

The Perception of the Customers toward Social Media Marketing: Evidence from Local and International Media Users

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Abstract

The study was carried out to explore the attitude of the customer towards social media marketing. The study was conducted on the local and international customers. The local customers were approach in the local community and the public and private sector universities and different business centers. The international customers were contacted from the social media from the personal contacts and also from the referrers. As the study was based on the huge or easy say unlimited population in the both local and international markets, so in this case the study used random sampling technique and selected 1000 customers from the local and international markets for the data collection. The study used to check the customer's perception towards social media marketing. The study used the closed ended questionnaire for the data collection. The regression technique used to answer the questions. The findings of international customer show that the customer expectation and brand awareness have significant effects on the social media marketing and customer expectation and brand awareness have significant effects on the social media marketing in the local customers.

Keywords: Social Media, Brand awareness, social media marketing, Customer expectations,

Introduction

The tool of web has become the center of social environment even from the beginning. There has never existed like the social environment which possesses the ability to associate the content with another. The marketing managers have evaluated the usage of social media for their advertising campaigns and marketing strategies in order to access the customers in the different segments of market. Marketing communications, public relations, promotions, sentiment studies and customer and product management are the sub components of marketing which can be use on social media (Tanuri, 2010).

The tool of marketing i.e. advertising is a popular promotional technique which has been designed to achieve clients and to either influence conduct or to present, persuade, as well as

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help purchasers to remember an offer (Nihel 2013). The messages by means of publicizing can be presented through different mediums (TV, radio, and magazines).

Advertisers target consumers as properly aware about the promise of the social media as an advertising. The acceleration of web-based social networking has developed quickly and is shown in a wide kind of organization (for example sites, standard ads, rich media promotions, web logs, email plugs, and on-line long-range interpersonal communication publicizing and showcasing). While a portion of the specialists have tended to the online networking as an absolutely successful publicizing medium Pabedinskaite, Rojute-Gaukstiene(2004)

The social media is changing the method in which information is imparting to and from people the world over. The quick use of web-based promotion, for instance, web diaries and other long range relational correspondence goals and media-sharing advancement is changing the way in which firms respond to buyer's needs and needs and changing the way in which they respond to their adversaries. Promoters right now get the opportunity to participate in progressively broad and progressively imaginative kinds of online expansive correspondences trades by using the web-based promotion showcasing instruments. This examination will concentrate on the impression of clients towards online networking promoting. It would be similar helpful in distinguish the constraint on which relations have to lean toward internet-based promotion showcasing rather than conventional advertising. The examinations led by Wolin et al., (2002) and Mahmoud (2012) who directed about the frame of mind of clients in promoting and particularly the investigation of Mahmood (2012) who assessed the investigation on the demeanor of client on the web publicizing. Least work has been accessible on the publicizing on the online networking for example Face book, Twitter and so forth. In the advertising no study has been found to evaluate the advertising perception among the local and international customers. The present study has taken the gap from the above stated studies and other studies mentioned in the literature for the evaluation of perception of the customers. The present study was conducted about the evaluation of perception of social media advertising among the local and international customers. The current study has following objectives:

1. To explore the effects of brand awareness of the customer on social media marketing.
2. To check the effects of customer expectations on social media marketing.
3. To explore the importance of social media marketing from customer's point of view.
4. To put forward recommendations.

Literature Review

The one of kind parts of internet-based promotion and its enormous reputation have modified displaying rehearses, for instance, publicizing and progression (Hanna et al, 2011). Online promotion has in like manner influenced buyer directly related to the data collection procurement **to post-buy** lead (Laroche et al., 2012).

Kaplan & Haenlein (2010), the concept of online advertising is "an event related to web which can be conducted with other factors involved in the marketing for the purpose to transfer the firm innovativeness and ideological concept of products based on Internet, and it permits the creation and trade of customers conveyed substance" (Kaplan, 2010, p.61). Internet based promotion has various focal points as it partners relationship with the buyers of the products and also establishing association and energize those associations in a lucky way and effectively.

Laroche et al, (2012) concluded that public similar to causative, creation, and combination scheme to complete fundamentals of creativeness and also to be social related and seen or simply acknowledging associations with other comparably contributed people. The concept of online advertising can be used for the increasing the awareness and measuring efficiency which is based on internet and this concept is totally different in relation to other standard correspondence channels actuated industry pioneers to express that associations must appreciate Facebook, Twitter, MySpace, also, others, so as to win in online conditions. In this way, more associations attempt to profit by web-based promotion as they can be utilized to influence system, to perceive their businesses in dealing with others' reasoning or look for after others' headings (Williams and Williams, 2008).

Internet based promotion locales agree to relate to interface with and speak with possible and current purchasers, to engage an comprehensive response of nearness of the customers association, and create amazingly basic huge relationship with clients (Mersey, Malthouse, and Calder 2010) With special focus on the current business condition when the product buyer commit can take interest in products the most diminutive slip, which can besides have online expansion of their insignificant association with the specific factor, brand association, firm or relationship between them.

Research Methodology

Research Design

The research design can be treated as the blueprint of the process which can be used in the process of research study. The design helps the researchers to control those factors which can be found negative related to the different steps. The research design is experimental in

nature. The experimental design includes the cause and effect model and causal relationship among the variables of the study.

Nature of the study

The nature of present research study is qualitative in nature. The study objectives were achieved by using primary instruments i.e. questionnaire and interview session. The study adopted questionnaire from the literature and then fulfill the objectives by collecting the data from the sample respondents. The study also used the interviews methods to evaluate the marketing strategies.

Population of the study

The current study will be conducting on the users of social media marketing. The theme of the study will be to understand the attitude of the customers towards the social media marketing. The perception of the sample customers will be checked towards buying on the social media. Both local and international social media users i.e. Facebook and Twitter will be taken as the population of the study.

Sample and sampling

The current study will take both local and international customers in the sample of the study. The study will take only those people who are using Facebook and twitter and they at least once purchased from the Facebook twitter. The study sampling will be based on the purposive sampling technique. On the basis of random sampling technique 1000 customers from local and international will be selected as the sample of the study. The questions regarding the customer's perception and social media marketing will be posted on the social media and then from the responses of the posts, the questionnaire will be filled and then it will be used for the data analysis.

Models

Descriptive Statistics

The descriptive statistics has been used by the present study to check the features of sample data which has been collected from the respondents. The descriptive statistics showed the quantitative information or summarized information for the nature of the variable's data. The descriptive statistics includes the discussion and measuring for the mean of the variables on the basis of different items included in the study, the median of the variable to check the central point of the respondent's replies, estimating the minimum value in the feeding of data based on Likert scale, maximum value of Likert scale for the observation along with the standard deviation.

Regression

Linear regression is the most basic and commonly used predictive analysis. Regression estimates are used to describe data and to explain the relationship between one dependent variable and one or more independent variables. At the center of the regression analysis is the task of fitting a single line through a scatter plot. The simplest form with one dependent and one independent variable is defined by the formula $y = c + b \cdot x$, where y = estimated dependent, c = constant, b = regression coefficients, and x = independent variable.

$$Y(\text{SM}) = \beta_0 + \beta_1 (\text{BW}) + \beta_2 (\text{CE}) + \epsilon \dots (1)$$

Where;

SM = Social media marketing

BW = Brand awareness

CE = Customer expectation

β_0 = Intercept, ϵ is the error term.

Results & Discussions

Table 4.1: Reliability Statistics of International Respondents

Variable	Alpha	Remarks
Social Media Marketing	.891	Reliable
Customer Expectation	.920	Reliable
Brand Awareness	.875	Reliable

Table 4.2: Correlation

		SM	CE	BW
Social Media Marketing	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	500		
Customer Expectation	Pearson Correlation	.618**	1	
	Sig. (2-tailed)	.000		
	N	500	500	
Brand Awareness	Pearson Correlation	.578**	.630**	1
	Sig. (2-tailed)	.000	.000	
	N	500	500	500

**. Correlation is significant at the 0.01 level (2-tailed).

The study has major objective to evaluate the relationship among the customer expectation, brand awareness and social media marketing among both local and international customers on the social media (Face book and Twitter). The findings suggested that the social media marketing and customer expectation is having positive relationship with each other. The results show that the customer

expectation and social media marketing is 61 percent positive correlated with each other.

The findings of social media marketing and customer expectation are consistent with the findings of Williams & Williams, (2008) who evaluated the concept of social media advertising and found that the customer always feeling positive for the social media marketing, but this concept has been found significant for those customers who are involved in social media applications. The concept of “social media” can be described by Kaplan & Haenlein, (2010) who argued that this is the internet-based application which can be used for the sharing of ideas and it allows the exchange of user generated contents. The study of Laroche et al., (2012) who also evaluated the concept of social media advertising and customer expectation and concluded that this concept can be found significant for the general public as this tool can be used for creating, joining communities and contributing the needs of stay connected, recognized, being social and belongingness and also interaction with the same minded person on other side. The business firms are taking advantage from this tool by involving among the social communities on Twitter, Facebook and other social applications and get awareness for the public needs. The modern firms are monitoring the social media and then use the feedback of the public for the innovation in their products and services.

The findings suggested that the social media marketing and brand awareness is having positive relationship with each other. The results show that the brand awareness and social media marketing is 57 percent positive correlated with each other. The findings for the social media marketing and brand awareness have been found consistent with the study of Kaplan & Haenlein, (2010) who argued that the social media applications can provide opportunities for the firms to engage with the potential customers, can be helpful in increasing the sense of intimacy for the consumers relationship and to build creative association for the products and services with the customers. This strategy has been found significant for the modern firms who are interested in increasing brand awareness (Mersey et al., 2010)

Table 4.3: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.811	.144			5.619	.000
Customer expectation	.398	.042	.415		9.555	.000
Brand awareness	.358	.049	.316		7.276	.000

R: .663, R-square: .440, F-value: 195.11, P-value: .00

The regression model was selected in the present study due to the reason that the study is based on the effect of customer expectation, brand awareness on the social media marketing in local and international markets. The statistics of the table shows that the customer expectation, brand awareness and social media marketing are 66 percent related with each other. The effect of customer expectation, brand awareness on the social media marketing is 44 percent and the model selected is statistically significant as the f-value is 195.11.

The findings of regression model also show that the customer expectation can bring positive change in the social media marketing as the beta value of the customer expectation is .415. The value shows that the social media marketing will be change by .41 units when the customer expectation is change by 1 unit. The t-value of customer expectation is 9.5 which conclude that the customer expectation has positive and significant effect on the social media marketing.

The findings for the customer expectation and social media marketing are consistent with the study conducted by Berthon et al., (2008); Forrester, (2010) and argued that the social media is like the motivation for the modern firms who are interested to associated with their customer all the time. The studies argued that the social media marketing is the most significant tool in the modern times which can be used to evaluate the feedback of the customer for their products but also their comments for other products as well. The findings of the study argued that the customer expectation has positive relationship with the social media marketing.

There is very limited literature available on the social media advertizing and majority of them are linked with the interactive and online advertising. Different studies i.e. Ko et al., (2005); Cheng et al., (2009) that the motivations and perceived interactivity can be found helpful for the best advertising outcome and also suggested that this can be helpful in increasing the customer awareness. The study conducted by Hoy and Milne (2010) also suggested that the gender differences is the factor which can found helpful in getting customer awareness and higher customer expectation.

The findings of regression model also show that the brand awareness can bring positive change in the social media marketing as the beta value of the brand awareness is .316. The value shows that the social media marketing will be change by .31 units when the brand awareness is change by 1 unit. The t-value of brand awareness is 7.2 which conclude that the brand awareness has positive and significant effect on the social media marketing.

The findings for brand awareness and social media marketing are found consistent with the study of Bashar et al., (2012) who evaluated the different tools of marketing and effectiveness of social

media involved in promotions. The study argued that the social media tool can be helpful in getting positive consumer decisions for the product and services. The findings for the social media marketing and brand awareness have been found consistent with the study of Kaplan & Haenlein, (2010) who argued that the social media applications can provide opportunities for the firms to engage with the potential customers, can be helpful in increasing the sense of intimacy for the consumers relationship and to build creative association for the products and services with the customers. This strategy has been found significant for the modern firms who are interested in increasing brand awareness (Mersey et al., 2010). In the today business environment, slight mistake can lead to destroy can vanish customer loyalty, so the modern firms are involved in the social media marketing due to the fact that current generation are mostly involved in the social media usage. The study conducted by Khakuni & Aronkar (2012) evaluated the concept of social media advertising among the students in the educational institute and also analyzed the effects of social media on the student buying behavior. The findings of the study suggested that the social media marketing and purchase intention has positive relationship between each other.

Table 4.4: Reliability Statistics of Local Respondents

Variable	Alpha	Remarks
Social Media Marketing	.778	Reliable
Customer Expectation	.801	Reliable
Brand Awareness	.849	Reliable

Table 4.5: Correlation

		SM	CE	BA
Social Media Marketing	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	500		
Customer Expectation	Pearson Correlation	.514**	1	
	Sig. (2-tailed)	.000		
	N	500	500	
Brand Awareness	Pearson Correlation	.493**	.630**	1
	Sig. (2-tailed)	.000	.000	
	N	500	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The findings suggested that the social media marketing and customer expectation is having positive relationship with each other. The results show that the customer expectation and social media marketing is 51 percent positive correlated with each other. The findings suggested that the social media marketing and brand

awareness is having positive relationship with each other. The results show that the brand awareness and social media marketing is 49 percent positive correlated with each other.

In recent years, social networking sites and social media have increased in popularity, at a global level. Indeed, online social networks have profoundly changed the propagation of information by making it incredibly easy to share and digest information on the internet (Akrimi&Khemakhem, 2012). The concept of “social media” can be described by Kaplan &Haenlein, (2010) who argued that this is the internet-based application which can be used for the sharing of ideas and it allows the exchange of user generated contents.

Table4.6: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	.806	.144		5.576	.000
Customer Expectation	.404	.041	.421	9.739	.000
Brand Awareness	.354	.049	.313	7.236	.000

R: .514, R-square: .391, F-value: 195.68, P-value: .00

The regression model was selected in the present study due to the reason that the study is based on the effect of customer expectation, brand awareness on the social media marketing in local and international markets. The statistics of the table shows that the customer expectation, brand awareness and social media marketing are 51 percent related with each other. The effect of customer expectation, brand awareness on the social media marketing is 39 percent and the model selected is statistically significant as the f-value is 195.11.

The findings of regression model also show that the customer expectation can bring positive change in the social media marketing as the beta value of the customer expectation is .421. The value shows that the social media marketing will be change by .42 units when the customer expectation is change by 1 unit. The t-value of customer expectation is 9.7 which conclude that the customer expectation has positive and significant effect on the social media marketing. The findings of regression model also show that the brand awareness can bring positive change in the social media marketing as the beta value of the brand awareness is .313. The value shows that the social media marketing will be change by .31 units when the

brand awareness is change by 1 unit. The t-value of brand awareness is 7.2 which conclude that the brand awareness has positive and significant effect on the social media marketing.

The findings for the social media marketing and brand awareness have been found consistent with the study of Kaplan & Haenlein, (2010) who argued that the social media applications can provide opportunities for the firms to engage with the potential customers, can be helpful in increasing the sense of intimacy for the consumers relationship and to build creative association for the products and services with the customers. This strategy has been found significant for the modern firms who are interested in increasing brand awareness (Mersey et al., 2010). In the today business environment, slight mistake can lead to destroy can vanish customer loyalty, so the modern firms are involved in the social media marketing due to the fact that current generation are mostly involved in the social media usage.

The findings for the customer expectation and social media marketing are consistent with the study conducted by Berthon et al., (2008); Forrester, (2010) and argued that the social media is like the motivation for the modern firms who are interested to associated with their customer all the time. The findings of the study argued that the customer expectation has positive relationship with the social media marketing.

Overall Results

Table 4.7: Reliability Statistics

Variable	Alpha	Remarks
Social Media Marketing	.791	Reliable
Customer Expectation	.830	Reliable
Brand Awareness	.928	Reliable

Table 4.8: Overall Results of Correlation

		SM	CE	BA
Social Media Marketing	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	1000		
Customer Expectation	Pearson Correlation	.712**	1	
	Sig. (2-tailed)	.000		
	N	1000	1000	
Brand Awareness	Pearson Correlation	.629**	.733**	1
	Sig. (2-tailed)	.000	.000	
	N	1000	1000	1000

** . Correlation is significant at the 0.01 level (2-tailed).

The results show that the customer expectation and social media marketing is 71 percent positive correlated with each other. The findings suggested that the social media marketing and brand awareness is having positive relationship with each other. The results show that the brand awareness and social media marketing is 62 percent positive correlated with each other.

The study conducted by Hoy and Milne (2010) also suggested that the gender differences is the factor which can found helpful in getting customer awareness and higher customer expectation. The teenage customer is found not interested to most of the ads on the social media, however, the higher age customers are interested in viewing the ads and also, they are making their purchase decisions.

The findings for brand awareness and social media marketing are found consistent with the study of Bashar et al., (2012) who evaluated the different tools of marketing and effectiveness of social media involved in promotions. The study argued that the social media tool can be helpful in getting positive consumer decisions for the product and services. The study further added that the social media concept has been growing very fast and it has the potential to get the customer attitude to buy product. The study argued that social media marketing strategy is the innovative strategy which is the modern-day demand and it is the best source for increasing their brand awareness.

Table4.8: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.808	.102			7.929	.000
Customer Expectation	.401	.029	.418	13.664		.000
Brand Awareness	.356	.035	.314	10.276		.000

R: .712, R-square: .497, F-value: 391.96, P-value: .00

The statistics of the table shows that the customer expectation, brand awareness and social media marketing are 71 percent related with each other. The effect of customer expectation, brand awareness on the social media marketing is 49 percent and the model selected is statistically significant as the f-value is 391.96.

Conclusion

The findings for the social media marketing, customer expectation and brand awareness show a positive relationship with each other. The findings of positive relationship are consistent with the study of Laroche et al., (2012) who conducted a study on social media i.e. Facebook, Twitter, Myspace and evaluate the online environment for the customer. The study conducted by Kaplan et al., (2010) who evaluated the being socially, needs of belongingness and cost of social media for the advertisements and evaluates the customer satisfaction. According to Kaplan and Haenlein (2009) who argued that social media can include: collaborative projects (i.e. Wikipedia), blogs, content communities (i.e. YouTube), social networking sites (i.e. Facebook), virtual social worlds (i.e. Second Promotion) and virtual game worlds.

The significant effects of the variables in the international respondents perspective is due to the fact the trading market on the social media or marketing on the social media in Europe and US markets is in higher ratio due to due to the customer awareness, available of updated communication tool, access to the updated technology which enable the firms to use the social media marketing and they are getting good response from the market.

The findings of regression for the local respondents argued that customer expectation and brand awareness are having significant effects on the social media marketing in Pakistan. The findings are consistent with the study conducted by Bashar et al., (2012) who evaluated the social media as a marketing tool in Indian market. The findings suggested it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

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