A Study on Impact of Social Media on Consumer Behaviour

Mrs.K.KAVITHA[1], BALAMURUGAN [2],
ASSISTANT PROFESSOR1, STUDENT[2],
DEPARTMENT OF MANAGEMENT STUDIES,KARPAGAM COLLEGE OF
ENGINEERING,COIMBATORE-641032

ABSTRACT
*The study entitled "***A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR***". Social media is a dynamic source of social proof, which is an important consideration when making purchases. In order to assess a product or service before making a purchase, more than half (51%) of consumers read reviews on forums or social media. The objective of the study is to analyse the Social Media on Consumer Behaviour in Biscuit Industries. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is*
120 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is no significance relation between educational qualifications of the respondents and influenced by social media for buying decision. It is suggested that the company must provide social media advertisements to bring attention of variopus consumers. It is concluded that this kind of strategic approach requires a high degree of maintenance and companies utilizing this method should be prepared to designate a marketing service to the management of online customerrelationships.

Keywords: Digital marketing, customer satisfaction, Social platform

I.   INTRODUCTION MARKET
"Market includes both place and region in which buyers and sellers are in free competition with one another".

MARKETING
"Marketing is concerned with the people and activities involved in the flow of goods & services from the producer to theconsumer".

CUSTOMER
Today's companies are facing their toughest ev.er. The companies can out do their completion if they can move from a product and sales Philosophy. In this chapter, we deal in detail how companies can go about winning customers and outperforming competitors. The answer lies in doing a better job of meeting and satisfying customer needs.

The best marketing department in the world cannot sell products that are poorly made or fail to meet anyone's need. The marketing department can be effective only in companies whose various departments and employees have designed and implemented a competitively and superior customer value delivery system.

CONSUMER
Consumers are actors on the marketplace stage. Consumers, in general, can be referred as individuals who purchase or consume products and services; however, in terms of buyer and consumer, there is a slight difference.

CONSUMER BEHAVIOUR
Consumer behavior, also known as client behavior, provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them. This shows the importance of studying client behavior. This requires understanding client behavior that isn't thus easy.

OBJECTIVES OF THE STUDY
Primary Objective
▪   To study on impact of social media on consumer behaviour in Britannia Industries Limited, Erode

Secondary Objectives
▪   To study on which social media consumers mostlyusing.
▪   To study which stage of consumer buying

decisionhas been affected by social media.
▪ To determine how trust social media for consumerbuying decision.
▪ To analyse how the social media influences andfeedbacks affects the consumer buying behaviour.
▪ To find out the social media helps to choose theright products.
▪ To study whether the social media helps to compare the product information at the time of purchase.

II. REVIEW LITERATURE

Fulgoni (2016) The shift in the format through which consumers engage with products and product brands, the internet and e-technologies have become essential elements in branding. Consumers are now encouraged to interact with brands, share information with other consumers and create their content that reflects their brand preferences. The more consumers are engaged in this process, the more likely they are to encourage others to explore specific brands. In understanding the role that social networks play in branding, it is important to recognize the views of businesses about the branding and marketing processes, their desire to create consumer engagement, and the impacts of social networks on influencing consumer purchasing decision-making.

Kahr and colleagues (2016) recognized that consumer behaviour can be influenced by positive brand knowledge as well as by negative experiences that result in damage to a brand. For example, following the Exxon Valdez disaster in Alaska in 1989, many consumers turned away from this industry leader because of the negative environmental impact and brand deterioration that followed. It took decades and a merger with one of their largest competitors, Mobil, in 1999 to reshape the brand and reduce the negative impacts of the disaster. Once a good image is lost, Kahr and colleagues maintained, it can be lost forever.

Kumar Chopra (2020) An important aspect of the paradigmatic shift towards social media and user-generated content in marketing: the belief that companies are now creating, and must manage, a closer relationship with their consumers. This creates additional expectations in this kind of relationship, and companies creating a social media presence and interactions with their consumers must consider how to manage these relationships, create more effective and responsive customer service, and ensure that generate a following through their marketing mechanisms. Customer engagement and the willingness of customers to share their stories, create their own content, and engage are aligned with the goals of social media campaigns.

III. RESEARCH METHODOLOGY

Research is common parlance refers to a search for knowledge. One can also define as a scientific and systematic, search for certain information on a specific topic infact research is an alt of scientific investigation. Some people consider research as movements from known to unknown.

The research methodology adopted for the present study has been systematic and was done in accordance to the objectives set, which has been discussed in the earlier pages. Research methodology is the way to systematically research to solve the problem. Research methodology as many dimension and research method constitute the part of it thus when we talk of research method we use and explain why we use the particular method or technique and evaluation of results.

RESEARCH DESIGN

☐ Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about "how" to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design. Descriptive research design is used in thisstudy.
☐
➢ **Descriptive research method**
The main purpose of descriptive research is to describe the state of view as it exists at present. Simply stated, it is a fact finding investigation. In descriptive research, definite conclusions can be arrived at, but it does not establish a case and effect relationship. This type of research tries to describe the characteristic of the respondent in relation to a particular product

METHOD OF DATACOLLECTION
Primary Data
The primary data was collected from the Digital marketing users, through structured questionnaire and discussion withthe Digital marketing users.

Secondary Data

Apart from primary data, the secondary data is being collected through Text Book, Journals, Reports and websites. **SAMPLE SIZE**

Number of elements in the population is the size of the population. Total number of samples taken for the study is 120 respondents.

SAMPLING

Types of research	Descriptive research
Sampling method	Simple random Sampling
Sampling Technique	Convenient sampling
Sampling size	120
Date collection Instrument	Questionnaire Method
Method of analysis	Excel Data
Data analysis technique	Chi – Square test,anova and Correlations technique

CHI-SQUARE ANALYSISHYPOTHESIS

Null hypothesis (H0): There is no significant difference between familier with digital marketing service and role of digital marketing in business

Alternative hypothesis (H1): There is a significant difference between familier with digital marketing service and role of digital marketing in business.

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	14.500^a	16	.562
Likelihood Ratio	15.564	16	.484
Linear-by-Linear Association	3.672	1	.055
N of Valid Cases	120		

Significant = P<=0.562,Not Significant =P>56.0

INTERPRETATION

It is insignificant or false in the rejection region. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .67. Significance value is 0.562. Hence we accept the null hypothesis are 5% level of significance and conclude that, there is no significance relation between educational qualification of the respondents andinfluenced by social media for buying decision.

CORRELATION

RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTSAND SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between business anddigital marketing service you are familiar.

Alternative hypothesis (H1): There is a significant difference between business and digital marketing service you are familiar.

CORRELATIONS

*   47.5% of respondents have belowRs.10,000 income.

Correlations		OCCUPATION OF THE RESPONDENTS	SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE
OCCUPATION OF THE RESPONDENTS	Pearson Correlation	1	-.144
	Sig. (2-tailed)		.118
	N	120	120
SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE	Pearson Correlation	-.144	1
	Sig. (2-tailed)	.118	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION
The above table depicts the relationship between occupation of the respondents and social media helps to compare the products for purchase. These two variables have some degree of correlation i.e. -0.494. So there is anegative relationship between these twovariables.

IV.   FINDINGS
- 55.8% of the respondents are female.
- 40% of the respondents are in the agegroup of 21 -
- 33.3% of respondents are house wife.
- 33.3% of the respondents havecompleted post graduate.
- 38.3% of respondents using socialmedia is
- 39.2% of respondents are purchasing3-5 products by social media.
- 34.2% of respondents said that search for an alternative is the stage of buying decision by social media.
- 41.7% of the respondents are strongly agree towards the paying attention to social media advertisement.
- 28.3% of the respondents are strongly agree towards the trusting social media for buying decision.
- 26.7% of the respondents are neither agree nor disagree towards the influenced by social media for buying decision.
- 27.5% of the respondents are strongly agree towards the social media helps to find new products.
- 33.3% of the respondents are strongly agree towards the social media stimulates to buy more products.
- 37.5% of the respondents are neither agree nor disagree towards the social media helps to buying decision at least cost.

V.   SUGESSTIONS
➤   The company must utilise various social media platforms to create awareness about the brands and its products.
➤   The social media platform must be designed to ensure userfriendly one in order to utilise by all sort of consumers irrespective of eduacational qualification.
➤   The company must provide social media advertisements to bring attention of variopus consumers.
➤   The company must maintain the social media platform as to make the information trustable one
➤   The company must include its various products in the social media in order to consumers find new products and its availability.
➤   The social media must be designed for the consumers to take buying decisions with least cost.
➤   All sort of product information must be available in social media to take buying decision easily.

VI.   CONCLUSION

Increasing use of social media worldwide has led to the belief that this is a valuable tool in supporting consumer engagement. Companies are continually looking to new methods for reaching consumers and for shaping consumer behaviours, including brand loyalty and intention to buy. The changing technological era has led to increased activity in social network platforms like Facebook, YouTube and Twitter, all of which have created mechanisms through which consumers can develop rapport and create interactions with brand-specific content.

Companies that are adept at integrating strategic approaches to the use of social network platforms are likely to be most successful in reaching, engaging, and maintaining a consumer base moving forward. Factors that influence brand perception and intention to buy include things like the social mechanism that drive consumer perspectives, and the views of others posted demonstrated in social media posts. An emerging strategic focus is on the use of user-generated content, content that is created by consumers in response to specific brands or brand requests and influences the perceptions of other consumers. This kind of strategic approach requires a high degree of maintenance and companies utilizing this method should be prepared to designate a marketing service to the management of online customer relationships.

➢ Consumer brand engagement in social media: Conceptualiztion, scale development, and validation. Journal of Interactive Marketing 28(2), 149-165.

WEBSITE REFERENCES

Books
[1]. Hellen Woodruffe. Service Marketing, Macmillan India Ltd. Delhi, 1997
[2]. Philip Kotler, MarketingManagement, Prentice Hall. New Delhi, 1993.
[3]. Perception, Randolph Blake, Grimley, J.M. Lomis, 1974.

Journals
[4]. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology and Marketing, 32(1), 15-27.DOI: 10.1002.
[5]. Bruhn, M., Schoenmueller, V., & Schafer, D. (2012). Are social media replacing traditional media psychological brand equity creation? Management Research Review, 35(9), 770–790.

Referred Websites
[6]. www.consumerpsychologist.com
[7]. www.managmentparadise.com
[8]. www.gaadi.com