



A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

This study aims to conduct empirical research on the influence of social media on consumers' decision-making processes. The extent to which using social media affects experiences is examined by a quantitative survey. Consumer opinions about goods and services are now being overtaken by outsiders in more sophisticated domains, which affect judgments in the unconnected domain. Because advertisers have no influence over the content, timing, or frequency of online discussions among customers, web-based social networking has drawn in buyers.

KEYWORDS:

SOCIAL MEDIA, CONSUMER BEHAVIOR, MARKETING CONSUMER DECISION PROCESS. PURCHASE, ONLINE SITES.

1.1 INTRODUCTION

In the past, humans could communicate with one another without using a language. The way people communicate in the modern era has drastically changed. Social media has developed into a practical tool for communication across age groups. The way that consumers and marketers communicate has changed as a result of the Internet, especially social media. Some of the features of the Internet are: large volumes of data may be cheaply stored at several locations; strong search engines; data can be organized and distributed; software can operate as a physical distribution medium; and prices are comparatively low. Businesspeople may now connect with clients anywhere in the world with only a few clicks thanks to the internet and the existence of numerous social media platforms.

1.2 REVIEW OF LITERATURE

Prof. Assoc. Dr. Elenica Pjero et al., (2015)¹⁶ The researchers conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)¹⁷ The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product

using social media platforms when compared to customers in Pakistan. The results 49 proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

NimaBarhemmati et al., (2015)¹⁸ In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior.

A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

1.3 STATEMENT OF THE PROBLEM

Large retail establishments and a wide variety of shops can be found in the numerous cities in this region of south India, and a lot of changes are happening right now. Studies have attempted to determine how social media marketing is currently altering the landscape and replacing more established marketing platforms.

Consumers of all ages, working women, stay-at-home moms, and women employed by banks, private companies, and a host of other industries have demonstrated an interest in social marketing. The realm of technology in the present world is where social media marketing is growing too quickly. According to a study, many customers are switching from traditional to digital methods of making purchases of goods and services.

1.4 OBJECTIVES OF THE STUDY

- 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.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

1.5 RESEARCH METHODOLOGY

In the primary data acquired for the Lays chip questionnaires in Madurai City, as well as the secondary data collected for the study. Secondary data was gathered from reliable websites, periodicals, blogs, the internet, and other publications on the subject.

SAMPLE UNIVERSE: The Sample Universe includes the people of Madurai City.

SAMPLE SIZE: The Sample size of the participants was of 100 people.

1.6 ANALYTICAL TOOLS PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

TABLE 1

AGE OF RESPONDENTS

S.NO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	16 – 25	85	85.00
2	25 – 30	10	10.00
3	30 – 35	4	4.00
4	Above 35	1	1.00
	TOTAL	100	100

Source:-Primary Data

CHART 1

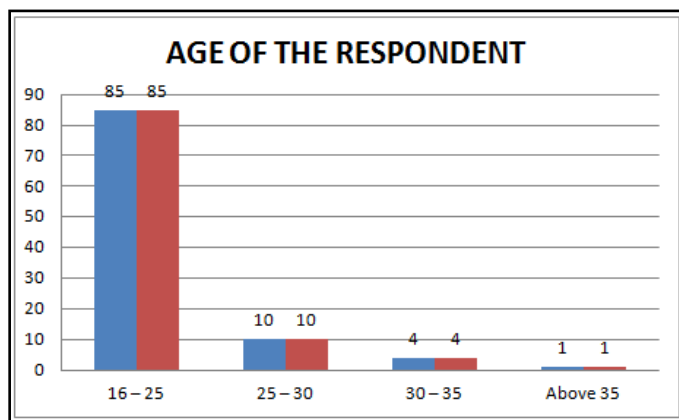


TABLE 2

PREFERENCE OF ONLINE/OFFLINE RESPONDENTS

S.NO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	ONLINE	41	41.00
2	OFFLINE	59	59.00
	TOTAL	100	100

Source:-Primary Data

CHART 2

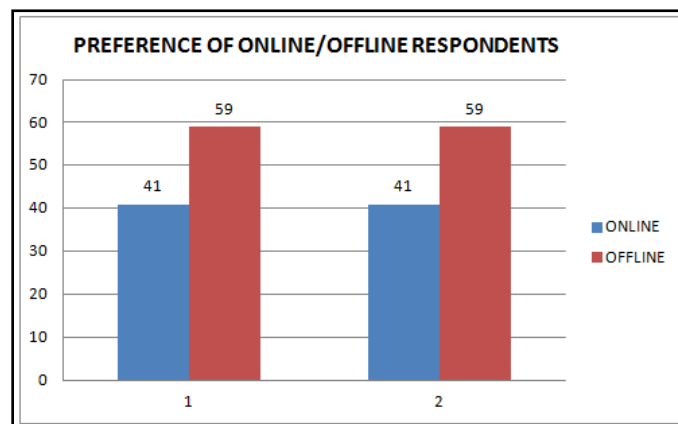


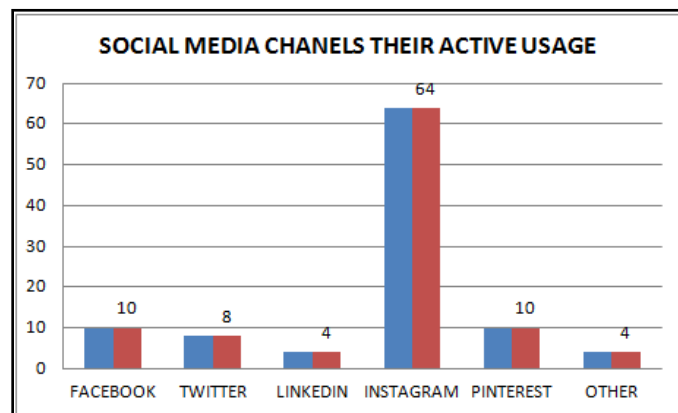
TABLE 3

SOCIAL MEDIA CHANELS THEIR ACTIVE USAGE

S.NO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	FACEBOOK	10	10
2	TWITTER	8	8
3	LINKEDIN	4	4
4	INSTAGRAM	64	64
5	PINTEREST	10	10
6	OTHER	4	4
	TOTAL	100	100

Source:-Primary Data

CHART 3



1.7 FINDINGS

- According to the response from the

Questionnaire reveals Majority 85.3% of respondents are from age group 16-25.

- Majority 59. % of respondents prefers offline shopping Majority 78.8% of respondents is active on Instagram.
- Majority 70.4% of respondents purchasing decisions is influenced by YouTube.
- Majority up to 66.7% of respondents are accepting that "may be Social media marketing advertisements influence my purchase.
- Majority 41.2% of respondents think that only 5-15% of Social media marketing advertisements are influencing their purchasing decisions.

1.8 CONCLUSIONS

For these reasons, social media websites have become an important platform for organizations. Social media can be a powerful tool for any organizational can increase your visibility. Enhance relationships, establish two-way Communication with customers, and provide a forum for feedback, unimproved awareness and reputation of the organization. Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the

advertising respondents agree that Social media advertising channels are better than that of tradition media advertising. The following table gives the hypothesis and the results of the data analysis for this hypothesis.

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WEBSITES