



# **SOCIAL MEDIA MARKETING - IMPACT OF STRATEGIES ON CONSUMERS' BUYING DECISION**

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## **ABSTRACT**

*Social Media Marketing (SMM) is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to build a brand exposure and broaden customer reach. It is a novel idea in gaining consumer base via., website traffic or attention through social media marketing sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. This in turn moves in the form of electronic word of mouth refers any statement consumers share via internet. Social media such as Facebook, WhatsApp, YouTube, Pinterest and many others play a key role to promote the marketing of products. This paper aims to analyze the consumers attitude towards the trendy idea of marketing strategies and how far it attracts them by providing comfortable shopping namely., choices, convenience, and time saving for the buyers.*

**KEY WORDS:** *Marketing, Social media, Consumer, decision-making.*

## **INTRODUCTION**

Basically, social media marketing provides space for a company get direct feedback from customers and potential customers while making the company seem more sociable. The interactive parts of social media give customers opportunity to ask questions or voice complaints and feel they are being heard. This aspect of social media marketing is technically termed social customer relationship management. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations spreads the brand awareness and often, to improve customer service. Again, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. More number of people turn to respond social media marketing as it is a step-by-step process that carry out checklist-style every day. As a result, one can see plenty of webmasters posting a set number of status updates, following a certain number of new people and sharing a greater number of articles in daily basis. Social media claims that 70% of social media users are engaged in online shopping. Consumers easily get

what they want just by sitting in front of computer screen and accessing online websites.

The internet has created a platform for millions of computers at numerous sites in various countries, belonging to thousands of business, governments, research institutions, educational institutions and other organizations to link up with one another. It provides a very rich medium for information dissemination, exchange and collaborative interaction among individuals and computers without regards for geographical limitations of space. Though social media marketing has huge benefits for consumers and marketers, it has negative impacts on them. Due to its easy way of getting access to information, lack of monitoring and control, undoubtedly it fashions many risks and cyber-crimes. Social networking has become a common international trend which has spread across almost every corner of the world. The use of social media sites has exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society



and setting trends and agenda in topics that range from the environment and politics to technologies and the entertainment industry. Now it is fascinated to draw the attention of people for their shopping by using social media. The effect of social media on consumer buying behavior was analysis in this study.

**REVIEW OF LITERATURE**

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. “Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011, 30). Taylor, Strutton, and Thompson (2012), found however, that social media users’ message sharing behaviors are also attributed to the need for self-enhancement. When consumers perceive an online advertisement to be consistent with their identity, they are more likely to share the message with others because it is representative of who they are and what they like. Thus, “advertisers should consider the symbolic and self-expression properties of their online ads and match them to

targeted consumers’ self-concepts” (Taylor, Strutton, and Thompson 2012, 13). In other words, the marketing of a company needs to share similar characteristics with its target market’s interest. All of the findings from these studies show the significance of CGA and its impact on online marketing. Social Media Marketing is marketing using online communities, social networks, blog marketing and more. It’s the latest “buzz” in marketing. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovation to power important tool to influence the shopping decision of individuals. Internal stimuli (like hunger) or external stimuli (e.g., advertisement) make the consumer realize that there is a difference between their current state and their desired state (Kotler and Armstrong 2014). Social media has brought on ‘participatory culture’ where user network with other like-minded individuals to engage in an unending loop of sharing information monitoring updates, and requesting opinions and ratings on all kinds of products services and activities (Ashman et al., 2015). There are many devices used for communication purpose but cellphone has emerged as a sophisticated device in the recent times. Mobile phones are now a tool for entertainment as well as connectivity in terms of voice and data it is a radio transmitter and receiver. ( G.Paulraj , S. Rameshkumar 2005).

**RESULTS AND DISCUSSIONS**

**Table-1 Reasons for using Social Media for Shopping**

Gender	Reasons for using Social Media for your purchase						Total	X <sup>2</sup>	P value
	Discounts	Convenience	More choices	Low price	Avoid crowd	Saves time			
Male	18(18.2)	16(16.2)	24(24.2)	23(23.2)	6(6.1)	12(12.15)	99	2.917	.713
Female	13(16)	9(11.1)	23(28.4)	16(19.8)	9(11.1)	11(13.6)	81		

Source: Primary Data

Out of 180 consumers, 99 respondents are male. Out of them, 24.2 percent of the respondents use social media for their shopping since it offers more choices. Another 23.2 percent of the respondents opted social media for its lower price of the product. About 18.2 percent of the respondents were attracted by the social media for their purchase as they can avail discounts. Again, 16.2 percent of the respondents felt it is convenient for their purchase. It saves time claimed by 12.15 percent of the respondents. But, 6.1 percent of the respondents used it to avoid crowd. On the other hand, among the 81 female respondents, 28.4 percent of them used social media for their purchase as it has more choices. Another 19.8 percent of the respondents

chosen it for low price. About 16 percent of the respondents said that social media offers more discounts. Another 13.6 percent of the respondents used it to save time. Another 11.1 percent of the respondents used social media for avoiding crowd. However, 11.1 percent of the respondents felt it is convenient for their shopping. Hence it can be concluded that most of the respondents both male and female chosen social media for their shopping as it offers more choices. This is confirmed by the chi-square analysis, which accepts the null hypothesis at 5 percent level of significance of there is no significant difference between gender and reasons for using social media for purchase of product.

**Table-2 Opinion about the social media on buying through online**

Variables	Gender	Very Low	Low	Average	High	Very High	X <sup>2</sup> Value	P Value
Price	Male	13(13.1)	43(43.4)	37(37.4)	4(4)	2(2)	4.231	0.376
	Female	15(18.5)	24(29.6)	36(44.4)	5(6.2)	1(1.2)		
Discounts	Male	4(4)	24(24.2)	46(46.5)	22(22.2)	3(3)	2.064	0.724
	Female	4(4.9)	23(28.4)	31(38.3)	18(22.2)	5(6.2)		
Choices	Male	3(3)	5(5)	35(35.4)	44(44.4)	12(12.1)	9.560	0.049
	Female	2(2.5)	11(13.6)	27(33.3)	23(28.4)	18(22.2)		
Quality	Male	3(3)	23(23.2)	45(45.5)	16(16.2)	12(12.1)	7.066	0.132
	Female	1(1.2)	9(11.1)	40(49.4)	22(27.2)	9(11.1)		
Design	Male	4(4)	14(14.1)	31(31.3)	35(35.4)	15(15.2)	1.203	0.878
	Female	2(2.5)	9(11.1)	25(30.9)	29(35.8)	16(19.8)		
Offers	Male	4(4)	16(16.2)	33(33.3)	31(31.3)	15(15.2)	2.316	0.678
	Female	4(4.9)	8(9.9)	28(34.6)	24(29.6)	17(21)		

Source: Primary Data

As far as price is concerned, male respondents felt it is low (43.4) in purchasing the product through social media, however female respondents found it is average (44.4). Both of them more less equally marked as low and average. This is confirmed by the chi-Square test, its p-value shows .376, which is higher than the threshold value of 0.05 at 5 percent level of significance implying that there is no significant difference between gender of the respondents and price of the product purchased through social media

For availing discounts, both male (46.5) and female (38.3) respondents revealed that social media shopping offers an average level of discount. Here too, the null hypothesis of there is no significant difference between gender and discounts offered is accepted since its p-value of 0.724 is higher than 0.05 indicating that there is no significant difference between gender and discounts offered in social media shopping.

In considering availability of choices, male respondents revealed that social media shopping provides the choices at high level (44.4), but female (33.3) claimed it as average. The null hypothesis of there is no significant difference between gender and choices is rejected since its p-value of 0.049 is lessor than 0.05 indicating that there is a difference

between gender and choices in social media shopping.

As for as quality of the product is concerned, male respondents (45.5) and female respondents (49.4) felt it is average in purchasing the product through social media. The chi-square test confirms it as its p-value shows 0.132, which is higher than the threshold value of 0.05 at 5 percent level of significance implying that there is no significant difference between gender of the respondents and choices of the product purchased through social media.

For availability design, both male (35.4) and female (35.8) respondents revealed that social media marketing offers more designs. Here too, the null hypothesis of there is no significant difference between gender and design is accepted since its p-value of 0.878 is higher than 0.05 indicating that there is no significant difference between gender and deign in social media shopping.

As far as offers are concerned, both male (33.3) and female (34.6) respondents revealed that social media marketing provides a limited offer to the consumers. Again, it is observed that there is no significant difference between gender and offers in social media shopping as depicts the chi-square where p-value (0.678) is greater than .05.

**Table -3 Perception about Social Media (VI- very important I- Important, N-Neutral NI- Not Important NTA- Not Important to All)**

S.no	Attributes	VI	I	N	NI	NTA	Total	Rank
1	Social media is one of important for a product advertising	265	332	99	12	5	713	I
2	It provides demographic divided of individuals who use that brand	75	264	252	24	3	618	IV
3	Comment on positive/negative is being portrayed in a social media post which is useful for buying decision.	160	248	210	22	5	645	II
4	It is possible to stay active and respond to comment according to the need of consumers.	145	256	183	36	8	628	III

*Source: Primary Data*

It's to be observed that the perception about social media was first rank given for the social media is one of the important for product advertising. The second rank given for Comment on positive/negative is being portrayed in a social media post which is

useful for buying decision. And the third rank given for it possible to stay active and respond to comment according to the need of consumers. And the last rank is it provides demographic divided of individuals who use that brand.

**Table -4 Problems faced while using the social media**

S.No	Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
1	Network Problem	46	144	141	28	20	379	IX
2	Delivery time is not clear	13	128	192	108	60	501	VI
3	Delay in delivery	10	110	198	144	65	527	IV
4	Payment confirmation missing	19	70	222	148	75	534	III
5	Hidden charges	10	106	198	120	105	539	I
6	Damaged goods	24	104	204	104	50	486	VIII
7	Inferior quality	14	106	249	96	30	495	VII
8	Sites have created any negative impact on your personal life	15	84	213	148	75	535	II
9	Reduce concentration and productivity is usual work	24	110	168	104	95	501	V

*Source: Primary Data*

While using social media the problems are faced by respondents are hidden charges. So it is ranked first. Another problem was sites have created any negative impact on your personal life. Payment confirmation missing as it is third rank. Delay in

delivery, which is fourth rank. Reduce concentration and productivity is usual work, which is fifth rank. Delivery time not clear is ranked given sixth. Inferior quality, Which is ranked seventh. Damaged goods , which is ranked eight. The last rank is



network problem. Hence, it can be concluded the majority respondents are ranked hidden charges.

**Table -5 Satisfaction with the purchase through social media**

S.No	Reasons	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
1	More options available for multiple payment	295	352	81	8	1	737	I
2	It ensures privacy & secure	85	348	192	20	2	647	II
3	Customer friendly	80	288	219	34	2	623	IV
4	It is more reliable	80	308	192	38	4	622	V
5	It improves prestige value	75	204	231	56	9	575	VIII
6	Price is fair	125	236	201	54	2	618	VI
7	Quality of the product is good	125	236	198	46	7	612	VII
8	Delivery made in time	160	248	192	32	6	638	III

Source: Primary Data

Most of the respondents think that more options available for multiple payment so it is ranked first. Next majority of the respondents said it ensures privacy & secure so it is ranked second. Next respondents said that delivery made in time so it is ranked third. Then the respondents said customers friendly so it is fourth rank. Then the respondents said it is more reliable so it is fifth rank. Then the respondents are said purchasing price is fair so it is ranked sixth. The seventh ranked is quality of the product is good. And at last, using social media for purchasing will improved prestige value.

## CONCLUSION

The paper shows that use of social media improved satisfaction for consumer during the initial stages of information search and alternative evaluation. Many respondents are reasons for choosing social media it has more choices. The study of describe the respondents are reasons for social media using it has low prices and more satisfaction. Consumer opinions on a continual instant basis by listening-in and participating in online conversations, and observing what people are discussing in blogs, forums and online communities. Vast information are freely available on social media. Finally the study shows that the use of social media improving consumer satisfaction in the purchase decision stage. Most of the consumer opinion on the product to buy with the help of social media is quality, it is more satisfying consumers. The study was able to discover diverse impacts of social media usage both positive and negative, which are a result of advancement in

modern technology. The respondent perception about social media is important for the product advertising. The study has explained the problems of consumers. That problem is hidden charges. The consumer main satisfaction is more options available for multiple payments. It is convenient for consumers.

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