



# **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMERS BUYING BEHAVIOUR SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT**

*Social Media have provided new opportunities to consumer to engage in an social interaction on internet. Now a days, Consumers use social media to online communities, to generate content and to network with other users. The social media have changed the power structure at the place where goods sold and purchased online with marketing tools and techniques. The study observed that consumers are adapting to online marketing and their buying behavior is being influenced accordingly. The aim of this paper is to study the impact of social media on consumer buying behavior.*

**KEYWORDS:** *Social media, consumer behavior, decision making process.*

## **1. INTRODUCTION**

In the modern world, the usage of Social websites by consumers has mostly increased and usages of Social Networking Websites have extensive effect on these consumers in various ways. There are many online networking sites which affect consumer behaviour.

Social websites like Facebook, Twitter, Instagram, YouTube etc. is having many features which affect and attract many numbers of people. In today's life Social Media become a very strong useful tool using by the consumer in buying decision.

Social media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can increase number of selling articles is the main aim of every business man.

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.

## **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 marketplace, the effectiveness of traditional mass media is fast on the decline.

## **3. OBJECTIVES OF THE STUDY**

- To analyses the impact of social media on consumer buying behaviour.



- To study the development of trust into consumers by social media.
- To study the concept of social media.
- To study about the demographic variables of the respondents.

#### **4. SCOPE OF THE STUDY**

- ❖ The scope of this research is to focus the level of consumer buying behaviour from social media in Coimbatore city.
- ❖ Understand the behaviour of consumer and factors affecting consumer buying behaviour.
- ❖ It involves the analyzing the customer satisfaction towards social media.
- ❖ The scope of this research is ultimately to understand many features advantages of social media.
- ❖ Many progressive business owners are dabbling in social media marketing

#### **5. RESEARCH METHODOLOGY**

This study has been conducted among the customers those who are belong to the Coimbatore District of Tamilnadu, India.

##### **RESEARCH DESIGN:**

The descriptive research design was applied in the research methodology of the study.

##### **SAMPLE SIZE:**

The 120 samples are decided to selected from Coimbatore city

##### **AREA OF THE STUDY:**

Coimbatore city was the area of the study.

##### **TOOLS TO ANALYSIS:**

- Simple Percentage analysis
- Chi square
- Ranking analysis

##### **SOURCE OF DATA COLLECTION**

- Primary data
- Secondary data

##### **PRIMARY DATA**

In primary data, the data has been collected through the questionnaire. Questionnaire were filled by the respondents.

##### **SECONDARY DATA**

In secondary data was collected by going through websites, journals etc...

#### **6. LIMITATION OF THE STUDY**

- The geographical scope of the study is limited to Coimbatore city.
- The sample is confined to 120.
- The customer attitude may change in future.
- The study largely is based on the perception of the respondents.

#### **7. REVIEW OF LITERATURE**

S. Bion Aldo Syarief et al., (2015)

This study analyzed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of student's companies at president University.

Putter (2017) concludes that an emerging focus of marketers is on the use of user generated content that is created by consumers in response to specific brands and influences the perception of other consumers. Factors that influence brand perception and intention to buy include things like views of others posted, demonstrated in social media posts.

Rob Fitzgerald (2019)



finds in his study on the impact of social media to consumer buying behaviour that consumers are 71% more likely to make a purchase based on social media referrals, 475 of purchases of youths are influenced by social media. They are also 1.6 times more likely to use digital channels to learn about new products.

## 8. DATA ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE ANALYSIS

Table shows about age of the respondents using social media.

Age	No of respondent	Percentage
18-25	88	73.3
26-30	22	18.3
31-40	4	3.3
Above 40	6	5
Total	120	100

### INTERPRETATION

In this above table it reveals the age of the respondents. 73.3% of them are between 18- 25years, 18.3% of them are between 26-30 years, 3.3% of them are between 31-40 years, 5 % of them are above 40 years.

Majority 73.3% of the respondents are between 18- 25 years of age.

### RANKING ANALYSIS

FACTOR	1(4)	2(3)	3(2)	4(1)	TOTAL	RANK
INSTAGRAM	63	25	20	12	120	I
FACEBOOK	252	75	40	12	379	IV
YOUTUBE	32	23	50	15	120	II
WHAT'S APP	128	69	100	15	312	III
	40	25	31	24	120	
	160	75	62	24	321	
	40	17	42	21	120	
	160	51	84	21	316	

### INTERPRETATION

In this above table shows that level of satisfaction by the 120 respondents.

Majority of the respondent's ranking I For Instagram for level of satisfaction buying on product.

### CHI-SQUARE

Table shows relationship between educational qualification and social media platform.

Education qualification	Social media platform					Total
	Instagram	Facebook	YouTube	What's app	others	
School level	18	02	03	05	0	28
Ug	28	01	05	08	01	43
Pg	21	02	07	05	01	36
Others	06	04	01	02	0	13
Total	73	09	16	20	2	120



To find out the association between education qualification and social media platform level of respondent chi square test is used and result is given below.

Factors	Calculation value	Degree of freedom	Table value	Remarks
Educational qualification	14.707 <sup>a</sup>	12	21.026	Accepted

## HYPOTHESIS

There is no significance between educational qualification and social media platform.

## INTERPRETATION

It is clear from the above table shows that, the calculated value of chi-square at 0.05% level is more than the table value. hence the hypothesis is accepted .so, there is significant relationship between educational qualification and social media platforms of the respondents.

## 9. FINDINGS

### Simple percentage analysis:

- ❖ Majority 73.3% of the respondents are between 18- 25 years of age
- ❖ Majority 71.7% of the respondents are female
- ❖ Majority 68.3% of the respondents are unmarried.
- ❖ Majority 38.3 % of the respondents are earning above 50000.
- ❖ Majority 90.8 % of the respondents yes for using social media.
- ❖ Majority 65 % of the respondents trust social media.
- ❖ Majority 50 % of the respondents are paying attention on advertisements in social media websites.
- ❖ Majority 43.3 % of the respondents said yes about social media triggers them to buy a product.
- ❖ Majority 33.3 % of the respondents purchased almost everything currently on social media.
- ❖ Majority 38.3 % of the respondents agree with increasing knowledge regarding products on social media.
- ❖ Majority 39.2 % of the respondents present brand is important on social media.
- ❖ Majority 38.3 % of the respondents will like or follow them preferred brand on social media.

### Ranking analysis

- Majority of the respondents' level of satisfaction of buying product is Instagram ranking I.

### Chi-square

There is no significance between education qualification and social media platform.  
There is no significance between occupation and time spend on using social media.

## 10. SUGGESTION

- Consumers feels that the privacy policy to be secure in social media.
- Some of the consumer feels that wrong type of brand advertisements should be avoided.
- Maximum students and youngsters are highly dependent on social networking sites for indirect interaction.
- Peoples are highly motivated to use social networking sites to learn about new and useful things.
- Social media platforms have broken through the barriers and created a perfect way for starting.
- Don't reply to unknown sources and stranger links.

## 11. CONCLUSION

The study was conducted to assess the impact of social media in consumer buying behaviour in Coimbatore city.

At the end findings obtained from this research, the consumers are mostly affected by informational and design factors which lead them to take the best decision in choosing the most suitable Social Media site to buy their preferred product.

The study also concluded that social media tools allow for one to voice their opinion after a purchase has been made and to review a product expectation and performance after buying.



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