

A Study of Millennials's Preferences for Social Media Advertising in Delhi NCR

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Abstract

The growing power of the Internet has transformed the world into a small virtual place, thereby removing the geographical barriers of the world. The supremacy of the Internet has paved the way for social media advertising, which is a revolutionary change in the marketing industry. Millennials are no longer the passive recipients of information, but themselves act as a source of information by actively voicing their opinions on different social media platforms through tweets, posts, blogs, reviews, videos, and much more. The millennials are diverting themselves away from traditional advertisement channels and are getting engrossed in the social media platforms for being up to date with all the latest information. The stupendous impact of social media advertising on our lifestyles compelled us to explore its repercussions on millennials's preferences. The paper attempted to examine the magnitude of social media advertising, and how different social media platforms were used by companies to influence the millennials's preferences. The paper was based on a descriptive and inferential research design and a close ended questionnaire was used to collect primary data from social media users. The paper revealed the respondents' preferences for using social media websites as they regularly read blogs, used social media platforms for comparison of different products, sought opinions of experts before buying a product, and the number of likes and dislikes had a significant impact on their choices. Also, the relationships between different demographic factors and social media advertising were explored, which can be effective for the marketers to frame their advertising strategies for varied target groups.

Keywords: social media advertising, millennials, consumer perception

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According to statistics, the Internet user base in India will reach a whopping number of over 500 million by 2018 - making India the second largest population of Internet users in the world, which presents a myriad of opportunities and threats to businesses in India (Chandel, Sethi, & Mishra, 2017).

The rise of online media has been significant in yielding consumers with expeditious, useful, reliable, and convenient information on products and services. The success of such media has laid paths for different types of businesses such as tourism, automobile, and consumer electronics - wherein the role of traditional media has taken a back foot, rather customer reviews and feedbacks, that is, user generated content (UGC) plays a crucial role in deciding about the final purchase (Venkataraman & Raman, 2016). The use of Internet technologies and web-based applications are increasing at a rapid speed. The use of social media has accelerated in the recent times, which has transformed the way consumers and firms are getting associated with each other (Yadav, 2017). There is a distinctive trait associated about the marketing strategy related to social media platforms, where once companies

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were the main communicators for their products and brands to a passive audience, but now, consumers are very active as they themselves are communicating the information through electronic word of mouth (EWOM) (Shimpi, 2018).

Social media has brought a revolutionary change in our lives. It has reformed the way we communicate with each other, share personal photos, videos, viewing and reviewing the different topics of daily life, politics, sports, markets, and much more through the Internet with the use of devices like computers, tablets, and cell phones, etc. The impact of social media has penetrated deeper into different generations, altogether changing their lifestyles. It has been one of the most booming technological innovations that has a wide range of benefits. Due to the growing interest and curiosity in the minds of the consumer for using social media, companies are motivated to use social media as one of their greater advertising strategies, from attracting the consumer to converting him/her into a loyal customer.

It has been observed from recent trends that the usage of social media has increased significantly. As of October 2011, a standout amongst the most understood web-based social networking sites was Facebook (Facebook, 2011). This site stood out with 800 million dynamic clients, and around half of the dynamic clients sign on to the site each day (Facebook, 2011).

Basic Forms of Social Media

- (1) Social Networks :** These permit people to form their personal web pages and get connected with friends individually or in groups to share content and for communication.
- (2) Blogs :** Blogs are online journals, which is the best form of social media.
- (3) Wikis :** These are online encyclopedias which permit people to write content or to edit information on themselves or through databases.
- (4) Podcasts :** These provide audio and video files for subscriptions.
- (5) Forums :** These platforms provide for online discussion on specific interests or topics which are open to all members.
- (6) Microblogging :** Social networking provides small size of contents which are dispersed online and through the mobile network.

The study involves studying the preferences of millennials towards social media advertising. Millennials are no longer the passive recipients of information, but themselves act as a source of information by actively voicing their opinions on different social media platforms through tweets, posts, blogs, reviews, videos, and much more. The millennials are diverting themselves away from traditional advertisement channels and are getting engrossed in the social media platforms for keeping themselves up to date with all the latest information. The term 'millennials' is generally considered to apply to people who achieved adulthood around the turn of the 21st century (Rouse, 2015). Members of Generation Y are also known as digital natives (Prensky, 2001). Generation Y is highly influenced by digital developments and digital technologies (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Komarova Loureiro, & Solnet, 2013). They are the first generation in which digitalism is at the focal point of their lives, and digitalism influences their approach to living and work (Wesner & Miller, 2008). They are very active to use, contribute, search, share, and consume all types of social media networks. Their web - based social networking utilizing style will help specialists and academicians to foresee their future conduct. Thus, they have a vital significance for online networking managers (Alan & Kabaday, 2016). Individuals from the millennial generation ('recent college grads') are firmly joined with their cell phones and are engaged in web-based social

networking. They often post pictures and tweet about the items they like and purchase. Therefore, settled buyer brands unfit to ace the utilization of Twitter and other online networking are probably going to lose their capacity to communicate with this age (Sashittal, Hodis, & Sriramachandramurthy, 2015).

As millennials grew up in an electronics - filled and increasingly online and socially-networked world, they are the generation that has received the most marketing attention. As the most ethnically diverse generation, this is one of the major reasons for analyzing their buying behaviour with respect to social media advertising. As they have been bombarded by advertisements, it becomes immensely important to understand their views and preferences when they are exposed to a number of ads on social media sites, in return measuring the effectiveness of social media ads in converting the visitors to a social media site to actual buyers.

Facebook customers dynamically use the site to coordinate with business work by posting advancements in social affairs and after that, buying or offering things to each other. This kind of get-together is called as a C2C Facebook "buy and offer" assembling (Chen, Su, & Widjaja, 2016). Web 2.0 applications are attracting individuals to have interactions as well as generate content on the Internet. Customers utilize social trade constructs for these exercises, which thus increment the level of trust and expectation to purchase (Hajli, 2015). Electronic interpersonal interaction has exploded as a grouping of online conversation where people make content, offer, bookmark, and framework at an immense rate. Illustrations incorporate Facebook, Myspace, Digg, and Twitter on the scholarly side. Due to its convenience, velocity, and achievability, net-primarily based social networking has been quickly converting people in a standard way within the public arena and putting styles and motivation in topics that vary from the environmental and governmental troubles to innovation and media stores (Asur & Huberman, 2010). One can also construct fashions to combine the evaluations of the collective population and benefit from beneficial insights into their behaviour, even as predicting future developments, rather accumulating statistics on how people communicate with reference to particular objects that may be advantageous while outlining, promoting, and publicizing efforts (Leskovec, Adamic, & Huberman, 2007).

Literature Review

Web-based social networking alludes to an accumulation of social innovations which have empowered an unrest in consumer-created content, worldwide groups, and distributing of buyer feelings. It can, likewise, be characterized as a gathering of Internet-construct applications that are worked with respect to ideological and innovative establishments of Web 2.0 and that permits the creation and trade of user generated content (Kaplan & Haenlein, 2011). Potential customers are those who would like to purchase a product in the near future and currently are reading reviews on social media with the intention to decide whether or not to buy that product (Ahmad & Laroche, 2017). One of the most important types of online marketing is social media marketing where businesses are using social media platforms like Facebook, Twitter, YouTube, LinkedIn, Google+, etc. for marketing of their products/services and brands on social media websites (Iblasi, Bader, & Al-Qreini, 2016). One of the major advantages of social media advertising is that the brands and companies can reach out to a comprehensive audience and have an influential power which contributes to the major advantages of social media networking. Social media has effective, efficient, and innovative marketing strategies, as consumers can give their feedback to the retailers, and they even exercise their influence and authority over social media. People can use social media as a major communication and interactive platform (Alsubagh, 2015), and different age groups and races of consumers are affected by social media.

There are many differences and variations in how demographics make usage of the Internet in terms of purpose and frequency, what kind of devices they use, and even how they access information. A study concluded that there were a lot of variations in the usage of social media sites such as WhatsApp on the basis of gender, which revealed that women tended to use more emotion, shared their shopping pictures while messaging family and friends, often changed their profile pictures, and spent a longer time on social media platforms in comparison to men (Rungta,

2015). In spite of all the variations, usage of social media is pervasive and significant for all demographics. All the demographic groups use and have an influence of social media, but the most affected one is the millennials group. A Deloitte report found that 47% of the millennials were influenced in their purchases by social media as compared to 19% for all other age groups. The Deloitte report mentioned that consumers who used social media at some stage in their buying were four times much likelier to spend extra on purchases than those individuals who no longer used social media. The report stated that buyers were 29% likelier to make a procurement on the same day when making the usage of social media (as cited in Roesler, 2015).

According to Robinson (2007), social media is a tool used for verbal exchange, which has web 2.0 attributes, that is, it may be participatory, synergetic, have expertise sharing, and person-empowering equipment accessible at the web 2.0. Organizations can advertise services and products, offer instantaneous help, and/or create a web network of brand fans via all types of social media inclusive of social networking websites, content groups, digital worlds, blogs, microblogging websites, on stream gaming websites, social bookmarking, information websites, forums, and extra (Kaplan & Haenlein, 2011; Zarella, 2010). Furthermore, social media has empowered consumers to fragment knowledge among their compeers regarding the product and service brands (Mangold & Smith, 2012; Stileman, 2009). As consumers these days tweet, blog, share by using Facebook or any other form of social media site for analyzing the delivery of the promises made by a brand, the role of the consumer has become supremely important and powerful than ever (Sharma, 2012).

The terminology - social network advertising is the proclamation which is performed online via social networking websites like Facebook, Friendster, Twitter, and many others. It is far a paid style of advertising of logo or service or product and requires a well deliberate conversable message and price range (Jothi, Neelamalar, & Prasad, 2011). Numerous studies have been undertaken in case of social media advertising to understand and to get an overview of the main research topics undertaken in social media marketing, and researchers concluded that the main issues and developments blanketed by using the pertinent literature consist of the function of social media on marketing, the digital verbal evidence, clients' relationship administration, and companies' brands and overall performance. These are the major research areas discovered after extensive literature review (Alalwan, Rana, Dwivedi, & Algharabat, 2017).

Wang and Yu (2017) analyzed the effect on customer buy goal and real buy conduct by gathering information from reviewed dynamic buyers inside a social business environment at two phases (pre-buy and post-buy), and observed that there was a positive and negative valence of word of mouth content, and watching other shoppers' buys altogether influenced purchasers' expectations to purchase an item, subsequently improving the probability of real purchasing and offering item data to others on social trade destinations. A study conducted to examine the connection between confidence in social trade and buying expectations depicted an instrument to clarify this relationship, and proposed a principle and two elective models by drawing on three ideas: chasing of social business data, similarity with the stage, and social nearness, discovered from a review of Facebook's clients that trust in a long range interpersonal communication site builds data, looking for which thus expands commonality with the stage and the feeling of social nearness. Moreover, familiarity and social presence increase purchase intentions (Hajli, Sims, Zadeh, & Richard, 2017).

Images and online video demonstration of products help in persuading the minds of the consumers. A promotional video has a robust impact on a client's mindset in the direction of the product, a demonstration video has a robust impact on the buying objective, and ease of imagining helps explain the effects of online product presentation videos (Flavián, Gurrea, & Orús, 2017). Stevenson, Bruner, and Kumar (2000) discovered that a detrimental perception in the direction of Internet marketing resulted into a low buying motive, while Wolin, Korgaonkar, and Lund (2002) proposed that an optimistic mindset toward Internet marketing usually resulted in much more online shopping and more online spending. A study was conducted to find out the main attributes of web advertisements which attracted the target customers and the study identified five factors named as: Web-ad Placement, Web-ad Presentation, Web-ad Content, Celebrity in Web-ad, and Web-ad Duration (Farhan & Yousaf,

2016). A study determined that browsing length and profile update occurrence had an impact on South African millennials's purpose-to-purchase and purchase possibilities of marketing on Facebook, while how Facebook was accessed, duration of utilization, and browsing frequency had no impact (Duffett, 2015). Mir (2012) conducted a study to find out whether a positive preference had an influence on consumer buying or not and concluded that positive consumer attitudes towards social media clicking had a favourable impact on buying behaviour.

Natarajan, Balakrishnan, Balasubramanian, and Manickavasagam (2014) confirmed that the commercials posted on social media websites were perceived variedly relying on the Internet site wherein they appeared. Especially, fake/no-sense and product record beliefs fluctuate extensively across Facebook, YouTube, LinkedIn, and Instagram. The variations in content material and convictions among the social media websites lead purchasers to understand the product statistics and falsity related in the direction of classified ads in a different way. A number of current studies have covered numerous research themes under s-commerce, such as user behaviour, business models, and s-commerce website design. Most of these studies focused on user behaviour and website design and found s-commerce to be a promising new area of research, showing a new paradigm of conducting commerce using social media to reach customers and their networked friends (Liu, Cheung, & Lee, 2016). An examination by Lal (2017) led to discover the reason for utilizing a social business site and recognized elements that impacted a person's aim to utilize social trade, which can be partitioned into three general classifications : social components (enlightening help and group responsibility), trust (towards individuals and group), and site quality (usability and administration quality). The discoveries of this examination exhibited the positive connection between all components and a person's goal to utilize a social trade site. As consumers differ in their personalities, this, in turn, impacts their purchase choices. A study was conducted on young consumers to examine the social media usage by young consumers and also to find the effect of the big five personality trait theory (neuroticism, extraversion, openness, agreeableness, and conscientiousness) on social media usage. The findings revealed that if an individual saw his/her self as extroverted and enthusiastic, he/she was more prone for using social media to easily socialize, and this type of individual's primary goal for using social media was socializing. If an individual saw his/her self as open to new experiences and creative, he/she was more inclined to use social media to keep in touch with friends for developing creativity (Alan & Kabaday, 2016).

Kosarizadeh and Hamdi (2015) observed that social media marketing was considered as an important factor in brand equity and had a direct and positive impact. There existed a high degree of relationship between the purchase intention and value equity, and the study revealed that for the purchase intention of leather products, brand equity played an important role. Social media has been changing the way of marketing communication as consumers are getting detached from the traditional forms of advertising like television, magazines, and are increasingly moving towards social media for accessing information. Companies, therefore, need to create segmented, creative, and powerful online marketing techniques to capitalize on the current exchange section through the incorporation of powerful functions in online marketing, specifically in social media (Harshini, 2015). A study was conducted on undergraduates for measuring the effectiveness of Facebook advertising on enhancing purchase intention of consumers, and found out that Facebook's advertising majorly enhanced brand image and brand equity, and both of these factors contributed to a remarkable alteration in purchasing intention (Dehghani & Tumer, 2015).

Social networks have a major contribution in leveraging the attitudes of the consumers in the virtual environment, especially when it comes to two important factors, which are level of exposure of messages and the relation created between the multiplicity of information given and the consumer. They mostly gather facts from forums, company's websites, Facebook accounts, or compeer's opinions before they decide to purchase a product (Ioană & Stoica, 2014). A study was conducted to find out the views and opinions regarding millennials's purchase intentions by reading online reviews, and found out that respondents showed a definite liking for two online venues, Facebook and company websites when they voiced their opinions. The reviews can be bifurcated into positive and negative comments, and the respondents were more susceptible to publish wonderful critiques than terrible opinions, and men voiced their evaluations online more often than women (Mangold & Smith, 2012).

Significance of the Study

These days, companies are spending a huge amount of their budget on advertisements on different social networking sites. This research aims to find out the factors that are affected by social media advertisements, which in turn influences the preferences of consumers. It will highlight the millennials's social media usage, their most preferred social media websites, and their reasons for using SNSs. It will also reveal the most influential factors impacting the consumers' preferences and what are the differences among the consumers' preferences on the basis of some different demographic factors.

Research Objectives

- (1) To identify the motives for consumers' social media usage.
- (2) To ascertain the consumer preferences and acceptance towards social media advertising.
- (3) To analyze the impact of social media advertising on millennials's preferences on the basis of different demographic factors.

Research Methodology

The survey method was employed for obtaining primary data from 250 respondents who actively used social media platforms using a structured questionnaire by using convenience sampling from millennials residing in NCR. The time period for collection of responses was from December 2017 to March 2018. Out of the total questionnaires distributed, 200 responses were considered for the analysis, the response rate being 80%.

Teens (millennials) are the principal users of online virtual programs, including social networking websites (Bolton et al., 2013 ; Du Chenne, 2011; Smith, 2012). The data were recorded and analyzed via statistical software SPSS (version 21), although all the questionnaires were first meticulously weighed in terms of accuracy and completeness to establish whether they should be incorporated in the statistical analysis. The data collected were analyzed with the help of various statistical tools like frequency distribution, percentage analysis, mean scores, and Kruskal Wallis H test. The Kruskal Wallis H test was applied and the assumptions of the data were verified. The Kruskal Wallis H test is a rank-based non - parametric test that may be used to decide if there are statistically substantial variations among two or greater clusters of an independent variable on a continuous or ordinal dependent variable. It is regarded as the non - parametric substitute to the one-way ANOVA, and an extension of the Mann-Whitney U test to permit the assessment of more than two independent clusters. The second assumption is that the independent variable must encompass two or more categorical, independent groups. Third is that data must have independence of observations, fourth assumption is that distributions in every group should have the identical distribution curve (which also means the identical variability). After reviewing the above assumptions on the data, this statistical test was used to produce reliable and genuine results.

Results and Discussion

(1) Validity and Reliability : The validity of the questionnaire was tested by taking subject expert opinions and conducting a pilot study with 50 respondents. The participants were asked to evaluate the questionnaire and to share their views and opinions about the appropriateness of different questions. The experts were also asked to give their feedback as to how the questionnaire could be made more efficient by addition of some useful questions and deletion of irrelevant questions. Before conducting the final survey, the questionnaire was modified to the best

extent possible. Then the questionnaire was tested for its reliability. Reliability using Cronbach's alpha indicated that the instrument was reliable as all the alpha values were found to be above 0.70 (Hama Kareem, Rashid, Abdulla, & Mahmood, 2016). The Table 1 shows the Cronbach's alpha of all the factors.

Table 1. Reliability Scores

Construct	No of Items	Cronbach's Alpha
Demographic Profile	4	0.79
Social Media Usage	6	0.83
Consumer preference and acceptance towards social media advertising	16	0.89

(2) Analysis for Identifying the Motives for Online Consumers' Social Media Usage : We obtained information by asking the respondents questions on hours spent on the Internet, which different social networking sites they used, what were the reasons for using social networking sites, did they follow brands on social media, and finally, did they actually buy products after seeing them on social networking sites.

Table 2. Number of Hours Spent on the Internet by Millennials

Number of Hourss	Number	%
1-3	05	2.5
4-6	59	28.5
7-9	65	32.5
More than 10	71	35.5
Total	200	100

The findings from Table 2 reveal that in case of 35.5% of the respondents, the average use of the Internet was more than 10 hours a week, 32.5% of the respondents surfed the Internet between 7-9 hours a week, 28.5% between 4-6 hours, while 2.5% of the respondents surfed the Internet between 1- 3 hours a week.

Table 3. Usage of Social Networking Sites

Social Networking Sites	%
Facebook	30.3
Twitter	6.0
LinkedIn	10.6
Instagram	26.5
YouTube	26.6
Total	100

The Table 3 reveals that the most preferred social networking site was Facebook (30.3%) followed by YouTube (26.6%), Instagram (26.5%), and the least preferred was Twitter (6%).

The findings from Table 4 reveal that the most prominent reasons for using social media by millennial are : to connect with friends (24.6%), followed by getting information on products/services (23.3%), and getting updated information on brands (22%). This an important finding for the marketers to understand the changing role of social networking sites, which are now not only limited to connect with new and old friends, but are also used for getting information on products/services and brands.

The Table 5 reveals that 84.5% of the respondents followed brands on social networking sites and 15.5% of the respondents did not follow brands on social networking sites.

Table 4. Reasons for Usage of Social Networking Sites

Social Networking Sites	%
Finding new friends	24.6
Finding old friends	4.6
Getting information on brands	22
Getting information on products/services	23.3
Catching up on the latest news/gossip	19.5
For playing games	8.3

Table 5. Number of Followers of Brands on Social Networking Sites

Follow Product brands	Number	%
Yes	169	84.5
No	31	15.5
Total	200	100

Table 6. Number of People who Bought a Product After Seeing it on Social Media

Bought a Product	Number	%
Yes	66	33
No	90	45
May be	44	22
Total	200	100

Table 7. Reasons to Purchase a Product

Social Networking Sites	%
Knowledge or perception of the brand	24.2
Past experience	21.9
Information from the Internet (e.g. user reviews, blogs, forums)	21.4
Reputation of a brand	24.7
Information from mass media (e.g. TV, radio, magazine)	2.8
Information from peers, friends, or family members	5.0

It can be inferred from the Table 6 that 33% millennials actually bought products after seeing them on social media, 22% were not sure of their purchases, and a large percentage of millennials (45%) did not buy products after seeing advertisements on social media websites.

From the Table 7, it can be inferred that brand reputation (24.7%), knowledge and awareness of the brand (24.2%), previous experience (21.9%), and information from the Internet (21.4%) are the prominent influential reasons to purchase a product.

(3) Analysis for Measuring and Ascertaining Consumer Preferences and Acceptance Towards Social Media

Advertising: Statements were considered to measure (using a 5-point Likert scale) the impact of social media on consumer preference. The records amassed from the respondents were tabulated and framed into logical statements using percentage and mean rating evaluation. The amplitude of consistency towards statements is

denoted from 1 to 5 (five denotes *strongly agree*, while 1 denotes *strongly disagree*). In addition, the following criteria is used for the analysis :

- (i) The mean score between 1.00 - 1.80 means *strongly disagree*,
- (ii) The mean score between 1.80 - 2.60 means *disagree*,
- (iii) The mean score between 2.60 - 3.40 means *neutral*,
- (iv) The mean score between 3.40 - 4.20 means *agree*,
- (v) The mean score between 4.20 - 5.00 means *strongly agree* (Motwani, Shrimali, & Agarwal, 2014).

Table 8. Percentage of Respondents, Mean Score, Interpretation, and Recommendation

Statements	Percentage of Respondents					Mean Score	Interpretation and Recommendation
	<i>Strongly Disagree</i> (1)	<i>Disagree</i> (2)	<i>Neutral</i> (3)	<i>Agree</i> (4)	<i>Strongly Agree</i> (5)	Max (5)	
I frequently read blogs on the Internet.	0	23.5	52	19	5.5	3.065	Respondents were <i>neutral</i> with the statement, which implies that advertisements displayed on blogs, if designed skillfully, can appeal to the purchasers and may affect their purchase choices.
I write blogs on social media.	52	34	10.5	3.0	0.5	1.66	Respondents <i>disagreed</i> with the statement, which implies that marketers cannot gather major reviews, their insights, and opinions of consumers from blogging sites.
I view online advertisements displayed on social media sites.	4.5	17	36	32.5	10	3.265	Respondents were <i>neutral</i> with the statement, so companies can use this platform to persuade the purchase choices of customers by sharing information about their products, and can position their offerings in the minds of the prospects.
I lookout for the opinions about products/services on social media.	3.0	7.0	34.0	37.5	18.5	3.615	Respondents <i>agreed</i> with the statement, so good user generated content can positively influence their preferences.
I believe that social media commercials are much more participative than conventional commercials.	3.5	6.5	27	45.5	17.5	3.620	Respondents <i>agreed</i> with the statement, which implies that social media advertisements are more of an interactive and communicative platform for the consumers.
I take opinions of specialists on social media websites before considering any service or product.	3.5	16.5	33	32.5	14.5	3.510	Respondents <i>agreed</i> with the statement ; so, marketers can share useful insights about their products on the SNSs.
Social media is veracious in comparison to conventional media like newspapers,	11.5	19	28	28	13.5	3.130	Respondents were <i>neutral</i> towards the statement, which implies that mass media is still an attractive option

television, radio, and many others.								for the consumers ; so, marketers should use a combination of both.
I believe that companies using social media for the motive of marketing are much more versatile than others who aren't making the use it.	2.0	9.0	32.5	43.5	13.0	3.595		Respondents <i>agreed</i> with the statement, which shows their inclination towards companies which are active on social media platforms.
Number of likes/ dislikes has an influence while taking into consideration any service or product.	2.5	16.5	39.5	30.5	11.5	3.440		Respondents <i>agreed</i> that number of likes/ dislikes is an influential platform while making a buying decision ; so, advertisements on the websites need to be more interactive and informative.
Social media renders a productive and an influential platform for communicating with the various interest groups of business.	2.5	6.0	22	45	24.5	3.830		Respondents <i>agreed</i> with the statement, which shows their positive preference for ads shown on different social media platforms.
I use social media for comparing different alternatives prior to buying a product.	2.5	11.0	31.0	31	24.5	3.640		Respondents <i>agreed</i> with the statement, which bestows companies with a utilitarian opportunity by keeping their product information up to date on the social media platforms.
Social media (Facebook, YouTube, Instagram, etc.) has a compelling influence on the purchase decision of a product.	16.5	14.5	25	29.5	14.5	3.175		Respondents were <i>neutral</i> towards the statement, which leads to the inference that the social media channel of advertisement needs to be nurtured more to produce more effective results.
I am subscribed to updates and alerts regarding a brand or product through social networking sites.	8.5	14	28.5	30.5	18.5	3.380		Respondents were <i>neutral</i> towards this statement. Hence, companies should use it as an effective platform for building up their reputation.
Social media as a source of information for various products is trustful.	4.5	23	37	24.5	11	3.165		Respondents were <i>neutral</i> towards the statement, which signifies that millennials did not feel much secure while using social media platforms ; so, companies should build more trustful relationships.

The Table 8 shows the preferences and acceptance of millennials towards social media advertisements, and the statements which have a significant impact are : millennials used social media to seek opinions about product/services ; they referred to the opinions of experts on social media sites while considering any product or service ; they used social media to compare different alternatives ; they referred to the number of likes/ dislikes while considering any product ; and they felt that social media provides an effective and powerful platform for consumers to communicate with each other and with companies. This signifies their preference and acceptance towards social media advertising, which provides marketers with a great opportunity for using the platform of social media and build long-term relationships with young customers.

(4) Analyzing the Impact of Social Media Advertising on Millennials's Preferences on the Basis of Different Demographic Factors : Consumer preference (dependent variable) is measured by using 16 statements in this

paper (Table 10). Each statement is tested on a significant value of 0.05 and the Kruskal-Wallis H test was conducted on the basis of gender, age, education, occupation, and income of the respondents (independent variables). It has also been used to test the hypotheses. As in the paper, we have analyzed Likert statements which are ordinal in nature, so the most appropriate test when the dependent variable is rank based, that is, ordinal in nature, is Kruskal Wallis H test. The significance value of either higher or lower than 0.05 is used as either to accept or reject the hypothesis. The results of the Kruskal-Wallis H test are given in the Table 9 and Table 10. The statements which show a statistical difference, that is, the significant value is less than 0.05 on the basis of different demographic factors, their values have been marked in bold, which implies that in lieu of the statement, we fail to accept the null hypothesis and there are significant differences among the different groups of independent variables (gender, age, education, occupation, and income).

Table 9. Demographic Analysis of the Respondents

Demographic Variables	Subcategory	Frequency	%
Gender	Male	86	43
	Female	114	57
Age Group	18-24	159	79.5
	25-30	33	16.5
	31-35	5	2.5
	35+	3	1.5
Educational Qualifications	Undergraduate	112	56
	Graduate	45	22.5
	Postgraduate	36	18
	Ph.D.	7	3.5
Occupation	Student	136	68
	Service	58	29
	Self Employed	6	3

As shown in the Table 9, the demographics of the respondents comprised of gender, education, age, and occupation. Out of the total respondents 43% were men and 57% were women. Majority of the respondents were undergraduates (56%), 22.5% of the respondents were graduates, 18% were post - graduates, and the remaining were Ph.Ds. Majority of the respondents were in the age group of 18 - 24 years (79.5%).

After computation of the 16 statements related to consumer preference, these statements were then combined and a scale score was formed to accept or reject the null hypothesis. The following hypotheses were formed to find out the significant differences in the preference for social media advertising :

↪ H_{a1} : There is a significant difference in the millennials's preference for social media advertising based on respondents' gender.

↪ H_{a2} : There is a significant difference in the millennials's preference for social media advertising based on respondents' age.

↪ H_{a3} : There is a significant difference in the millennials's preference for social media advertising based on respondents' educational qualifications.

↪ H_{a4} : There is a significant difference in the millennials's preference for social media advertising based on respondents' occupation.

Table 10. Kruskal Wallis H Test

Characteristics	Gender		Education		Age		Occupation	
	Chi Square	Sig.	Chi Square	Sig.	Chi Square	Sig.	Chi Square	Sig.
I frequently read blogs on the Internet.	.109	.741	12.468	0.006	1.022	.796	.722	.697
I write blogs on social media.	2.659	.103	4.178	.243	4.857	.183	3.832	.147
I view online advertisements displayed on social media sites.	1.952	.162	.174	.982	4.186	.242	5.025	.081
I lookout for the opinions about products/services on social media.	4.06	0.044	2.677	.444	2.626	.453	5.875	.0055
Social media commercials are much more participative than conventional commercials.	7.874	0.005	3.4333	.328	0.043	.979	.702	.704
I take opinions of specialists on social media websites before considering any service or product.	3.379	0.066	2.683	.443	1.616	.656	.400	.819
Social media is veracious in comparison to conventional media like newspapers, television, radio, and many others.	3.696	0.055	17.144	0.001	3.166	.367	2.481	.289
Number of likes/ dislikes has an influence while taking into consideration any service or product.	6.295	0.012	.754	.86	.620	.892	3.196	.202
I am subscribed to updates and alerts regarding a brand or product through social networking sites.	.812	.368	7.755	0.051	2.107	.551	11.406	.003
I believe that companies using social media for the purpose of marketing are more versatile than others who are not using it.	2.999	0.083	7.076	0.070	1.823	.610	13.857	.001
I believe that companies using social media for the purpose of marketing are more reputable than others who are not using it.	2.89	0.089	9.843	0.020	13.355	0.023	.549	.76
Social media renders a productive and influential platform for communicating with the various interests groups of a business.	4.568	0.033	.790	.852	4.552	.208	1.75	0.417
I use social media for comparing different alternatives prior to buying a product.	.229	.632	14.146	0.003	4.876	.181	2.111	.348
Social media (Facebook, YouTube, Instagram, etc.) has a compelling influence on the purchase decision of a product.	3.045	0.065	1.6533	0.001	1.724	.632	2.145	.342
After reading positive comments/reviews/online articles, I am prone to changing my decisions.	11.566	0.001	.146	.986	5.057	0.025	.324	.851
Social media as a source of information for various products is trustful.	5.057	0.025	12.485	0.006	3.285	.350	8.935	0.011

Table 11. Kruskal Wallis H Test Statistic

	Gender	Age	Educational Qualification	Occupation
Chi-Square	9.456	8.978	.252	12.809
Degree of Freedom	1	3	3	2
Significant Value	.002	.030	.969	.002

Kruskal - Wallis H test has been used to find significant differences in the preference for social media advertising based on different demographic factors (Table 11). The significance value of either higher or lower than 0.05 is used as either to accept or reject the alternate hypothesis.

On the basis of gender, we accept the alternative hypothesis (H_{a1}) as the significance level (0.002) is less than 0.05, which means that there is a significant difference in the preference for social media advertising based on respondents' gender. On the basis of age, we accept the alternative hypothesis (H_{a2}) as the significance level (0.03) is less than 0.05, which means that there is a significant difference in the preference for social media advertising

based on respondents' age. On the basis of educational qualification, we reject the alternate hypothesis (H_{a3}) as the significance level (.969) is more than 0.05, which means that there is no significant difference in the preference for social media advertising based on respondents' educational qualification. On the basis of occupation, we accept the alternative hypothesis (H_{a4}) as the significance value (0.02) is less than 0.05, which means that there is a significant difference in the preference for social media advertising based on respondents' occupation.

Conclusion and Implications

“Traditional marketing is not dying - it's dead!” (Zyman, Leonard-Barton, & Sway, 1999, p.6). After conducting the data analysis and testing the hypotheses, the major findings of this study are : Most respondents who purchased online were indeed young, between 18-24 years, with a percentage of 79.5%. There was an extensive usage of social networking sites, which came out to be more than 10 hours a week by 35.5% of the respondents followed by 7-9 hours with a percentage of 32.5% of the respondents. The most preferred social media platform among the millennials was Facebook (30.3 %), followed by YouTube (26.6%), Instagram (26.5%), and the least preferred were LinkedIn (10.6%) and Twitter (6%). Millennials used social media platforms for several reasons, but the most prominent ones are to connect with new people (24.6%), to get information about latest products (23.3%), and to catch the latest news (19.5%) ; 84.5% of the millennials followed brands on social media, which yields a great challenge for the marketers to use social media platforms as a major communication and advertising tool.

We observed that a high percentage of respondents followed brands on social media, but there was a purchase gap as less percentage of people bought products after seeing them on social media (33%), which is a vital point on which the marketers need to lay stress and try to minimize this purchase gap.

Social media acts as a catalyst for shaping consumer preferences. Frequency analysis shows that the respondents liked to read blogs on the Internet regularly and also liked viewing online advertisements. They preferred sharing their feedback, reviews, and opinions on social media about the products/services they planned to buy or were already using. Some of the respondents used social media for keeping themselves updated with the new products/services. Social media has revolutionized the arena of commercials and has moved far away from conventional advertising. Millennials have a consensus view that social media is more participative, interactive, and more progressive than different varieties of conventional marketing forms. The respondents analyzed the records of products/services through social media by considering the likes and dislikes for it. The millennials also had various subscriptions for keeping themselves updated with the new additions and the modifications in the existing products/services. Consumers are of view that firms, which are versatile, use social media as their promotional tool. They even use social media platforms extensively for comparison of different products. Social media helps in building the reputation of a company. These findings are in line with the study results of a study conducted to find the impact of social media advertisements on Indian consumers (Altaf, 2014).

In order to find out how millennials's preferences vary according to different demographic factors, Kruskal Wallis H test was performed, and we observe that consumer preferences with respect to social media advertising have significant differences on the basis of gender, age, and occupation, but no significant differences are found on the basis of educational qualification, which is in contrast with the findings of Dash (2011) as the study observed differences in the preferences of the usage of social networking sites based on the educational qualification of the students (undergraduates and postgraduates). The results of this research also have similarities with the previous studies which confirmed that there were differences in the preferences of usage of social media sites (Hoy & Milne, 2010 ; Weiser, 2000). Men and women generally view and comprehend advertising in a different manner (Darley & Smith, 1995). So, there are differences among the genders in their attitudes toward social media advertisements. Moreover, previous studies (e.g., Schlosser, Shavitt, & Kanfer, 1999 ; Weiser, 2000) revealed that motivations for using the Internet and sub - sequential attitudes and behaviours were contrasting for males and females, augmenting the idea of social media advertising attitudinal differences, like studies found out that men were

generally motivated to use the Internet for entertainment, leisure, and functional purposes ; whereas, women were much prone to using the Internet for the purpose of communication and interaction (Weiser, 2000).

These significant differences can be used by the marketers for embracing and devising appropriate strategies for different target groups. Marketers need to discover and take advantage of the capability of social media systems to attract and retain customers on those structures through client relationship management, and by focusing on capabilities and traits of social media that beautify the relationship between customers and advertisers (Ramnarain & Govender, 2013). Furthermore, for enhancing the power of social media platforms, companies need to adopt segmented, viable, honest, and transparent policies and strategies, as millennials are actively seeking social media platforms for gathering information, seeking out their opinions, so positive image of the companies which have a social media presence will help in escalating constructive user generated content (UGC). Furthermore, marketers need to explore the inherent power of social media platforms for making and retaining long term and loyal customers. Marketers also need to pay heed to the fact that the advertisements shown on the different platforms should be well targeted, informative, attractive, and must not be of any hindrance in the privacy of the social media users.

Limitations of the Study and Scope for Further Research

The study is subjected to certain limitations, which itself renders for some additional studies. The study took a sample of 200 respondents ; so, for a better representation of consumer preferences, the sample size should be increased or a different type and size of sample needs to be taken to reinforce the results. Secondly, the research presents a general view of social media platforms and the preferences of millennials and different types of advertising on social media platforms have not been discussed, which paves the way for future research to be conducted. Thirdly, there a lot more variables to be studied under consumer behaviour, but this paper only discusses about the millennials's preferences ; so, other dimensions like attitude formation, buying decisions can be studied with regard to social media advertising. Future research can also take other countries into consideration, as different cultural values can exhibit the differences among the people of different nations with regard to their acceptance towards social media advertising.

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