.

**SET- III**

Ho- Game dynamics adopted by E-marketers have no significant influence on consumers loyalty.

H1- Game dynamics adopted by E-marketers have a significant influence on consumers loyalty.

**SET-IV**

Ho- There are no factors due to which potential consumers don't prefer purchasing through social media.

H1- There are certain reasons due to which consumers don't prefer purchasing through social media.

**RESEARCH METHODOLOGY**

The research is descriptive as well as exploratory in nature. Data has been gathered from primary as well as secondary sources. **Secondary data** was collected through sources which include journals, newspapers, articles, etc. **Primary data** was collected by using a survey method; a structured questionnaire is designed which covered different dimensions of Social Media Marketing and how does it affect customers in building their purchase behaviour.

The questionnaire thus developed, was piloted on a sample of 50 respondents through google form.

**ANALYSIS & INTERPRETATION**

**Table-1: Demographic Characteristics of Respondents**

Categories		Frequency	%
		50	100
<b>Age</b>	Below 18 years	3	6
	18-30 Years	28	56
	31-45 Years	16	32
	Above 45 Years	3	6
<b>Gender</b>	Male	19	38
	Female	31	62
<b>Marital Status</b>	Married	21	42
	Unmarried	29	58
<b>Education</b>	Up to matriculation	2	4
	Intermediate	2	4
	Graduation	7	14
	Post Graduate	25	50
	Professionals/Others	14	28
<b>Occupation</b>	Service	36	72
	Business	7	14
	Student	6	12
	Homemaker	1	2

In table 1, the data indicates that 56% of the population is in the age group of 18-30 years who uses social media for purchasing commodities or services. The sample is dominated by male and married categories as 38% are male and 42% are married. Majority of the sample is post graduate followed by professionals. Survey reveals that 72% of the respondents are from service sectors dominated by student.

The study indicates that 60% of the population found brick and click model as a convenient mode for shopping through social media sites. It was found that video clips, pictures/ GIF creates attention and long-lasting effect on consumers mind. The game dynamics adopted by E-Commerce operator does influences

consumer behavioural attitude to an extent of 40%. Users preferred live videos, personalization and AR/VR as the best technological development in SMM. It was also found that 42% of the respondents buying attitude get influenced by available complaints and feedbacks in an open domain on different social sites. The most mobilized SMM sites are Instagram and WhatsApp which is used by 42% of the respondents.

There are certain reasons due to which consumers have a negative impact towards SMM platform. They are fake/defective products, differences in quality, trust issue, risk of online payment, lack of technical skills and cybercrime.

### **CONCLUSION & SUGGESTIONS**

In digital era, consumers mostly fancied using SMM as their buying platform. As service sectors is growing exponentially, marketers can easily conquer the large market share by being dynamic, doing market research, coming up with innovative technological developments and enriching the content as it is rightly said - '*Content is fire, social media is a gasoline*' (Jay Baer). The conducted studies reflected that videos have long lasting impact than any other means, so marketers can utilize these tactics in order to gain consumers attention. The marketers must remember that the major problems due to which consumers hesitate for buying products/services through SMM can be overcome by providing proper security to customers data through encryption, Secure Socket Layer, trust seals and digital signature. Simultaneously, it is equally important for the customers to check the security features of a website before entering into any transaction. Thus, it can be concluded by stating-

*“Social media creates communities, not markets.”* –Don Schultz

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### **DECLARATION**

I, Sarang Nilofer Mohd Farook declare that the paper- **“VUCA PLATFORM FOR VUCA WORLD”- An analytical study on consumers attitude towards Social Media Marketing** represents the idea of my own which has generated through research. I have adequately cited and referenced the original sources. I also declare that I have adhered to the principles of academic honesty and integrity. I understand that any violation of the above will cause disciplinary action by the institute.