



CONSUMER BUYING BEHAVIOUR TOWARDS SOCIAL MEDIA MARKETING

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CHAPTER 1 INTRODUCTION

1.1 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. The analysis of consumer behaviour is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become

an important media to introduce and market products and also to do surveys. Nowadays social media is an important marketing tool for promotional activities.

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. A large section of the audience gets to know your brand through the content that is distributed on social media, in this way people get to know about your product. Social proof has emerged due to the tendency of people to imitate the behaviour of people around them. Happy consumers tend to go about praising the products with likes, shares, reviews and comments on social media.

When consumers see promotions, discounts and deals on social media, it influences their buying behaviour. Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audience and influence their buying behaviour. Social media which includes the content, visuals, promotions, discounts and influencers has the ability to influence the buying behaviour of consumers.

In the modern era the using of social networking websites has extensively affect on the consumers in various ways. There are many online networking sites which affect consumer behaviour. They are Instagram, Facebook, you tube etc. Now-a-days social media is used by almost all the ages of consumers like college students, working class and even old age people too.

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends, and co-workers. This strategy relies on word-of-mouth and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone who the recipient knows and trusts.

Social media strategy involves the creation of content that is sticky. This means that it gets a user's attention and increases the possibility that they will conduct a desired action, such as buying a product or sharing the content with others in their own network. Marketers create viral content that's designed to spread quickly between users.³ Social media marketing should also encourage consumers to create and share their own content, such as product reviews or comments. This is referred to in the marketing industry as earned media

Social media marketing lets businesses

- Reach large audiences for a small price
- Keep up with competitors
- Sell products and services on the platform
- Target specific audiences using demographics and hashtags
- Create a sense of community
- Have direct contact with followers and provide consumer support

- Analyse brand sentiment

There are several ways you can advertise on social media. For example, you can:

Create content: This includes posts and videos.

Promote content: Create posts that are promoted/sponsored.

Engage with people: Get active in groups related to your industry, interact with influencers in your industry, etc.

Grow a following: Get people in your industry to follow your brand by creating and sharing content that appeals to them.

Get downloads: Offer PDFs, PowerPoints, videos, podcasts, etc. on your social channels and profiles.

Consumer buying behaviour is the study of how individuals and organizations select and use products and services. This primarily focuses on psychology, motivations, and behaviour, such as how people choose between brands, how they research and shop, and how marketing campaigns can be improved so brands can effectively influence them. Personal, psychological, and social factors influence the consumer behaviour. Personal factors deal with an individual's interests and opinion which are affected by their demographics. Stages in consumers buying process are need recognition, information search, Evaluation of Alternatives, Purchase Decision, Post Purchase Behaviour.

The main aim of this study is to examine how social media will affect the final consumer behaviour among person who mostly use social media websites. Consumer referred to here is general public. The study has also undertaken to analyse how social media will affect buying decisions of general public and the factors that motivate general public to shop through social media platforms.

1.2. STATEMENT OF THE PROBLEM

Consumers are beginning to resist the effect of some companies at marketing them. The promotional focus of some organizations is on the conventional mass media advert style, which includes commercial TV, radio jingles and advertisements in print format such as newspapers.

It is now on record that as the Internet is fast advancing across the global market place, the effectiveness of traditional mass media is fast on the decline.

1.3. OBJECTIVE OF THE STUDY

- To study the factors influencing the consumer for the purchase of products through social media advertisement.
- To know which product is most suitable for social media marketing.
- To find out which is the best social media preferred by consumers.

1.4. SCOPE OF THE STUDY

The scope of the study covers the general public, the study will help us to understand the impact of social media on consumer behaviour. Social media has an important role in influencing buying decisions of consumer. This study has made an attempt to understand the influence of social media on consumer behaviour. Social media has the power to influence potential consumers from the start until the stage of a purchase and beyond as well. The study is greatly significant because in today's world social media has an important role in day-to-day activities of people. The study will also reveal how social media will affect buying decisions of general public and the factors that motivate general public to purchase through social media platforms.

1.5 RESEARCH METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

1.5.1 Data Collection

The data is collected from both primary and secondary sources.

1.5.1.1 Primary Data

The source of primary data is through questionnaire based on the objectives.

1.5.1.2 Secondary Data

The secondary data were collected from books, journals, websites and other published sources. **1.5.2 Sample Design**

A self- designed questionnaire was developed and given to general public. The questionnaire is related to impact of social media on consumer behaviour.

1.5.2.1 Sample Population

The population of the study is general public of Kodumudi.

1.5.2.2 Sample Size

The sample size of the study is 120.

1.5.2.3 Sampling Technique

The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

1.5.3 Tool for analysis

Major tool used in the analysis process has been graphs and chart for interpreting the data collected.

- Simple Percentage Analysis
- Rank Analysis
- Correlation Analysis

1.6. LIMITATIONS OF THE STUDY

- ❖ Social media marketing is not a new aspect and it is always changing and evolving. There are many journals/articles on this topic but very few links social media with changes in consumer behaviour. The study is presented in a general manner.
- ❖ As cultures and values change from country to country, consumer's buying behaviour may also vary. A study involving many countries should be conducted on this topic for more accurate and generalized results.
- ❖ As the study was limited to a specific time period. Thus, it cannot be used to analyse behaviour over a period of time as the timing is not guaranteed to be representative.
- ❖ The sample is confined to 120.

1.7. CHAPTER SCHEME

CHAPTER 1: Covers Introduction to study, Objective of study, Statement of problem, Scope of the study, Limitation of the study, Research Methodology and Chapters scheme.

CHAPTER 2: Contain Review of Literature.

CHAPTER 3: Contain Theoretical Frame work of the Study

CHAPTER 4: Contain Analysis and Interpretation Data

CHAPTER 5: Contain the Summary of Finding, Suggestion and Conclusion

CHAPTER 2

REVIEW OF LITERATURE

Dr. Manish Kumar Srivastava and Dr. A.K. Tiwari (2020) The research was conducted to study the various popular social media platforms and the ways in which it is being used by the consumers. They have also tried to study the impact of social media on the consumer behaviour. The study concludes that social media has become an integral part of consumers' life and it has also affected their behaviour to a great extent.

Clair McClure and Yoo-Kyoung Seock (2020) The study examined the influence of consumer's brand familiarity and the information quality of social media content on their involvement with a brand on the brand's social media pages. Also studied were the influence of involvement on consumer's attitude towards the brand's social media page and the effect of their attitude on future purchase intention from the brand. The results indicated that both brand familiarity and information quality had significant effects on a consumer's involvement with a brand on its social media page, yet the brand's social media content had a greater influence on a consumer's involvement with the social media page.

Man Lai Cheung, Guilherme Pires and Philip J. Rosenberger (2020) This paper investigates the impact of social-media marketing elements, namely entertainment, customisation, interaction, electronic word-of-mouth (EWOM) and trendiness, on consumer–brand engagement and brand knowledge. The results reveal that interaction, electronic word-of-mouth and trendiness are the key elements directly influencing consumer brand engagement, then strengthening brand awareness and brand knowledge.

Duangruthai Voramontri and Leslie Klieb (2019) The goal of the paper was to research empirically the role of social media in consumers' decision-making process for complex purchases - those characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The result showed 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.

Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chovancova and Michal Pilik(2019) This paper aims at examining the mediating role of online based-brand community (OBBC) through social media platforms (SMP) given the interplay of consumers' purchasing attitude in a virtual space. The findings generated through the partial least square and structural equation modelling (PLS-SEM) showed that OBBC on the social media platform positively initiates consumer-brand engagement and user-brand relationship.

Daniela Baum, Martin Spann, Johann Fuller and Carina Thurridl (2019) The goal of this study was to analyse the impact of a social media campaign on the success of a new product introduction. The results of the study revealed that campaign-related factors positively influence consumers' attitude toward the new product, which in turn mediates the positive influence on purchase intention and recommendation behaviour.

Shu- Chaun Chu and Hsuan-Ting Chen (2019) The study examines how consumers' corporate social responsibility (CSR) -related activities in social media affect their responses to brands. The results suggested that consumers' CSR-related activities in social media significantly impacted eWOM intention and purchase intention through enhancing identification with the brand and positive brand attitude. This study provides important insights on consumer behaviour and CSR by investigating social media, an important and emerging marketing platform. Moreover, this study fills in the research gap about the association between consumers' CSR-related activities in social media and their responses to brands.

Jill Nash (2019) The purpose of the study was to explore the levels social media (SM) platforms are influencing consumer decision-making process for Generation X and Y consumers in the retail fashion environment. The findings revealed that consumers use a variety of internal and external motivations that influence their behaviours and perceptions of high-street fashion retailers, and these factors are aided and facilitated by the use of SM. However, the research also revealed that SM is not the only source that motivates their consumer decision-making process, and with the proliferation of active users on SM, these platforms are (and will continue to have) an ever more increasing impact on consumer decision-makings.

Emerson Wagner Mainardes and Marcelo Vieira Cardoso (2019) The research evaluates the effect of the use of social media on consumer trust, loyalty and purchase intention in physical stores. The results suggest that the use of social media, company and user-generated communication positively affects trust of the physical store. Trust, in turn, has a direct positive effect on consumer loyalty to the store, and both trust and loyalty have positive impacts on a consumer's purchase intention.

Ali M. Shah and Syed Zeeshan Zahoor (2019) The study aims to explore the impact of social media on purchasing behaviour with mediating effect of consumer relationship. The findings indicate that majority of the respondents use social media for purchasing purpose and there is a positive relation between social media and consumer relationship, as well as social media and purchasing behaviour, with consumer relationships fully mediating and enhancing the relationship between social media and purchasing behaviour. It has been also found that the majority of the respondents use social media for purchasing purposes.

Xiaolei Yu, Chunlin Yuan (2019) The purpose of this paper is to investigate factors driving consumers' social media brand experience and its effect on consumer equity and consumer lifetime value (CLV). The results indicate that utilitarian and hedonic values influence brand experience, and that brand experience directly influences brand attachment, brand trust and consumer equity drivers. There is a positive relationship between brand attachment and trust. As a consumer equity driver, brand equity has a positive effect on CLV.

L.E Taylor Trelford (2018) in a study of preference for Facebook versus Instagram, it was revealed that the majority of participants prefer Facebook to Instagram, although this finding was weaker in younger adults.

Mohammed Habes, Mahmoud Alghizzawi, Rifat Khalaf, Said A. Salloum and Mazuri Abd. Ghani (2018)

The aim of this paper was to highlight the impact of social media on students in the higher educational universities and its impact on the students' academic performance. The study indicated that a large number of university students are using social media with more focus on Facebook, which in turn negatively affect their academic results.

Rebecca Dolan, Gergely and Sharon Forbes (2018) This study investigates the social media adoption and activities of 1173 wineries located in Germany, the USA, New Zealand and Australia. The results show that Facebook is the main platform that wineries use to engage with consumers, but that the actual reasons social media is used vary.

Alireza Naser Sadrabadi, Mahyar Kamali Saraji and Mohammad MonshiZadeh (2018) The study conducted to evaluate role of brand ambassador in Electronic Word of Mouth advertising in Instagram and Novin Charm brand. The study investigated dimensions of brand equity, brand awareness, brand image and Electronic Word of Mouth advertising. According to research results, the brand ambassador can affect the electronic word of mouth advertising.

Constanza Bianchi, Lynda Andrews (2018) The purpose of this paper is to address this gap and extend previous research by examining factors that influence consumers' attitudes and intentions to engage with retail brands through Facebook, and ultimately purchase products and services. The findings provide an understanding of the main drivers of consumer-brand engagement that can lead to purchase intentions. Results show that consumers' attitudes toward engaging with retail brands through Facebook are influenced by peer communication, compatibility and credibility, and that attitude has a strong influence on intentions toward this behaviour. Furthermore, there is a strong relationship between intentions to engage and the likelihood of purchasing through a retail brand's Facebook page.

Vikas Gautam and Vikram Sharma (2017) The main objective of the study was to investigate the direct and indirect impacts of social media marketing activities (entertainment, customization, interaction, word of mouth, and trend) on consumers' purchase intentions in luxury fashion brands. They found positive significant impacts of social media marketing and consumer relationships on consumers' purchase intentions.

Doga Istanbuluoglu (2017) The study explores how the response times of multiple company responses on social media influence consumer satisfaction. Specifically, the first response after the complaint and the conclusive response that closed the complaint file were investigated in regard to consumers' objectives for complaining. The study reveals that both a quicker first response and a quicker conclusive response led to higher satisfaction with complaint handling.

Denni Arli (2017) The purpose of the study was to explore the impact of social media's features (i.e., entertainment, usefulness, informativeness and irritation) toward consumers' attitude toward the brand. Subsequently, this study explores the impact of this attitude toward consumers' brand loyalty, brand

awareness and purchase intention. The findings show that entertainment feature has the strongest impact on consumers' attitude toward the brand's social media use, followed by informativeness, usefulness and finally, irritation. Consumers' attitude toward a brand's social media strongly influences consumer loyalty, awareness and purchase intention.

Ismail Erkan and Chris Evans (2016) The aim of the study was to examine the influence of these conversations in social media on consumers' purchase intentions. The results of the confirm that quality, credibility, usefulness and adoption of information, needs of information and attitude towards information are the key factors of eWOM (electronic word of mouth) in social media that influence consumers' purchase intentions.

Adnan Veysel Ertemel and Ahmad Ammoura (2016) The study has been designed to answer main question about the role of social media advertising on consumer buying behaviour in very active field which is fashion retail industry, then determine the differences if existed in this relation regarding to the name of the brands and consumer demographics factors. The findings showed weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behaviour. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level.

Namho Chung and Chulmo Koo (2015) This paper examines the travel information searches using social media as a new search behaviour from a value perspective. The study revealed that the traveller's perception of the value of social media is a primary determinant of the traveller's social media usage.

Laurence Dessart, Cleopatra Veloutsou and Anna Morgan Thomas (2015) The study aims to delineate the meaning, conceptual boundaries and dimensions of consumer engagement within the context of online brand communities both in term of the engagement with the brand and the other members of the online brand communities. It also explores the relationships of consumer engagement with other concepts, suggesting antecedents of engagement. The study suggests that individuals are engaging in online communities in social network platforms both with other individuals and with brands. The study also identifies three key engagement dimensions (cognition, affect and behaviours). The study further suggests key drivers, one outcome and objects of consumer engagement in online brand communities.

Sunghun Chung, Animesh, Kunsoo Han and Alain Pinsonneault (2014) The study was undertaken to examine how firms' social media efforts—in terms of intensity, richness, and responsiveness— influence consumer behaviour (engagement and attention) and firm performance. They found that the richness and responsiveness of a firm's social media efforts are significantly associated with the firm's market performance.

Khim-Yong Goh, Cheng-Suang Heng and Zhijie Lin (2013) The study was conducted integrate qualitative user-marketer interaction content data from a fan page brand community on Facebook and consumer transactions data to assemble a unique data set at the individual consumer level. They found that engagement in social media brand communities leads to a positive increase in purchase expenditures. Additional examinations of UGC and MGC impacts show evidence of social media contents affecting consumer purchase behaviour through embedded information and persuasion.

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CHAPTER 3

THEORETICAL FRAMEWORK

3.1 SOCIAL MEDIA

Social media is interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. Social media are used to document memories; learn about and explore things; advertise oneself; and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites.

Some of the most popular social media websites, with over 100 million registered users, include Facebook, TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, and LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include YouTube, QQ, Quora, Telegram, WhatsApp, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and more. Wikis are examples of collaborative content creation.

3.2 DEFINITION OF SOCIAL MEDIA

- ❖ Merriam-Webster defines social media as "forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)."
- ❖ "Social media are primarily Internet-based tools for sharing and discussing information among human beings."- **Wikipedia**

3.3 FEATURES OF SOCIAL MEDIA

While challenges to the definition of social media arise due to the broad variety of stand-alone and built-in social-media services currently available, there are some common features:

1. social media are interactive Web 2.0 Internet-based applications.
2. User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social-media organization.
4. social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

3.4 CHARACTERISTICS OF SOCIAL MEDIA

1. Web space: The website should provide the users free web space to upload content.

2. Web address: The users are given a unique web address that becomes their web identity. They can post and share all their content on this web address.

3. Build profiles: Users are asked to enter personal details like name, address, date of birth, school/college education, professional details etc. The site then mines the personal data to connect individuals.

4. Connect with friends: Users are encouraged to post personal and professional updates about themselves. The site then becomes a platform to connect friends and relatives.

5. Upload content in real time: Users are provided the tools to post content in real time. This content can be text, images, audio, video or even symbolic likes and dislikes. The last post comes first, giving the site freshness.

6. Enable conversations: Members are given the rights to comment on posts made by friends and relatives. The conversations are a great social connect.

7. Posts have time stamp: All posts are time stamped, making it easy to follow posts.

3.5 TYPES OF SOCIAL MEDIA

1. Blogs

A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Many blogs provide commentary on a particular subject or topic, ranging from politics to sports. A typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic.

2. Enterprise social networking

Enterprise social networking focuses on the use of online social networks or social relations among people who share business interests and/or activities. Enterprise social networking is often a facility, which is essentially used in "enterprise" (business/commercial) contexts. It encompasses modifications to corporate intranets (referred to as social intranets) and other classic software platforms used by large companies to organize their communication, collaboration and other aspects of their intranets.

3. Forums

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are

often longer than one line of text, and are at least temporarily archived. Forums have a specific set of jargon associated with them; example: a single conversation is called a "thread", or topic.

4. Microblogs

Micro blogging is an online broadcast medium that exists as a specific form of blogging. A micro-blog differs from a traditional blog in that its content is typically smaller in both actual and aggregated file size. Micro-blogs "allow users to exchange small elements of content such as short sentences, individual images, or video links", which may be the major reason for their popularity. These small messages are sometimes called micro posts.

5. Photo sharing

Image sharing, or photo sharing, is the publishing or transfer of a user an administrator equates digital photos online. Image sharing websites offer services such as uploading, hosting, managing and sharing of photos (publicly or privately). This function is provided through both websites and applications that facilitate the upload and display of images.

6. Products/services review

A review site is a website on which reviews can be posted about people, businesses, products, or services. These sites may use Web 2.0 techniques to gather reviews from site users or may employ professional writers to author reviews on the topic of concern for the site.

7. Social bookmarking

Social bookmarking is an online service which allows users to add, annotate, edit, and share bookmarks of web documents. Many online bookmark management services have launched since 1996; Delicious, founded in 2003, popularized the terms "social bookmarking" and "tagging". Tagging is a significant feature of social bookmarking systems, allowing users to organize their bookmarks and develop shared vocabularies known as folksonomies.

8. Social gaming

A social network game (sometimes simply referred to as a social media game, social video game or online social game) is a type of online game that is played through social networks. They typically feature multiplayer game play mechanics. Social network games were originally implemented as browser games.

9. Social networks

A social network is a social structure made up of a set of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

10. Virtual worlds

A virtual world (also called a virtual space) is a computer simulated environment which may be populated by many users who can create a personal avatar, and simultaneously and independently explore the virtual world, participate in its activities and communicate with others. These avatars can be textual, graphical representations, or live video avatars with auditory and touch sensations.

3.6 ADVANTAGES OF SOCIAL MEDIA

1. You reach large audience:

There are millions of people using social media platforms. It's a great opportunity for your business to reach a large pool of people that are interested in your products or services. The ability to reach large audiences is a huge advantage of social media. It opens the door for your business to find more leads that want your products or services.

2. You have a direct connection with your audience:

social media is one of the few marketing strategies that allow you to connect directly with your audience. You know who is interested in your business because they choose to follow your social media account.

3. You can create organic content:

The ability to post organic content for free is an incredible benefit of social media for business. This opens many opportunities for your company to connect with valuable leads at no cost. It's one of the reasons why companies love using these platforms.

4. You have access to paid advertising services:

If you want to go beyond organic posting, there is an option to run paid advertisements. Each social platform offers its own form of paid advertising.

5. You build your brand:

One advantage of social media marketing is the ability to build your brand. When you connect with interested leads, you expose them to your brand. The ability to post organic content for free allows you to build brand recognition repeatedly with your audience. This builds brand loyalty.

6. You drive traffic to your website:

social media is a great catalyst for driving traffic to your business's website. Most social media platforms allow you to post content with a link to your website. When you create compelling content, you can entice your audience click on the link. This directs them to your site, where they can learn more about your business.

7. You can evaluate your performance:

The last advantage to social media marketing is the ability to assess your performance. Whenever you run a marketing campaign, you want to know how it's performing. Social media platforms make it easy for you to track your campaign to see if you're driving valuable results.

8. You can join social media networks for free:

One of the biggest advantages of social media marketing is that it is entirely free to start. None of the largest platforms have signup fees of any sort, so the only investment you'll need to make is in the form of time.

9. You can create viral content:

Perhaps the most unique advantage of social media is the ability to get help from your followers. People love to share things with their networks, from photos and recipes to interesting articles and hot deals.

10. You can uncover valuable insights:

You can also use social media to gain valuable information about your consumers that will help you make smarter business decisions. For example, social listening allows you to discover how people feel about your company and brand. With social listening, you can uncover conversations about your business and answer questions about your offerings.

3.7 DISADVANTAGES OF SOCIAL MEDIA**1. You can receive negative feedback:**

People use social media to post content they love, but they also use it to share experiences they didn't love. If someone had a poor experience with your business, it opens a door of opportunity for them to share their poor experience with others.

2. You can open up the potential for embarrassment:

It's easy for posts to go viral on social media. People keep a close eye on the good and the bad on social media. If you aren't careful about the content you post, you can end up embarrassing your company and getting caught in an awkward situation.

3. You have to wait to see results:

When companies invest in marketing strategies, they want to see immediate results. You want to know that your strategies are working and that the investment is worth your time. With social media marketing, you don't see immediate results.

3.8 CONSUMER BEHAVIOUR

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and

preferences affect buying behaviour. The study of consumer behaviour formally investigates individual qualities such as demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption. Also investigated are the influences on the consumer, from groups such as family, friends, sports, and reference groups, to society in general, including brand-influencers and opinion leaders.

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. Consumer behaviour entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities.

3.9 DEFINITIONS OF CONSUMER BEHAVIOUR

- ❖ According to **American Marketing Association**, consumer behaviour can be defined as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives."
- ❖ According to **Engel, Blackwell, and Mansard**, 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.
- ❖ According to Louden and Bitta, 'consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.

3.10 CHARACTERISTICS OF CONSUMER BEHAVIOUR

1. **Consumer Behaviour involves Products, Services, Activities, and Ideas:** In the scope of consumer behaviour, not only products (like toilet soaps), are included but also the services (flying by an airliner), and activities (getting children vaccinated for polio), and ideas (saying no to drugs). Thus, consumer behaviour rotates around offerings.
2. **Consumer Behaviour involves more than Buying:** Consumer behaviour is not restricted only to buying the offering. It includes buying (acquiring the offering), using, and disposing. Usage has many connotations – first, it has important symbolic implications for the consumer. Usage can also influence other behaviours. Secondly, it may also influence other behaviours. Not satisfied the product or services may lead to consumer complaints and protests. Finally, consumer behaviour also evaluates as how do consumers get rid of an offering, they previously acquired.
3. **Consumer Behaviour is a Dynamic Process:** Consumer Behaviour is dynamic because the thinking, feelings, and actions of individual consumers, targeted groups, and the society at large are constantly changing. The sequence of acquisition, consumption, and disposition can occur over time in a dynamic sequence.

4. Consumer Behaviour involves Interactions among Many People: Consumer behaviour does not mean action of a single individual. Interactions may take place among a group of friends, a few co-workers, or an entire family. The individuals may take different roles.

5. Consumer Behaviour involves Many Decisions:

Consumer behaviour needs understanding whether (to acquire/use/ dispose of an offering), what (to acquire/use/dispose), why (to acquire/use/dispose of an offering or not)), when (time), where (place), how (ways of acquiring, using, and disposing), how much (volume), how often (frequency), and how long (till what time) consumers will buy, use or dispose of an offering.

6. Consumer Behaviour involves Exchanges:

Consumer behaviour involves exchanges between human beings. People give something of value to receive something of value. Indeed, the role of marketing is to help society to create value through exchanges by formulating and implementing marketing strategies.

3.11 NATURE OF CONSUMER BEHAVIOUR

1. Influenced by various factors:

The various factors that influence the consumer behaviour are as follows:

- a) Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
- b) Personal factors such as age, gender, education and income level.
- c) Psychological factors such as buying motives, perception of the product and attitudes towards the product.
- d) Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
- e) Social factors such as social status, reference groups and family.
- f) Cultural factors, such as religion, social class—caste and sub-castes.

2. Undergoes a constant change:

Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colourful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behaviour may take place due to several other factors such as increase in income level, education level and marketing factors.

3. Varies from consumer to consumer:

All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are technophilic.

4. **Varies from region to region and country to county:**

The consumer behaviour varies across states, regions and countries. For example, the behaviour of the urban consumers is different from that of the rural consumers. The rich rural consumers may think twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to buy luxury items such as cars and household appliances.

5. **Information on consumer behaviour is important to the marketers:**

Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target consumers.

6. **Leads to purchase decision:**

A positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.

7. **Varies from product to product:** Consumer behaviour is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading.

8. **Improves standard of living:** The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprive themselves of higher standard of living.

9. **Reflects status:**

The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.

3.12 FACTORS INFLUENCING CONSUMER BEHAVIOUR

The marketers try to understand the actions of the consumers in the marketplace and the underlying motives for such actions. These motives are the factors that influence the consumer behaviour. These are:

1. **Psychological Factors:**

The human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are:

- Motivation
- Perception
- Learning
- Attitudes and Beliefs

2. Social Factors:

The human beings live in a complex social environment wherein they are surrounded by several people who have different buying behaviours. Since the man is a social animal who likes to be acceptable by all tries to imitate the behaviours that are socially acceptable. Hence, the social factors influence the buying behaviour of an individual to a great extent. Some of the social factors are:

- Family
- Reference Groups
- Roles and status

3. Cultural Factors:

It is believed that an individual learns the set of values, perceptions, behaviours, and preferences at a very early stage of his childhood from the people especially, the family and the other key institutions which were around during his developmental stage. Thus, the behavioural patterns are developed from the culture where he or she is brought up. Several cultural factors are:

- Culture
- Subculture
- Social Class

4. Personal Factors:

There are several factors personal to the individuals that influence their buying decisions. Some of them are:

- Age
- Income
- Occupation
- Lifestyle

5. Economical Factors:

The last but not the least is the economic factors which have a significant influence on the buying decision of an individual. These are:

- Personal Income
- Family Income
- Income Expectations
- Consumer Credit
- Liquid Assets of the Consumer
- Savings

3.13 TYPES OF CONSUMER BEHAVIOUR

There are four main types of consumer behaviour:

1. Complex buying behaviour

This type of behaviour is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to invest. Imagine buying a house or a car; these are an example of a complex buying behaviour.

2. Dissonance- reducing buying behaviour

The consumer is highly involved in the purchase process but has difficulties determining the difference between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice. Imagine you are buying a lawnmower. You will choose one based on price and convenience, but after the purchase you will seek confirmation that you've made the right choice.

3. Habitual buying behaviour

Habitual purchases are characterized by the fact that the consumer has very little involvement in the product or brand category. Imagine grocery shopping: you go to the store and buy your preferred type of bread. You are exhibiting a habitual pattern, not strong brand loyalty.

4. Variety seeking behaviour

In this situation, a consumer purchases a different product not because they weren't satisfied with previous one, but because they seek variety. Like when you are trying out new shower gel scents.

3.14 IMPORTANCE OF CONSUMER BEHAVIOUR

1. Production Policies

The study of consumer behaviour affects the production policies of the business. Consumer behaviour discovers, needs, tastes, choices of consumers, and such discovery enables the business to plan and implement products according to these specifications. Every business needs to be in constant touch with the change in consumer behaviour so that necessary changes in products are made on time.

2. Price policy

Consumer behaviour is equally important in having price policy. The buyer only purchases your product, which is cheaper or has distinctive features than your competitor's.

3. Decision regarding the channel of distribution

The goods and services which are sold solely based on the low prices must have an economical distribution channel. In the case of such products like T.V. sets, Air Conditioner, etc., must have different distribution channels. Thus, decision related to the channel of distribution is taken based on consumer behaviour.

4. Decision regarding sales promotion

Consumer behaviour plays a vital role in deciding the sales promotion. It enables the producer to motivate and encourage the consumer to make a purchase decision, and the same is used in the promotional campaigns to awaken the desire to purchase the product.

5. Exploiting marketing opportunities

The study of consumer behaviour helps a marketer identify the needs, wants, desires and problems, etc. of the consumer. This information and knowledge help the marketer exploit market opportunities and meet the challenges in the market.

6. Consumer do not always act or react predictably

The consumers compare the past to react to price levels as if price and quality had positive relations. Today, the consumer gives less value for money but gives more attention to superior features.

7. Highly diversifies consumer preferences

The consumer can shift from your product to another due to the unavailability of choices. Thus, a proper understanding of consumer behaviour will help you identify changes in consumers' preferences. It also helps in retaining and sustaining the consumer for a long time.

8. Implementing marketing concepts

All consumers need to be given equal importance; therefore, implementing and identifying the target market before production is important to deliver the desired consumer satisfaction.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION




4.1 INTRODUCTION

In this chapter the analysis and interpretation of the study on impact of social media on consumers buying behaviour based on the survey by a sample of 120 respondents selected from Coimbatore city.

Definition of analysis and interpretation:

The process by which sense and meaning are made of the data gathered in qualitative research, and by which the emergent knowledge is applied to clients' problems. This data often takes the form of records of group discussions and interviews, but is not limited to this.

This chapter contains 3 different analyses namely:

-  Simple percentage analysis
-  Rank analysis
-  Correlation analysis.

4.2 SIMPLE PERCENTAGE ANALYSIS

This is one of the basic statistical tools which is widely used in the analysis and interpretation of the primary data. It deals with the no of respondent response to a particular question in percentage arrived from the total population selected for the study.

The percentage can be calculated by using the formulae.

$$= \frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

Table 4.2.1

GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	84	30
Female	36	70

Transgender	0	0
Total	120	100

Source: questionnaire

INTERPRETATION

In the above table indicates the gender of the respondents.70% of the respondents were male and 30% of the respondents were female.

Chart:4.2.1

GENDER

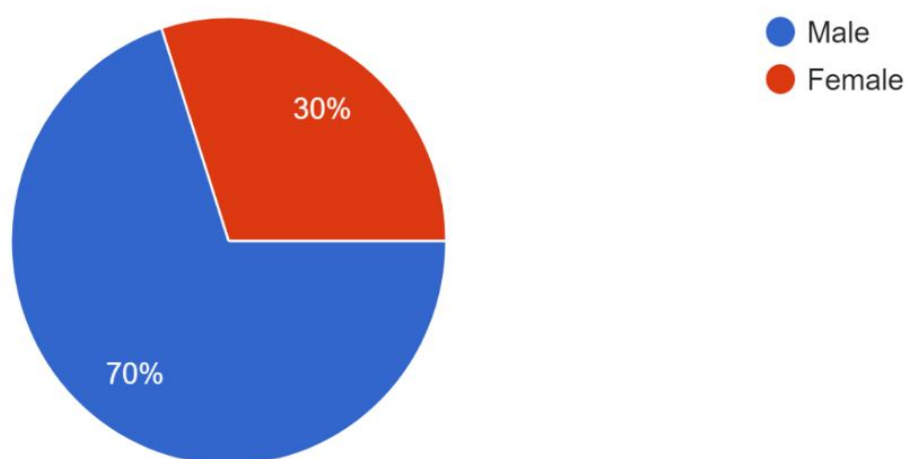


Table:4.2.2

MARITAL STATUS

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
Unmarried	99	82.5
Married	21	17.5
Divorced	0	0
Widower	0	0
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table reveals the marital status of the respondents. 82.5% of the respondents are unmarried and 17.5% of the respondents are married.

Chart:4.2.2

MARITAL STATUS

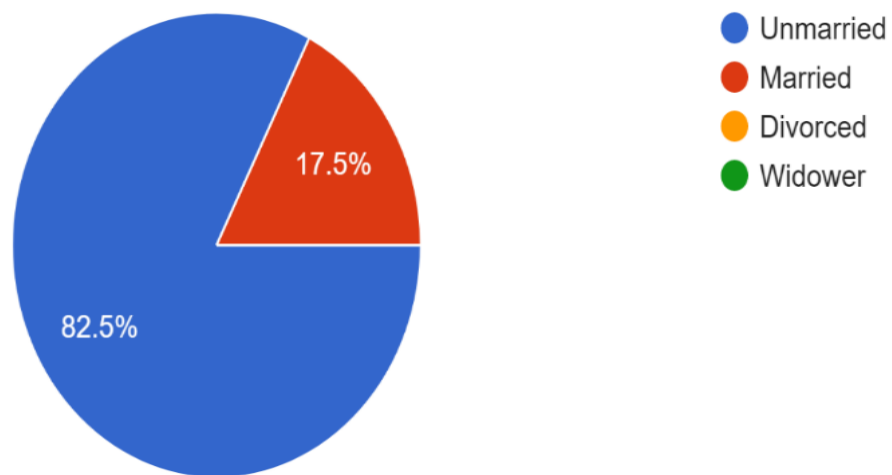


Table:4.2.3

FAMILY SIZE

FAMILY SIZE	NO OF RESPONDENTS	PERCENTAGE
2 Members	4	3.3
3 Members	35	29.2
4 Members	61	50.8
5 & above	20	16.7
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table reveals the family size of the respondents. 3.3% of the respondents have 2 members in their family, 29.2% of the respondents have 3 members in their family, 50.8% of the respondents have 4 members in their family and 16.7% of the respondents have more than 5 members in their family.

Chart:4.2.3

FAMILY SIZE

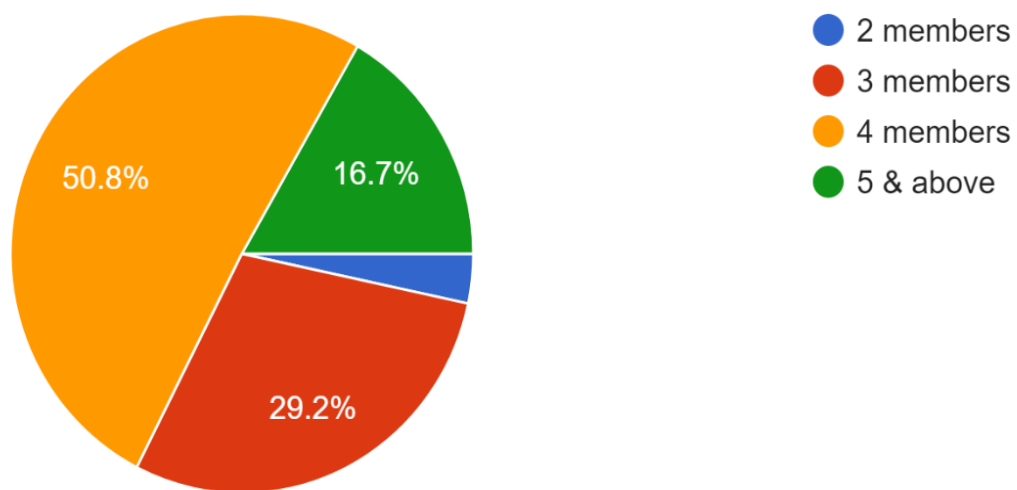


Table: 4.2.4

EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
High school	14	11.7
Under Graduate	82	68.3
Post Graduate	22	18.3
Uneducated	2	1.7
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table shows the educational qualification of the respondents. 11.7% of respondents are high school, 68.3% of the respondents are Under graduate, 18.3% of the respondents are Post graduate and 1.7% of the respondents are Uneducated.

Table:4.2.4

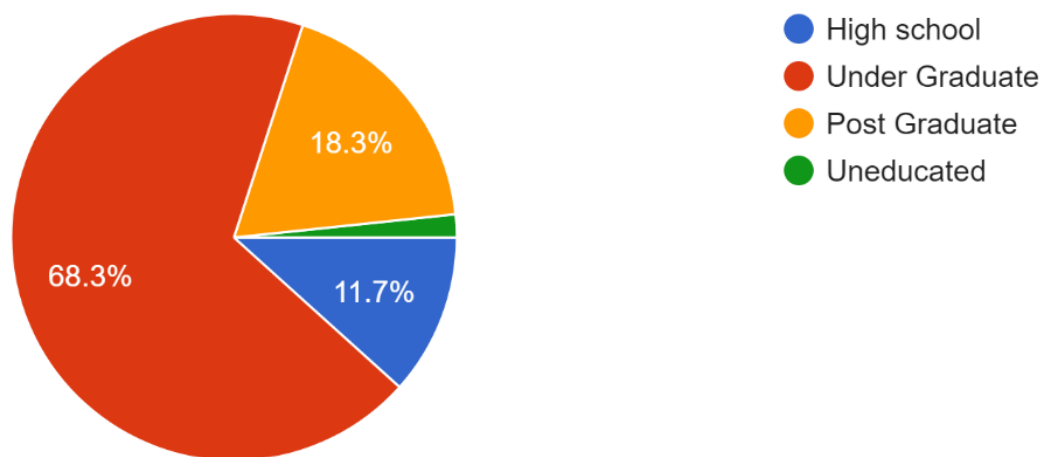
EDUCATIONAL QUALIFICATION

Table:4.2.5

MONTHLY INCOME

MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
Up to Rs.10,000	68	56.7
Rs.10,000 to Rs.25,000	27	22.5
Rs.25,000 to Rs.40,000	6	5
Rs.40,000 & above	19	15.8
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table shows the monthly income of the respondents. 56.7% of respondents were earning up to Rs.10,000, 22.5% of respondents were earning from Rs.10,000 to Rs.25,000, 5% of respondents were earning from Rs.25,000 to Rs.40,000 and 15.8% of respondents were earning above Rs.40,000.

Chart:4.2.5

MONTHLY INCOME

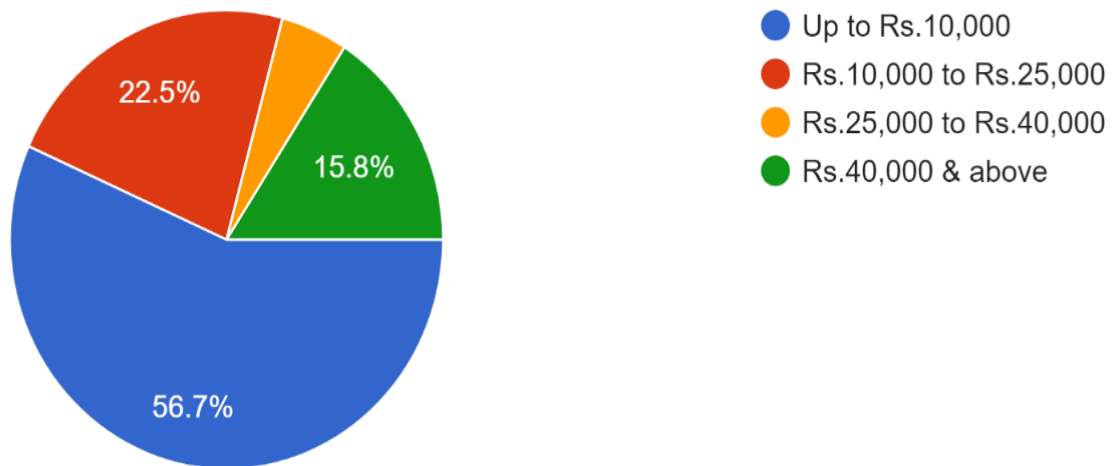


Table:4.2.6

USE SOCIAL MEDIA

USE SOCIAL MEDIA	NO OF RESPONDENTS	PERSENTAGE
Yes	118	98.3
No	2	1.7
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table shows the how many of respondents uses social media. 98.3% of respondents responded Yes for using social media and 1.7% of respondents responded No for using social media.

Chart:4.2.6

USE SOCIAL MEDIA

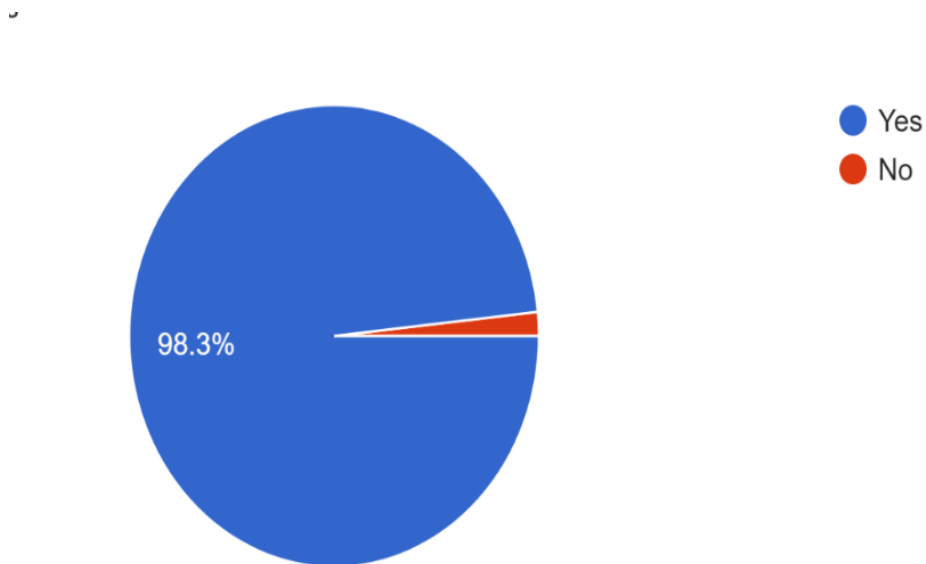


Table:4.2.7

USE SOCIAL MEDIA FOR

SOCIAL MEDIA FOR	NO OF RESPONDENTS	PERCENTAGE
Chatting	61	50.8
Shopping	52	43.3
Information	76	63.3
Make friends	23	19.2
Total	212	177

Source: Questionnaire

INTERPRETATION

In the above table shows the respondents usage of social media. 50.8% of the respondents use social media for Chatting, 43.3% of the respondents use social media for Shopping, 63.3% of the respondents use social media for Information and 19.2% of the respondents use social media for Making friends.

Chart:4.2.7

USE SOCIAL MEDIA FOR

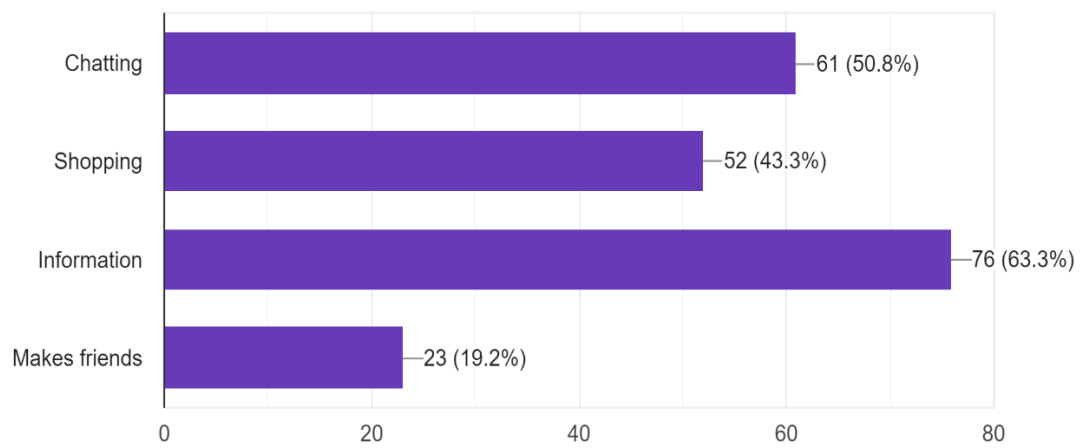


Table:4.2.8

TIME SPEND ON SOCIAL MEDIA

TIME	NO OF RESPONDENTS	PERCENTAGE
1-5 hours	93	77.5
5-10 hours	24	20
10 hours & more	3	2.5
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows the time spend on social media by respondents. 77.5% of respondents spend 1-5 hours on social media per day, 20% of respondents spend 5-10 hours on social media per day and 2.5% of respondents spend 10 hours & more on social media per day.

Chart: 4.2.8

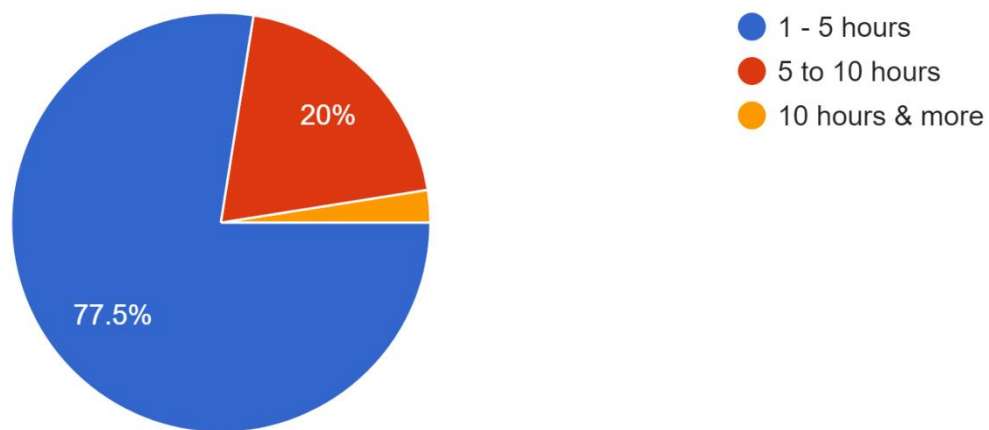
TIME SPEND ON SOCIAL MEDIA

Table:4.2.9

PREFERRED SOURCE OF INFORMATION FOR BUYING DECISIONS

SOURCE OF INFORMATION	NO OF RESPONDENTS	PERCENTAGE
Company's Website	26	21.7
Social media	59	49.2
Advertisements	15	12.5
Friends & relatives	20	16.7
Total	120	100

Source: Questionnaire

INTERPRETATION

In the above table shows the preferred source of information for buying decisions. 21.7% of respondents prefers company's website, 49.2% of respondents prefers social media, 12.5% of respondents prefers advertisements and 16.7% of respondents prefers Friends & relatives.

Chart:4.2.9

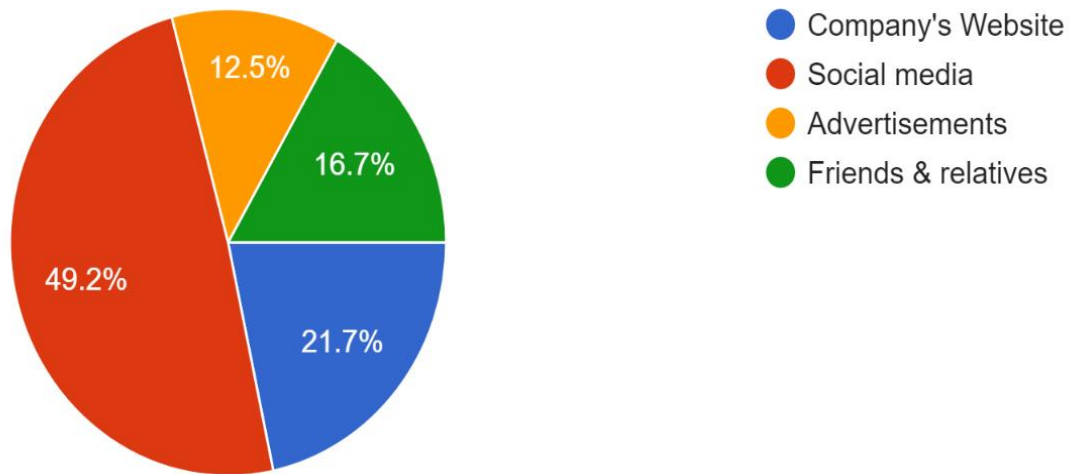
PREFERRED SOURCE OF INFORMATION FOR BUYING DECISIONS

Table:4.2.10

INFLUENCE OF SOCIAL MEDIA

SOCIAL MEDIA	NO OF RESPONDENTS	PERCENTAGE
Instagram	65	54.2
Facebook	16	13.3
You Tube	38	31.7
Twitter	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows that which type of social media influence purchase decision of the respondents. 54.2% of respondents purchase decisions are influenced by Instagram, 13.3% of respondents purchase decision are influenced by Facebook, 31.7% of respondents purchase decision are influenced by You Tube and 0.8% of respondents purchase decision are influenced by Twitter.

Chart:4.2.10

INFLUENCE OF SOCIAL MEDIA

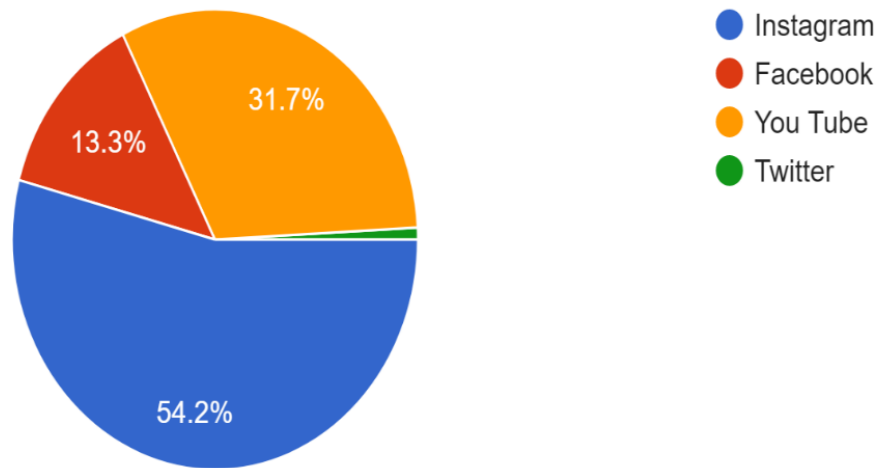


Table:4.2.11

FACTORS DRIVES TO TRY NEW PRODUCTS

FACTORS	NO OF RSPONDENTS	PERCENTAGE
The frequent exposure of product	32	26.7
Visual elements of advertisement	26	21.7
High discounts on product	40	33.3
How much a product is liked, commented & shared by others	22	18.3
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows the factors that drives attention of respondent to try new products in social media. 26.7% of respondents are responded as the frequent exposure of product, 21.7% of respondents are responded as Visual elements of advertisement, 33.3% of respondents are responded as High discounts on product and 18.3% of respondents are responded as How much a product is liked, commented & shared by others.

Chart:4.2.11

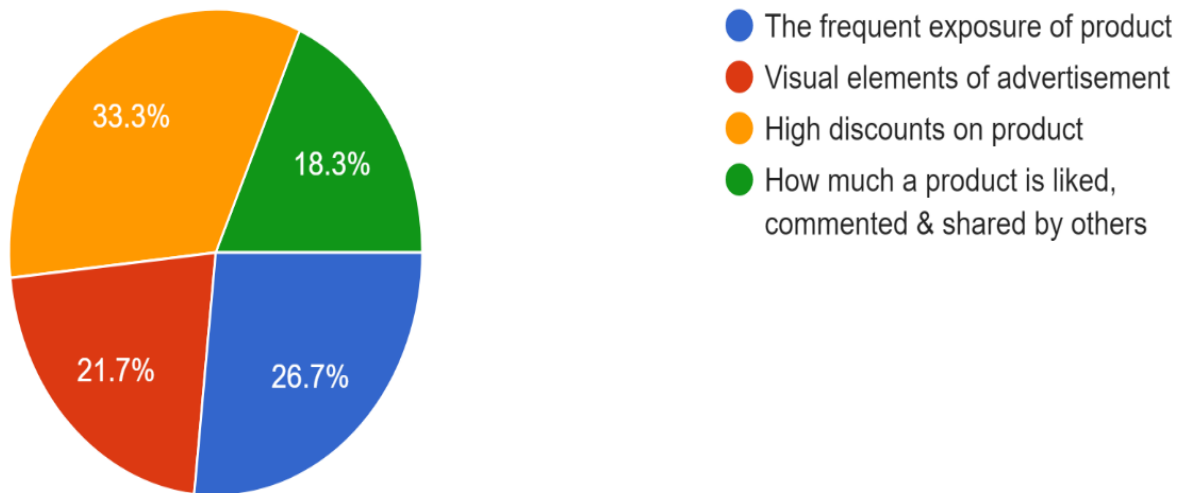
FACTORS DRIVES TO TRY NEW PRODUCTS

Table:4.2.12

PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA

PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA	NO OF RESPONDENTS	PERCENTAGE
Yes, Several times	45	37.5
Yes, but rarely	66	55
Never	9	7.5
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows that the respondent ever made an online purchase as a result of an advertisement that appeared on social media. 37.5% of the respondents made purchase several times, 55% of respondents made purchase but rarely and 7.5% of respondents never made a purchase as a result of an advertisement that appeared on social media.

Chart:4.2.12

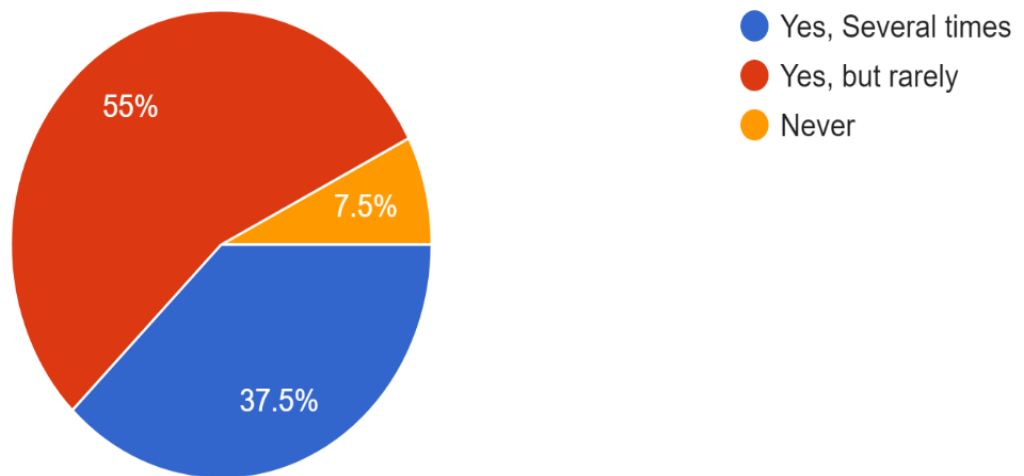
PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA

Table:4.2.13

TYPE OF PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA

TYPE OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Beauty products	30	25
Apparels	28	23.3
Electronic goods	56	46.7
Others	6	5
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows the type of purchase made by a respondent as a result of an advertisement appeared on social media. 25% of respondents purchased beauty products, 23.3% of respondents purchased Apparels, 46.7% of respondents purchased electronic goods, 5% of the respondents purchased other products such as: Mobile, drawing thinks, Skin care products, home essentials, hair oil and had not purchased anything.

Chart:4.2.13

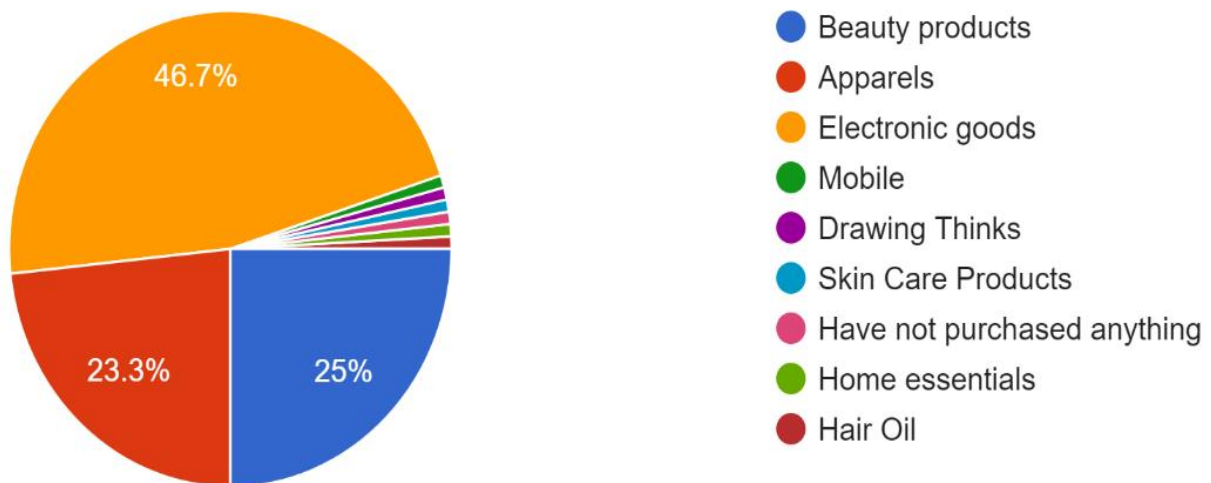
TYPE OF PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA

Table:4.2.14

READ ONLINE REVIEWS BEFORE BUYING

READ ONLINE REVIEWS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	43	35.8
Agree	73	60.8
Disagree	3	2.5
Strongly disagree	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows that respondents will read online reviews about a product before buying it. 35.8% of respondents strongly agree, 60.8% of respondents agree, 2.5% of respondents disagree and 0.8% of respondents strongly disagree.

Chart:4.2.14

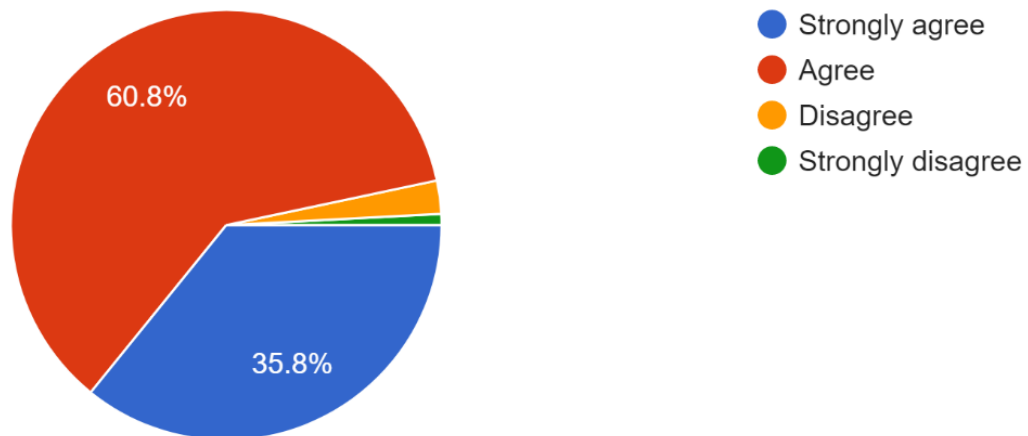
READ ONLINE REVIEWS BEFORE BUYING

Table:4.2.15

ACQUIRE INFORMATION ABOUT PRODUCT/SERVICES THROUGH SOCIAL MEDIA

ACQUIRE INFORMATION	NO OF RESPONDENTS	PERCENTAGE
Yes	112	93.3
No	8	6.7
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows that respondents are able to acquire information about products/services actively. 93.3% of respondents responds Yes and 6.7% of respondents responds No.

Chart:4.2.15

ACQUIRE INFORMATION ABOUT PRODUCT/SERVICES THROUGH SOCIAL MEDIA

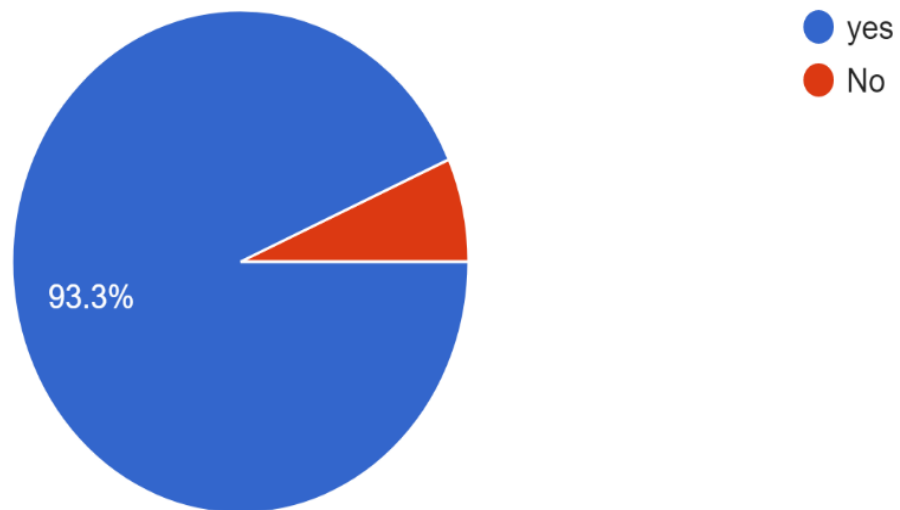


Table:4.2.16

ACQUIRE INFORMATION ABOUT PRODUCT/SERVICES THROUGH WHICH SOCIAL MEDIA

SOCIAL MEDIA	NO OF RESPONDENTS	PERCENTAGE
You Tube	53	44.2
Instagram	50	41.7
Facebook	16	13.3
Twitter	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows through which social media site respondent will acquire more information about a product. 44.2% of respondents responds You Tube, 41.7% of respondents responds Instagram, 13.3% of respondents responds Facebook and 0.8% of respondents responds Twitter.

Chart:4.2.16

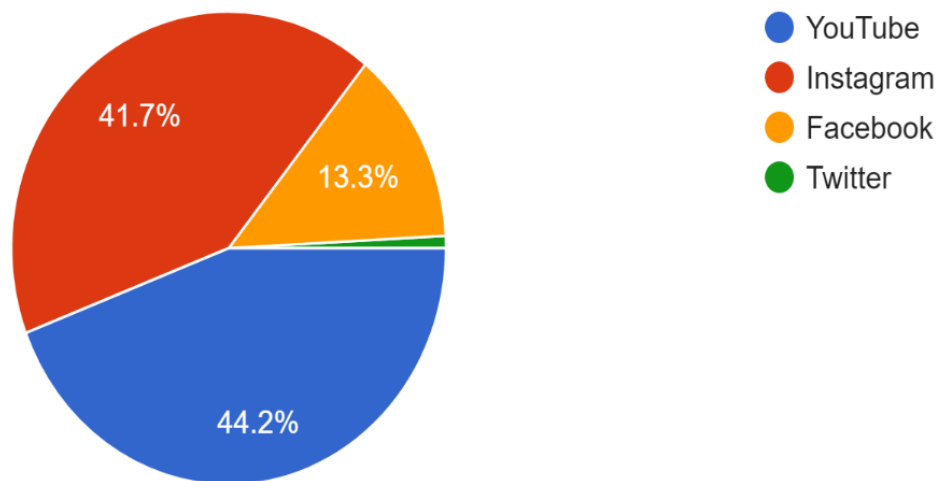
ACQUIRE INFORMATION ABOUT PRODUCT/SERVICES THROUGH WHICH SOCIAL MEDIA

Table:4.2.17

**ADVERTISEMENTS/BLOG POSTS/ USER REVIEWS ON SOCIAL MEDIA INFLUENCE
YOU TO TRY NEW BRANDS**

INFLUENCE TO TRY NEW BRANDS/PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	28	23.3
Agree	81	67.5
Disagree	10	8.3
Strongly disagree	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

In this above table shows that advertisements/blog posts/ user reviews on social media influence respondents to try new brands/ products/ services. 23.3% of respondents strongly agree, 67.5% of respondents agree, 8.3% of respondents disagree and 0.8% of respondents strongly disagree.

Chart:4.2.17

**ADVERTISEMENTS/BLOG POSTS/ USER REVIEWS ON SOCIAL MEDIA INFLUENCE
YOU TO TRY NEW BRANDS**

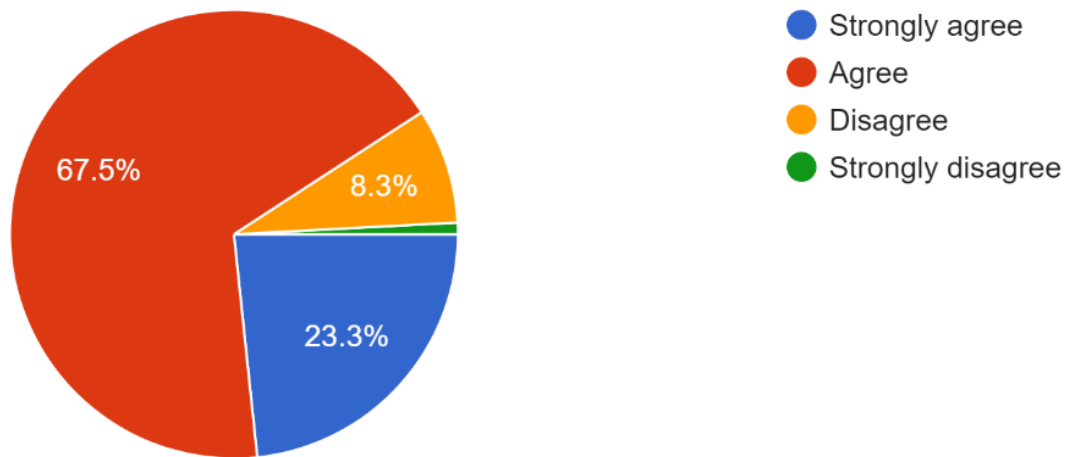


Table:4.2.18

**PROMOTIONS, DISCOUNTS AND DEALS ON SOCIAL MEDIA INFLUENCE YOUR
BUYING BEHAVIOUR**

INFLUENCE YOUR BUYING BEHAVIOUR	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	26	21.7
Agree	79	65.8
Disagree	14	11.7
Strongly disagree	1	0.8
Total	120	100

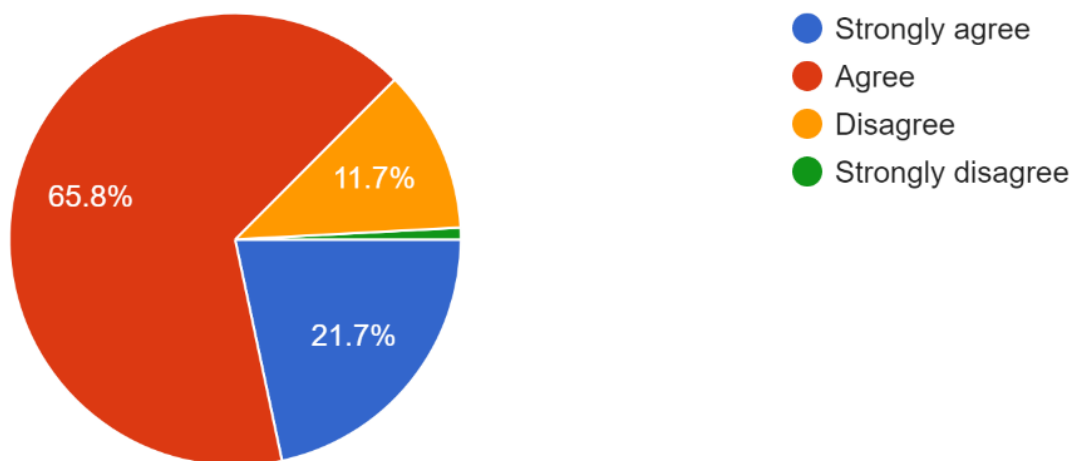
Source: Questionnaire

INTERPRETATION

In this above table shows that promotions, discounts and deals on social media influence respondents buying behaviour. 21.7% of respondents strongly agree, 65.8% of respondents agree, 11.7% of respondents disagree and 0.8% of respondents strongly disagree.

Chart:4.2.18

**PROMOTIONS, DISCOUNTS AND DEALS ON SOCIAL MEDIA INFLUENCE YOUR
BUYING BEHAVIOUR**



4.3 RANKING ANALYSIS

Under this method the respondents are asked to rank the choices. This method is easier and faster. in this study the respondents are used to rank as 1,2,3 and 4. It does not matter which way the items are ranked; item number one may be the largest or it may be the smallest. The scores of each expectation of 120 respondents were totalled and the total score has been arrived. final ranking has been based on the total score & their ranks are given in the following table.

Table:4.3.1

LEVEL OF SATISFACTION BY THE RESPONDENTS

FACTOR	VERY HIGH (4)	HIGH (3)	NEUTRAL (2)	LOW (1)	TOTAL	RANK
INSTAGARAM	50	47	19	4	120	I
	200	141	38	4	383	
FACEBOOK	26	37	48	9	120	III
	104	111	96	9	320	
YOUTUBE	38	52	24	6	120	II
	152	156	48	6	362	
TWITTER	7	29	52	32	120	IV
	28	87	104	32	251	

INTERPRETATION

In this above table shows that level of satisfaction by the 120 respondents, Instagram ranks 1 by the respondents, YouTube ranks 2 by the respondents, Facebook ranks 3 by the respondents and Twitter ranks 4 by the respondent.

4.4 CORRELATION

Correlation coefficients are indicators of the strength of the linear relationship between two different variables, x and y. A linear correlation coefficient that is greater than zero indicates a positive relationship. A value that is less than zero signifies a negative relationship. Finally, a value of zero indicates no relationship between the two variables x and y.

The Correlation can be calculated by using the formulae

$$r = \frac{\sum (x_i - \bar{x}) (y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Table: 4.4.1

OCCUPATION AND TYPE OF SOCIAL MEDIA ON DAILY BASIS**Independent variable:**

An independent variable is the variable which vary in an experimental study to explore its effects. It is called “independent” because it is not influenced by any other variable.

Dependent variable:

A dependent variable is a variable that changes as a result of the independent variable manipulation. Its outcome you are interested in measuring and it “depends” on your independent variable.

Occupation	X	Type of social media	Y
Student	92	Instagram	80
Employed	16	YouTube	28
Business	10	Facebook	9
Unemployed	2	Twitter	3

Karl Pearson’s correlation method:

$$r = 0.982428839$$

INTERPRETATION

The r value is 0.982, which is greater than zero. Therefore, the occupation is positively related to the type of social media used on daily basis.

Table:4.4.2

AGE GROUP AND PERCENTAGE INFLUENCING BY SOCIAL MEDIA**Independent variable:**

An independent variable is the variable which vary in an experimental study to explore its effects. It is called “independent” because it is not influenced by any other variable.

Dependent variable:

A dependent variable is a variable that changes as a result of the independent variable manipulation. Its outcome you are interested in measuring and it “depends” on your independent variable.

Age group	X	Percentage influenced	Y
18-25	104	Below 25%	39
25-35	15	25% to 50%	61
35-45	1	50% to 75%	19
45& above	0	75% to 100%	1

Karl Pearson’s correlation method:

$$r = \frac{\sum (x_i - \bar{x}) (y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

$$r = 0.866945$$

INTERPRETATION

The r value is 0.866, which is greater than zero. Therefore, the age group is positively related to the percentage influenced by social media.

CHAPTER 5

FINDINGS, SUGGESTION AND INTERPRETATION

5.1 FINDINGS

5.1.1 Simple percentage analysis:

- ❖ Majority 70% of respondents are Male.
- ❖ Majority 82.5% of respondents are unmarried.
- ❖ Majority 50.8% of respondents have 4 members in their family.
- ❖ Majority 60.3% of respondents are Under Graduate.
- ❖ Majority 56.7% of respondents earning up to Rs.10,000.
- ❖ Majority 98.3% of respondents use social media.
- ❖ Majority 63.3% of respondents use social media for Information.
- ❖ Majority 77.5% of respondents spend 1-5 hours on social media per day.
- ❖ Majority 49.2% of respondents prefers social media as a source of information for buying decisions.
- ❖ Majority 54.2% of respondents purchase decision was influenced by Instagram.
- ❖ Majority 33.3% of respondents drives their attention in social media to try new products when there is a high discount on products.
- ❖ Majority 55% of respondents made purchase rarely as a result of an advertisement that appeared on social media.
- ❖ Majority 46.7% of respondents purchased electronic goods as a result of an advertisement appeared on social media.
- ❖ Majority 60.8% of respondent's agree that they'll read online reviews about a product before buying it.
- ❖ Majority 93.3% of respondents are able to acquire information about products/services actively by social media.
- ❖ Majority 44.2% of respondents acquire more information about a product through YouTube.
- ❖ Majority 67.5% of respondents agree that advertisements/blog posts/ user reviews on social media influence them to try new brands/ products/ services.
- ❖ Majority 65.8% of respondents agree that promotions, discounts and deals on social media influence your buying behaviour.

5.1.2 Ranking analysis:

- ❖ Majority of the respondent's level of satisfaction of buying product through social media is Instagram ranking I.

5.1.3 Correlation:

- ❖ There is a positive relationship between the occupation and type of social media used on daily basis
- ❖ There is a positive relationship between the age group and percentage influenced by social media.

5.2 SUGGESTIONS

- Advertisements on social media should be made more attractive so that more people will be paying attention towards it.
- Social media can provide more information about the products and services, which will improve the knowledge of the consumer.
- Information provided on social media should be correct and reliable, which will increase the trust of the people.
- More offers & discounts should be made on products in social media, so that more people will be motivated to shop through social media platforms.

5.3 CONCLUSION

This study shows that social media has a great influence in the behaviour of the consumers. Discounts and deals on social media, likes and comments about the product, social media influencers, reviews about the product in social media are the factors that influence consumer behaviour. It is also clear from the study

that social media has many advantages compared to traditional media. Consumers are attracted towards the products by watching advertisements in social media. It is found that offers & discounts in social media is the factor that motivate consumers to shop through social media platforms. Most of the people are using information available on social media in case of uncertainties regarding a product. It can be concluded that social media has the power to influence potential consumers from start until the stage of a purchase and beyond as well. It also enhanced the knowledge of consumers regarding the products and services. There is no doubt that, importance of social media will increase in future.

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APPENDIX**CONSUMER BUYING BEHAVIOUR TOWARDS SOCIAL MEDIA
MARKETING**

- 1) Name
- 2) Gender
 - Male
 - Female
- 3) Age group
 - 18-25
 - 25-35
 - 35-45
 - 45& above
- 4) Marital status
 - Unmarried
 - Married
 - Divorced
 - Widower
- 5) Family size
 - 2 members
 - 3 members
 - 4 members
 - 5 & above
- 6) Educational qualifications
 - High school
 - Under graduate
 - Post graduate
 - Uneducated
- 7) Occupational status
 - Student
 - Employed
 - Business
 - Unemployed
- 8) Monthly Income
 - Up to Rs.10,000
 - Rs.10,000 to Rs.25,000
 - Rs.25,000 to Rs.40,000

- Rs.40,000 & above
- 9) Do you use social media?
- Yes
 - No
- 10) Which of the following type of social media are you using on a daily basis?
- Instagram
 - Facebook
 - Twitter
 - You Tube
- 11) You use social media for?
- Chatting
 - Shopping
 - Information
 - Make friends
- 12) Time you spend on social media per day?
- 1-5 hours
 - 5-10 hours
 - 10 hours & more
- 13) How much percentage do you feel influenced by social media?
- Below 25%
 - 25% to 50%
 - 50% to 75%
 - 75% to 100%
- 14) What is your preferred source of information for buying decision?
- Company's website
 - Social media
 - Advertisements
 - Friends & relatives
- 15) Which type of social media influence your purchase decision?
- Instagram
 - Facebook
 - You Tube
 - Twitter
- 16) In your opinion which of these factors drives your attention in social media to try new products?
- The frequent exposure of product
 - Visual elements of advertisements
 - High discounts on product

- How much a product is liked, commented and shared by others
- 17) Have you ever made an online purchase as a result of an advertisement that appeared on social media?
- Yes, several times
 - Yes, but rarely
 - Never
- 18) If you have made a purchase as a result of an advertisement appeared on social media, then what type of purchase, was it?
- Beauty products
 - Apparels
 - Electronic goods
 - Others
- 19) Do you agree that, you'll read online reviews about a product before buying it.
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
- 20) Do you agree that, you'll read online reviews about a product before buying it?
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
- 21) Do you think that with social media sites, you are able to acquire information about products/services actively?
- Yes
 - No
- 22) If yes, through which social media site you'll acquire more information about a product?
- You Tube
 - Instagram
 - Facebook
 - Twitter
- 23) Do you agree that, advertisements/blog posts/ user reviews on social media influence you to try new brands/ products/ services?
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree

24) Do you agree that, promotions, discounts and deals on social media influence your buying behaviour?

- You Tube
- Instagram
- Facebook
- Twitter

25) Level of satisfaction of buying products through social media

S.NO	SOCIAL MEDIA	VERY HIGH	HIGH	NEUTRAL	LOW
1	Instagram				
2	Facebook				
3	YouTube				
4	Twitter				