

IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR (WITH SPECIAL REFERENCE TO ETTIMADAI TALUK)

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ABSTRACT:

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can increase number the volume of sales. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behaviour among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer with special reference to Ettimadai taluk in Coimbatore district.

Keywords :Social Media Marketing, Online Buying Behaviour.

INTRODUCTION OF STUDY

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The analysis of consumer behaviour is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behaviour.

STATEMENT OF THE PROBLEM

Modern world is a word of technology. The traditional means of marketing has been widely replaced with social media marketing, due to increased technology, better customer satisfaction, increased brand recognition, real time-feedback, low cost and innovation.so researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that area for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behaviour. Ettimadi is a big taluk lying under Coimbatore District of State of Tamil Nadu. The total population is more than thousand nearly. There are a big retail stores and many different shops are there in the various place of this area, and social media marketing is rising too rapidly day by day.

OBJECTIVE OF STUDY

1. To study the concept of social media..
2. To evaluate the various channels preferred by customers for buying decision over traditional channels.
3. To find out social media much preferred by customers.
4. To find out impact of social media on consumers buying behaviour with reference to Ettimadai taluk.

SCOPE OF THE STUDY

1. The Scope of this research is ultimately to understand many features, advantages of social media marketing.
2. Understand the behaviour of the consumer, factors affecting consumer behaviour.
3. Scope is concerned with the place of the research also, for that researcher has taken area in respect of Ettimadai taluk.

RESEARCH METHODOLOGY

METHOD OF DATA COLLECTION

The data collected for this study is

1. Primary data
2. Secondary data

PRIMARY DATA

The primary data are those which are collected as fresh for the first time and they happen to be original in character. To analyse the study the researcher has adopted structured questionnaire, which contained choice to the possible.

SECONDARY DATA

Secondary data means data are already available i.e. they refer data which have been already collected and analyzed by some one either published data or unpublished data. Secondary data for this study are collected through newspaper, journals, magazine like websites.

Sampling:

The simple random sampling technique has been chosen for the study

Sample Size:

The researcher is going to develop sample design, the researcher will be collecting the information from 90 customers.

Tools

Data analysing tools are Simple percentages, Chi-square and Rank Correlation.

SIMPLE PERCENTAGE: SAMPLE TECHNIQUE:

Percentage means out of hundred. It is often referred by symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

$$\text{Simple Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

CHI – SQUARE:

A chi – square(χ^2) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi- square must be random, raw, mutually exclusive, draw from independent variable and also large enough sample.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

LIMITATIONS OF THE STUDY

1. Random sampling has been used in the study and it has its own limitations. The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.
2. Due to lack of enough time and matter of monetary , researcher has taken only Limited area for the study that is Ettimadai taluk in Tamilnadu State of India.
3. The study is based on the opinion of respondent (questionnaire) and these can be bias.

REVIEW OF LITERATURE

1. Nick Hajli (2016)¹ Indicated in his paper that Social commerce could be a new technology in ecommerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention
2. SakkthivelAM et al., (2015)² In their analysis makes an attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer's shopping behavior through social media.
3. Marta Zembik (2014)³ In his study explains that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers.

ANALYSIS AND INTREPRETATION

Demographic profile of the respondents

Demographic		No.of respondents	Percentage(%)
Gender	Male	53	58.89
	Female	37	41.11
Education	High School	19	21.11
	Diploma	42	46.67
	Degree holder	17	18.88
	None of the Above	12	13.34
Age(in years)	Below 20	14	15.56
	21-30	37	41.11
	31-40	26	28.89
	Above 40	13	14.44
Monthly Income(in Rs)	Below 10,000	15	16.67
	10,001-20000	37	41.11
	20,001-30,000	25	27.78
	Above 30,000	13	14.44
No of Members in Family	2	5	5.56
	3	41	45.56
	4	32	35.56
	More than 5	12	13.33

Occupation	Self-Employed	20	22.22
	Government Employee	7	7.78
	Private Employee	49	54.44
	Others	14	15.56

Source: Primary Data

Table 1 clearly states that demographic profile of the sample respondents. Majority of respondents are male . The educational qualification of majority of respondents are Diploma qualification. Majority of respondents fall between the age group of 21- 30 years and majority of the respondents family monthly income fall be between Rs.10,001- Rs.20,000. There are three earning members in the family of Majority of the respondents. Majority of the respondents are working as a employee in private sector.

TABLE2

Source of information about various social networking sites

S.No.	Networking Sites	No of Respondents	Percentage
1	Facebook	25	27.78
2	Twitter	22	24.44
3	Linkedin	15	16.67
4	Others(specify)	28	31.11

Source: Primary Data

The table clearly shows that 31.11 % of the respondents are using facebook. 28.12% respondents are using twitter, 16.67 % of them are using linkedin and 24.11% of them are using other social media sites like their instagram, skype.

Chi-Square test

H0: There is no significant relationship between most preferred social media and making purchase decision.

H1: There is significant relationship between most preferred social media and making purchase decision

Chi-square value = 35.62

Table value = 7.81

Significant level = 5%

Result: Thus the χ^2 value is less than table value we reject the hypothesis. Therefore there is no relationship between family monthly income and making purchase decision in social media sites.

Source: primary data

FACTOR	I(80)	II(69)	III(61)	IV(55)	V(50)	VI(44)	VII(38)	VIII(30)	IX(19)	Total	Total Score	Mean Score	Rank
Interesting and Attractive Advertisement	14	14	12	732	14	12	5	5	5	90	7097	78.8	1
	1120	966	2268	1080	700	528	190	150	95				
Interactive advertisements	9	16	5	14	18	16	8	5	13	90	5204	57.8	2
	720	1104	305	770	900	704	304	150	247				
Informative Advertisement	8	18	11	17	14	9	3	6	4	90	4954	55.0	3
	640	1242	671	935	700	396	114	180	76				
Reliable Advertisement	5	14	16	8	19	10	7	6	5	90	4673	51.9	4
	400	966	976	440	950	440	266	180	95				
Ability to change views about the products	10	5	15	4	10	20	20	3	73	90	4667	51.8	5
	800	345	915	220	600	880	760	90	57				
Long lasting Effect	9	3	6	14	17	11	18	4	8	90	4353	48.3	6
	720	207	366	770	850	484	684	120	152				
Fast Spreading Advertisemnt	5	15	15	10	10	10	5	5	15	90	3965	44.05	7
	400	1035	915	550	500	440	190	150	285				
Reach to target Population	8	12	6	20	20	10	12	1	1	90	3931	43.6	8
	640	180	366	1100	1000	440	456	30	19				
Credibility	3	3	20	20	10	4	15	10	5	90	3858	42.8	9
	240	207	1120	1100	500	176	570	300	95				

RANK CORRELATION

The above table shows that Interesting and Attractive advertisement(mean 78.8) ranked as first

FINDINGS

The social networking has evolved as one of the important channel for the consumers to make the decisions on buying of the products. The study was carried out to test the impact of social media on the buying behaviour of the customer. The basic demographic distribution of the respondents:

- Majority (58.89%) of the respondents are male.
- Majority (46.67%) of the respondents are diploma students
- Majority (41.11%) of the respondents belong to the age group 21to 30 years
- Majority (48.9%) of the respondents are earning more than 30,000
- Majority (50%) of respondents are 2 members working in family 63 %
- Majority (54.44%) of the respondents are private employee
- Majority (31.11%) of the respondents are using Facebook very frequently

- Majority of (41.11%) of the respondents are strongly agree for the opinion
- Majority (1.1%) of the respondents are ranked first on its majority long lasting effect
- There is no significant relationship between most preferred social media and making purchase decision
- Majority (60%) of the respondents are not faced problem while watching advertisement
- There is no significant relationship between most preferred social media and making purchase decision(chi-square value is 35.62). Thus the χ^2 value is less than table value we reject the hypothesis
- Majority (78.8%) of the respondents ranked Interesting and Attractive advertisement as first

SUGGESTIONS:

1. There are various variables like education, occupation, income, gender, age and many more which affecting consumer behaviour and social media too.
2. There are different types social networking sites are there like facebook, twitter, linkedin, and others which affecting consumer behaviour.
3. There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.
4. The more use of social networking sites increases the persons involvement in decision making and which is very important

CONCLUSION

On daily basis humongous amount of photos are uploaded and downloaded in Facebook, more than one lakh tweets are sent, two and half million finding queries are created, around forty eight hours of video uploading and downloading too. Many goods and products are purchased and sold on various social media sites. Main parts of social media marketing are currently allows customers value goods, give various suggestion to find many friends and many more Except this, the use of Social media presents a valuable tool and technique too for firms within which a person who is happy by using of a goods might suggest that product to different capable customers.

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