



## Impact of Social Media Marketing Communication on Generation Z Consumer's Attitude in Chennai

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**ABSTRACT:** In this digital sector, sustained phenomenal progress has an indirect effect on all facets of life in society, including those of members of Generation Z. In "Communication Success," social media shall play a key role. Thus, a business can recognize an advantage through the effective use of social media in marketing communication. Interactive social media helps advertisers to communicate extensively with users. This study therefore aims to evaluate the degree to which the emergence of the digital age, particularly social media as a medium of marketing communication, has had an influence on the attitude of Generation Z. The research group consists of 234 participants obtained by a purposeful sampling procedure. The following are the conclusions of the hypothetical test:

(1) Social media marketing exchange influences the attitude aspect.

(2) There is little effect on the mindset aspect of the use of social media and demography.

**Keywords** Generation Z, Social media marketing communication, Demography, Attitude

### I. INTRODUCTION

Digital technology's ongoing unprecedented development has an indirect effect on all facets of life in society, including that of members of Generation Z. In Chennai, Generation Z encompasses those born between 1995 and the 2000s. In terms of personality growth, the members of this generation are called insecure teens because they are still looking for their identity. Monks proposed that becoming an adolescent is a growth process that happens between 12 and 21 years between youthful and maturity. The pre-adolescent (12-15 years), middle adolescent (15-18 years) and post-adolescent (18-21 years) ages form the teenage years. This thesis therefore uses participants of Generation Z as research subjects, whereas the current research would be greatly successful if post-adolescents were included since they are now considered. This notion is consistent with Santrock, which proposed that puberty is a time of transformation between childhood and maturity covering emotional shifts in genetics, cognitive and social life. Therefore, those modifications would influence.

The attitude of individuals experiencing growth, particularly Generation Z. Developments in the digital domain have led to the emergence of social media as an inseparable component of the modern age. Clearly, in technological development, the attitude and habits of users can play key roles. Therefore, in 'contact success,' social media continues to play a crucial role. A business therefore recognizes such opportunities that can be used as the cause of high-rate social media use in marketing communication, primarily amongst the youth. Thus, the present study was conducted to reveal the extent of the effect on the attitude of Generation Z of the new development of the digital age, particularly in social media marketing communication. The goal of this study was also to evaluate the real effect on consumers in terms of their attitude towards the presence of social media users, how demographics can be seen by gender and age, and how, on the basis of the attitude of Generation Z, to affect the production of marketing communication through social media.

### **Social Media Marketing and its Communication methods.**

For a crowd or groups of individuals, social networking is a forum that helps them to communicate with other people, socialize and exchange ideas. Through social media, customers connect via online platforms, groups, scores, feedback, and recommendations. A new stream of e-commerce called social trading has been introduced by this development, which empowers customers to generate content and impact others. For companies and customers, this relationship offers distinct principles. Also, people described social networking as an online facility for interconnected networks to interact, transport, cooperate and cultivate, enhancing the interdependence of individuals, societies and organizations through technical capability and mobility. Customers use social media to exchange email, photographs, audio and video information with other individuals and businesses. Kaplan and Haenlein defined social media as the use of Internet communities to make it easier for users to create and share information. In social media, the

following aspects are common: engagement, transparency, conversation, community, and connectedness. In particular, social media marketing contact is embraced by the younger generation as users who receive the data they need. In addition, social media greatly benefits enterprises, encouraging them to provide a one-way path message for a particular commodity that will encourage marketing communication to be realized.

### **Social Media Usage**

Social networking turns the conventional marketing communication that a business historically used into a marketing communication that can now be used and produced by clients. In view of the advent of social media, information, time, volume and media power themselves have decreased.

The features of the impact of usage on attitudes were as follows:

- 1) **Access to Social Media:** When viewed via mobile devices, social media marketing contact is found to be most effective, primarily for recognition, information and buying intentions. For the two other hierarchical reaction attitude levels, social media accessible from mobile devices often shows the highest average value. Jordan et al. revealed that mobile advertising's credibility is considerably higher than internet advertising and almost 9 out of 10 people use their mobile phones to contact Facebook. Powers et al. showed that mobile devices are used by online users for shopping habits and social media interactions.
- 2) **Span of use:** Respondents who have been using social media for at least 5 years show positive cognitive attitudes, whereas those who have been using social media for less than 5 years show dramatically positive affective attitudes towards online marketing contact. Cox decided that among experienced Internet consumers, the efficacy of ads reduces when they start noticing irritating commercials and want to block them.
- 3) **Frequency of use:** Except in terms of choice, the features of this use have negligible impact on the response hierarchy. Therefore, by logging in to social media 2 to 4 days a month, millennials exhibit optimistic emotions relative to those that log in on a regular basis. Gong and Maddox clarified that internet users are online continually, the probability of using online content to make buying decisions is therefore growing.
- 4) **Length of log-in:** The percentage of people who spend at least two hours on social media at all levels of the reaction hierarchy indicates positive behaviors relative to those who use digital networks only for little longer than one hour.
- 5) **Profile:** Updating social media accounts is frequently viewed at all levels of the response hierarchy with the most optimistic attitudes to marketing contact relative to those who are minimally modified. In comparison, young adults who frequently refresh their profile display a significantly favorable outlook.

The use of social media in marketing communication is then taken into account from the point of view of entry, length of use, duration of frequency, duration of log-on and refresh of profile and effect of attitudinal actions linked to preferences and cognitive attitude components of social media marketing communication. Using social media makes it easier for marketers to quickly supply customers with knowledge about the goods they sell.

### **Factor influencing Demographic**

According to statistical details released by the Kompas newspaper, Indonesia has 30 million Internet users, ranging from children to teenagers. Therefore, there is always a difference between children and teenagers living in towns and those living in rural areas. Provided that mobile devices are being used by an increasing majority of people, for ease of use and proper view on mobile devices for users, social media platforms should improve their design and interface.

The following characteristics include the attitudinal attributes of demographic variables.

- 1) **Gender:** With the exception of expectations and interests, this demographic function has a limited effect on the hierarchy of stages of attitude response. Specifically, female respondents tend to be more profitable than male respondents for marketing contact on an online ICT site. Sex may be one of the primary variables in the decision-making process in social and economic aspects.
- 2) **Age:** This demographic function often has marginal impact on the attitude response hierarchy level, except in terms of desire, in which millennials respond show a positive attitude towards social marketing communication. The more mature a person, in particular, the greater his or her intellectual and practical acumen. The variables that define the social climate of one's organization are age and gender. Based on their age and ethnicity, people may enter a specific group.

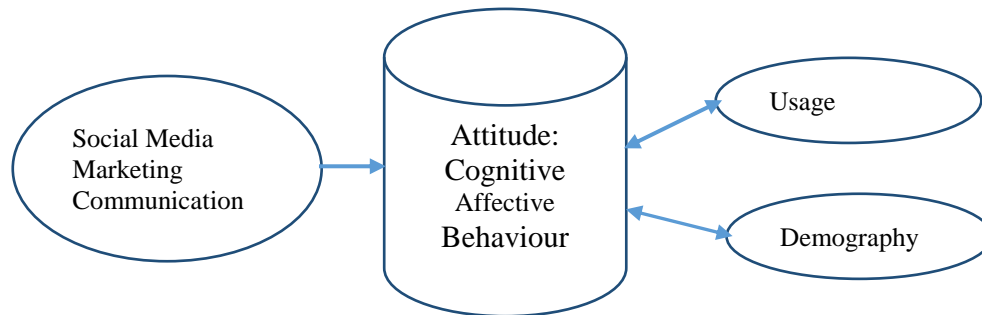
### **Attitude**

Belch and Belch claimed that the emotional, affective and behavioral elements constitute the three levels of attitudes or components.

(1) Cognitive Components: Barry clarified that consciousness and intelligence are part of the cognitive components. Belch elaborated that the cognitive portion consists of memory, information and data gathered from advertising and other sources. This part helps customers to interpret a product and the t-related details

(2) Affective component: Mindset is always profoundly embedded in the affective or emotional component and is the most lasting factor that may alter attitudes.

(3) Conative or Behavioral Aspect: Attitude is correlated with the conative component or the tendency of a person to behave. The action of a person is greatly influenced by values and feelings about such a stimulus in some circumstances and in situations facing a specific stimulus. The tendency to regularly behave in harmony with these values and feelings forms the behaviour of a person. The behavioral aspect is connected to the possibility or propensity for goods that also require experiments, sales, rejections, or acceptance of how customers will respond or behave in a certain way.



## II. RESEARCH METHODOLOGY

To determine the marketing communication effect of social media on the attitude of Generation Z, primary data were collected through questionnaires, the responses of which were measured using a Likert scale. The respondents in this study are college students and students in Chennai who belong to the post-adolescents (i.e. 18–21 years) of Generation Z. A total of 234 respondents were selected using the purposive sampling technique.

### ANALYSIS:

#### Characteristics of the Respondents Based on Demography

**Table 1: Characteristics of the Respondents**

Characteristics of the Respondents	Frequency	Percentage
Gender		
Male	66	28
Female	168	72
Age		
18 years old	41	17.50
19 years old	28	11.97
20 years old	43	18.38
21 years old	122	52.55
<b>TOTAL</b>	234	100

Table 1 shows that 28% of the respondents are male and 72% are female. In terms of age, most of the respondents (122; 52.55%) are 21 years, 43 (18.38%) are 20 years, 41 (17.5%) are 18 years and 28 (11.97%) are 19 years. The older the respondent, the more advanced their way of thinking. This case certainly influences an individual's life choices, including the use of social media.

#### Characteristics of the Respondents Based on Use

**Table 2: Characteristics of the Respondent Based on Use**

Characteristics of the Respondents	Frequency	Percentage %
Access to Social Media Cellular		

device (4G) cellular device (4G) and (Computer)	81	34.62
	153	65.38
<b>Length of Social Media Use</b>		
<1 year	2	0.85
>5 years	195	83.3
2 years	4	1.7
3 years	11	4.7
4 years	22	9.4
<b>Use of SocialMedia In a Day</b>		
<1 hour	19	8.1
>5 hours	139	59.4
2 hours	15	6.4
3 hours	33	14.1
4 hours	28	11.9
<b>Length of Social Media Use</b>		
<1 year	2	0.8
>5 years	195	83.3
2 years	4	1.8
3 years	11	4.7
4 years	22	9.4
<b>Use of SocialMediaIn a Day</b>		
<1 hour	18	7.70
>5 hours	139	59.4
2 hours	15	6.41
3 hours	33	14.18
4 hours	29	12.30
<b>Frequency of Social Media Use</b>		
2 to 4 times a month	1	0.6
2 to 4 times a weeks	4	1.5
Once a month	5	2.1
Once a week	1	0.3
Daily	223	95.4
<b>Updating Profile</b>		
2 to 4 times a month	41	17.5
2 to 4 times a week	13	5.8
Once a month	160	68
Once a week	16	6.8
Daily	4	1.8
<b>TOTAL</b>	234	100

The result of the expressive analysis of use is shown as follows. Table 2 shows that the number of respondents that generally access social media using cellular device (4G) and computer (PC) is 153 (65.38%) and cellular device (4G) is 81 (34.62%). Furthermore, the number of respondents according to the length of social media use of over 5 years is 195 respondents (83.3%); 4 years, 22 respondents (9.4%); 3 years, 11 respondents (4.7%); 2 years, 4 respondents (1.7%) and 1 year, 2 respondents (0.9%). In terms of the daily use of social media, 139 respondents (59.4%) use over 5 hours a day; 33 people (14.1%), 3 hours; 28 people (11.9%), 4 hours; 19 people (8.1%), below 1 hour and 15 people (6.4%), 2 hours.

In terms of log frequency, 223 people (95.4%) use social media every day; 5 people (2.1%), once a month; 4 people (1.5%), 2 to 4 times a week; 1 person (0.6%), 2 to 4 times a month and 1 person (0.3%), once a week. Lastly, in terms of updating profiles, 160 people (68%) update their profiles once a month; 41 people (17.5%), 2 to 4 times a month; 16 people (6.8%), once a week; 13 people (5.8%), 2 to 4 times a week and 4 people (1.8%), every day. These findings indicate that current teenagers are highly dependent on social media and devote their time to access social media throughout the day.

#### **Verificative Analysis**

In the present study, the ANOVA test and generalised linear model (GLM) test indicated a lack of relationship between the response and predictor variables. The ANOVA test results show differences in attitudes in terms of the cognitive, affective and behaviour towards online marketing communication.

**Table 3: ANOVA Test of Online Marketing Communication towards Attitude:**

Description		Sum of Squares	df	Mean Square	F	Sig.
Cognitive	Between Groups	8910.595	21	424.314	12.695	0.000
	Within Groups	10127.454	213	33.424		
	Total	19038.049	234			
Affective	Between Groups	8286.9	21	394.614	13.286	0.000
	Within Groups	8999.857	213	29.702		
	Total	17286.757	234			
Attitude	Between Groups	8367.716	21	398.463	8.528	0.000
	Within Groups	14157.195	213	46.723		
	Total	22524.911	234			

**Table 4: ANOVA Test of SocialMedia Use towards Attitude**

Description		Sum of Squares	df	Mean Square	F	Sig.
Cognitive	Between Groups	99.445	4	24.861	0.42	0.794
	Within Groups	18938.604	230	59.183		
	Total	19038.049	234			
Affective	Between Groups	117.217	4	29.304	0.546	0.702
	Within Groups	17169.54	230	53.655		
	Total	17286.757	234			
Attitude	Between Groups	71.548	4	17.887	0.255	0.907
	Within Groups	22453.363	230	70.167		
	Total	22524.911	234			

**Table 5: ANOVA Test of Demography towards Attitude**

Description		Sum of Squares	df	Mean Square	F	Sig.
Cognitive	Between Groups	1161.477	14	82.963	1.439	0.134
	Within Groups	17876.572	220	57.666		
	Total	19038.049	234			
Affective	Between Groups	1271.994	14	90.857	1.759	0.044
	Within Groups	16014.763	220	51.661		
	Total	17286.757	234			

<b>Attitude</b>	Between Groups	1561.454	14	111.532	1.649	0.065
	Within Groups	20963.457	220	67.624		
	Total	22524.911	234			

GLM was tested to find out which attitudes give the same or different influences. Table 6 show the results, which show the influence of social media marketing communication on attitudes (i.e. cognitive, affective, and behavioral). Although the use of social media and demographics have no effect on attitudes

**Table 6: Test of the General Linear Model**

Source	Dependent Variable	F	Sig.
<b>Online Marketing Communication</b>	Cognitive	186.223	0.000
	Affective	205.822	0.000
	Attitude	81.008	0.000
<b>Use of Social Media in a Day</b>	Cognitive	0.399	0.528
	Affective	0.262	0.609
	Attitude	0.203	0.653
<b>Demography</b>	Cognitive	0.007	0.935
	Affective	0.558	0.455
	Attitude	0.812	0.368

### III. FINDINGS

The findings of this research are consistent, showing that in terms of the attitude aspect, social media marketing contact has a huge effect on all. The simple and easy to understand communication of social media marketing will inspire individual attitudes towards a brand. Thus, through intensively promoting via social media, businesses in the modern age can make new updates in the digital era.

The use of social media does not influence the cognitive attitudes of an individual in terms of the level of use, length and profile upgrading. Cox (2010) recorded that among experienced Internet users, advertising effectiveness declined when they started to discover annoying ads and sought to block advertisements. The data gathered showed that their individual cognitive behaviors are not influenced by the degree of the social media use of the respondents. The explanation is that modern teens are no longer properly using social media, but are prone to show off their personal lives. Companies should also consider the developments taking place by and their usage of social media channels to raise the interest of people in what the business provides. Business management should then use social media as a brand engagement platform and continue to evolve and rely on the millennial generation's shifts in perceptions. Mutual advantages are then generated by the consumers of social media.

In terms of their behavior, people who have been using social media for several years will not inherently be influenced. The evidence gathered indicates that the use of social media shows that the majority of respondents use computers and mobile devices, but that the use of these devices does not influence their individual behavioral attitude.

There are relatively extensive and intensive online events carried out by people all over the world. When accessing online resources, particularly social media, people have various motivations and objectives. Nasrullah finds that the use of social media draws the interest of analysts and academics in a comparative way. The assumption that people initially tend to share their moments or activities with friends on social media adds to this truth. The truth that such information is reflected on social media in the form of self-existence and effort shows what people outside the network have accomplished.

This finding illustrates that entry, length of time, log-in frequency, log-in period and updating profiles are involved in the use of social media in marketing communication and have little impact on the emotional, affective and behavioral attitudes of Generation Z. Companies should also be able to market their goods with the aid of artists or stars who today are adored by teenagers and it will boost the unique appeal for teens to rely on the items sold by the business.



Its clarified that the mood of customers in the form of feeling and concern is the result of the advertisement's transparency. Also revealed that there is no direct effect of this digital marketing on purchase decisions, but it has a direct impact on word of mouth. A key motivation for individuals to use the media is the desire to create a social connection on the Internet.

The findings indicate that in assessing perceptual, affective, and behavioral attitudes, the demographics of the respondents did not impact the attitude of Generation Z. The findings of this study are consistent which found that the aspect of attitude does not have a significant impact on gender demographic variables. While, in terms of social media marketing contact, teen women display high-level preference. The current research is also revealed that age demographic factors have a small effect on the portion of attitude in which older adolescents have feelings that are more favorable than their younger peers. Therefore, respondents aged 15-18 years should have been included in this survey because these people are also looking for their identities and would certainly provide positive outcomes in the subsequent study.

#### IV. CONCLUSION

This research showed that social media marketing contact influences Generation Z's perceptual, affective, and behavioral attitudes. The use of social media and demographics, however, did not affect the attitudes of this generation. The improvements that arise should be recognized by using social media as a medium of contact by enhancing the appearance of social media channels, providing education on the goods they sell and using striking digital communication to increase customer awareness. An example is the use of endorsements from musicians, especially those who today are loved by young people. The explanation is that modern teens are no longer properly using social media but are likely to use social media to show off their personal lives. To boost performance, researchers can use one of the current social media sites.

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