



A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Social Media have provides 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.*

INTRODUCTION OF THE STUDY

In this paper, a study is made of the consumer behavior decision process, Consumers today are progressively utilizing technology and particularly Social Media as an effective tool in their online shopping process. Social media puts consumer back to the center of the business world and provides marketers a new set of tools and techniques to interact with consumer and to integrate them into the brands through innovative manner. Therefore, these media become a crucial media to introduce and market product and conjointly to try to surveys. The study examines the direct or indirect influence of social media on trust and intension of the consumer buying behavior.

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 formats such as newspapers and magazines along with billboard placements. 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.

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 behavior of consumer and factors affecting consumer buying behaviour.
- It involves the analyzing the customer satisfaction towards social media.

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 impact of social media on various stages of decision-making process of consumers.

**SOURCE OF DATA COLLECTION**

The present study, is based on a survey conducted in Coimbatore city with the help of both Primary data, Secondary data.

Primary data

In primary data, the data has been collected through the questionnaire.

Secondary data: The secondary data was collected by going through websites, Marketing journals and articles.

RESEARCH METHODOLOGY

- **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
- **Tools for analysis**
 - Percentage analysis
 - Likert scale analysis
- **Area of study:** Coimbatore city was the area of the study

REVIEW OF LITERATURE

M. Nick Hajli (2013), The report is based on the Online communities and social networking sites (SNSs) are an effective web technology for social interactions and sharing information, this is an important point as customer involvement through social media is a key factor in marketing.

Duangruthai Voramontri, Leslie Klieb (2018), The goal of this paper is 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 model uses the information search, alternative evaluation, and purchase decision stage. With such vast information freely available on social media, it is up to businesses to harness it positively to improve their product offerings, their customer relationship management, and their profitability.

ANALYSIS**TABLE SHOWING TYPE OF SOCIAL MEDIA INFLUENCE PURCHASE OF THE RESPONDENTS**

S.NO	TYPE OF SOCIAL MEDIA	NO. OF RESPONDENT	PERCENTAGE (%)
1	Instagram	68	56.7%
2	Facebook	14	11.7%
3	Twitter	2	1.7%
4	YouTube	20	16.6%
5	Others	16	13.3%
	TOTAL	120	100

(Source: Primary Data)

INTERPRETATION OF Data

The above table shows 56.7% of the respondent use Instagram, 11.7% of the respondent use Facebook, 1.7% of the respondent use Twitter, 16.6%

of the respondent use YouTube, 13.3% of the respondent use Other social media networks.

Majority 56.7% of the respondents purchase influence on Instagram.

TABLE SHOWING INFLUENCED PURCHASE LEVEL

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Strongly agree	22	5	110
Agree	65	4	260
Neutral	27	3	81
Strongly disagree	2	2	4
Disagree	4	1	4
Total	120	15	459

(Source: Primary Data)

FORMULA

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(fx)}{\text{Total number respondents}} \\ &= \frac{459}{120} \\ &= 3.82 \end{aligned}$$



INTERPRETATION OF TABLE

Likert scale value is 3.73 is greater than the mid value (3). Hence the majority of the respondents are Agree the influenced purchase.

FINDINGS

1. SIMPLE PERCENTAGE ANALYSIS

- ❖ The study finds 50.8% of the respondents were Female.
- ❖ The survey status that 72.5% of the respondents were 18-25 years.
- ❖ Majority 76.7% of the respondents were Graduate.
- ❖ Majority 63.3% of the respondents were Students.
- ❖ The survey states that 81.7% of the respondents were Unmarried.
- ❖ From the study 68.3% of the respondents Annual Income were Below Rs 3 lakhs.
- ❖ Majority 64.2% of the respondent were using social networking sites on the daily basis.
- ❖ Survey finds that 48.3% of the respondents were using 3-5 hours per day on Social Media.
- ❖ Majority 56.7% of the respondents purchase influence on Instagram.
- ❖ Majority 44.2% of the respondents were using social media Daily to find information about the product/service.
- ❖ Majority 75% of the respondents were brought a product/service after seeing it on Social Media.
- ❖ Majority 61.7% of the respondents search information on social media sites Sometimes.
- ❖ Majority 86.7% of the respondents were seeing social media to check information before buying a product.
- ❖ Majority 78.3% of the respondents were having higher credibility than on mass media channels.
- ❖ Majority 42.5% of the respondents were influence their purchasing decision through Knowledge or awareness of the product.
- ❖ Majority 44.2% of the respondents have positive thoughts towards a particular product only sometimes.
- ❖ Majority 70% of the respondents payment information is kept secure in social media networking sites.

2. LIKERT SCALE ANALYSIS:

- ❖ Likert scale value is 3.73 is greater than the mid value (2.5). Hence the majority of the

respondents are Agree to look advertisement for retail outlets on Social media.

- ❖ Likert scale value is 3.82 is greater than the mid value (2.5). Hence the majority of the respondents are Agree the influenced purchase.
- ❖ Likert scale value is 3.97 is greater than the mid value (2.5). Hence the majority of the respondents are Agree to find new products.
- ❖ Likert scale value is 3.78 is greater than the mid value (2.5). Hence the majority of the respondents are Agree to purchase after watching some sort of reviews.
- ❖ Likert scale value is 3.79 is greater than the mid value (2.5). Hence the majority of the respondents are Agree ON rely on it before making a purchasing decision.

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.
- ❖ Now a days Peoples are highly motivated to use social networking sites to learn about new and useful things.

LIMITATIONS 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

CONCLUSION

In conclusion, the 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 (Instagram) to buy their preferred product (Fashion). The study also concluded that social media tools allows 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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