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## PERCEPTUAL ANALYSIS OF ETHICAL FACEBOOK MARKETING

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### ABSTRACT

*The primarily motive is to investigate the Ethical concern of customers towards the Facebook Marketing. The various past studies explored the benefits of Online Marketing and Facebook is a very popular Social platform among it and in the transforming world so far. Most of the research work was done on describing the security concerns as well as perception of customer towards S-commerce but yet not discovered the ethical values towards Facebook Marketing and what customers actually feel about Facebook Marketing. Due to time constraints, snowball sampling was used to collect the data from the respondents and only 250 respondents were selected for the study, those who were frequently accessing the Facebook and other social platforms for shopping purposes. Prior to actual research, pilot survey was conducted to ensure that all the questions were asked in questionnaire were understandable as well as appropriate for this study. In addition, Cronbach's Alpha techniques were used to check whether all statements have positively correlated to each other. Therefore, reliability of the statements extracted which allowed us to proceed further for analysis of the data. In this study, three factors were extracted through factor analysis, from the responses of respondents. Based on the variables included in each factor, we labeled for factors as quality services, mechanisms of trust, adoption of Facebook Marketing, prosperity of shopping, flexibility behavior and user friendly. The findings of the study highlighted the importance of quality services offered by the E-Marketers. The websites marketers must be user-friendly so that consumers feel flexible or free to make purchases at low prices. The marketers should be focused on the youth, because youth generation is very much prosperous regarding online shopping, because Facebook Marketing provides varieties of products, lower shipping fee, easily accessibility of products and provide products to their home. There are*

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*many laws and acts which increases trust among customers regarding the Facebook Marketing. The privacy of customers is also a concern, their personal information would not be shared with others or third party and proper feedback is provided to the customers regularly.*

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**KEYWORDS**

Facebook Marketing, Customer Ethical concern, Trust, Online Shopping, Privacy, Security, etc.



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## INTRODUCTION

Advertising is growing at very vast rate and with changing technology there are more ways than ever to market products and business. However, it is the 'people' who now want control and they have the 'emergent editing skills' to listen to be exposed to whatever messages they want. Another example of where marketers fail to benefit from advertising their products is Radio podcasts. Podcasts allow listeners to download radio shows which have been previously aired, only without the adverts. With consumers having the power to exclude media messages been shown to them, marketers need to uncover a way of reaching their customers without them knowing it is a method of advertising.

Media buying is the process of contacting the owner of a website and purchasing advertising space, usually as a banner placement, on their website. Businesses rely on the information provided by these websites to estimate how they will reach target audience. When a business buys a placement on a high volume website, they may have the majority of their demographic seeing it, but they will also be paying a lot of money on users who have next to no interest in what the business has to offer. There are many different features on each Social Networking website that can be used to promote a business. Users can use links, videos, pictures, groups and even ads on some social networking websites.

Businesses can create generic pages just like standard user pages. Once the page is friends can be added in the hope they gather more friends via 'word of mouth' (WOM) promotion. Once the initial network of friends is exhausted, events can be created and other friends invited. This paper provides an overview of advertising on one particular social networking site – Facebook. But Facebook is a fast growing website for marketing and used by various companies as a tool to promote its products.

Almost half of the 200 richest people in the world made their luck on the Internet. Most of the people have taken to the Internet gold rush after the Internet has become widely used in our life. Even though it is a legal world, its impact is real. The out-spread of Facebook Marketing as a shopping method for people has changed the way we look at the Internet. We live in a inter-connected society which creates new favorable chances and brings with it the evolution of marketing. Internet marketing has broken down into enthusiastic areas:-SEM (Search Engine Marketing), E-mail marketing, and social media marketing. (Whittaker, 2008) In the early 2000s, something has changed as the Internet evolved from stock meltdown.

Social media marketing is a kind of internet marketing that helps companies to increase their brands apparency and expand customer's reach with the social network. Social media is growing at a surprisingly rate. The Prominent Research found that 80% of online adults use social networking sites. Since the shoot up popularity of social networking sites such as Facebook, Twitter, Instangram, and YouTube, social media marketing has increasingly become a common way to elevate products and build a-strong customer relationships.

A company is providing with the opportunities now days to reach current customers and customers who have potential through social media. On the other hand, social media creates the opportunity for customers to provide their views and suggestions. Markets are proved to be contentious. These banter leads to a high quantity of data, and consequently, a number of insights can be gleaned through the social networks. In this way, social interactions between customers and marketers are captive.

Facebook alone has over 1280 million active users log on to Facebook every day and an average user has approximately 230 friends on Facebook (Melason, 2012) ("Facebook Statistics," 2012). LinkedIn has over 135 million users but is more of a professional network than casual ("Linked-in About Us," 2012). Social networking has become so popular, that according to. As the user bases grow, so does the interest of marketers. Marketers are willing to invest large amounts of money to reach their target market.

Facebook for example offers customized ways to market your product. These virtual communities enable marketers to customize their advertisements to fit certain group of individuals. This can be done according to their demographic features or by their interests, and all marketers have to do is to choose which factors they are going to target their advertisements towards.

A literature review shows your readers that you have an in-depth grasp of your subject; and that you understand where your own research fits into and adds to an existing body of agreed knowledge. A literature review demonstrates a familiarity with a body of knowledge and establishes the credibility of your work, summarizes prior research and says how your project is linked to it, integrates and summaries what is known about a subject, demonstrates that you have learnt from others and that your research is a starting point for new ideas. Internet is a big revolution and technology has advanced up-to an extent that we can't imagine. It provides a lot of information as well as help people of different communities; societies and region connect at one place and share their values & culture (Kucuk and Krishnamurthy, 2007).

The Social media which is a very important, has developed different platforms which time to time makes hundred billions of people all over the connect at one place and also help them to meet people who share same values, hobbies ,interest. Facebook, YouTube, Yahoo, Instangram etc are the different kind of social media platforms among which Facebook is very popular among all peoples (Sin, *et al.*, 2012). Users are using various kinds of applications and platforms to communicate and interact and exchange of words also to share ideas as well about different products, services, different brands and also share their views and reviews about products so as to get different information. This will help people or customers to know different products (Kozinets, 2002).

The marketing practices like promotion of branded as well as non-branded products and their advertising; uprising of all is the distinctive aspects of Social media, (Hanna, Rohn and Crittenden, 2011) and its massive popularity between the peoples and customers. From the last few years we can say there is a lot of change is noticed in consumers as they give post buying reviews about the products, which is quite affective for the other customers as they can check the post buying behavior of other peoples and made their decision of buying on it.(Mangold and Faulds, 2009).

After this online marketing, not only customers as well as the companies are also gets affected, as they have to keep a close eye on their potential customers and also on their weak customers. They have to change their old ways and adopt new methods to retain customers and also interact with their customers a well to understand them in a better way so to provide them their rightful demand (Mersey, *et al.*, 2010) .The companies has to do segmentation as such that all customers are get satisfaction and provide them with different brands & products, so they have choice and come again to the same company to buy the products. But some of the marketers don't think is the above way, they think that the social platform is only a place to attract the customers with the image of products and gain the profit from them, that's their main aim through social media.

As the time changes the Company has adopted new ways to influence customers, as the social media is becoming very much popular and it also make thing other companies to go for social marketing and get online customers and also become leader in this segment. They apply new strategy and move to these new platforms like Facebook, Twitter and My-space and become successful here also (Kaplan and Haenlein, 2010). As , we can say now the era has changed, technology has concurred all the place so the companies has to move to social media Like Facebook(89%), Twitter(75%) according to recent study ,so that can attract more and more people towards their brands. And the review system which is started past few years ago has also helped people selecting and choosing right brands and products and 98% of these reviews and comments are quite enough to make rightful decisions. These comments also tell the customer Ethical concern s and also help companies to make strategy according to it (Pookulangaran, *et al.*, 2011).

From this review made by customers, this made a huge impact on customers and company people as well. The company takes these reviews and analyzes it carefully so that they can understand the customer's choice & Ethical concern and introduce products according to their demands and on that price on which they are willing to pay. This will make customer more satisfied and feel that they are considered (Shin, 2008). It also helps the customers that the quality of product which is a major concern is also cleared and gets things/products at reasonable prices (Ioanas, 2012).

We have studied earlier that there are some fake reviews/false or wrong comments that are only to distract the customers so that they shift to other brand. These fake reviews affect the customers and their buying behavior very much (Schlosser, 2005). Some of the customer has emotional attachment with brand so they get very much affected by the negative comments. Palmer (1996) But these reviews also help the company to create customer relationship maintenance and loyalty of customers towards the brands and the customers also create awareness in their circle and community as well regarding product (Utpal *et al.*, 2004). As the technology has been increasing on regular basis, the social

groups are coming so much handy that the company do not have to do any hard work, the customer on itself promoting the products on the behalf of the company as it get better quality product/service. It on regular basis spread news of product in different groups and to different persons (Kozinets *et al.*, 2010).

Now the experience of shopping has been totally changed due to the coming of social media. (Pookulangaran *et al.*, 2011) Social media play a big role in now all people's life also it changes decision of people as well and also has changed the Ethical concern of customers towards any product & brand. And many people can be reached at just an instant and cost is also as low as possible for the company to be spent on. (Kaplan and Haenlein, 2010), Facebook Marketing also manipulate the behavior of the customer according to them and sometimes it's not the right practices that are selected by the companies (Williams and Cothrell, 2000).

As, we know Facebook is trending now a days at a fast pace, that almost in weeks new things are emerging on Facebook. People get used to it that much that they spend most their time on it daily (7-8 hours). Facebook is also a kind of social platform on which people sell their products, and even also on other social sites people start doing business and earn money. But Facebook is most popular among these and people also have some of the issues from it. When I use that I also got trouble in that. So that thing came up in mind and chooses this issue. People go through so many problems daily and how these problems can be solved this was the main motive behind this study. Facebook has recently the privacy issue as well in news for 10-12 days due to leakage of data to other people or third party. The personnel information of the many people is disclosed to third party who is miss used by them to manipulate them. This was a sever issue and get trolled for many days and people cause a lot of problems. This study helps me out to know the people's perception about Facebook marketing and also their buying behavior and their issues and how to overcome that.

## **RESEARCH METHOD**

The main aim of the study is "To study the consumer perception towards ethical concern in Facebook Marketing". The survey of the current writing uncovers that various studies has been done on different parts of social business however a not very many thorough investigations around there could be discovered which gives point by point data regarding social trade. Study could be alluded out which could illuminate the division of respondents in perspective of Facebook Marketing. As time is changing and innovation is continually enhancing, organizations need to remain in the amusement and utilize any new chance to enhance deals, advertising and client dependability. Buyers tend to relate significantly more with an organization after they read different surveys and remarks of the customers who have just acquired these items. Besides, by utilizing online networking, customers have the ability to impact different purchasers through surveys.

An exact study was directed to think about the view of respondents towards Facebook Marketing and a survey was conducted for this reason. For this purpose I select cities Ludhiana, Chandigarh, and Patiala as these are developed cities and people prefer to buy online and easy delivery of branded products .The information for the investigation

was collected through a survey. The proposed sample unit for the study was 250 (mostly Facebook users). The sampling technique used here was snowball sampling technique. As, we have a sample unit of 250, so all respondents were not willing to fill it. So to gather the information, I have selected respondents who will provide me valuable information for my study. Those respondents were selected who use Facebook and most of them lie between ages of 23-60 years. They basically buy online products through various social sites as they got good offers and cheaper prices of products from their (Branded Products). A sum of 250 questionnaires was taken to gather the information from the respondents. Out of which we got back 236 questionnaires which are completely filled and 14 were left remaining. From the remaining 14, 8 questionnaires are not completely filled by the respondents and 6 were not even touched or we can say just ignored by the respondents completely. So I only able to collect data from 236 respondents and analysis did on it to get the results.

## **RESULT AND DISCUSSION**

The factor analysis technique applied on Ethical concern of the respondents regarding the various variables (attributes) in Facebook Marketing revealed specific factors, which clearly define the Ethical concerns of the respondents. The results indicated that four factors were extracted from the fourteen statements. These factors explain the perceptual attributes of Facebook Marketing which were considered to be significant by the respondents.

A scale was developed to identify the factors revealing the Ethical concerns towards Facebook Marketing. The literature for the same was reviewed as shown in literature survey and variables were selected to obtain the Ethical concerns of the answerers. During the discussion, with the experts in the area of Facebook Marketing or S-commerce, many details were appended and edited. The final of 13 items were selected for survey and these items were to be rated on a five point Likert scale by the respondents.

Item wise reliability analysis was executed on selected variables to keep back and delete scale items for preparing a reliable scale. The scale generated for this objective was refined and purified for reliability validity and unidimensionality. Inter item correlations and Cronbach's alpha statistics were used to conduct reliability analysis and to know extend to which items were correlated with a lot of items under consideration.

**Table 1. Factor Analysis Of Ethical concern of people about Facebook Marketing**

<b>Statements</b>	Initial	Extraction	Mean	Std. Deviation	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online they manipulate the customers according to them	1.000	0.770	3.5294	1.00902	0.576	0.851
Sometimes there are fake adds only to attract customer	1.000	0.799	3.6807	1.03877	0.534	0.853
Online they sell left stock which is not taken by others	1.000	0.641	3.3992	1.04957	0.588	0.850

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Online they provide festive season sale	1.000	0.712	3.6849	1.00917	0.538	0.853
Sale depends on region to region or state to state	1.000	.624	3.5798	.98936	0.570	0.851
Facebook Marketing require a little mental effort by the customers	1.000	0.719	3.4076	1.03823	0.483	0.856
Facebook Marketing is necessary for modern India	1.000	0.683	3.4244	1.08721	0.407	0.861
Security and Privacy concerns are barrier to Facebook Marketing	1.000	0.690	3.5252	1.18241	0.507	0.855
Online customers enjoy visiting Unfamiliar websites	1.000	0.707	3.4748	1.10111	0.483	0.856
P-I of customer (bank account no.) should not be asked	1.000	0.788	3.6176	1.14407	0.554	0.852
Most of the online companies display their privacy policy	1.000	0.830	3.6050	1.14897	0.587	0.850
Information regarding the privacy policies is clearly presented.	1.000	0.801	3.5798	1.17280	0.568	0.851
Abandoned transactions	1.000	0.679	3.6933	1.09585	0.492	0.856

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Explanatory factor analysis was conducted as a means of data reduction, to see if the face validity of the items held (Pallant, 2001). The items of the attitude scales were subjected to principal component analysis (PCA) using SPSS. Prior to performing PCA the suitability of data for factor analysis was assessed. The correlation matrix revealed many coefficients of  $\geq 0.5$  and above as shown in below table.

The Kaiser-Meyer-Olkin (KMO) measure was .879 exceeding the recommended value of .6 (Tabachnick and Fidell, 1996; and Kaiser, 1974) and the Bartlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, supporting the factorability of the correlation matrix, PCA revealed the presence of four components with Eigen values exceeding 1, explaining 70.640 percent of the variance. The variance explained by each factor is shown in Table 1.3.

The value for communalities using principal component analysis ranged from .550 to .893. Here, it is pertinent to mention that communalities  $\geq 0.5$  is sufficient for the explanation of constructs (Hair et.al. 2009). All these values show factor analysis has extracted good quantity of variance in the items. Hence, all the requirements of reliability, validity and unidimensionality are met.

Correlation analysis was used to measure the degree of relationship between the 13 main independent variables of Facebook Marketing. As a rule, a correlation coefficient value of  $r$  indicates 0 to 0.2; there is a weak relationship between the variables. If  $r$  values of 0.3 to 0.6, generally considered moderate relationship, and 0.7 to 1 is strong-one (Dancey and Reidy, 2007). According to the scale used if all the 13 items get a rating of 5 each, the total score would be 65. The mean score of the respondents was 46.2017 which is given

below in the table. The correlation matrix was computed as shown in below Table. The mean correlation is **3.554**, and it varies from 3.399 to 3.693 with a range 0.294. There was a sufficient correlation to go ahead with factor analysis.

Table 2. Correlation Table

	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13
<b>E1</b>	1.000												
<b>E2</b>	.742	1.000											
<b>E3</b>	.780	.562	1.000										
<b>E4</b>	.579	.745	.510	1.000									
<b>E5</b>	.549	.596	.528	.674	1.000								
<b>E6</b>	.341	.289	.400	.369	.414	1.000							
<b>E7</b>	.383	.341	.380	.345	.323	.556	1.000						
<b>E8</b>	.113	.041	.255	.054	.179	.093	.072	1.000					
<b>E9</b>	.297	.321	.328	.352	.409	.565	.539	.235	1.000				
<b>E10</b>	.136	.099	.194	.085	.189	.130	.056	.682	.185	1.000			
<b>E11</b>	.137	.095	.212	.140	.173	.235	.064	.678	.156	.742	1.000		
<b>E12</b>	.214	.111	.257	.073	.134	.186	.048	.680	.138	.723	.825	1.000	
<b>E13</b>	.083	.184	.041	.217	.135	.066	.060	.558	.118	.700	.698	.641	1.000

**Inter Item Correlation:- Mean=0.329, Maximum=0.825, Minimum=0.041, Range=0.784, Max/Min=20.192, Variance=0.53, N=13**

Here factor analysis is used basically in order to identify the underlying dimensions of Facebook Marketing. All the factors having loading more than 0.5 were considered good and in the present concern the loading ranged from 0.730 to 0.903. Items with factor loadings <0.5 were removed. The three factors so generated have Eigen values ranging from 1.301 to 4.983 and results are shown below in table.

Table 1. Scalability Analysis

Variables	Factors		
	1	2	3
Most of the online companies display their privacy policy	.903		
Information regarding the privacy policies is clearly presented.	.888		
P-I of customer (bank account no.) should not be asked	.882		

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Security and Privacy concerns are barrier to Facebook Marketing	.823		
Abandoned transactions	.813		
Sometimes there are fake adds only to attract customer		.887	
Online they manipulate the customers according to them		.859	
Online they provide festive season sale		.821	
Online they sell left stock which is not taken by others		.744	
Sale depends on region to region or state to state		.730	
Facebook Marketing require a little mental effort by the customers			.807
Online customers enjoy visiting Unfamiliar websites			.804
Facebook Marketing is necessary for modern India			.784
<b>Eigen Value</b>	4.983	3.130	1.301
<b>% Variance</b>	38.327	24.308	10.006
<b>Cumulative % Variance</b>	38.327	62.635	72.642
<b>Scalable Reliability of Alpha(Cornbarch's Alpha)</b>	0.893	0.892	0.788

**Cronbach's Alpha=0.863, Kaiser-Meyer-Olkin Measure of Sampling Adequacy= .828,**  
**Bartlett's Test of Sphericity (Approx. Chi-Square= 2.044E3 , Df= 78, Sig=0.00, Mean=46.2017**

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The first factor alone has explained 38.327% of the total variance in the factor analysis solution and has been named as Customer Manipulation. It includes five variables; i.e. Customer Manipulation, Fake ads, Sell Left Stock, Festive Season Sale & Sale by Region/State. The results indicated that the online marketers manipulate customers according to them and sometimes add fake reviews to attract customers. They also put seasonal sales and festival sales as well so that their left stock would sell easily. To do so they put some offers on products so the customers will go for those products. The Scale reliability alpha of this factor is **0.954** and factor loading ranges from 0.813 to 0.903. The various Products variable has highest loading in this factor. The inter item correlation ranges from 0.528 to 0.780 and item to total correlation ranges from 0.682 to 0.794. It covers 4.983 of the Eigen values.

Five variables are loaded on the second factor. This factor is labeled as Facebook Effectiveness as based on five variables consumers revealed there is Security and Privacy concern, Sharing Personnel Information, Display Privacy Policy, Information of Privacy Policy not cleared and Abandoned Transactions due to lack of trust; As we know that the technology advancement has pros as well as cons. These cons have privacy concerns issues, which customers face and some of them even do not know. The different payments modes has changed all scenario and also make customer think twice as frauds and hacking of customers account are increasing day by day. Online marketing planners have to make sure that no hacking of account and delay in transactions should be less & customer personnel

information should not be disclosed. Online marketers should be able to understand the problems the customer faces, and take adequate steps to build trust in order to overcome them. This factor has explained 24.308% of the total variation in the factor analysis. The factor loading ranges from 0.639 to 0.824. The inter item correlation ranges from 0.730 to 0.887 and item to total correlation ranges from 0.729 to 0.851. It covers 3.130 of the Eigen values.

Factor third is developed with another three variables; i.e., Customer require less mental effort, Necessary for Modern India and Customer enjoy Unfamiliar websites. From these statements we can say that people are more addicted to Facebook now-a-days and also Facebook made its interface more users friendly. It also adds some new features as well so as that people spend their more and more time on Facebook. This factor has explained 10.006% of the total variation in the factor analysis and indicates the importance of this factor in online shopping behavior. The factor loading ranges from 0.784 to 0.807. The inter item correlation ranges from 0.539 to 0.565 and item to total correlation ranges from 0.619 to 0.639. It covers 1.301 of the Eigen values.

The study which is conducted will help in reading the mind-set of the people that what they think about Facebook marketing and some of the issues are discussed in this which would help in solving their problems. Some of the implications of the study are discussed below. (1) The first issue is regarding privacy in which people feel safe sharing their personal information. The Facebook has to insure and use the high level security protocols so that, data of customer is safe and they can use and share information freely.(2) The other issue is regarding fake reviews which discourage people to not buy online products. This is done by third party intentionally or just in fun by people, which makes people feel that the products are not of good quality. So this can be stopped by personally interacting with the customer and solve their problems.(3) The other issue is regarding manipulation of customers according to the sellers. They sell online low quality stuff at high prices and also left stock according to their will and on their provided prices. This can be stopped by comparing priced at different sites and even also by buying products from malls and stores etc.

## **CONCLUSION**

The first thing is the Ethical concern of consumers regarding Facebook Marketing; we have to understand the customers as it is the king of the business. So to understand it we use here Factor Analysis technique, so that we able to understand the factors properly to work on it. As , the customer feel safe first so that his privacy will not be touched or disturbed, basically they want that their personal information is not shared by others. Now a day's technological advancement has changed everything no one's data or information is safe. Also the customer privacy is considered well and their personal information is safe according to implementation of new policies and regulations which are set by Government for customer safety. The second most things are that the customers do not feel considered now days. Customers are just manipulated by the sellers according to them. When customer go for online shopping they mark high price of product and put a discount or off on it , so that customer can think that its good and cheap and they go for it. This is not a good practice

and people feel hesitate to buy online. Facebook is very popular among all and people spend lots of time on it i.e. 7-8 hours a day to see updates, to share information and to see offers regarding branded products. So customer is the king of business, so it should not be cheated and manipulated by the sellers and have right to buy according to his need and requirements.

The customers also get the offers and discounts region wise also and get seasonal sales in which the seller offer the products which are not sold by them and the left stock by the seller. This is not the right way and customer feel cheated. They are charged with higher prices of products and done wrong practices of business which make customer feel to be tricked by the seller. The final conclusion is that the customers has faith in Facebook as it is easy to use and has simple interface and large number of people can be reached through it instantly. But if the above issues can be resolved it gets more popular and large number of people can get boom in their business and earn lots of money, as in future the technological advancement will provoke all to use it and pay bills and buy online. The previous studies which are conducted lack in the Ethical concern of young generation and also on coming future needs and future trends.

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