

Impact of Social Media Marketing on Consumer Buying Behavior. With Special Reference to Coimbatore District

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Abstract—In the marketing, the using of social websites by consumer has mostly increased. Social media has given to the online platform like Facebook, twitter, instagram, you tube, and telegram etc. is having many features to attract the millions of peoples. In the today life social media has become a very powerful tools and techniques used by consumer in making buying decisions. Social media is going to play a very important role in consumer buying behavior. Some other times social media will create the issues to the user generated information can change the buying pattern of the consumer. Social networking sites has a huge impact on consumer in various ways. Now people are looking for followers and subscribers by giving information about buying goods and services through online without wasting the time. Now a day's social media is used by all age of people like college students, working class and even the old age people too. The main aim of the study is to examine how social media will affect the final consumer behavior who essentially use social networking websites.

Index Terms—Buying behavior, consumer perception, social networking, Consumer buying behavior, and Social media marketing.

I. INTRODUCTION

Social media is an online communication medium through which we can communicate with each other. Easily share the content and receive information through Facebook, Instagram, LinkedIn, Wikipedia, pinterest, twitter and Google plus these are included in social media it's become a part of our life. Now a day's social media had become very strong tool in influencing buying decision of consumer. Social media has the power to influence customer from inception to purchase and beyond.

Social media has huge influence on consumer when they are trying to create awareness about a particular product happy customer tend to leaves likes share, review and comments on social media praising the product. Consumer see the promotion, discounts, offers and more collection on social media it influences their buying behavior. The media can be described as a social interaction with the people. Social media's role in very helping elements for every type of business. it is very important for the merchant and the customers. There 10 billion social media users in world wide. Social media is an every-changing and ever-evolving platform.

The following content referred to foreman (2017) and the other reference: social media with example (i) social networking like Facebook, twitter, LinkedIn etc. (ii) microblogging like twitter, tumblr etc. (iii) media sharing sites like you tube, instagram (iv) consumer review network like zomato yelp (v) social shopping network like pinterest, fab.com (vi) sharing or collaborative like uber, ola etc.

II. OBJECTIVE OF THE STUDY

- To examine the impact of social media on consumer buying purchase behavior.
- To analyze the best social media preferred by consumer in buying decision.
- To finding the factor that motivate consumers to shop through social media platform.
- To examine the influence of social media marketing on consumer buying behavior.

III. STATEMENT OF THE PROBLEM

The technological world, the social media marketing is rapidly growing. Social media and networking sites are daily developing. so, the customer attracts to them. It will be changing the customers mind and thinking.

IV. REVIEW OF LITERATURE

According to Lempert (2006), customers are increasingly turning away from traditional media such as radio and newspapers. They select the product based on the information available on the internet. Customers look for product information on various social media platforms.

According to Ram sunder's (2016) study, internet brands have an impact on consumer choices. One consumer's viewpoint will have an impact on another consumer's decision to make a purchase. To obtain more information for purchasing decisions, consumers are turning to internet media.

According to Chu (2011), social media marketing and related advertising are more appealing to the majority of Facebook users. Based on the survey, this type of person joins a specific Facebook group.

V. RESEARCH METHODOLOGY

The study was conducted in Coimbatore district. Interview schedule was used for primary data collection to get the perfect results. The secondary data was gathered from published book, reports and journals. The study is based on convenience sampling with a sample with sample of size 150 people. The collected data is analyzed using tabular and percentage methods.

VI. FEATURES OF SOCIAL MEDIA

- Social media are Web 2.0 Internet-based interactive apps.
- User-generated material is the lifeblood of social media, including written posts or comments, digital photographs or videos, and data generated through all online interactions.
- For the website or app, users can build service-specific profiles that are created and updated by the social media company.

- By associating a user's profile to those of other people or groups, social media helps the growth of online social networks.

VII. SOCIAL MEDIA MARKETING

It is a method of attracting people's attention through the use of social media sites. These programmes focus on creating content that will capture the attention of readers on social media and encourage them to share the content on their social networking site. Any statement shared on social network, including short news, information about the product or service, brand or company is known social media marketing. When the information about the product/services/brand/company is shared by a user on social media and it gets reshared by many users in social networking

VIII. SOCIAL MEDIA MARKETING TECHNIQUES

Social media marketing's primary goal is to inform consumers about products and make them available to those who are unaware of them. Businesses utilise social media to advertise their products to potential clients. Consumers benefit from social media marketing at different points of the purchasing process. Many businesses are changing their approach to customer interaction by utilising online platforms for improved client interaction and visibility. Customers use social media as a platform to post reviews, recommendations, ratings, and questions to business. There is a large number of users in social media marketing likes Facebook, twitter, instagram, Google, you tube.

IX. BENEFITS OF SOCIAL MEDIA MARKETING

Increased exposure: The value of social media marketing has grown recently. Consumers and marketers use social networking sites excessively. Now a days 92% rise in exposure.

Reach large audience: Social media marketing sites are used by millions of users. It's a great opportunity for business to reach the large customers.

It's Budget Friendly: The majority of organic social media marketing is free. Making a social network profile and publishing original content are both free.

Brand authority: Continuous communication with customer creates trust in the product among customers. People look for reviews on social media above product and services. Whenever they plan to buy a product or get a service.

X. LIMITATION OF SOCIAL MEDIA MARKETING

Negative feedbacks social media is frequently used by people to share things they enjoy. But they also utilize it for bad encounters. This is one of the most cited drawbacks on social media.

Cyberbullying: One of the worst consequences of frequent social media use is cyberbullying, which is at the top of the list of drawbacks related to the same.

No privacy: There is no privacy in social media because it is public by nature. Content is posted on social media can be accessed by anyone without prior notice or permission from the user who originally posted it.

XI. CHARACTERISTICS OF CONSUMER BUYING BEHAVIOUR

Consumer behaviour among many people:

Consumer behaviour does not necessarily refer to a single person's actions. An individual, a family, a small group of coworkers, or a group of friends may interact. Different roles may be played by the people.

Consumer behaviour is a dynamic:

Consumer behaviour is dynamic because the thoughts, feelings, and actions of individual consumers, targeted groups, and society as a whole change all the time.

Many decisions are involved in consumer behaviour: Consumer behaviour necessitates an understanding of whether (to learn and gain of an offering), what, why, when (time), where (place), how (get purchased), how much (volume), how (frequency), and how long (time) consumers will buy and use.

XII. FACTORS INFLUENCING CONSUMER BEHAVIOUR

Psychological factors: Human psychology is important in developing consumer preferences and likes and dislikes for specific products and services.

The factors are: Perception, Motivation, and Learning
Social factors: Human are social beings. It has different buying behaviors. Some of the social factors are: Family and friends, Reference groups, Status

Cultural factors: People from specific communities exhibit behaviours that are heavily influenced by their culture. Factors are: Culture, Subculture, Social class
Personal factors: Individuals' purchasing decisions are influenced by a variety of personal factors. They are: age, income, occupation.

Economical factors: An individual's purchasing decision is heavily influenced by economic factors. They are personal income, family income, income expectation and savings.

Table 1: General profile of the respondent

Particulars	Classification	No of respondents	Percentage
Gender	Female	73	48.66
	Male	77	51.33
Age	Below 18	30	20
	18-30	71	47.3
	31-50	29	19.3
	Above 50	20	13.3
Marital status	Single	80	53.3
	Married	70	46.6

sources

Interpretation: Table 1 is the general profile of 150 respondents. The table shows that 51.33% of respondents are male. 47.3 % of respondents are aged between 18- 30, and 53.3 % are married.

Table 3: Perception towards social media marketing

Particulars	Number of respondents (F) and percentage (%)									
	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Source of information	37	24.6	54	36	12	8	23	15.3	24	16
Living standard	32	21.3	49	32.6	23	15.3	16	10.6	30	20
Credible	42	28	34	22.6	33	22	22	14.6	19	12.6
Essential	22	14.6	50	33.3	26	17.3	30	20	22	14.6
Updating information	50	33.3	22	14.6	21	14	31	20.6	26	17.3

Table 3: Demonstrates 150 respondents' behaviors towards social media marketing. Social media marketing is an important source of information for 33.33% of respondents. 37.33% strongly agree that social media marketing raises people's living standards. 39.33% believe that social media marketing is credible, while 39.33% do not agree or disagree with the importance of social media marketing. 41.33% strongly agree that social media marketing keeps its information up to date, and 37.33% would recommend it to others.

XIII. RESULTS & DISCUSSION

Every day, over one million different types of tweets are sent, nearly seven lakhs of contents are posted on Facebook, millions of information are searched in Google, thousands of information are sent via Instagram, and 700 websites are created to business. Because the development and advancement of social media marketing, there were lot of business opportunities. Social media marketing is the powerful influence in the business world. Several studies have been conducted to determine the impact of social media, and the findings of these studies assist firms in maintaining a strong market position through the use of social media.

XIV. FINDINGS

- The majority of the respondent are male.
- The majority of the respondents belong to the age group of 18 – 35 age categories.
- Nearly 53.3 are single.

- The majority of the respondents are considering social media marketing as a source of information.
- The majority of responders accept that social media marketing is credible and raises living standards.
- The majority of respondents agree that social media marketing keeps information up to date and recommends it to others.

XV. CONCLUSION

This study shows that social media marketing has a great influence in the behavior of the consumers. Through consumer reviews and posts, social media marketing influenced consumers' attitudes and behaviors, which influenced their purchasing decisions. Consumer attracted towards product by seeing advertisement on social media marketing. This offers and discounts on social media are a motivating for consumer to shop through social media sites. The social media marketing is trying to satisfy the customers. The interacting with the right audience in right way. It also increased consumers' knowledge of the products and services. There is no doubt that the significance of social media marketing will grow in the future.

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