

# AN IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO COIMBATORE CITY

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## **ABSTRACT:**

*Consumers use the technology now a days lots as laptop is used via many shoppers so use of on line marketing. Consumer buy selection is influenced by means of social media via crew communication. The internet platform is a new technique for creating the business. Social media modifies the conversation techniques between marketers and buyers. E commerce influences the purchaser in their buy decision. Communication via social media is a new platform to alternate statistics about product and services. The evaluation of customer conduct is the core recreation for promoting product and provider on account that most buyers are the use of the web and online social media tools.*

**Keywords:** *Social Media, Behaviour, Marketing, Consumers, Etc.,*

## **INTRODUCTION:**

The term Social Media and their definitions

An on-line medium powered through the internet for social communication.

- A two-way conversation medium.
- A medium that trade facts and approves creation.
- A medium that is supported by means of net technology services.
- Are platforms like Twitter, Facebook, Instagram, You Tube, etc.

Our society is a learn about in diversity. Segmenting goal target market on the foundation of such similarities makes it feasible for entrepreneurs to format advertising techniques with which customers will identify. The study of consumer behaviour enables marketers to predict behaviour in the market place, it also promotes understanding of the role that consumption. Integral part of strategic market planning is Consumer behaviour.

In the ultimate 5 years, social media develop with leaps and bounds and turn out to be an vital platform for communication amongst people. The social media equipment additionally superior due to technological improvement. Social websites are enticing in non-stop research to improve communication techniques in social media sites. Many web sites are supplying a variety of equipment to promote and sell products to the customers, however social media grant no longer solely promoting equipment however additionally affords equipment to network the people. A presently social media community will become the essential advertising device for companies.

## **Objectives of the study:**

- To study the concept of social media which evaluate the various channels preferred by consumers for buying decision over traditional channels.
- To analyse the impact of social media on consumer buying behavior.

- To find out which is the best social media preferred by customers.
- To identify and analyze the factors determining changes in the consumer behavior.

### Statement of Problem:

Research has making an attempt to see that now social media advertising is altering the state of affairs and taking region of typical channels of marketing. Not only younger era however old age consumers, working women, homemakers female those who are working in quite a number agency like Banks, Private companies and many greater industries have proven their activity in social marketing. In present day world, is the world of science the place social media advertising and marketing is rising too rapidly. Study exhibit that many buyers are transferring from normal way to contemporary way of buying the items and offerings too. We have viewed that social web sites are rising day through like Flipkart, Amazon and many more. To find out how social media has changing the thinking and way of many consumers who are living in that district for that research has collected much information about that and trying to find out in part of social media marketing on consumer buying behavior.

### Review of Literature:

**Ramsunder (2011)** In their study says that shoppers' selections are influenced closely with the aid of on line brands. Opinion of customers will have an effect on one another. This kind of opinion by means of different shoppers impacts the repurchases. So, Consumers are transferring to Internet to get greater statistics for their shopping for decision.

**RaghuramIyengar et al., (2012)** Investigated in Korea, how buddies have an effect on purchasing via Social Network. Their find out about listen on two vital questions, the first query is "Is there any affect by using buddies on purchases via buyers in social media network". To improve the analysis, pattern records have been taken from social networking internet site Cyworld. Sample records of 208 customers of Cyworld for ten weeks of buy and non-purchase statistics was once collected. The researchers construct a mannequin on the selection of shopping for and nonbuying and additionally with the quantity spent. Markov chain Monte Carlo method and Bayesian strategy is used to estimate the model. The outcomes indicated that there are three exclusive classes of shoppers with unique shopping for behavior.

**Dehghani et al., (2013)** Their find out about analyses the expertise inheritance on customer's motion and popularity of brand. Knowledge inheritance on the social media take place as soon as a man or woman observes conduct of others and make a comparable choice that other humans have already made. The know-how cascade are regularly used for one amongst two results on shoppers, Knowledge cascading motives the manufacturer to show up excessive or low in Customer Intention on buying and moreover can also have an impact on customers have confidence on company. The learn about targets at clients who have have faith on company image. These type of clients are influenced by using choice taken via others.

**TeenaBagga et al., (2013)** The find out about analyses the internal and outer elements of consumer's on line shopping for behavior. A structured shape was once used and a survey used to be carried out with two hundred samples. Questionnaires had been despatched thru the mail and additionally posted thru on line net pages and had been answered by means of the respondents themselves. The statistical evaluation located seven essential elements that govern the consumer's shopping for behavior. These seven elements were: would like for Social Communication, internet site Attributes, online Advertising, Recreation, Convenience, privateness troubles and information Search.

### Research Methodology

The following methodology is adopted in the study with a view to carry out a systematic detailed research on the current research problem.

## Research Design

The present study is both explanatory and analytical. The explanatory portion covers the review of literature, while analytical part cover the classification of respondents on some select basis and measuring the determinants of consumer behaviour. It adopted simple tools of mathematics and statistics as tools for data analysis

## Source of Data

In this study, involves collection of primary data. The primary data for the study were collected through questionnaire of the respondents during the purchase period.

## Sample Size and Sampling Method

Sample size taken in this study is 150. The sampling method adopted is convenience sampling.

## Data Analysis

Data were analyzed by using the following statistical tools. To test the significance of the data it is analyzed by percentage analysis, Chi-Square, Anova.

## Limitations of the Study

- The study does not cover the technical aspects of the social media.
- The scope of the study is limited to the current trend in social media and conducted during the current year only.
- The findings of the study are based on the facts and figures available with the respondent consumer of urban and semi-urban sectors.
- This is not an exhausted study, only partial; further research on this can fill-up the gaps.

## Data Analysis:

**Table 1: SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS**

Socio-economic Variables- Descriptive		Number of respondents	Percentage
<b>Gender</b>	Male	48	32%
	Female	95	63%
	Transgender	7	5%
<b>Age</b>	Below 18	5	3%
	18 to25	27	18%
	25 to 35	6	4%
	Above 35	112	75%
<b>Educational Qualification</b>	Higher Secondary	45	30%
	Graduate	56	37%
	Post Graduate	28	19%
	Professional	13	9%
	Agriculturist	8	5%
<b>Occupation</b>	Student	6	4%
	Employee	102	68%
	Others (Housewife)	31	21%
	Self employee	11	7%
<b>Annual Income</b>	Upto 50,000	35	23%
	50,000 to 2,00,000	43	29%
	2,00,000 to 5,00,000	57	38%

	Above 5,00,000	15	10%
<b>Purpose of Purchase</b>	Marketing	23	15%
	Occasion	67	45%
	Gift	41	27%
	Offers	19	13%

**RELATIONSHIP BETWEEN FREQUENCY OF PURCHASES AND INFLUENCED SOCIAL NETWORKING SITE BY THE RESPONDENTS**

The classification of the respondents on the basis of the frequency of purchases is given in table 2 and Chi-square test is applied to find out the association between the frequency of purchases and jewels preferred by the respondents.

**TABLE 2 FREQUENCY OF PURCHASE AND INFLUENCED SOCIAL NETWORKING SITE BY THE RESPONDENTS**

<b>INFLUENCED SOCIAL MEDIA</b>	<b>Frequency</b>					<b>Total</b>
	<b>Once in 3 months</b>	<b>Once in 6 months</b>	<b>Once in a year</b>	<b>Only in occasions</b>	<b>Rarely</b>	
Facebook	10 (7.2)	10 (24.84)	10 (11.96)	30 (15.2)	10 (10.8)	<b>70</b>
Twitter	0 (2.4)	10 (8.28)	0 (7.32)	20 (8.4)	0 (3.6)	<b>30</b>
You Tube	0 (2.4)	10 (8.28)	0 (7.32)	0 (8.4)	10 (3.6)	<b>20</b>
Instagram	0 (1.6)	0 (5.52)	20 (4.88)	0 (5.6)	0 (2.4)	<b>20</b>
Others(Whatsapp Etc)	0 (1.6)	9 (5.52)	1 (4.88)	0 (5.6)	0 (2.4)	<b>10</b>
<b>Total</b>	<b>10</b>	<b>39</b>	<b>31</b>	<b>50</b>	<b>20</b>	<b>150</b>

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

**RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Table 3 depicts the relationship between the level of satisfaction and the educational qualification of the respondents with their mean value and standard deviation.

**TABLE 3**

<b>Educational Qualification</b>	<b>Mean</b>	<b>N</b>	<b>Standard Deviation</b>
HSC	26.6122	45	3.81235
Graduate	22.8384	56	4.33003
Post Graduate	25.3585	28	2.30463
Professional	23.2333	13	1.67504
Agriculturist	24.8421	8	3.07794
<b>Total</b>	<b>24.3120</b>	<b>150</b>	<b>3.82113</b>

**Findings of the study:**

**1. Socio –Economic Variables of the Patients- Percentage analysis:**

Table 1 displays the socio economic profile of the respondents. It was found that, most of the respondents were female and they all belong to the age group of above 35 who were housewives with graduation. Most of the respondents were students and their family income were between 2,00,000 to 5,00,000 and their purpose of buying is Occasion or a function.



## 2. Chi-Square

**Null hypothesis:** The association between the frequency of purchases and influenced social networking site by the respondents is not significant.

As the calculated Chi-square value (224.05) is greater than the table value (36.415) at 5% level of significance for 24 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the frequency of purchases and influenced social networking site by the respondents is significant.

## 3. ANOVA:

**Null hypothesis:** There is no significant difference between the educational qualification of the respondents and their level of satisfaction towards jewels purchased through social media marketing.

The ANOVA result shows that at 5% level of significance, with the 'significant value of .000' there is significant difference between the educational qualification of the respondents and their level of satisfaction towards jewels purchased through social media marketing and hence, the hypothesis is rejected.

## Conclusion:

Modern marketing is consumer oriented. If a manufacturer does not understand his customer, does not identify his needs, does not identify his expectation from the product and fails to keep him satisfied, he cannot be successful in the market. Above, the behaviour of consumer toward any particular product can be understood with its price, quality, performance and other aspects. Comparison of Social networking channels as whole and tradition marketing channels as whole results in favor of social networking channels as respondents significantly preferred social networking channels than tradition marketing channels. The independent channel comparison reveals that some of the social networking channels are even not preferred and some of the traditional marketing channels are preferred. Like Online Marketing, Facebook, Twitter and E-Mail are preferred significantly by the customers when compared with tradition marketing channels but traditional channels like Television, Newspaper and Text messages are also preferred by most of the customers. So social networking channels are appreciated but not at the cost of the traditional marketing channels Television, Newspaper and Text messages. However, the above study is not an exhaustive one, but only partial, and has more scope for further research to seal the gap in this research.

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