



A study on impact of social media marketing in consumer behaviour

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Abstract

The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers.

Keywords: Social media, consumer decision-making, quantitative survey, customer experiences

Introduction

Statement of the Problem

There are a big retail stores and many different shops are there in the various cities of this south Indian part, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers' women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing.

Need for the Study

- Social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.
- Social media allows marketers to connect and engage potential customers where 28 they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.

Objectives of the Study

- To study the impact of Social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social Medias.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

Scope of the Study

- The Scope of this research is ultimately to understand many features, advantages of social media marketing.
- Understand the conditions of the consumer, factors affecting consumer interactions.

- Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.
- Many progressive business owners are dabbling in social media Marketing

Limitations of the Study

- The study is confined to a small region of Chennai district.
- The data collected is totally primary data given by Chennai region respondents. There is chance for personal bias.
- Lack of accuracy can be reason for inappropriate conclusion or suggestions.

Source of Data

The data are collected from the primary data and data collection is the term used to describe a process of data collecting. Primary Data – Questionnaire was prepared and given to 105 respondents Secondary Data – online journals and websites & review of literature from published articles.

Structure of Questionnaire

The questionnaire was framed in sequence of knowing response regarding the online vs traditional shopping and the second part of the questionnaire is framed completely regarding social media marketing influence and impact on their shopping decisions.

Sampling Technique

Survey sampling is selecting members from a target population to be in a sample for a sample survey. Usually the survey is some type of questionnaire (i.e. in-person, phone or internet survey). Convenience sampling this type of sampling can be done by simply creating a questionnaire and distributing it to their targeted group. Through this method, researchers can easily finish collecting their data in a matter of hours, free from worrying about whether it is an accurate representation of the population.

Table 1: Age

Particulars	Respondents	Percentage
Below 18	3	6%
18-25	29	58%
26-35	14	28%
36-45	4	8%
Above - 45	-	-
Total	50	100

* Majority respondents are at 18-25 aged persons who voted 58%.

Table 2: Gender

Particulars	Respondents	Percentage
Male	35	70%
Female	15	30%
Total	50	100%

*There are 35 male and 15 Female respondents.

Table 3: Educational Qualification

Particulars	Respondents	Percentage
School	7	14%
Undergraduate	22	44%
Postgraduate	21	42%
Total	50	100%

*There are 14% of school students, 44% of Undergraduate students and 42% of postgraduate students.

Table 4: Occupation

Particulars	Respondents	Percentage
Student	9	18%
Employee	20	40%
Self-employee	13	26%
Unemployed	8	16%
Total	50	100%

*Majority respondents are employees who gives 40% interests.

Table 5: Average time spent on social media

Particulars	Respondents	Percentage
Less than 1 year	18	36%
1-2 hours	22	44%
3-4 hours	4	8%
More than 4 hours	6	12%
Total	50	100%

*22 respondents spent time mostly 1-2 hrs per day on social Medias.

Table 6: social media platform used most frequently

Particulars	Respondents	Percentage
Facebook	8	16%
Instagram	27	54%
YouTube	4	8%
Twitter X	6	12%
WhatsApp	6	12%
Total	50	100%

*Majority users prefers instagram most frequently by 54% interests shown in the Table.

Table 7: primarily use of social media

Particulars	Respondents	Percentage
Entertainment	11	22%
Information /NEWS	17	34%
Shopping	7	14%
Communication	14	28%
Education	1	2%
Total	50	100%

*Most of respondents uses social media for information and news contents by 34% of users.

Table 8: brand promotions on social media

Particulars	Respondents	Percentage
Very often	11	22%
Often	24	48%
Sometimes	11	22%
Rarely	-	-
Never	4	8%
Total	50	100%

*peoples prefer 48% of products and brands promotion on their daily basis on social media.

Table 9: Purchased a product because you saw it on social media

Particulars	Respondents	Percentage
Yes	43	86%
No	7	14%
Total	50	100%

*most of the people used ti purchase products through social media promotions by 86% on their routine.

Table 10: Social media reviews and comments influence your purchase decisions

Particulars	Respondents	Purchase
Strongly influence	12.5	25%
Somewhat influence	14	28%
Neutral	17	34%
Slightly influence	4	8%
No influence	2	4%
Total	50	100%

*respondents prefer neutral stage for review and contents on purchase decisions by 34%.

Table 11: trust influencers or brand ambassadors on social media

Particulars	Respondents	Percentage
Strongly trust	33	66%
Trust some extant	9	18%
Neutral	4	8%
District	4	8%
Strongly district	-	-
Total	50	100%

*66% of respondents strongly trust the brand ambassadors on social media.

Table 12: Recommend a product you liked on social media

Particulars	Respondents	Percentage
Very likely	30	60%
Likely	7	14%
Neutral	7	14%
Unlikely	6	12%
Very unlikely	-	-
Total	50	100%

*60% of peoples like products on social media influences.

Table 13: Have ever followed or liked a brands page after seeing its advertisement

Particulars	Respondents	Percentage
Yes	44	88%
No	6	12%
Total	50	100%

*44% likes an brands pages through advertisement.

Table 14: Factors influences your decision to buy a product on social media the most

Particulars	Respondents	Percentage
Product reviews	37	74%
Discounts/ offers	10	20%
Influencer recommendations	3	6%
Visual appeal	-	-
Total	50	100%

*products reviews are trusted by 74% of respondents who decides to purchase.

Hypothesis

- Association between age and preference of shopping online and offline

Null hypothesis: there is no relationship between age and preference of shopping online or Offline

Alternative hypothesis: there is a relationship between age and preference of shopping online or offline

The chi-square statistic is 13.6077. The p-value is .000225. Significant at $p < .01$.

The chi-square statistic with Yates correction is 11.9307. The p-value is .000552. Significant at $p < .01$.

- Association between gender and preference of shopping online or offline

Null hypothesis there is no relationship between genders add preference of shopping online or Offline.

Alternative hypothesis there is a relationship between gender and preference of shopping Online or offline.

- Association between preference of shopping online or offline and number of times visiting the Favourite brands social media profile

Null hypothesis: there is a relationship between preference of shopping online or offline and Number of times visiting favourite branch social media profile.

Alternative hypothesis there is no relationship between preference of shopping online or Offline with number of times visiting their favourite brands social media profile for content.

The chi-square statistic is 0.0265. The p-value is .870654. Not significant at $p < .01$.

Findings

- According to the response from the Questionnaire reveals Majority 85.3% of respondents are from age group 16-25.
- Majority 59.8% of respondents prefer offline shopping Majority 78.8% of respondents are active On Instagram.
- Majority 70.4% of respondents purchasing decisions is influenced by YouTube.
- Majority upto 66.7% of respondents are accepting that “may be Social media marketing Advertisements influence my purchase.
- Majority 41.2% of respondents think that only 5-15% of Social media marketing advertisements are purchasing decisions.

- Majority 41.2% of respondents are also accepting that it’s neutral about the Social media marketing helping their Purchasing decision

Suggestions and Recommendations

- The study overall reveals both the positive and negative aspects of consumers on based of their experiences in social media marketing.
- Consumers experience in buying through social media marketing nowadays is positive as soul As the negative side is because of that fraudulent involved in some of the block post or social Media marketing platforms
- Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people
- Social media handles have a far reach with the younger generation as compared to elder Generation so this can push to a situation for the elder people to deny buying products from Online.
- Business nowadays widely welcoming marketing methods involving social media handles for Innovative advertisements are supportive but understandable for consumers and being Transparent is more important.

Conclusion

Social media can be a powerful tool for any organisational can increase your visibility.

Enhance relationships, establish two-way Communication with customers, and provide a forum for Feedback, unimproved awareness and reputation of the organisation. For these reasons,

Social media websites have become an important platform for organisations.

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