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“A Study on Impact of Social Media Marketing in Consumer Behaviour in Tiruvannmalai District”

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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. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space.. Results show that 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. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their “connection” or friends. Social media is used as advertising for the marketer.

Keywords: social media, consumers and marketing.

I. INTRODUCTION

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 Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices.

With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services.

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 measure the positive influence of products and services social media advertisin.

Limitations of the Study

- Lack of accuracy can be reason for inappropriate conclusion or suggestions.
- Most the young people came for regarding social media handles as compared to elderly people
- Elder people lacking knowledge about Social media marketing and not able adapt for SSM as compared to their traditional marketing experience.

Review of Literature

The researcher has done literature review on various National Publications, Articles, Journals which are described below:

Manju Ahuja et al., (2003)⁰² In their article, targeted on investigating the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the1 most effective factors that influence buying behavior of customer.

Teena Bagga et al., (2013)⁰⁸ The study analyses the inner and outer factors of consumer'' s online buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer ''s buying behavior. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Ramsunder (2011)⁰⁴ In their study says that shoppers' decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

Garima Gupta (2013)⁰⁹ In her paper analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media.

Alireza Mohammadpour et al., (2014)¹⁴ The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis 48 technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers.

Geetanjali Naidu et al., (2013)¹⁰ 47 In their study analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites.

Research Methodology:

The methods or techniques used to classify, choose, process, and interpret knowledge about a subject are referred to as research methodology. The methodology portion of a research paper helps the reader to objectively assess the study's overall validity and reliability.

Research 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. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. 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.

Tools for data Collection:

- The primary data is collected through a very well defined structured questionnaire is formulated in the lights of objectives of the study and about 120

customers were surveyed through it. The questionnaire includes 5 points Ranking Scales.

- The Secondary data is collected from the company profile, company website, books, articles, and journals, etc

Analytical Tools

Percentage Analysis – It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series or the analysis of the data and its interpretations, various tools of research where used.

Tools Used:

Statistical tools are involved in carrying out a study include planning, designing, collecting data,

Analyzing , drawing meaningful interpretation and reporting of the research findings .The tools are used are

- chi-square test
- Anovatest

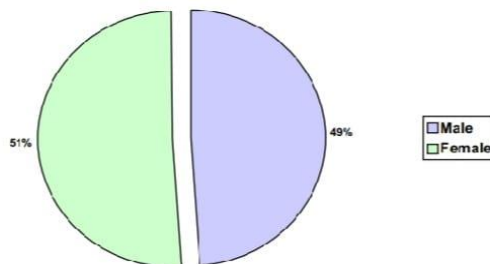
Data Analysis and Interpretation

Table No:1. The Gender of he Respondents

Gender	No. of Respondents	% Of Respondents
Male	49	49
Female	51	51
Total	100	100

Source: Primary Data

Chart No: 1. The Gender of the Respondents



Interpretation

From the above table inferred that, 49% of respondents were male and 51% of respondents were female.

Table No: 2. Age of the Respondents

Age Group	No. of Respondents	% of Respondents
16-25	80	80
25-30	8	8
30-35	2	2
Above 35	10	10
Total	100	100

Source: Primary Data

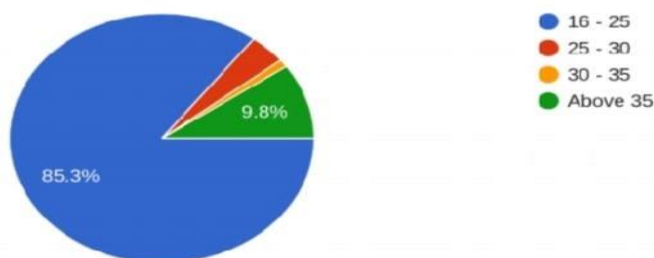


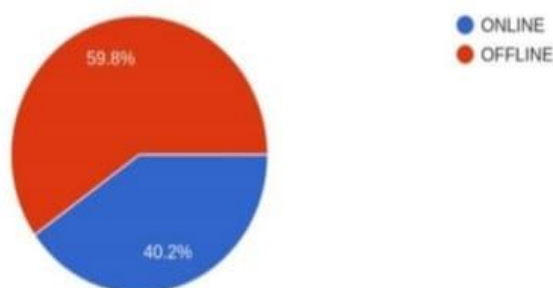
Chart No: 2. Age of the Respondents Inference:

From the above table it is inferred that 80% of respondents were under the age group of 16 – 25, 8 % of respondents were under the age group of 25 – 30 years, 2% of respondents were under the age group of 30-35 years and 10% of respondents were under the age group of above 35 years.

Table No: 3. Preference of Online/Offline Respondents

Particulars	No. of Respondents	% of Respondents
ONLINE	40	40
OFFLINE	60	60
TOTAL	100	100

Chart No: 3. Preference of Online/Offline Respondents



Interpretation

From the above table it is inferred that, 40% of respondents were having Preference in online, 60% of respondents were having Preference in offline of respondents

Findings of the Study

- 49% of respondents belong to male and 51% were female.
- 80% of respondents to 16-25, and 9% of the respondents to Above 30 Age.
- 40% of respondents to online and 60 % of respondents to offline preference.

Suggestion

- ❖ 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 .
- ❖ Social media handles have a far reach with younger generation as compared to elder generation so this can push to a situation for the elder people to deny buying products from online.

- ❖ There are various variables like education, occupation, income, gender, age and many more which affecting consumer behaviour and social media too.
- ❖ There are different types social networking sites are there like twitter, whatsapp. You tube, skype, and many more which affecting consumer behaviour.
- ❖ There many social media marketing and social networking sites where as some of them are very much significant while some are not significant
- ❖ Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people

II. CONCLUSION

Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the advertising respondents agree that Social media advertising channels are better than that of tradition media advertising.

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