

A Study on role of Social Media Marketing in Consumer Behavior

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Abstract— Social media platform has brought an evolutionary change over the last decade and brought a tremendous growth in the usage of social media platforms. It has been a part and parcel of human life which influences almost all aspects of our daily routine. In today's world each and every human being is a part of social media platforms and they express their views and share the opinions in any one of the platforms. Therefore, corporates use these platforms as one of the marketing tools which influences the consumer buying behavior and preference towards the products. In modern era, social media platforms have extensive effect on consumers purchases as they are ready to go to with the suggestions given by their friends on social media platforms. Therefore, the main aim of the study is to analyze how social media influence the buying behavior of consumers and the factors influencing the consumers to purchase more through social media platforms. A descriptive research study has been conducted and the convenient sampling methods has been used for selecting the respondents. The suggestion and conclusion have been drawn based on the findings.

Index Terms: Social media platforms, Consumer Preference, Buying Behavior.

INTRODUCTION

Social Media:

Social media is a form of communication which has been widely used by almost all age groups through which they create online communities and share their views and opinions either through content or blogging or any other form. Internet based life has become a part of each individual routine which created high impact on their day-to-day activities and it brings all people to one place with the help of internet connection. Therefore, social media not only brought a change in daily routine but has been a massive advantage for the business people and

corporates to reach their consumers easily and to know their preference of the products through these social media platforms. Hence, a communication gap which was existing between the manufacturers and consumers has been reduced with the help of information technological advancements. It has enabled consumers to interact and express their needs and discuss about their necessities through social media websites which has been advantageous to the marketers as it offers user generated content with the personalized information for the individuals.

Social Media marketing can be defined as “use of social media platforms to connect with audiences to build company's brand, increase sales and drive website traffic.”

Consumer Behavior:

Consumer behavior is the one which represents how consumer make their purchase decision and how they analyze about what to buy, how to buy, why to buy and when to buy. The process which involves all the activity which makes purchase decision regarding a product or service. It is important to study the purchase decision of consumers as it influences buying decision process of consumers and helps marketers to decide about how to present their products to consumers. Understanding about consumer behavior is the key to success for the marketers.

REVIEW OF LITERATURE

- 1 Dr.Manish Kumar Srivastava and Dr.A.K.Tiwari (2020) studied about various social media platforms and the forms which is being used by consumers and they also tried to evaluate the

impact created by social media and concludes as social media become an integral part of human life and have great impact on their buying behavior.

2. Xiang Chen, Haroon Qasim (2020) examined about the influence of social media marketing activities on consumer based brand equity and analyzed mediating role of E-brand experience between both. At the end of the research there was positively perceived social media marketing activities which enhance consumer based brand equity.
3. Ali.M.Shah and Syed ZeeshanZahoor (2019) aims to learn about impact of social media on purchase behavior with mediating effect of customer relationship. The majority of the respondents use social media for purchase and there is a positive relation between social media and customer relationship. At the end of the study, it was found that the majority of respondents use social media for the purchase of purchase.
4. DuangruthaiVoramontri and Leslie Klieb (2019) evaluated about role of social media about consumer decision making process for purchases which was characterized by brand differences and high consumer involvement and risk. The findings shown that social media influences satisfaction of consumer which leads to final purchase decision
5. L.E.TaylorTrelford (2018) compared about the preference of facebook with Instagram where as results shown the people prefer facebook ahead than Instagram.

NEED FOR THE STUDY

Social media has brought an evolutionary change in today's world as people can live without anything but they cannot sustain without information technology around them. Social media has become a part and parcel of their daily routine and hence they express their views and opinions to the general community without any hesitations. Hence, consumers started gathering more information through social media platforms and their requirements has been mentioned by customers to their marketers. Therefore, the role of social media in influencing consumers to make their purchase decision has been relatively high.

SCOPE OF THE STUDY

The study aims to analyze the social media channels which affect the buying behavior of consumers and it also aims to focus on the key factors which actually motivates consumers to make social media purchases and it also evaluates the various channels which has been preferred from consumers point of view to make buying decision.

Objectives:

- To know what extent the consumer behavior is influenced by social media
- To find out factors which motivate consumers to make social media purchases
- To evaluate the various channels preferred by consumers for buying decision.

Limitations:

- Respondents were only for North Chennai.
- Sample size was restricted to 100.
- Survey has been done in a short period of time
- The study focuses on the role of social media in consumer purchase decision
- Due to constrain of time it was not possible to cover the entire population.

Research Methodology:

Research design	Descriptive research design
Sampling method	Convenience sampling method
Data collection	Primary and secondary data
Sources of data	Books, journals and internet
Data collection method	Survey through Google forms
Sample size	100
Research instrument	Questionnaire
Data Analysis	SPSS
Tools	Frequency analysis

Data Analysis and Interpretation:

Table: Reliability Analysis

Cronbach's Alpha	N of Items
.848	26

Source : Computed data

Table 1 infers the reliability analysis which analysed 52 statements and Cronbach's alpha is .848 which

infers that the analysis could be reliable and it could be used to do further analysis

Table 2 :Factor Analysis
Descriptive statistical analysis of the components of role of social media in consumer behaviour

	Mean	Std.Deviation	Communalities	Analysis N
Low price	4.01	.785	.514	100
Saves time	4.19	.692	.600	100
Quality of the product	3.83	.792	.489	100
Easy to make payment	4.18	.642	.504	100
Offers, discounts	4.02	.724	.670	100

Source : Computed data

H. 1Role of social media in influencing consumer behaviour includes components like price, time, quality, payment methods and offers & discounts contactless delivery, product sanitization, to avoid social gathering, cashless payment and offers

Table 2 depicts the components of Consumer buying behaviour in the social media marketing. The consumer makes the purchase through online with the influence of various factors like among them weak factors were quality (3.83), Price (4.01) and offers and discounts (4.02)

The major factors of consumer buying behaviour in the social media marketing are payment method (4.18) and the next factor is saving time (4.19).

Table 3 : Independent T Test

H : There is no significant relationship between Gender and the percentage of purchase influence on social media

	t	df	Sig. (2-tailed)	
How much of your purchase has been influenced by 2	Equal variances assumed	1.680	98	.096
	Equal variances not assumed	1.638	57.175	.107

Source : Computed data

Table 3 infers that there is no significant relationship between gender and the percentage of purchase influence on social media but the results indicates that there is significant relationship between gender

and percentage of purchase influence as significant level is higher than 0.05 i.e., .096 and so it is accepted

Table 4: One Way ANOVA

H0: There is an association between age and marketing channels a consumer prefer

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Face book	Between Groups	1.100	2	.550	.419	.659
	Within Groups	127.340	97	1.313		
	Total	128.440	99			
Insta gram	Between Groups	18.300	2	9.150	12.415	.000
	Within Groups	71.490	97	.737		
	Total	89.790	99			
Twitter	Between Groups	12.547	2	6.273	5.266	.007
	Within Groups	115.563	97	1.191		
	Total	128.110	99			
Linked In	Between Groups	16.399	2	8.199	6.761	.002
	Within Groups	117.641	97	1.213		
	Total	134.040	99			
Blogs	Between Groups	1.937	2	.968	.911	.406
	Within Groups	103.103	97	1.063		
	Total	105.040	99			
E-mail	Between Groups	12.475	2	6.237	6.574	.002
	Within Groups	92.035	97	.949		
	Total	104.510	99			
You tube	Between Groups	2.674	2	1.337	2.136	.124
	Within Groups	60.716	97	.626		
	Total	63.390	99			
Online brochure	Between Groups	12.962	2	6.481	10.543	.000
	Within Groups	59.628	97	.615		
	Total	72.590	99			

Source: Computed data

Inference: Table 4 shows that the P value is higher than .05 there is an association between age and marketing channels consumer prefer in social media as the respondents prefer more of Facebook, Blogs and You tube than other marketing channels.

SUGGESTION

Social media has brought enormous change in our life. According to the study most of the consumers are a part of social media and they are influenced

highly in their purchase decision. They prefer social media marketing as they completely provide information about the products and services which they provide. From the study, I would suggest that consumers should not depend on one or two marketing channels but they need to verify and analyse all the marketing channels which are available. The study shows that consumer are mostly influenced from Facebook and YouTube than other marketing channels and the most influenced group are female than male.

CONCLUSION

Marketers of current trend clearly understood how digital and social media influence the purchase decision process of consumers. Social media has clearly provided adequate information which consumers seek and it satisfies all sectors of consumers with their needs and purchase decision. Social media has great influence on consumers with such vast and positive media to promote the brands of marketers, they use it to a great extent and expands their business by attractive promotions and key information to users. Hence, social media marketing is having and also creating a wide business opportunity for new ventures and great satisfaction to consumers.

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