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A Study On Impact Of Social Media Marketing On Consumer Behaviour With Special Reference To Erode Taluk.

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ABSTRACT

Over the past decades, online networks have played an indispensable role in daily lives. More and more people have utilized social media networks for not only communications but also connecting with brands. With the tremendous growth of social media in recent years, it has been leveraged to boost company sales and, most importantly, build Customers relationships. There is plenty of research or study about the relationship between online networks and consumer purchasing decisions: about 71% of Customers buying decisions have been influenced by social media (Aleh, 2020). It determined that people are heavily affected by social media when deciding on purchasing. The purpose of this study is to examine how online social networks affect to Customers purchasing decision process, how an individual is attending, selecting information on social media before purchasing a decision.

Keywords: Social media, Consumer's behavior, decision making process

INTRODUCTION

The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide Customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing Customers for the product before he purchased the product. Consumers use the technology now a day too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

REVIEW OF LITERATURE

Alok R. Saboo et al., (2015) The researchers convey that, according to social identity theory, consumers work effortlessly to increase the attractiveness of the teams' people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying behavior. Statistical analysis was performed with thirty-six music artists over seventy-three weeks and the results shows how the buying behavior of consumer is influenced by social media activities.

NugzarTodua et al., (2015) This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by Customerss, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of Customerss in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

OBJECTIVES

- To study the impact of Social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social medias.

SAMPLING TECHNIQUE

In this study convenient sampling technique was adopted.

SAMPLE SIZE:

150 respondents have been taken as sample in this study.

LIMITATIONS OF THE STUDY

Due to time, area, sources, and personal knowledge and skill theoretically, the research and analysis have some weaknesses and wallflower.

Social media marketing is not a new phenomenon, and it is constantly growing or even evolving. There are several publications and essays on the subject, but relatively few relate social media to changes in consumer behavior. The research is presented in broad strokes.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1
DEMOGRAPHIC VARIABLES OF THE RESPONDENTS:

DEMOGRAPHIC VARIABLES		FREQUENCY	PERCENTAGE
Gender	Male	58	48
	Female	62	52
Age group	17 yrs to 20 yrs	53	44
	21 to 23 yrs	42	35
	Above 23 yrs	25	21
Degree persuing	UG	55	46
	PG	44	37

	M.Phil/Ph.D	21	17
Family monthly income	Below Rs. 10,000	33	27
	From Rs. 10,000 to 20,000	39	33
	From Rs.20,000 to 40,000	22	18
	Above 40,000	26	22
Place of living	Rural area	63	53
	Urban area	57	47

Source : primary Data

TABLE 2
CUSTOMERS PREFERENCE ABOUT SOCIAL MEDIA

S.no	Sites	Weighted score	Rank
1	Face book	560	II
2	Twitter	356	VI
3	Linked in	360	VII
4	Pinterest	452	V
5	Google+	496	IV
6	Instagram	556	III
7	WhatsApp	617	I

Source : primary Data

The table 2 shows preference about Social media. Customers preference Seems to high in WhatsApp with a score of 617 as it is ranked First.

TABLE 3

REASON FOR USING SOCIAL NETWORK SITES

s.no	Reason	Weighted score	Rank
1	Learning	633	I
2	Events	369	VII
3	Networking	402	V
4	Entertainment	572	II
5	Chatting With Friends	544	III
6	Obtaining Information	379	VI
7	Sharing Information	456	IV

Source: primary Data

The table 3 Reveals that the reason for using network sites. The main reason for using network site is learning purpose as it is ranked first with a score of 633 points.

CHI SQUARE ANALYSIS:

Hypothesis:

There Is No Significant Association Between Degree Pursuing of the Respondents and Level Of Satisfaction

TABLE 4

DEGREE PURSUING AND LEVEL OF SATISFACTION

Degree pursuing	Level Of Satisfaction			Total
	Highly satisfied	Satisfied	Dissatisfied	
UG	15	35	5	55
PG	14	24	6	44
M.Phil/Ph.D	8	8	5	21
Total	37	67	16	120

Source: primary data

The chi square statistic is 4.86 The p value is .30. Hence the result is not significant at $p < .05$

Hypothesis:

There Is No Significant Association Between Family Monthly Income of the Respondents and Level of Satisfaction

TABLE 5
FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION

Family Monthly income	Level Of Satisfaction			Total
	Highly satisfied	Satisfied	Dissatisfied	
Below Rs. 10,000	10	17	6	33
From Rs. 10,000 to 20,000	9	23	7	39
From Rs.20,000 to 30,000	7	10	5	22
Above 30,000	8	12	6	26
Total	34	62	24	120

Source: primary data

Hypothesis:

The chi square statistic is 1.63. The p value is .95. Hence the result is not significant at $p < .05$

Hypothesis:

There Is No Significant Association Between Living Area Of The Respondents and Level of Satisfaction

TABLE 6
LIVING AREA AND LEVEL OF SATISFACTION

Living area	Level Of Satisfaction			Total
	Highly satisfied	Satisfied	Dissatisfied	
Rural	25	30	8	63
Urban	23	22	12	57
Total	48	52	20	120

Source: primary Data

The chi square statistic is 1.82. The p value is .40 . Hence the result is not significant at $p < .05$

TABLE 7
PROBLEMS FACED BY THE RESPONDENTS

s.no	problem	Weighted score	Rank
1	Electricity	826	VI
2	Bandwidth	638	II
3	Privacy	427	V
4	Bullying	448	IV
5	Physical Problems	547	III
6	Pop-up adds+	657	I

Source : primary Data

From table 7 it can be concluded that the main problem faced by the respondents is
Pop-up- adds.

FINDINGS:

Majority (52%) of the respondents were female.

Majority (46) of the respondents pursuing UG.

Majority (44%) of the respondents were coming under the age group of from 17 to 20 years' age group.

Majority (33%) of the respondents had monthly income from 10000 to 20000

Majority (53) of the respondents living in rural area

The main problem faced by the respondents is Pop-up- adds.

CONCLUTIONS:

Social Media is now a day's most important information device to the word for the purpose of information sharing. Social networking sites appear to be positively and significantly associated with knowledge sharing intention. Online social networks are increasingly being recognized as an important source of information dissemination. Social media can help industries, institutions etc. Education oriented helps to the social media to self-learning, doubt clear, online chatting and online counseling etc, at the same time connect to thorough out the world. In this study majority of Customers to use the social networking sites for the purpose of to find out the seminar, conference programs and majority of Customers are fully satisfied. Now a day's all information can easily be accessed in our hand.

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