Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF ELECTRIC GOODS A STUDY AT COIMBATORE, TAMILNADU

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ABSTRACT
The proliferation of social media platforms has profoundly reshaped the marketing landscape and significantly influenced how consumers make purchasing decisions, particularly within the electronic goods sector. This report analyses the multifaceted influence of social media on consumer buying behaviour for electronic products, identifying key social media factors that exert considerable impact. It further investigates the effectiveness of social media marketing strategies employed by electronic brands in driving consumer engagement and sales. The analysis reveals that social media has become an indispensable tool throughout the consumer journey, from initial awareness to post-purchase evaluation. Factors such as electronic word-of-mouth, influencer endorsements, accessibility of product information, and the establishment of trust play crucial roles in shaping consumer choices. Moreover, the strategic use of content marketing, the integration of social commerce, and the provision of customer service through social media have proven to be effective in enhancing engagement and boosting sales for electronic goods. The sheer volume of information available online necessitates a focused understanding of which elements on social media are most influential when consumers consider purchasing electronic devices, a category often characterized by significant financial outlay and technical specifications.

KEY WORDS: *Social Media, Consumer Behaviour, Electronic Goods, Purchase Decision, Influencer Marketing, E-commerce, Digital Marketing*

I. INTRODUCTION

The digital revolution has profoundly reshaped the consumer landscape in India, with social media platforms becoming integral to daily life and a significant source of information and influence for purchase decisions. The electronics sector in India, characterized by its dynamism, intense competition, and the high value of many products, is particularly susceptible to the persuasive power of these digital channels. Indian consumers, increasingly connected and digitally savvy, actively engage with social media to gather product information, compare specifications, seek recommendations from peers and influencers, and interact directly with brands before making a purchase of electronic goods.

This research endeavours to meticulously examine the complex interplay between social media and consumer buying behaviour within the specific context of the Indian electronics market. By systematically identifying the key social media factors that significantly shape consumer choices and rigorously analysing the effectiveness of social media marketing strategies implemented by electronics brands operating in India, this study aims to provide nuanced and culturally relevant insights for both academic understanding and practical application. Comprehending this evolving dynamic is paramount for electronics companies in India to strategically optimize their marketing endeavours, cultivate meaningful consumer engagement, and ultimately achieve sustainable sales growth in an increasingly digitally-driven and diverse marketplace. This study will contribute meaningfully to the existing body of knowledge by offering a focused, contemporary, and India-centric analysis of the profound influence of social media on consumer decision-making in the crucial electronics sector.

II. REVIEW OF LITERATURE

1. Ahmed, Saif & Khan, Ayesha (2019) examined the impact of social media marketing on the purchase intentions of smartphones among young adults in Pakistan. The study found that 68% of respondents trusted online reviews more than traditional advertisements, with YouTube and Facebook being the most influential platforms.

2. Singh, Rohit & Mehta, Varun (2019) explored how social media advertisements affected consumer behaviour in the electronics sector in India. Their study concluded that 60% of consumers were influenced by Facebook and Instagram ads, particularly when discounts and promotional offers were highlighted.
3. Chen, Li & Wang, Yu (2020) analyzed the role of influencer marketing in electronic product purchases in China. The findings showed that 75% of buyers preferred to follow tech influencers on WeChat and Douyin (TikTok China) before making a purchase decision.
4. Hassan, Omar & Farid, Naveed (2020) studied the effects of Twitter and LinkedIn promotions on high-end electronic goods like laptops and gaming consoles. The study found that 55% of users engaged with expert reviews on LinkedIn before purchasing professional gadgets.
5. Nguyen, Thanh & Tran, Minh (2020) examined how social media engagement affected brand loyalty for electronic products in Vietnam. The research indicated that 72% of respondents followed official brand pages and relied on user discussions before finalizing their purchases.
6. Kumar, Ravi & Rao, Manisha (2021) explored the influence of digital marketing on food choices in Indian metropolitan cities. The study found that urban millennials rely heavily on YouTube and Instagram for restaurant recommendations, with 65% of respondents making dining decisions based on food-related video content.
7. Rajan, Meera & Menon, Satish (2022) conducted a study in Tamil Nadu on how social media influences restaurant selection. The research revealed that 68% of respondents preferred restaurants they discovered through social media videos, particularly YouTube Shorts and Instagram Reels. The study suggested that digital visibility plays a crucial role in shaping consumer preferences.

III. RESEARCH OBJECTIVE

- To analyse the influence of social media platforms on the decision-making process of consumers purchasing electronic goods.
- Identify the specific social media factors that significantly impact consumer buying behaviour in the electronics sector.
- To investigate the impact of social media marketing strategies employed by electronics brands on consumer engagement and sales.

IV.SCOPE OF THE RESEARCH

This research will specifically concentrate on the influence of prominent social media platforms widely utilized in India, including but not limited to Facebook, Instagram, YouTube, Twitter, WhatsApp (for brand communication and community building), and relevant regional social media platforms (if significant for electronics consumption), on the decision-making process of consumers across various demographic and geographic segments within India who are in the market for or have recently purchased a range of electronic goods. These goods will encompass key categories such as smartphones, laptops, televisions, audio devices, home appliances (refrigerators, washing machines, etc.), and wearable technology. The study will meticulously investigate the impact of specific social media factors highly relevant to the Indian context

V. RESEARCH METHOROLOGY

RESEARCH DESIGN

Descriptive and Exploratory Research Design Given that the impact of social media on electric goods purchase is a relatively evolving area, a combination of descriptive and exploratory research designs would be suitable.
Descriptive Research This will help you describe the characteristics of consumers who are influenced by social media in their electric goods purchases. You can identify patterns, frequencies, and relationships between social media usage and buying behaviour.
Exploratory Research This will allow you to delve deeper into the underlying motivations, opinions, and attitudes of consumers regarding social media's role. It can help uncover new insights and potential factors influencing their decisions.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, tamilnadu

SAMPLING TECHNIQUE

Target Population Clearly define your target population. This would likely be individuals who have purchased electric goods (e.g., smartphones, televisions, refrigerators, washing machines, etc.) and are active users of social media platforms.
Sampling Method A combination of probability and non-probability sampling techniques might be effective

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Convenience Sampling This allows you to quickly reach out to individuals who are easily accessible (e.g., through online surveys shared on social media, contacts and university networks). This can be useful for initial data gathering and exploration.

SAMPLE SIZE

Since the entire population be taken for the study, the size of the sample was restricted to 100 respondents.

HYPOTHESES OF THE STUDY

1. H1 There is a significant relationship between social media advertisements and consumers decision to purchase electronic goods.
2. H2 Social media influencer endorsements have a positive impact on consumers trust and purchase decisions for electronic products.
3. H3 Consumer engagement with electronic brands on social media platforms significantly affects their likelihood of purchasing those products

DATA COLLECTION

1. PRIMARY DATA

Online Surveys Using platforms like Google Forms to distribute questionnaires through social media channels, email, and other online platforms. Surveys allow you to collect quantitative data on social media usage, awareness of brands through social media, influence of social media content, and purchase decisions.

2. **SECONDARY DATA**

Reviewing existing literature on consumer behaviour, social media marketing, and the electric goods industry. Analysing social media trends, brand pages, and online reviews related to electric goods. Examining industry reports and market research data.

TOOLS USED FOR DATA ANALYSIS

Quantitative Data Analysis

Chi-Square Tests: The Chi-Square Test is used to examine the relationship between two categorical variables. In this study, it helps determine whether factors such as age, gender, or income significantly influence the choice of social media platform or the type of electronics purchased.

$$\mathbf{2 = \sum \{(Oi - Ei)2 / Ei\}}$$

VI. DATA ANALYSIS AND INTERPRETATION

1. Association between Age and Influence of Social Media Ads on Purchase Decisions

	Value	df	Asymptotic Significance (2-sided
Pearson Chi-Square	5.869	12	0.923
Likelihood Ratio	6.265	12	0.902
N of Valid Cases,	101		

H_0 There exists no association between age of the respondents and social media advertisements influencing purchase decisions.

Calculated χ^2 Value 5.869

Degree of Freedom 12

Significance Level 0.923

INTERPRETATION

As the calculated χ^2 value (5.869) is not significant (0.923) at the five percent level, there does not exist a significant association between age of the respondents and the influence of social media advertisements on purchase decisions. Hence, the null hypothesis is accepted.

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2. Association between Educational Qualification and Trust in Product Reviews on Social Media

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.178[a]	16	.732
Likelihood Ratio	13.641	16	.625
N of Valid Cases	101		

H_0 There exists no association between educational qualification of the respondents and trust in product reviews on social media.
Calculated χ^2 Value 12.178
Degree of Freedom 16
Significance Level 0.732

INTERPRETATION

As the calculated χ^2 value (12.178) is not significant (0.732) at the five percent level, there does not exist a significant association between educational qualification of the respondents and trust in product reviews on social media. Hence, the null hypothesis is accepted.

VII. FINDINGS

1. There is no statistically significant association between the age of respondents and the influence of social media advertisements on their purchase decisions for electronic goods. This high p-value (0.923) indicates that age does not play a significant role in determining how social media ads impact consumer buying behaviour in this context.
2. There is no statistically significant association between the educational qualification of respondents and their trust in product reviews on social media when purchasing electronic goods. The p-value of 0.732 is much higher than the standard 0.05 threshold, indicating that education level does not significantly influence how consumers perceive product reviews on social media.

VIII. SUGGESTIONS AND RECOMMENDATIONS

1. Since demographic factors have limited influence, product quality, clear communication, and value-for-money should be central in social media advertising strategies. Showcase product demos, comparisons, and feature breakdowns to attract informed buyers. Collaborate with influencers who have a wide and diverse audience reach, as their impact is likely to be effective regardless of followers' age or education.
2. Ensure that influencer partnerships emphasize authentic use and honest reviews of electronic goods. Although age and education showed no significant influence, businesses should continuously analyses engagement metrics (likes, clicks, conversions) to identify which types of content perform best across platforms and adjust strategies accordingly.

IX. CONCLUSION

This study aimed to analyse how social media influences the consumer decision-making process in the context of purchasing electronic goods. It also sought to identify the specific factors within social media platforms that affect buying behaviour and to examine the effectiveness of social media marketing strategies employed by electronics brands. The findings reveal that there is no significant association between consumers' age or educational qualification and their response to social media advertisements and product reviews. This indicates that the influence of social media on purchasing decisions is broadly consistent across different demographic groups.

Despite demographic neutrality, it is evident that social media platforms play a crucial role in shaping consumer perceptions, building trust through reviews, and providing product-related information. Consumers rely heavily on user-generated content, influencer recommendations, and interactive advertisements when making purchase decisions regarding electronic goods. Moreover, effective social media marketing strategies, such as influencer collaborations, engaging content, product demonstrations, and customer reviews, have a notable impact on consumer engagement and brand visibility, ultimately contributing to increased sales.

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