

A Study on Customer Perception Towards Added Features in Social Media Marketing such as Whatsapp Pay, Video Marketing & Instagram Stores

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Abstract: *In recent years, the technology is so advanced especially after pandemic the technology growth has skyrocketed. This study aims to investigate the consumer perception of these added features in social marketing. The research will adopt a quantitative approach and collect data from a 110 sample of respondents using an online survey. The study will explore the effect of these added features on consumer trust, purchase intention, and satisfaction with the brand. The findings of the study will reveal the extent to which these added features influence consumer perception and provide insights into their effectiveness as a marketing tool. The results of this study will benefit marketers and businesses by providing them with a better understanding of how these added features can be utilized to enhance consumer engagement, trust, and loyalty.*

Keywords: WhatsApp pay, Social Media Marketing ,Technology Advancement, Instagram stores, Video marketing..

I. INTRODUCTION

The purpose of this study is to explore the customer perception towards added features in social media marketing, specifically focusing on Whatsapp Pay, Video marketing and Instagram Stores. Social media has revolutionized the way businesses market their products and services. Among the various forms of social media marketing, video marketing, Instagram stores, and WhatsApp Pay are some of the most popular ones. Video marketing enables businesses to connect with their customers in a more personal way and showcase their products or services through a video. This method helps to build trust and credibility, which can positively impact consumer perception. Instagram stores are becoming increasingly popular as businesses can showcase their products to a large audience through an Instagram page. Customers can view the products, read reviews, and even make purchases directly through the platform. This creates a seamless shopping experience that can positively impact consumer perception. WhatsApp Pay is a relatively new feature that allows businesses to receive payments directly from customers through the messaging app. This can be a convenient and secure way for customers to make purchases, which can improve their perception of a business. Overall, social media marketing techniques like video marketing, Instagram stores, and WhatsApp Pay can greatly impact consumer perception of a business by creating a more personalized, convenient, and seamless shopping experience.

1.1 Statement of the Problem

The problem statement for the study on customer perception towards added features in Social media marketing such as Whatsapp Pay, Video marketing, and Instagram stores is to explore the extent to which these features influence customers' perceptions of social media marketing. The study aims to investigate customers' attitudes towards these features and their impact on customers' purchase decisions. The study will also identify the factors that influence customers' perceptions of these features, including their perceived usefulness, ease of use, trustworthiness, and security. Ultimately, the study will help to provide insights into how social media marketers can effectively leverage these features to enhance customer engagement and increase sales.

1.2 Objective of the Study

- To determine the awareness level of customers about added features on social media marketing such as WhatsApp Pay, video marketing, and Instagram stores.
- To identify the factors that influence customers to use these added features in social media marketing.
- To evaluate the impact of these added features on customer satisfaction and loyalty towards social media marketing.

1.3 Research Methodology

The research methodology involves a systematic and structured approach to collect, analyze, and interpret data for the purpose of answering research questions or testing hypotheses.

A. Research Plan Data Source

Primary Research Approach : Survey method

Research Instrument : Questionnaire

Contact method :E-mails, Social media

B. Research Design

A research which is used here is “Descriptive research”. This study uses Survey methods with closed ended question.

C. Sample Size

Sample size of the study is 110. Sample size procedure was used to get optimum and reasonable information. The survey method is used to collect data from the university students, and a structured questionnaire is designed to measure their perception towards the added features in Social Media Marketing.

D. Sampling Method

This Study uses simple random sampling methods which uses to selecting a small random group of people from the large population.

1.4 Methods of Collection

This study uses both primary data and as well as secondary data.

A. Primary Data

Primary data refers to original data collected firsthand by a researcher for a specific research purpose. This study using various questionnaire through surveys, it was responded from university students.

B. Secondary Data

Secondary data, which means data that was collected by secondary sources namely websites, journal articles and magazines.

1.5 Statistical Tools used for Analysis

This study uses Percentage Analysis as a tool to find the perception of the customers.

1.6 Scope of the Study

The scope of the study would be to investigate the customer perception towards the added features in social media marketing, specifically WhatsApp Pay, video marketing, and Instagram. The study aims to explore how customers perceive these features and how they impact customer engagement, loyalty, and purchase behavior. The study will target consumers who use social media platforms such as WhatsApp, Instagram, and other related platforms.

1.7 Limitation of the Study

1. External factors, such as cultural differences and economic conditions, may impact customer perception, which may not be accounted for in the study.
2. There is a limited timeframe, the study may be conducted within a limited timeframe, which may not allow for the observation of long-term trends or changes in customer perception.
3. Customer perception is subjective and may differ from person to person, making it challenging to generalize the findings.

II. REVIEW OF THE LITERATURE

Literature review is a critical evaluation and synthesis of published research studies, theories, and scholarly articles related to a specific research topic.

(Kusumah, 2015)The study conducts multiple tests and concludes that price is an essential factor in consumer purchase behavior as it determines the affordability and demand for the product. Therefore, consumers typically consider the price of the product as the first thing before making a purchase decision. Quality, Trust, and perceived risk of the consumer come after that.

(Baljeet Kaur, 2013)Online shopping has immense potential in India, particularly given the high cost of real estate in the country. Numerous websites are being launched daily, offering various products and services. Trust is a critical factor that significantly impacts website sales and is especially relevant in developing countries like India.

(Halim, 2022)It explores the impact of the Reels feature on Instagram on consumer buying interest in Indonesia. The research aims to determine whether the Reel feature has a direct impact on consumer buying interest or indirectly through consumer brand attitudes. Purposive sampling was used for data collection, and the results indicate that variables based on independent scenarios, user participation, perceived benefits, perceived enjoyment, and celebrity involvement have a positive and significant impact on consumer brand attitudes.

(sedej, 2019) He explain that videos are effective at conveying complex concepts and inspiring actions, and their popularity continues to grow.It also suggests that future research should explore the most efficient video forms for marketing communication. While the authors focused on top managers of SMEs, they suggest extending the research to all companies. Despite the availability of new marketing options, this study concludes that video marketing is here to stay and will be the subject of further research.

(JWS Che, 2017)This study aims to understand the factors that drive people to purchase in virtual stores on Instagram. The study builds upon the integrative framework of trust and identifies three groups of factors explaining consumer trust in Instagram stores. These factors include the trustworthiness of Instagram stores, propensity to trust, and external environment (KOL(Key Opinion Leader)endorsement and peer customer endorsement).

(YA Yasa, 2022)The study aimed to identify the factors that form trust in Instagram stores and to analyze the influence of trust over purchasing intention. The results showed that factors such as perceived integrity, perceived ability, user likes and number of followers, customer endorsement, and propensity to trust were positively and significantly related to trust, while factors like visual image and endorsement were not significantly related to trust.

(Taghreed Shaher Alotaibi, 2019)This Study helps vendors understand the important factors that influence their customers' purchase intentions to maximize profits. The study found that Maroof certified Instagram stores have higher purchase intentions,the customers are intent to buy,a positive impact on building consumer trust, along with previous consumer feedback.

(MA Saraswati, 2021)This study analyzed product characteristics, website features, and Instagram accounts of online organic food stores. The most popular category of food sold was nuts and seeds, and the organic circle was the most sold brand. The most expensive categories were rice, sugar, and sweeteners. Many websites did not display payment and privacy policies. Instagram accounts with more followers had more uploads and better information display. The study found that organic food claims mostly used subjective claims, and 20% of online shops violated consumer protection laws.

(Stephen, 2016)The dominance of e-marketers is fading as customers gain more control over the communication and marketing process due to changes in the marketplace and advancements in information and communication technologies. The rise of Web 2.0, or social media, has further empowered customers and diminished the effectiveness

of traditional marketing approaches. However, marketers can still utilize social media to their advantage by treating customers as sophisticated and creative individuals, and engaging social media as marketing tools.

(Constantinides, 2014) This book reviews recent research on consumers in digital and social media marketing settings, identifying five themes: consumer digital culture, responses to digital advertising, effects of digital environments on behavior, mobile environments, and online word of mouth. The article suggests future research directions to encourage considering a wider range of consumer experiences in digital environments.

III. FINDINGS AND STUDY

3.1 Percentage Analysis

- Majority(58.2%) the customers are Male.
- Majority(59.1%) the customers felt setting up the whatsapp pay account is somewhat easy.
- Majority(46.8%) the customers are often using the whatsapp pay.
- Majority(55%) the customers felt secure when the using Whatsapp pay.
- Majority (58.2%) the customers felt whatsapp pay is better than other digital payment platforms.
- Majority(51.8%) the customer felt whatsapp pay is better than the traditional payment methods(cash/debit cards,etc.)
- Majority(64.2%) customers often browse instagram stores.
- Majority(61.8%)customers likely to make a purchase from an Instagram store.
- Majority(50.9%)customers felt the quality of products sold on Instagram stores much better than compared to those sold on Traditional e-commerce Websites.
- Majority(45.9%) the customers believed Instagram store to have a large following and engagement is more important for the page.
- Majority(51.8%) the customers believed getting reviews for an Instagram stores is more important.
- Majority(49.5%) the customer felt Instagram store has clear and easy-to -use Website for purchase.
- Majority(63.6%) the customer felt satisfied about the return and exchange policies for purchases made on Instagram Stores.
- Majority(57.3%) the customers felt extremely important for Insagram Stores to have a clear and detailed detailed product description.
- Majority(66.1%) the customers felt positive about the Instagram stores that collaborate with influencers or celebrities to promote their products.
- Majoroty(48.1%) the customers daily watch videos based on marketing in social media platforms.
- Majort(56.9%) the customers prefer to watch product demo videos on social media.
- Majority(88.6) the customer purchase products based on video advertisement that they saw on social media.
- Majority(58.2%) the customers perceive video advertising on social media are very informative.
- Majority(57.3%) the customers believe that video marketing is more effective than other forms of marketing on social media.
- Majority (82.7%) the customers believe that video marketing will continue to be an important part of social media marketing in the future.

IV. SUGGESTIONS

Based on the findings of the study on customer perception towards added features in social media marketing, I would recommend that customers take advantage of these features. If you are a frequent social media user, consider using Whatsapp Pay for seamless and secure payment transactions. You can also explore Instagram Stores to discover new products and enjoy a more convenient shopping experience.

Additionally, if you are a business owner or marketer, it is essential to keep up with the latest trends and customer preferences in social media marketing. Incorporating features such as Whatsapp Pay, Video Marketing, and Instagram Stores in your marketing strategy can improve brand credibility, customer loyalty, and overall business performance.

It is also essential to listen to your customers' feedback and continuously innovate to provide better experiences. By understanding your customers' needs and preferences, you can create a more personalized and effective social media marketing strategy that resonates with your target audience.

V. CONCLUSION

In conclusion, the study on customer perception towards added features in social media marketing has revealed some interesting insights. Firstly, it is evident that customers are becoming increasingly interested in new features and functionalities in social media marketing. Specifically, the features of Whatsapp Pay, Video Marketing, and Instagram Stores have gained popularity among customers. Secondly, it was observed that customers are more likely to trust brands that have these features as compared to those that do not. This indicates that the addition of these features in social media marketing can improve brand credibility and customer loyalty. Furthermore, it was noted that customers appreciate the convenience and accessibility that these features provide. For instance, customers found it convenient to make payments through Whatsapp Pay, and appreciated the ease of shopping through Instagram Stores. Overall, the study highlights the importance of brands incorporating new features and functionalities in their social media marketing strategies to remain competitive and meet the evolving needs of customers. It also emphasizes the need for brands to listen to their customers' feedback and continuously innovate to provide better experiences.

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