



A STUDY ON IMPACT OF SOCIAL MEDIA ON INFLUENCES OF CONSUMER PURCHASING DECISION IN PERAMBALUR TOWN

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Abstract

This abstract, likely for a study on social media's impact on consumer purchasing decisions in Perambalur town, would investigate how social media platforms influence consumers' buying behaviors and decisions in that specific location. The research would explore various aspects of social media usage, including how consumers discover products, gather information, engage with reviews and recommendations, and ultimately make purchasing choices. The study would likely aim to understand the extent to which social media influences different stages of the consumer decision-making process, from initial awareness to post-purchase evaluation. HAPTER-I

INTRODUCTION

Social media marketing is a term that has been common for quite a while. The Oxford dictionary characterizes the term as “sites and applications that empower clients to make and offer content or to take an interest in social system administration”. Social media marketing is an attentive piece of the new age society. The best way to define social media marketing will be to separate it from newspapers and the audio-visual medium of television or radio.

It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system

administration, social bookmarking, social 'duration' and wikis are among the distinctive social media marketing.

Social media marketing has been advancing rapidly, offering new and significant approaches to individuals around the globe. Presently, social media marketing is developing into an indispensable part of our daily lives. The social system administration is presently a genuine worldwide sensation. The main social system administration website on the web was Geocities, propelling its site in 1994. Its aim was to permit clients to make their own particular sites, isolating them into "urban communities" focused around the site's substance. Nineteen years before had come Theglobe.com, offering clients the capability to collaborate with individuals having the same diversions and distribute their particular substance.

During the first few months, the social system administration site registered three million clients. Friendster served as the starting point for the broadly prevalent MySpace, which cloned Friendster and was dispatched after only ten days of coding. In the accompanying season, other social system administration sites like Classmates.com, Linked in and Tribe.net began to pop up, together with the most prevalent social system administration site in web history.

Facebook.com aimed at associate U.S. school understudies, beginning with Harvard College. In its first month, over 50 percentage of the 19,500 understudies joined it. In the wake of picking up prominence, Facebook opened its enlistment to non-school understudies. And after four years in 2008, Facebook outdid MySpace as the leading social system administration site. Social system administration has made tons of progress since 1978, and we will witness its advancement for a considerable length of time to come, perpetually changing the way individuals interface with each other.

There are sites which don't offer all the data one requires, yet they connect with consumer while providing consumer that data. This communication might be straightforward. Like urge consumer to comment or provide consumer an occasion to cast your vote on an article, or it could be recommending to consumer motion pictures on the basis of evaluations by other individuals.

The mainstream or conventional media takes consumer one way road where in one can go through a newspaper or can view a report on TV. However, it restricts the capacity to share your introspection on the matter with others.

Therefore, social media marketing is a two-way road of communication. Social media marketing indicates collaboration among individuals where they edify, make or trade data and plans as virtual groups. Andreas Kaplan and Michael Heinlein describe social media marketing as "accord of web-built apps that create an ideology based on the foundation of mechanics of Web 2.0, and allowing the formation and trade in client created substance."

In addition, social media marketing relies on versatile and online advances to make exceedingly intelligent stages by which people and groups can offer, talk about, and modify substance produced by the clients. There are various contrasts between social media marketing "Social media marketing comprises different client driven (inbound advertising) channels (e.g., Facebook, Twitter, sites, YouTube). These channels speak for a stark distinction from the publicist driven (outbound promoting) push model.

As the main holder of the client relationship in the firm, the advertising division is in charge of dealing with these social media marketing channels. Albeit, some may contend that the client relationship is "everyone's". It joins the genuine coarseness of continuous substance with the magnificence of bona fide distributed correspondence. "Social media marketing has three signs: First, Evolution, Second, Revolution and then Contribution. In the first place, it is an advancement of how we impart, supplanting email as a rule."

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One way to define social media marketing is to break it down. Media is an instrument of communication, for example a newspaper or a radio. Social media marketing can therefore be explained as being a social instrument of communication. In simpler terms, if traditional media (i.e. television) is a one way communication tool giving messages to consumers, social media marketing can be viewed as a two way communication tool enabling consumers to communicate back (Nations, 2001). Social media marketing covers a wide range of online activities like collaborative projects, blogs, content communities, social networking sites, virtual game worlds and virtual social worlds.

Social media marketing is the newest form of Web based applications in which content is created by participatory communication where users create and share information. The era of social media marketing started more than 20 years ago with the creation of the open diary which was an early social networking site that brought online diary writers into one community. The growing accessibility of high-speed Internet advanced the popularity of the concept leading to the creation of social networking sites such as Facebook in 2004 which popularized the term social media marketing and made it widely recognized (Taylor, et al., 2011).

STATEMENT OF THE PROBLEM

This study conduct the contemporary activity of live life line behavior of social media marketing with special attitude “A study on impact of social media on consumer buying behaviour in Perambalur Town”

This study has the problem of conducted study activity with selection of saturation things could be controversial attitude of young agers with special behaviors

SCOPE OF THE STUDY

Social media marketing helps for consumers as well as companies for online purchases.

A Company effectively uses social media marketing to connect not only with existing customers but also with prospective customers and promote their offers.

The roles of social media marketing in industries are secure and more reliable.

Socio activity consist the contribution sections in the way of behavior.

IMPORTANCE OF SOCIAL MEDIA MARKETING

Social media marketing introduces a unique aspect for online company, can be use as a marketing strategy where once marketers verbalized, they becomes creators and distributors of their said brands messages.

It provides chance for companies to build valuable relationships with their consumers and improve brand loyalty among the customers community by engaging in meaningful dialogue. Social Media websites helps to generate interest in the online brands and also helps to build trust in the company.

It is a brand building exercise which goes a long way. Social Media Marketing can help marketers to reach to the relevant target audience to avoid clutter, it gives an opportunity to discover markets feelings and experiences about product which gives a competitive advantage.

OBJECTIVES OF THE STUDY:

To study the factors that influence social media marketing.

To identify the demographics of people using social media marketing.

To study the factors which influence the customers to go for online shopping.

To identify the demographics of people using online marketing.

To study the impact of social media marketing on building relationship and creating loyalty among customers.

To study the impact of after sale services with respect to online marketing.

To study the satisfaction levels of consumers with respect to online marketing.

To study the impact of social media marketing on online purchases.

RESEARCH METHODOLOGY

Based on the outcome of this research, the company executives will be in a position to take better decisions. The study involves the collection of data from individuals and it would narrate the attitudes the individuals of factors affecting job satisfaction. The descriptive research method has been followed to conduct the research study. The descriptive research study is useful to describe the particular characteristics of individuals of or a group. The descriptive research design includes surveys and fact finding inquiries.

SAMPLE DESIGN

The sample design used simple random sampling. The total population of this survey conduct with 100 respondents.

LIMITATIONS OF THE STUDY

In this topic covered Perambalur town Demographic area restriction.

Mostly respondents are not willing to share the information about social media marketing, unavailable of relevant data.

Data analysed and structural cumulative structural data

Project duration consist have the trail Time restriction. Abnormality of Field behavior persist in this topic.

CHAPTER SCHEME

Chapter I

The first chapter deals with Introduction, Statements of the problem, Objective of the study, Period of the study, Limitation of the study, Scope of the study and Research Method.

Chapter II

The second chapter deals with Review of Literature.

Chapter III

The third chapter deals with Profile of Perambalur District and Profile of the Social media marketing activities In Perambalur.

Chapter IV

The fourth chapter deals with analysis the market effectiveness of Social media marketing in Perambalur.

Chapter V

The fifth and final chapter reviewed the findings, Suggestions and conclusion.

CHAPTER-II

REVIEW OF LITERATURE

Ateş Bayazıt Hayta (2024) studied that social media marketing is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media marketing to a great extent. Also studied social media marketing which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media marketing networks on purchasing behaviors of consumers.

Priyanka P. (2024) studied that social media marketing can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

R.A.Gbadeyan (2023) study examined that there are opportunities for businesses in the market; businesses can grow with the help of social media marketing. Uses of Unexplored that organization can do direct marketing for online social network there are people who spend more time on SNS. Study also finds the reasons for people were using social networking sites due to safety concerned reason, technically inexperience due to lack of confidence in using internet, intellectual rejecters who feel waste of time.

Russell S. Winer (2023) described the different kinds of new media which was used by companies to engage customers that is social networking sites like Facebook, MySpace, Second Life, and Consumer Tube etc have generated perhaps the most publicity and also describe challenges that these media were present from the perspectives of the marketing manager where Marketers have been cautious in using this new medium because of the risk that members of a community will become offended from an over-commercialization of the site. Study also shows that the growth of these sites has led to the notion. Importance of Web 2.0 era where user generated content and discussions can create powerful communities that facilitate the interactions of people with common interests.

Mehmood Rehmani (2023) studied because of social media marketing it was easier for ecommerce marketers to communicate directly with their target audiences. This is due to people can take complete information of product also make comparison with different brands which results to buying of product as per choice which leads to brand commitment. Study explored due to increasing number of mobile phone users and internet users, people tend to get influence for purchasing of products. The study intends to explore the impact of social media marketing on purchase intention of mobile phone customers in Pakistan.

Tesfaye Nekatibeb (2022), Studied social media marketing provides benefits of long-term engagement between brands and consumers also provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media it can be considered as the communication tool of modern era.

Priti S.etal (2022) studied the effectiveness of placing brand communication on social networking sites which shows that there is effect of online comments and reviews of products/brands on the buying behavior of consumers. Study revealed that people do come across various advertisements on social networking sites also prefer to go through the online comments and reviews regarding the brand/products before buying the products for them brand communication on social networking sites plays important role to influence buying behaviour of the customers.

Amrita Pani & Mahesh Sharma (2022)study revealed that Social networking sites like MySpace, Rout & Facebook were widely used. To get influenced by Gen-next consumers in India, there should be changes in their brand choices, shopping behavior and lifestyle pattern which resulting through their social media marketing. Marketer should implement well designed marketing campaign for penetrating new media segment.

Roland Rust, Christine Moorman & Gaurav Bhalla, (2021) explored that companies uses powerful technologies such as social media marketing for understanding and interacting with customers as a medium. The change in shift from the firms focused that was from profitability of products to profitability for customer this can be measured by metrics of customer lifetime value and customer equity.

Sisira Neti (2021)study overviewed on social media marketing marketing in India. It discussed about strategies of social media marketing and their role and relevance in the growth and benefits aspects of the marketers. The explosion of social media marketing phenomenon recognized by global companies which was utilized potential platform for marketing with new power of advertising campaigns by using social media marketing. The key findings of study was blogging have a very positive impact on companies branding & growth.

Brian Cugelman, MA (2021) study assessed the usefulness of online interventions which are suitable for applications of social marketing. The study presents through model which integrate behavioral change and psychological principles which were used to design interventions of online behavioral change. The study used meta-analytical techniques to assess the impact of these interventions which are targeting to voluntary behaviours.

Alina-Daniela Mihalcea et.al., (2021) studied that extensive use of SNS such asFacebook, Twitter and LinkedIn has laid the possibility of using new platforms in order to generate more business revenue. It was demonstrated that social networking becomes profitable for companies in terms of brand exposure, brand awareness and actual sales. Study explored the social media marketing characteristics and their impact on business also provides guidelines for companies to decide about implementation of Social Networking Sites(SNS) in three aspects like: Product development, marketing communication and recruiting. Key findings of the research is in case of product development companies can monitor Social Networking Sites to obtain data for their products/services and can talk to consumer through content to build new, improved offers that better resonate with the buyers.For marketing communication demographic and behavioral data provided for creating targeted messages, but company should consider the negative online word of mouth dispersion possibilities and create strategies accordingly. While recruiting, offers for employers a better understanding of their potential candidates, Professional profiles on LinkedIn or adding personal information from Facebook or Twitter accounts.

N. Ratna Kishore etal (2021), studied an article on ‘social change’ from ‘Journal of Marketing’ has been extensively used to promote healthy behaviour among the people. Study focused on influencing behaviour which improve health, prevent injuries, protect the environment and contribute to communities. More emphasized on principles and practices of social marketing. There are five stages of social networking process planning, message and material development, pretesting, implementation and evaluation and feedback. Social marketing applies to social and health sectors with an objective of improve society by designing and implementing social marketing campaigns.

Monika Sharma (2020), ‘The study reviewed trends in social networking and future trends of social networking. The new computer user generation were engrossed in social networking for getting information,

ideas, support, products, creativity, socializing and having fun with friends, as this hype around social networking continued with the companies which are evolving their business models around social activities on websites and on social media marketing. Study concluded that social networking has great potential for companies to engage the Indian user and increase connectivity and build their brands rather than just bombarding users with information.

Bernadette D'silva, Roshni Bhuptani & Sweta Memon (2020) focused on social media marketing marketing influences on brand choice. Social media marketing sites helps to create interest in the product and building trust about the company which was brand building exercise which avoids clutter and reached to target audience. The objective of the study was to know usage pattern for SNS among consumerth in the city of Mumbai for assessing influence of buying behavior of consumers. This study explored the preference for SNS from consumerng generations.

Ramesh Sardar (2020), studied that social networking sites drive new forms of social interaction, dialogue, exchange and collaboration with personal and professional boundaries. It helps users to exchange ideas, participate in events, posts or updates and comments and go viral. The research explored impact of factors like age, gender, educational qualification on social networking sites. Study suggested that social media marketing users were determining how and which information should be shared over the internet by posting news, views, pictures, video and presentation which they shared among friends, family and communities as professional and personal social media marketing activities will be treated as one.

Brittany A. Hackworth, Michelle B, Kunz (2020)study suggested strategies for marketing of health care industries, successful implementation of uses of social media marketing application will leads to growth in health care. Taking into consideration application of current and popular SNS will benefits to health care industry patience. Study concluded that social networks has a great influence in health industry especially issues which was faced by patients can be resolved by providing right information through right source.

Kyle Hensel etal., (2020) studied that benefits and disadvantages of uses of social media marketing. The traditional marketing model was being challenged and were continually evolving in ways of communicating, generating leads, and increase awareness has been implemented. Study suggested that strategies of social media marketing must be used to check the importance of online businesses in market this will help the marketers to check and to take precautions about degrading the brand value in market through negative publicity by client.

Kenneth J. Lacho etal., (2019), study focused on the benefits of small businesses on social networking sites. Study suggested strategies for small business owners to be online with a reason to their customers, also discussed the importance of Facebook and LinkedIn in businesses to target marketing efforts to specific group and allowed business to promote available positions and openings in market.

Patrick R. Geho etal., (2019) study analyzed internet examine the uses of Twitter as marketing efforts to hit the thousands of crowd. Study explains the importance of this marketing tool for small businesses with benefits. Also covered the difficulty faced by small businesses for justifying as a time investment. Study suggested that effective uses of networking sites with managing their time in business gives that offer the most returns from networks.

Iris Mohr (2019) study was analyzed the social media marketing marketing impact on fashion industry focusing on New York Fashion Week. It was analyzed that uses of social media marketing has important role in fashion and luxury market which will helpful for up scaling the segment.

CHAPTER – III

INDUSTRY PROFILE

Social media marketing makes use of social media marketing sites to raise visibility on the Internet and to promote products and services. Social media marketing sites are useful for building social (and business) networks, and for exchanging ideas and knowledge. Social media marketing networking is part of a trend known as Web 2.0, which refers to changes in the way users and software developers use the Web. It is a

more collaborative use of the Web that enhances creativity and knowledge exchange. It is a more interactive and user-driven way to help users participate and collaborate over the Web through open applications and services. It is critical, therefore, that content is accessible to the user; the user should be able to create, share, remix, and repurpose content. Technologies that are accessible and affordable like Ajax (a method of building interactive applications for the Web that processes user requests immediately) and RSS (Really Simple Syndication) support Web 2.0 principles such as “user empowerment.” Social media marketing uses podcasts, wikis, blogs, folks anomies, online videos, photo sharing, news sharing, message boards, and posts on social networking sites to reach a large or targeted audience.

Researcher can reach a large number of people in a more spontaneous way without paying large advertising fees.

The use of blogs and social and business networking sites can increase traffic to your website from other social media marketing websites. This in turn may increase your Page Rank, resulting in increased traffic from leading search engines.

Social media marketing complements other marketing strategies such as a paid advertising campaign.

Consumer can build credibility by participating in relevant forums and responding to questions.

Social media marketing sites have information such as user profile data, which can be used to target a specific set of users for advertising. Given these key benefits, it appears that there are few downsides to social media marketing. However, in addition to the caution highlighted earlier regarding web security, one of the key limitations of this type of marketing technique is that it takes time to participate on social media marketing sites.

Contribute, collaborate, inform, educate but do not sell. Social media marketing is different from paid advertising. Rather than taking a sales approach (i.e. directly promoting your product), instead consider how consumer can help and inform your target audience. For example, try to deliver useful and credible information that will help build your reputation and customer relationships.

Create high quality content. Whether consumer are part of a social networking site, have established your own blog, or are contributing to a blog, consumer need to develop interesting and high quality content. What information will your target audience find helpful? Start with Small Steps and Build on Your Success.

Consumer can get a feel for how social media marketing sites work by commenting on other blogs, or setting up your own blog. If consumer have a service based small business consumer can try “Yahoo! Answers”.

This website provides a way for consumer to share your knowledge with people who are looking for that specific information. Leave your name and URL when consumer comment on other blogs. This will help drive traffic to your website, particularly if consumer have provided useful or interesting information. Consider video and/or photo sharing. If consumer are handy with a video camera consumer may want to consider “how to” videos or tours of your business. These videos can be shared on appropriate social media marketing websites (e.g. Youtube). Consumer can also take photos of your products and share these photos with people who are interested (using for example, Flickr). A word of caution though – avoid aggressive or invasive sales tactics on these websites.

Join online groups or mailing lists that are related to the products and services consumer offer. Connect with these groups and offer information and assistance.

Understand how social media marketing websites work. These sites are all about connecting and collaboration. Adopt a collaborative, helpful approach and be an active contributor. These sites generally have rules against aggressive sales tactics.

A blog is a website (maintained by an individual or organization) where people post entries of commentary, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order.

Typically, blogs provide comments or opinions on particular topics or themes. It is easy to set up your own blog. Websites such as www.Wordpress.com and www.Blogger.com all provide consumer with easy set up services and options for laconsumert and management of your blog.

Consumer can also create a blog or a page on an online networking site. The following table provides a set of tips for using your own blog to promote your business.

Most commonly, web syndication refers to making web feeds available to other websites, using “web feed” programs, such as RSS (Really Simple Syndication) and Atom, which provide the means to deliver content over the web. Web feed programs can check the content for changes and updates in order to provide users with a summary of the website’s recently added content (e.g. updates, latest news, most recent blog or forum posts).

Benefits and Limitations of Syndication

Some of the benefits of using web feeds for syndication include:

It is a low cost and efficient way to deliver your content to users or customers, and partners.

Quick content indexing.

Increased traffic to your postings and knowledge.

Your creativity content is published on other websites.

Increased socio value.

A potential limitation of syndication is that content authors can lose control over how their content is presented.

Leveraging Social and Business Networking Sites Social networking sites provide a means of sharing information, and maintaining and establishing contacts and connections. Social networks connect people at low cost; this can be beneficial for small businesses looking to expand their contacts and customer reach and increase their online presence and visibility.

Most social networking sites do not charge fees for membership. However, many of these sites do sell direct advertising space. Interaction and information sharing are key features of these sites. Do not use blatant or aggressive marketing techniques. Do not spam – do not send messages in bulk. Communicate to individual users.

Create a profile about yourself and your products or services in an unobtrusive way. Include links to your website. Make your profile keyword rich with keywords from your topic. Remember consumer need to use a soft sell approach.

Your signature should include your name, website URL, tagline or short mission statement, and other contact information.

Find quality connections. Think about your target audience and the types of people consumer want to connect with. Social networking sites often allow consumer to search for connections by age, gender, geographic location, interests and so on. When consumer find a new connection, look for additional connections in his or her network.

Once consumer have found potential connections ask them to become part of your network. Consumer can do this by: sending a friend-request, posting relevant and interesting comments on their pages, returning comments on your page with relevant ones on the commenter’s page, and when contacting someone, sending a private message and leaving a comment on her or his page.

Make sure other possible connections can find consumer. Make your page appealing.

Update the content on your page regularly.

Set time aside to respond to other people's comments.

Social bookmarking refers to saving web links to websites that consumer want to remember. Consumer can save these bookmarks for yourself or share them with others. There are specific social bookmarking websites where users bookmark many sites and then tag them with many descriptive words. This allows other people to search by those terms to find those pages. Most social bookmark sites encourage users to organize their bookmarks with informal tags. These sites usually include information about the number of users who have bookmarked certain websites. The sites also typically offer web feeds for their lists of bookmarks. If consumer subscribe to this feed consumer are updated as to new bookmarks.

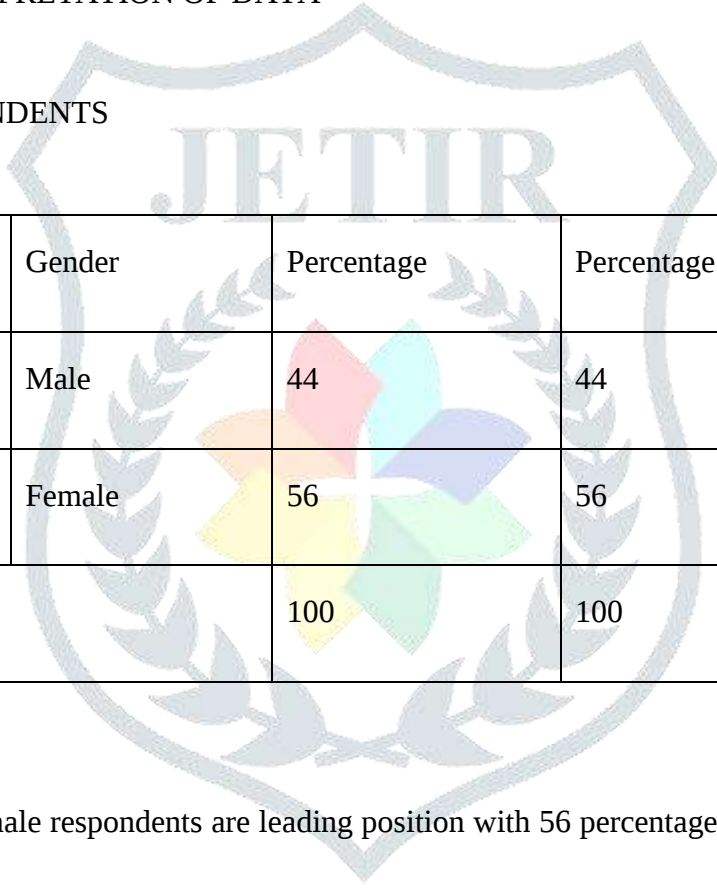
In terms of its potential for marketing, the more often a web page is submitted and tagged, the more traffic that website will likely receive. People are more likely to visit a website that has been saved as a bookmark by others.

CHAPTER – IV

ANALYSIS AND INTERPRETATION OF DATA

Table 4.1

GENDER WISE RESPONDENTS



Sl.no	Gender	Percentage	Percentage
1	Male	44	44
2	Female	56	56
Total		100	100

Source: Primary Data

Interpretation

The above data shows female respondents are leading position with 56 percentage and rest of the percentage male with 44 percentage.

CHART 4.1

GENDER WISE RESPONDENTS

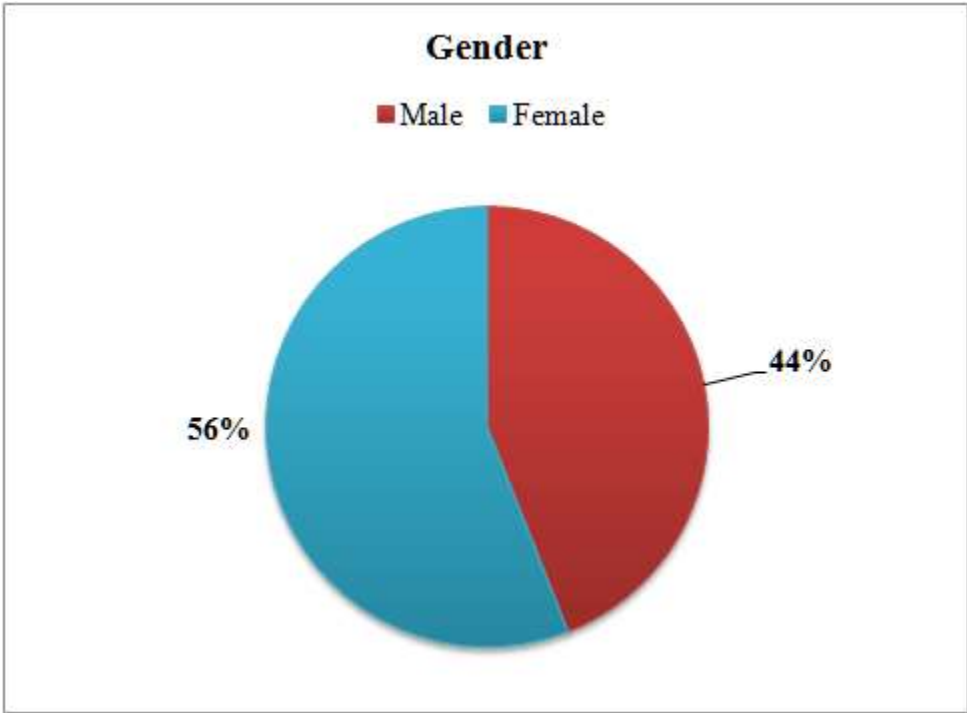


Table 4.2

AGE WISE RESPONDENTS

SL.NO	AGE	RESPONDENTS	PERCENTAGE
1	Upto 25 years	42	42
2	26 to 35 years	26	26
3	36 to 45 years	20	20
4	more than 45 years	12	12
Total		100	100

Source: Primary Data

Interpretation

The above data shows Upto 25 years respondents are shows leading position with 42 percentage, the second position 26 to 35 years respondents with 26 Percentage. The third position captured by 36 to 45 years with 20 percentage also final value is more than 45 years with 12 Percentage.

CHART 4.2

AGE WISE RESPONDENTS

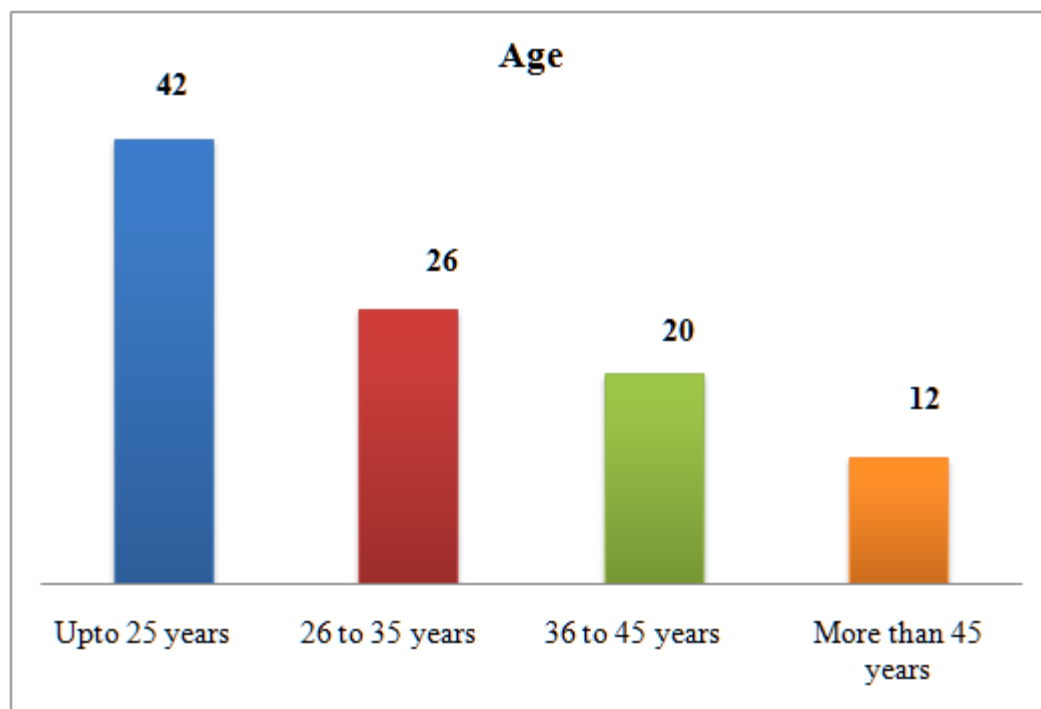


Table 4.3

EDUCATIONAL QUALIFICATION WISE RESPONDENTS

Sl.no	Educational qualification	Respondents	Percentage
1	Schoolings	36	36
2	Under Graduate	30	30
3	Post Graduate	24	24
4	Others	10	10
Total		100	100

Source: Primary Data

Interpretation

The above data shows Schoolings respondents are shows leading position with 36 percentage, the second position Under Graduate respondents with 30 Percentage. The third position captured by Post Graduate with 24 percentage also final value is Others with 10 Percentage

CHART 4.3

EDUCATIONAL QUALIFICATION WISE RESPONDENTS

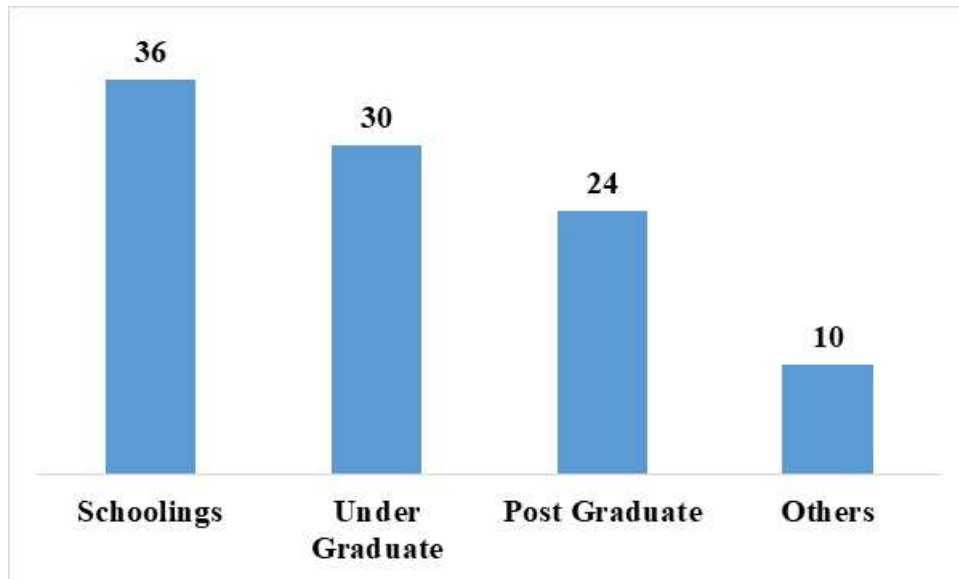


Table 4.4

OCCUPATION WISE RESPONDENTS

SL.NO	OCCUPATION	RESPONDENTS	PERCENTAGE
1	Government	34	34
2	Private	26	26
3	Business	24	24
4	Others	16	16
Total		100	100

Source: Primary Data

Interpretation

The above data shows Government respondents are shows leading position with 34 percentage, the second position Private respondents with 26 Percentage. The third position captured by Business with 24 percentage also final value is Others with 16 Percentage.

CHART 4.4

OCCUPATION WISE RESPONDENTS

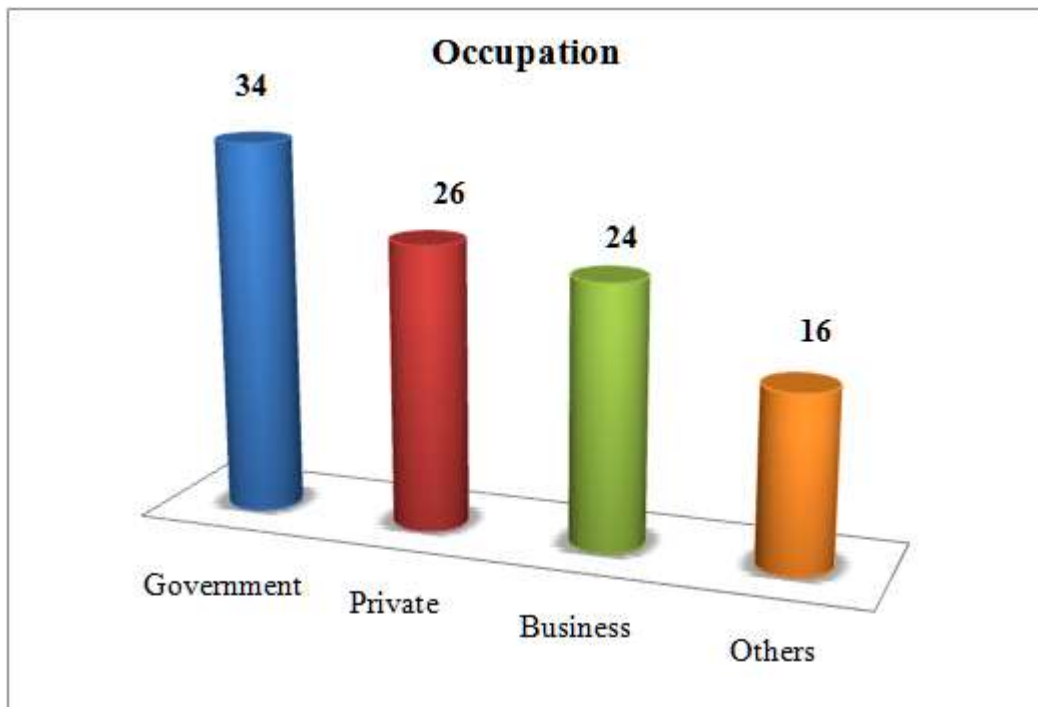


TABLE 4.5

MARITAL STATUS WISE RESPONDENTS

Sl.no	Marital status	Respondents	Percentage
1	Married	62	62
2	Unmarried	24	24
3	Others	14	14
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Married respondents are shows leading position with 62 percentage, the second position Unmarried respondents with 24 Percentage. The rest of percentage are in Others with 14

CHART 4.5

MARITAL STATUS WISE RESPONDENTS

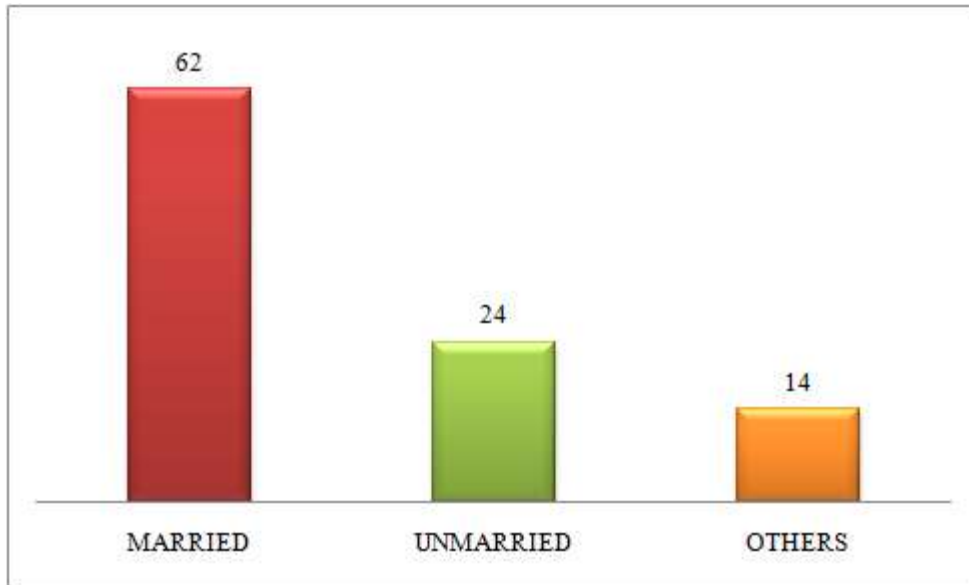


Table 4.6

FAMILY TYPE WISE RESPONDENTS

SL.NO	FAMILY TYPE	RESPONDENTS	PERCENTAGE
1	Nuclear family	56	56
2	Joint family	44	44
Total		100	100

Source: Primary Data

Interpretation

The above data shows Nuclear family respondents are leading position with 56 percentage and rest of the percentage Joint family with 44 percentage.

CHART4.6

FAMILY TYPE WISE RESPONDENTS

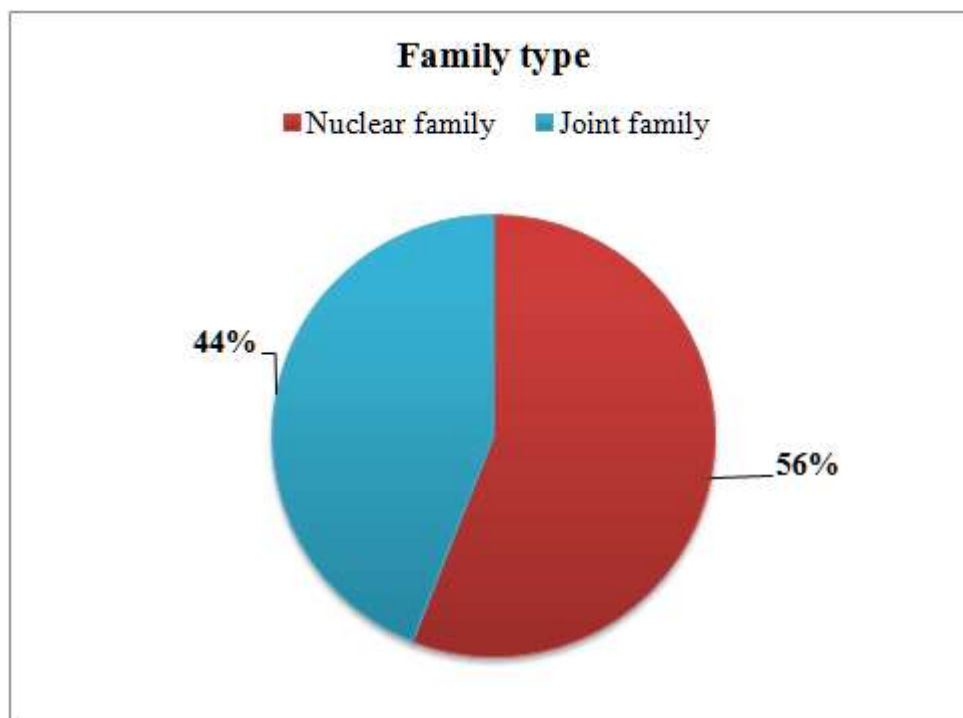


Table 4.7

SIZE OF FAMILY WISE RESPONDENTS

Sl.no	Size of family	Respondents	Percentage
1	2 to 3	34	34
2	4 to 5	28	28
3	6 to 7	22	22
4	More than 7	16	16
Total		100	100

Source: Primary Data

Interpretation

The above data shows 2 to 3 respondents are shows leading position with 34 percentage, the second position 4 to 5 respondents with 28 Percentage. The third position captured by 6 to 7 with 22 percentage also final value is more than 7 with 16 Percentage.

CHART 4.7

SIZE OF FAMILY WISE RESPONDENTS

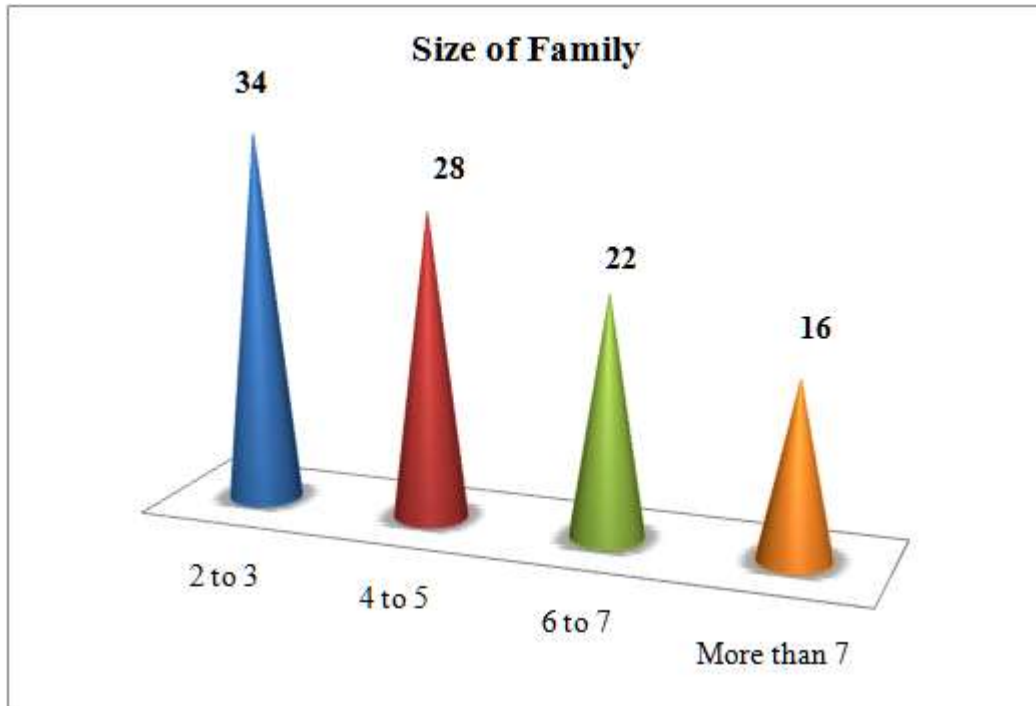


Table 4.8

ANNUAL INCOME WISE RESPONDENTS

Sl.no	Annual income	Respondents	Percentage
1	Up to Rs. 5000	36	36
2	Rs. 5001 to 10000	24	24
3	Rs. 10001 to 15000	22	22
4	More than 15000	18	18
Total		100	100

Source: Primary Data

Interpretation

The above data shows Up to Rs. 5000 respondents are shows leading position with 36 percentage, the second position Rs. 5001 to 10000 respondents with 24 Percentage. The third position captured by Rs. 10001 to 15000 with 22 percentage also final value is more than 15000 with 18 Percentage

CHART 4.8

ANNUAL INCOME WISE RESPONDENTS

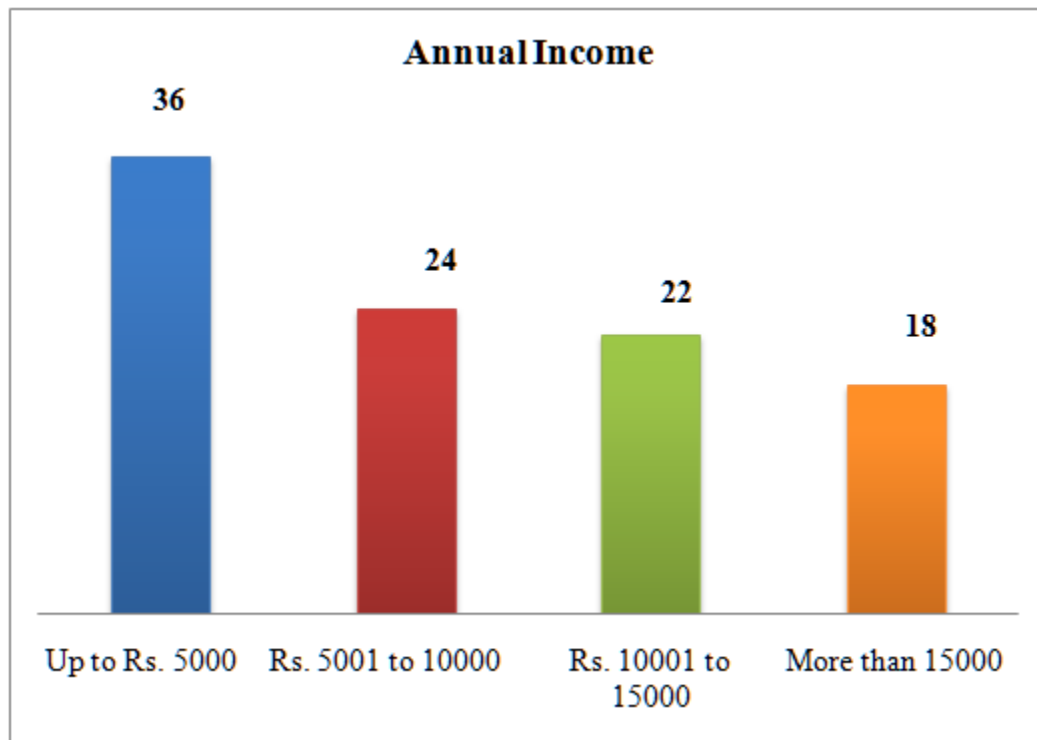


TABLE 4.9

LOCALITY WISE RESPONDENTS

Sl.no	Locality	Respondents	Percentage
1	Rural	62	62
2	Urban	24	24
3	Town	14	14
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Rural respondents are shows leading position with 62 percentage, the second position Urban respondents with 24 Percentage. The rest of percentages are in Town with 14 Percentage.

CHART 4.9

LOCALITY WISE RESPONDENTS

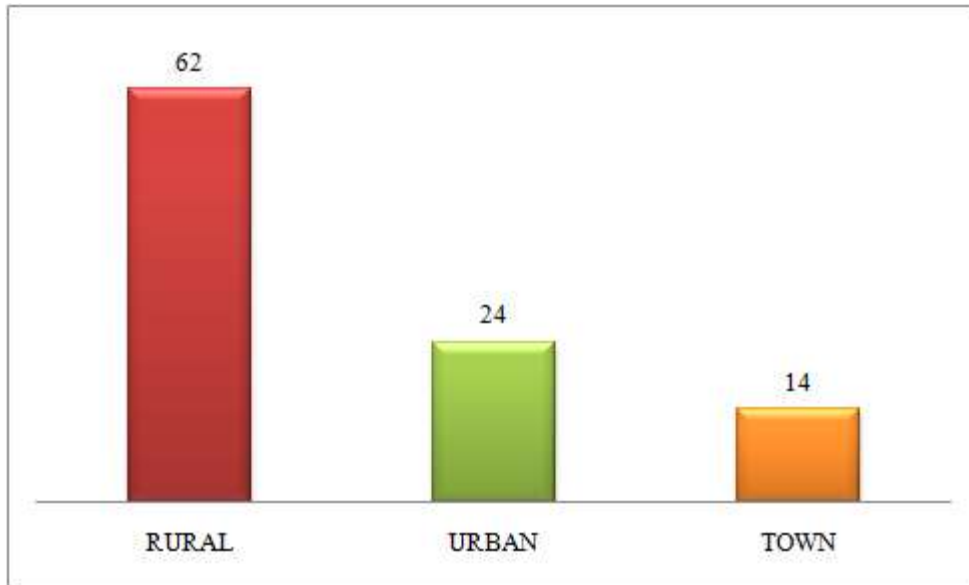


Table 4.10

SOCIAL MEDIA WISE RESPONDENTS

Sl.no	Social media	Respondents	Percentage
1	Whatsapp	34	34
2	Facebook	30	30
3	Instagram	22	22
4	Twitter	14	14
Total		100	100

Source: Primary Data

Interpretation

The above data shows Whatsapp respondents are shows leading position with 34 percentage, the second position Facebook respondents with 30 Percentage. The third position captured by Instagram with 22 percentage also final value is Twitter with 14 Percentage

CHART 4.10

SOCIAL MEDIA WISE RESPONDENTS

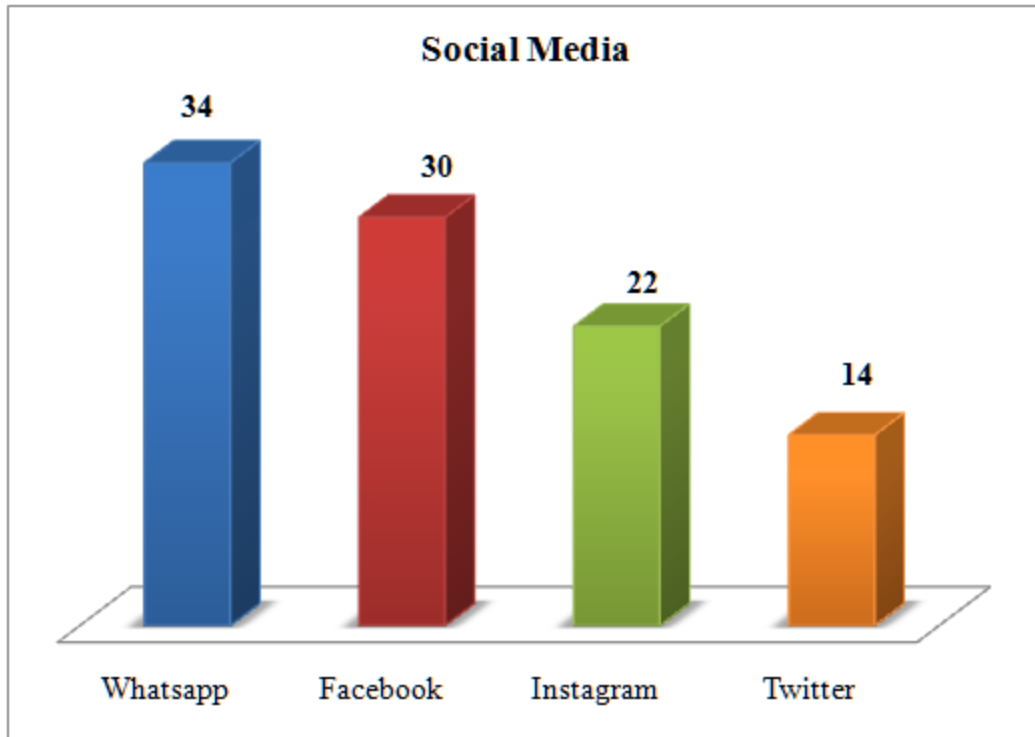


Table 4.11

ONE OF THE BEST SOCIAL MEDIA WISE RESPONDENTS

Sl.no	One of the best social media	Respondents	Percentage
1	Whatsapp	34	34
2	Facebook	28	28
3	Instagram	22	22
4	Twitter	16	16
Total		100	100

Source: Primary Data

Interpretation

The above data shows Whatsapp respondents are shows leading position with 34 percentage, the second position Facebook respondents with 28 Percentage. The third position captured by Instagram with 22 percentage also final value is Twitter with 16 Percentage

CHART 4.11

ONE OF THE BEST SOCIAL MEDIA WISE RESPONDENTS

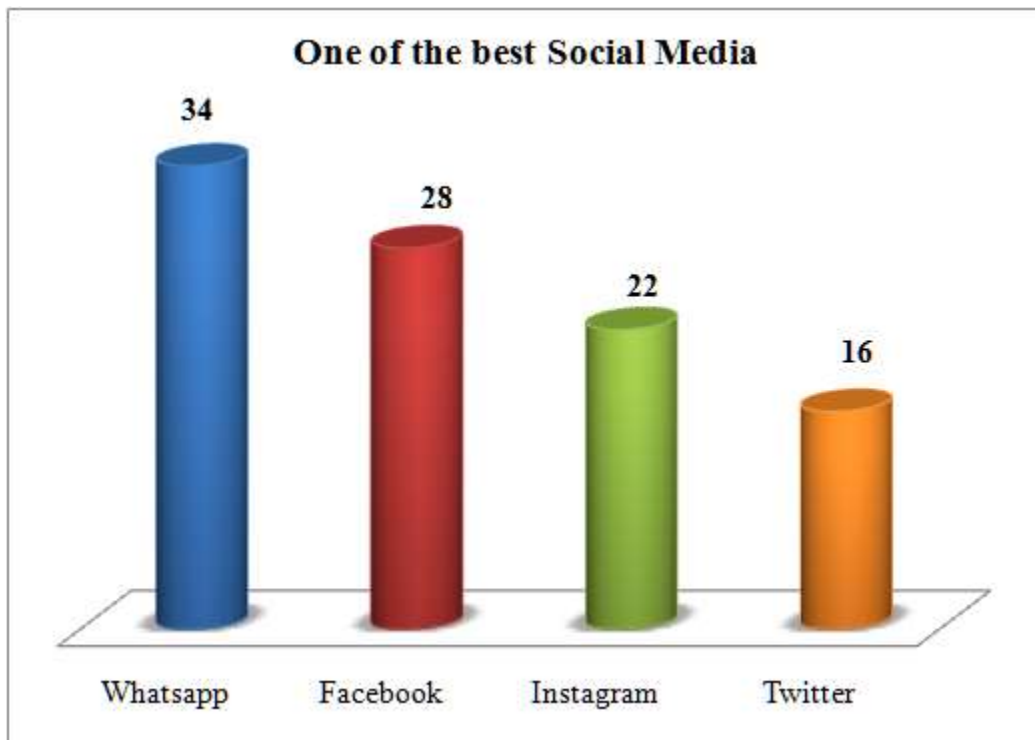


TABLE 4.12

ACTIVITY ON ALL SOCIAL NETWORK WISE RESPONDENTS

Sl.no	Activity on all social network	Respondents	Percentage
1	Yes	58	58
2	No	26	26
3	Maybe	16	16
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Yes respondents are shows leading position with 58 percentage, the second position No respondents with 26 Percentage. The rest of percentage are in Maybe with 16.

CHART 4.12

ACTIVITY ON ALL SOCIAL NETWORK WISE RESPONDENTS

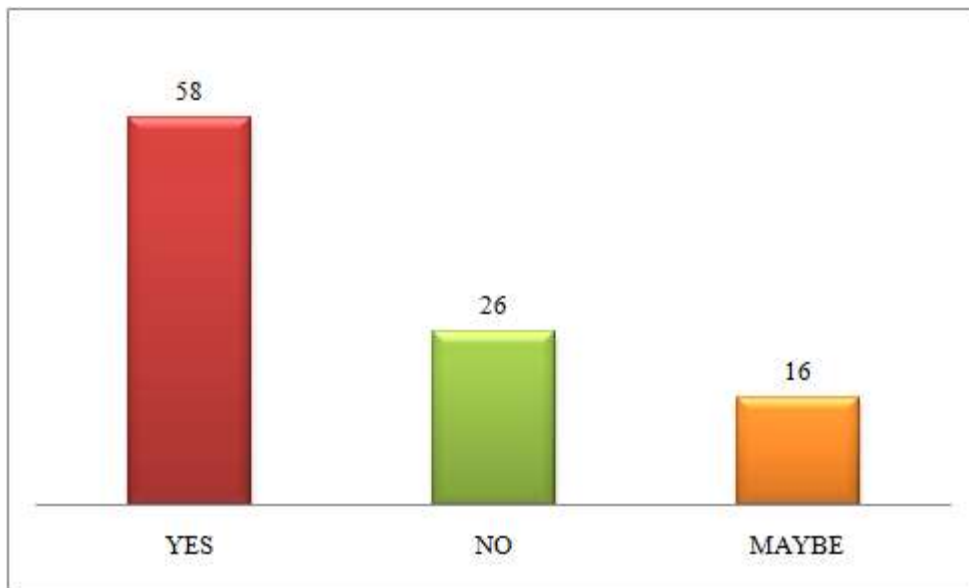


Table 4.13

SOCIAL MEDIA HANDLES WISE RESPONDENTS

Sl.no	Social media handles	Respondents	Percentage
1	Yes	54	54
2	No	46	46
Total		100	100

Source: Primary Data

Interpretation

The above data shows Yes respondents are leading position with 54 percentage and rest of the percentage No with 46 percentage.

CHART 4.13

SOCIAL MEDIA HANDLES WISE RESPONDENTS

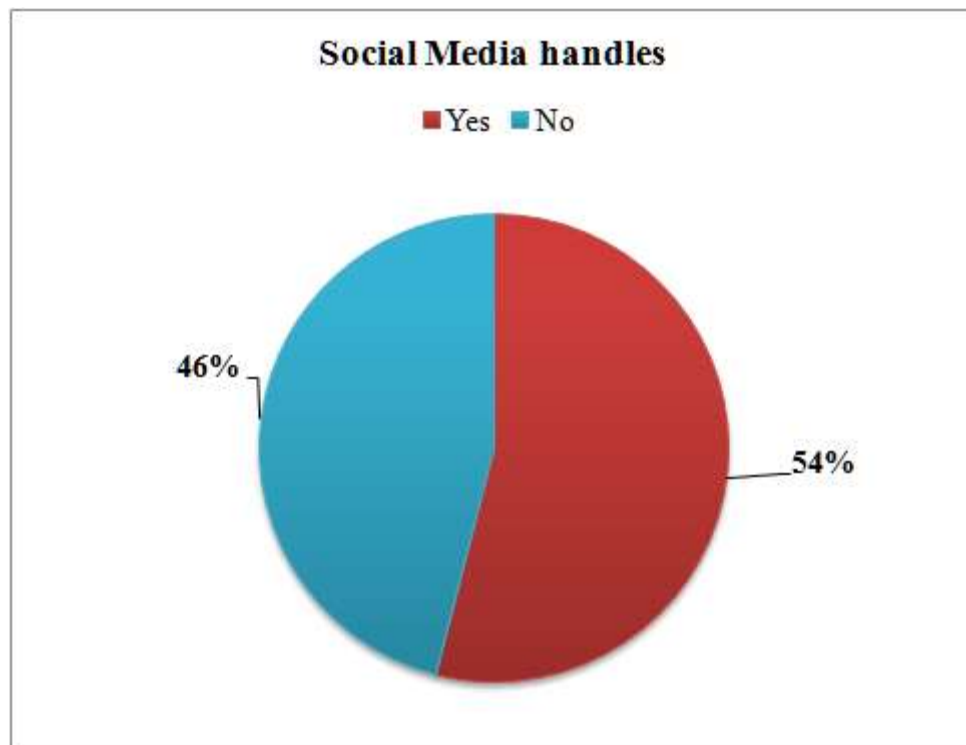


TABLE 4.14

CONTENT SHARING WISE RESPONDENTS

Sl.no	Content sharing	Respondents	Percentage
1	Personal	58	58
2	Social	26	26
3	Commercial	16	16
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Personal respondents are shows leading position with 58 percentage, the second position Social respondents with 26 Percentage. The rest of percentage are in Commercial with 16.

CHART 4.14

CONTENT SHARING WISE RESPONDENTS

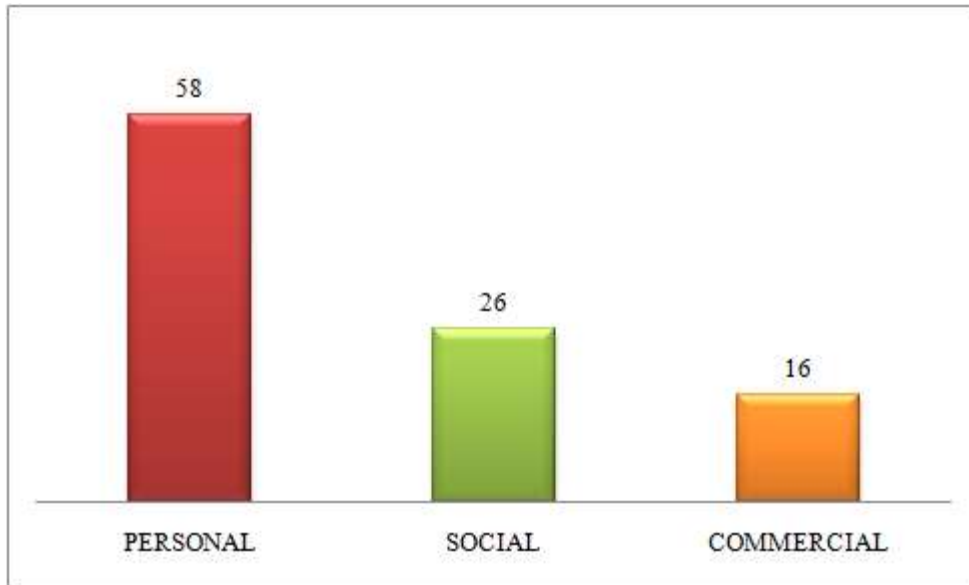


Table 4.15

ACTIVITY LEVEL OF SOCIAL MEDIA NETWORK WISE RESPONDENTS

Sl.no	Activity level of social media network	Respondents	Percentage
1	Always	34	34
2	Regular	28	28
3	Occasionally	22	22
4	Don't minded	16	16
Total		100	100

Source: Primary Data

Interpretation

The above data shows Always respondents are shows leading position with 34 percentage, the second position Regular respondents with 28 Percentage. The third position captured by occasionally with 22 percentage also final value is Don't minded with 16 Percentage.

CHART 4.15

ACTIVITY LEVEL OF SOCIAL MEDIA NETWORK WISE RESPONDENTS

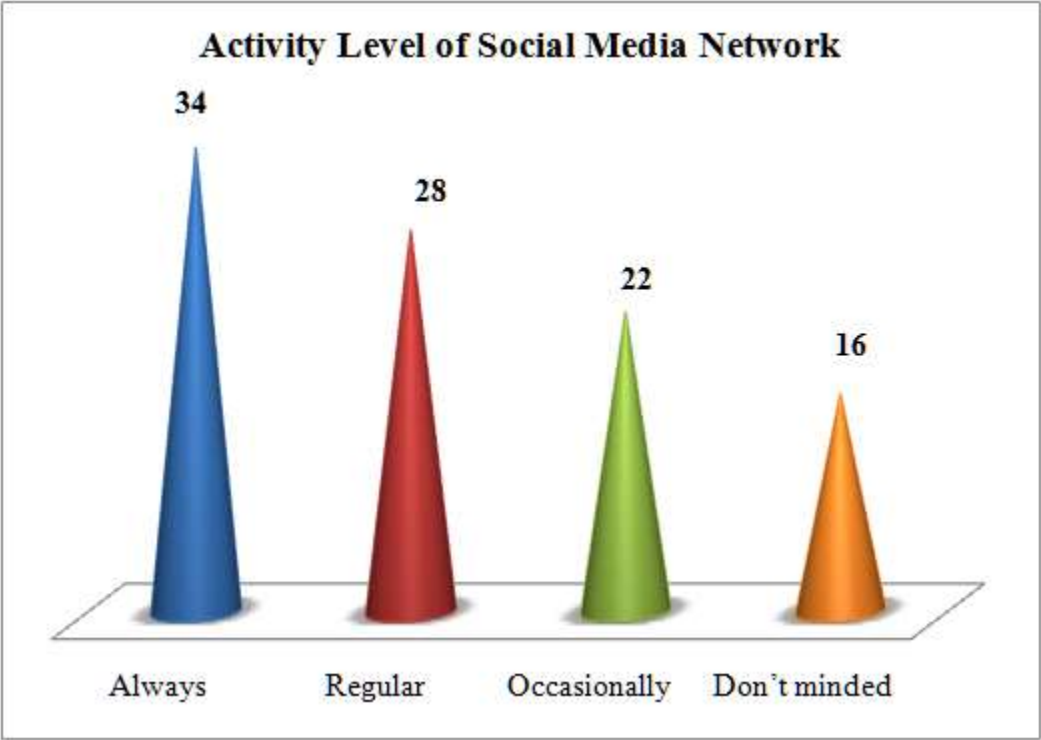


TABLE 4.16
POST SHARING WISE RESPONDENTS

Sl.no	Post sharing	Respondents	Percentage
1	Always	58	58
2	Regular	26	26
3	Occasionally	16	16
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Always respondents are shows leading position with 58 percentage, the second position Regular respondents with 26 Percentage. The rest of percentages are in Occasionally with 16 Percentage.

CHART 4.16

POST SHARING WISE RESPONDENTS

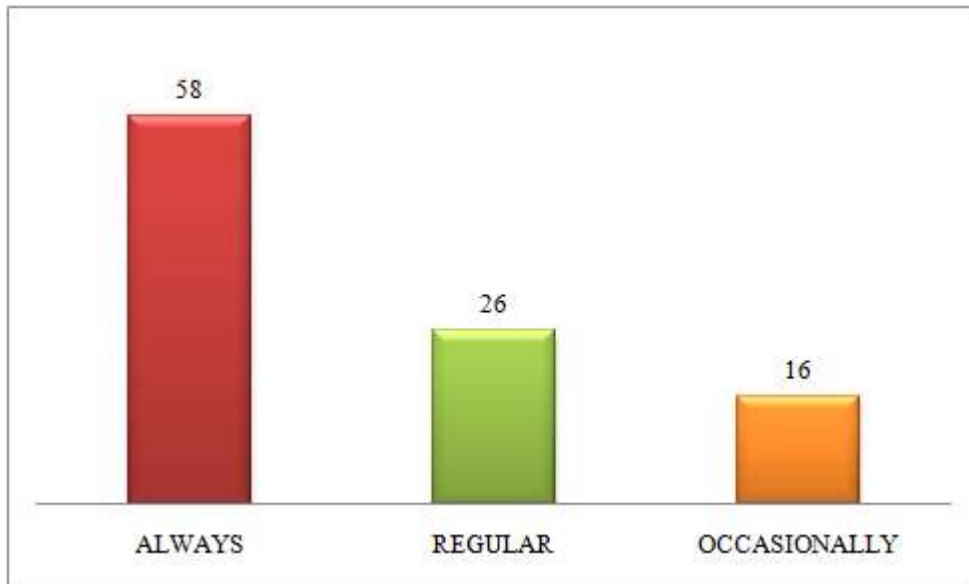


TABLE 4.17

BENEFIT FOR PERSONAL LIFE WISE RESPONDENTS

Sl.no	Benefit for personal life	Respondents	Percentage
1	Acceptable	58	58
2	Moderate	26	26
3	very affectable	16	16
TOTAL		100	100

Source: Primary Data

Interpretation

The above data shows Acceptable respondents are shows leading position with 58 percentage, the second position Moderate respondents with 26. Percentage. The rest of percentages are in very affectable with 16

CHART 4.17

BENEFIT FOR PERSONAL LIFE WISE RESPONDENTS

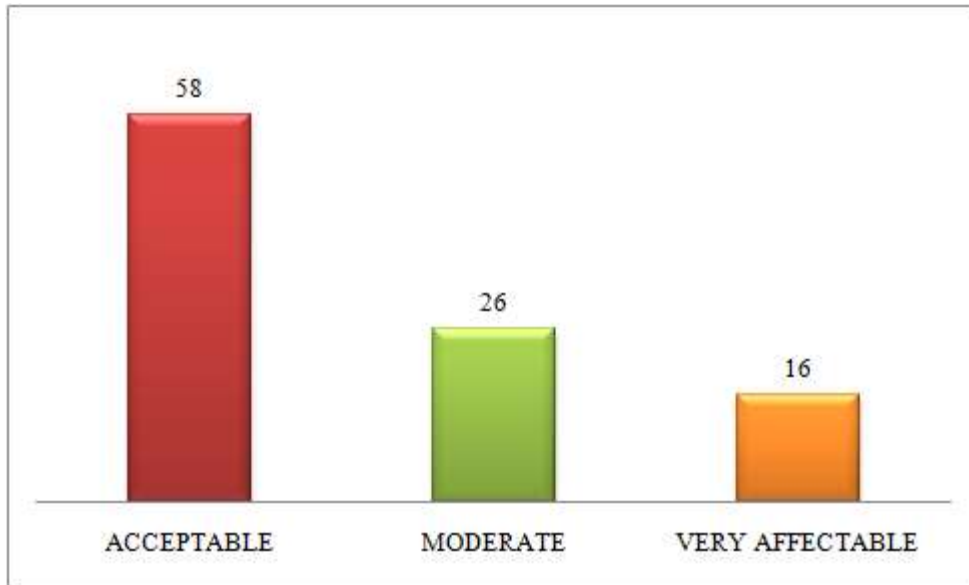


Table 4.18

HOW MUCH TIME DO CONSUMER SPEND ON SOCIAL MEDIA WISE RESPONDENTS

Sl.no	How much time do consumer spend on social media	Respondents	Percentage
1	Upto 2 hours	34	34
2	2 to 4 hours	26	26
3	5 to 7 hours	22	22
4	More than 7 hours	18	18
Total		100	100

Source: Primary Data

Interpretation

The above data shows Upto 2 hours respondents are shows leading position with 34 percentage, the second position 2 to 4 hours respondents with 26 Percentage. The third position captured by 5 to 7 hours with 22 percentage also final value is more than 7 hours with 18 Percentage.

CHART 4.18

HOW MUCH TIME DO CONSUMER SPEND ON SOCIAL MEDIA WISE RESPONDENTS

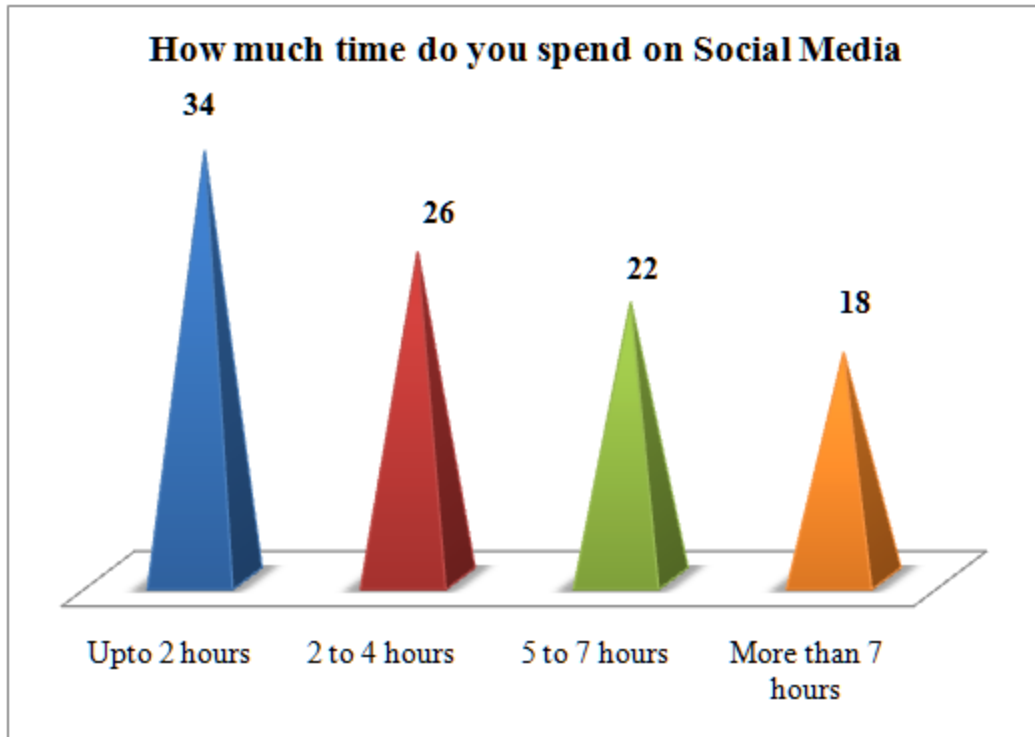


Table 4.19

EDUCATION / KNOWLEDGE WISE RESPONDENTS

Sl.no	Education / knowledge	Respondents	Percentage
1	Agree	36	36
2	Moderately	26	26
3	Disagree	22	22
4	Strongly disagree	16	16
Total		100	100

Source: Primary Data

Interpretation

The above data shows Agree respondents are shows leading position with 36 percentage, the second position Moderately respondents with 26 Percentage. The third position captured by Disagree with 22 percentage also final value is Strongly disagree with 16 Percentage

CHART 4.19

EDUCATION / KNOWLEDGE WISE RESPONDENTS

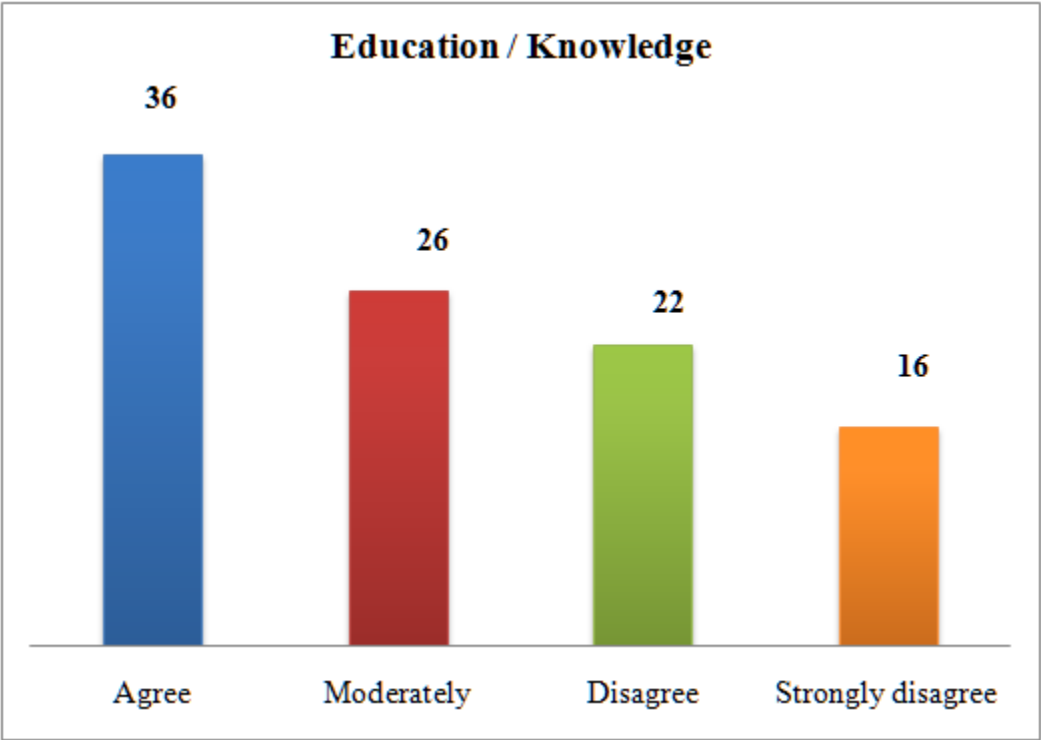


Table 4.20

ADDICTED WITH YOUR SOCIAL MEDIA WISE RESPONDENTS

Sl.no	Addicted with your social media	Respondents	Percentage
1	Agree	32	32
2	Moderately	28	28
3	Disagree	22	22
4	Strongly disagree	18	18
Total		100	100

Source: Primary Data

Interpretation

The above data shows Agree respondents are shows leading position with 32 percentages, the second position Moderately respondents with 28 Percentage. The third position captured by Disagree with 22 percentage also final value is Strongly disagree with 18 Percentage

CHART 4.20

ADDICTED WITH YOUR SOCIAL MEDIA WISE RESPONDENTS

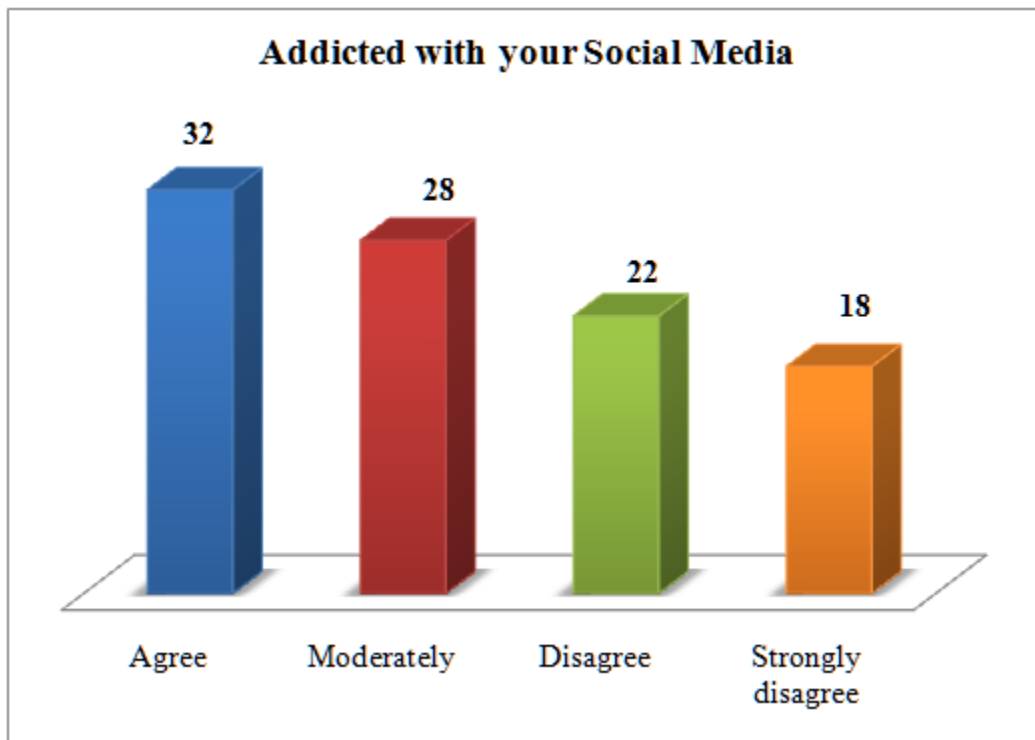


Table 4.21

SAFE ZONE WITH YOUR SOCIAL MEDIA WISE RESPONDENTS

Sl.no	Safe zone with your social media	Respondents	Percentage
1	Agree	32	32
2	Moderately	26	26
3	Disagree	22	22
4	Strongly disagree	20	20
Total		100	100

Source: Primary Data

Interpretation

The above data shows Agree respondents are shows leading position with 32 percentage, the second position Moderately respondents with 26 Percentage. The third position captured by Disagree with 22 percentage also final value is Strongly disagree with 20 Percentage

CHART 4.21

SAFE ZONE WITH YOUR SOCIAL MEDIA WISE RESPONDENTS



CHI-SQUARE

H₀ = There is no association between age and activity of social mediaH₁ = There is association between age and activity of social media

Level of significance is 5 percentage.

TABLE 4.22

CHI SQUARE WITH CORRELATED VALUE

Cross Table	Satisfaction	Comprehensive	Affordable	Reasonable	Total
Up to 20 years	8	8	4	6	26
21-30 years	8	4	8	8	28
31-40 years	4	4	8	4	20
Above 40 years	10	6	6	4	26
Total	30	22	26	22	100

TABLE 4.23

THE TABLE SHOWS THE VALUE OF CHI SQUARE TEST

O	E	O - E	(O - E) ²	(O - E) ² / E
8	7.8	0.2	0.04	0.005128
8	8.4	-0.4	0.16	0.019048
4	6	-2	4	0.666667
10	7.8	2.2	4.84	0.620513
8	5.72	2.28	5.1984	0.908811
4	6.16	-2.16	4.6656	0.757403
4	4.4	-0.4	0.16	0.036364
6	5.72	0.28	0.0784	0.013706
4	6.76	-2.76	7.6176	1.126864
8	7.28	0.72	0.5184	0.071209
8	5.2	2.8	7.84	1.507692
6	6.76	-0.76	0.5776	0.085444
6	5.72	0.28	0.0784	0.013706
8	6.16	1.84	3.3856	0.54961
4	4.4	-0.4	0.16	0.036364
4	5.72	-1.72	2.9584	0.517203
Total				6.935731

DEGREE OF FREEDOM

$$\text{Degree of freedom} = (r-1)(c-1)$$

$$= (4-1)(4-1)$$

$$= 9$$

$$\text{Level of significance} = 5\%$$

$$\text{Table Value} = 16.92$$

$$\text{Calculated value} = 6.953$$

Calculated value < table value, accept H₀
 6.953 < 16.92

TABLE 4.24

DEGREE OF FREEDOM

CALCULATED VALUE	TABLE VALUE	DEGREE FREEDOM	OF LEVEL OF SIGNIFICANCE
6.953	16.92	9	0.05

INFERENCES

Since the table value is lesser than the calculated value the null hypothesis is accepted. So it is true there is no difference between the option of the Age Criteria and activity of social media by the respondents about the satisfaction level.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The Male respondents are leading position with 44 percentage and rest of the percentage by Female with 56 percentage.

Upto 25 years respondents are shows leading position with 42 percentage in Age Criteria.

Schoolings respondents are shows leading position with 36 percentage, in Educational Qualification.

Government respondents are shows leading position with 34 percentage in Occupation wise.

Married respondents are shows leading position with 62 percentage, in Marital status.

Nuclear family respondents are leading position with 56 percentage and rest of the percentage holded by Joint family with 44 percentage.

2 to 3 family size respondents are shows leading position with 34 percentage in family size.

Up to Rs. 5000 respondents are shows leading position with 36 percentage, in monthly income by rupees.

Rural respondents are shows leading position with 62 percentage in social media known's.

Whatsapp respondents are shows leading position with 34 percentage in well known social media category.

Whatsapp respondents are shows leading position with 34 percentage, in social network accessing and joining percentage wise.

Yes respondents are shows leading position with 58 percentage, in media handling wise.

Yes respondents are leading position with 54 percentage in content wise.

Personal respondents are shows leading position with 58 percentage, in post sharing wise.

Always respondents are shows leading position with 34 percentage, in personal life wise respondents.

Always respondents are shows leading position with 58 percentage, in activities wise.

Acceptable respondents are shows leading position with 58 percentage, duration of strategy.

Upto 2 hours respondents are shows leading position with 34 percentage, in personal life impact wise respondents.

Agree respondents are shows leading position with 36 percentage, in safe zone identification wise

Agree respondents are shows leading position with 32 percentage, in addiction of social media activities.

Agree respondents are shows leading position with 32 percentage, try to step out from social media activities.

5.2 SUGGESTIONS

Consumer awareness may be given to the general mass, regarding quality, reasonable activity, and personal life activity. Then only the consumers may have a clear idea in selecting the social media activities.

The Government should spare a reasonable activities to the consumer protection councils to create such awareness.

The Government, motive the public to in creating the awareness among the users to select the best social media.

The security of social media may be controlled. The respondents are felling that the over burden of the present insecure structure of social media. The government may take necessary action to control it.

The consumptions of social media and their activities are very meager in our country. This may be increased through mental health care advices.

5.3 CONCLUSION

The social media with all its branches represents an attempt to safeguard the interest of unorganized users of Perambalur Town and also guarding themselves against the exploitative tactics of unauthorized and hackers. The social media is always trying is best to maintain the dictum of all security system under one roof.

A STUDY ON IMPACT OF SOCIAL MEDIA ON INFLUENCES OF CONSUMER PURCHASING DECISION IN PERAMBALUR TOWN

QUESTIONNAIRE

1. Name :
2. Gender : a) Male [] b) Female []
3. Age :
 - a) Upto 25 years [] b) 26 to 35 years []
 - c) 36 to 45 years [] d) More than 45 years []
4. Educational Qualification :
 - a) Schoolings [] b) under graduate []
 - c) post graduate [] d) Others []
5. Occupation :

a) Government [] b) Private []

c) Business [] d) Others []

6. Marital Status :

a) Unmarried [] b) Married []

c) Others []

7. Family type :

a) Nuclear family [] b) Joint family []

8. Size of Family :

a) 2 to 3 [] b) 4 to 5 []

c) 6 to 7 [] d) more than 7 []

9. Annual Income :

a) Up to Rs. 5000 [] b) Rs. 5001 to 10000 []

c) Rs. 10001 to 15000 [] d) more than 15000 []

10. Locality :

a) Rural [] b) Urban []

c) Town []

11. Known Social media:

a) Whatapp [] b) Face book []

c) Instagram [] d) Twitter []

12. Which one is best Social media from the following answers:

a) Whatapp [] b) Face book []

c) Instagram [] d) Twitter []

13. Do consumer have to be on every social network

a) Yes [] b) No []

c) Maybe []

14. Do your social media handles have to be consistent?

a) Yes [] b) No []

15. What type of content consumer share?

a) Personal [] b) Social []

c) Commercial [] d) Fun []

16. Your are activity level on your social media network

a) Always [] b) Regular []

c) Occasionally [] d) Don't minded []

17. How often should consumer post / share

- a) Always [] b) Regular []
c) Occasionally []

18. How has social media benefited your personal life?

- a) Acceptable [] b) Moderate []
c) Very Affect able []

19. How much time do consumer spend on social media activities each day?

- a) upto 2 hours [] b) 2 to 4 hours []
c) 5 to 7 hours [] d) more than 7 hours []

20. Do consumer aware about cyber data theft?

- a) Yes [] b) No []
c) Partially []

21. Are consumer think consumer are the responsible for your content in your social media page

- a) Yes [] b) No []
c) Partially []

22. Are consumer aware of your social security?

- a) Yes [] b) No []
c) Partially []

23. Social media content whether supports your education / knowledge

- a) Agree [] b) Moderately []
c) Disagree [] d) Strongly disagree []

24. Are consumer addicted with your social media activities?

- a) Agree [] b) Moderately []
c) Disagree [] d) Strongly disagree []

25. Did consumer think about consumer are in safe zone with your social media profiles?

- a) Agree [] b) Moderately []
c) Disagree [] d) Strongly disagree []

26. Do consumer try to step out from social Medias?

- a) Yes [] b) No []
c) Partially []