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Article

A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR IN THOOTHUKUDI CITY

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Abstract: Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognizing various marketing tools and techniques. Not only is social media changing the mind of consumer behavior but also mostly used for direct marketing and as a tool for personalized goods. Social media like Facebook, Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low-cost form of marketing and allows organizations to engage in direct and end-user contact. The choice of social media marketing organization creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organization and long-term organizational sustainability. In this fast-growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labor.
Keywords: social media, Digital Marketing, Social media Channels

1. INTRODUCTION

The concept of digital marketing progress way backs from the 1970s as electronic commerce begins. The need for electronic commerce shoots from the demand of businesses and governments to make better use of figuring out and to apply computer technology to improve customer interaction, business processes, and information exchange. During the 1970s, the introduction for electronic fund transfer (EFT) among banks over secure private networks has changed financial markets. Electronic fund transfer optimized the payments electronically and gave remittance/payment information. Today, there are lot of EFT options, including the use of debit cards that are becoming ever-present at points of sales (POS) in grocery stores, retail outlets, and direct deposits to bank accounts etc. Each day, over $4 trillion change hands via EFT over the computer networks concerning banks, automated clearinghouses, and companies.

Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognizing various marketing tools and techniques. Not only is social media changing the mind of consumer behavior but it is also mostly used for direct marketing and as a tool for personalized goods.

Digital marketing comprises those marketing efforts that send a message from a source (company) to a receiver (customer) from end to end using digital platforms and the internet. Online marketing and retailing are expeditiously progressing to a greater extent where shoppers are no longer just moving to the nearby store, but relatively, take hold of nearby digital devices. Technology is enabling a world of opportunities for both marketers and consumers. Today, brands are utilizing digital touch points as channels in marketing communications process, and shoppers are by means of them to their advantage along the entire pathway to purchase.

2. STATEMENT OF THE PROBLEM

In the modern business world, due to development of science and technology, many new products have been introduced in the market every year. The marketing of products largely depends upon the taste, quality, price, availability and disability of the consumers. In simple words the problem statement for Digital Marketing is to define where we stand, what we should be headed for, and how we can make it possible.

3. OBJECTIVES OF THE STUDY

- To determine the factors influencing buying behaviour of consumers.
- To understand the most preferred social media app by consumers.
- To study the impact of social media on consumer buying decision processes.
- To know which social media the consumer is using for shopping.
- To determine whether social economic factors affect consumer buying behaviour.

4. RESEARCH METHODOLOGY

The study has been based on the survey method. The survey is based on primary and secondary data.

The data required for the study has been collected from primary and secondary sources. The primary data was collected through questionnaire by Google Forms and secondary data were through journals, magazines, websites and the like.

5. SAMPLING DESIGN

A sample of 120 customers was selected on a convenient basis. The questionnaire was useful for collecting a great source of information. For collection of required data survey methods have been adopted. Questionnaire was used for collecting information. The questionnaire was administered to small sample of customers selected on convenient sample method given in time frame within which the research was meant to be completed.

6. AREA OF THE STUDY

The study of Social Media Marketing was conducted in Thoothukudi City. It is a Port City and an industrial city of the Indian state of Tamil Nadu. The city lies in the Coromandel Cost of Bay of Bengal. Thoothukudi is known as “Pearl City” due to the pearl fishing carried out the town. It is a commercial seaport which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu.

7. TOOLS FOR ANALYSIS

The data collected through questionnaire were analyzed through the statistical tools of percentage analysis, diagrams and Chi-square test, which work as a base for drawing conclusion and getting results.

8. ANALYSIS AND INTERPRETATION OF DATA

A. PERSONAL PROFILE OF THE CUSTOMERS

The profile of the customers like gender, age, educational status, occupational status, Monthly income are analysed in this part. The personal profile of the sample customers is given in Table – 1.

TABLE – 1

PERSONAL PROFILE OF THE CUSTOMERS

S. No	Profile	Classification	No. of Consumers	Percentage (%)
1.	Gender	Male Female	90 30	72 28

		Total	**120**	**100**
2.	Age (in years)	Below 20	17	19
		21 to 30	85	70
		31 to 40	08	07
		Above 41	10	12
		Total	**120**	**100**
3.	Educational Qualification	Up to SSLC	06	07
		HSC	05	09
		UG	45	50
		PG	41	30
		Professional	14	02
		Total	**120**	**100**
4	Occupation	Self employed	07	06
		Government employee	04	03
		Private employee	55	46
		Professional	12	10
		Others	42	35
		Total	**120**	**100**
5	Monthly Income	Below Rs. 10,000	23	19
		Rs. 10,001 to Rs. 20,000	63	53
		Rs. 20,001 to Rs. 30,000	19	16
		Above Rs. 30,000	15	12
		Total	**120**	**100**

Source: Primary data

Inference:

1. The study shows that 72 percent of the customers are Male.
2. The study reveals that percent of customers belongs to the age group of 21 to 30 years.
3. 50 percent of the customers are mostly educational qualification of Undergraduate.
4. It was found that 46 percent of the customers belonging to the occupation of private employee.
5. Majority 53 percent of the customers are belonging to the monthly income of Rs.10,001 to Rs. 20,000.

B. MAIN FACTORS OF DIGITAL MEDIA MARKETING INFLUENCING RESPONDENTS' ONLINE BUYING DECISIONS

Table – 2

S. No	Factors	No. of Respondents	Percentage (%)
1	Price	44	37
2	Convenient & time saving	32	27
3	Fast shopping	23	18
4	Trust	15	11
5	Friend referral	7	5

Total	**120**	**100**	

Source: Primary Data

Table 2 disclose that the kinds of problem faced by respondents while online shopping were 21% of the respondents have faced Delay in delivery while online shopping, 10% of the respondents have faced Non delivery while online shopping, 31% of the respondents have faced Cheap product while online shopping, 19% of the respondents have faced Product damage while online shopping and 18% of the respondents have faced other problems while online shopping.

C. TYPES OF PROBLEMS FACED BY RESPONDENTS IN ONLINE PURCHASING

Table – 3

S. No	**Factors**	**No. of Respondents**	**Percentage (%)**
1	Delay in delivery	25	21
2	Non delivery	12	10
3	Cheap product	38	32
4	Product damage	23	19
5	Other	22	18
Total	**120**	**100**	

Source: Primary Data

Table 3 disclose that the kinds of problem faced by respondents while online shopping were 21% of the respondents have faced Delay in delivery while online shopping, 10% of the respondents have faced Non delivery while online shopping, 32% of the respondents have faced Cheap product while online shopping, 19% of the respondents have faced Product damage while online shopping and 18% of the respondents have faced other problems while online shopping.

D. DISTRIBUTION OF RESPONDENTS BASED ON THE HIGHEST POTENTIAL OF DIGITAL MEDIA MARKETING

Table – 4

S. No	**Factors**	**No. of Respondents**	**Percentage (%)**
1	Social media	76	65
2	Print media	11	10
3	Radio	6	5
4	In person media	7	8
5	Television ads	20	20
Total	**120**	**100**	

Source: Primary Data

Table 4 refer that the highest digital media marketing potential according to the respondents were 65% of the respondents have choose Social media have highest potential, 10% of the respondents have choose Print media have highest potential, 5% of the respondents have choose Radio have highest potential, 8% of the respondents have choose In person media have highest potential while online shopping and 20% of the respondents have choose Television ads have highest potential while online shopping.

E. CHI SQUARE TEST - AGE WISE CLASSIFICATION OF THE RESPONDENTS' KINDS OF PROBLEM FACED BY RESPONDENTS

Chi-Square Tests			
	Value	**DF.**	**Asymptotic Significance (2- sided)**
Pearson Chi-Square	162.309	12	.000
Likelihood Ratio	137.936	12	.000
Linear-by-Linear Association	65.531	1	.000
N of Valid Cases	120		
a. 14 cells (70.0%) have expected countless than 5. The minimum expected count is .80.			

INFERENCE:

Person Chi-Square Value = 162.302, df = 12, p = .000

The person Chi-Square test assesses whether the observed frequencies differ from the expected frequencies.

P-value (.000) < 0.05 indicates a statistically significant association between the two categorical variables.

Likelihood Ratio = 137.936, df = 12, p = .000

This is ab alternate to person's Chi-Square; and significant and supports the same conclusion.

Linear – by – Linear Association = 65.531, df = 1, p = .000

3.24.1.1 Suggests a significant linear trend between the ordinal variable, if any.

Note: 14 cells (70.0%) have expected counts less than 5

This a concern because Chi-Square tests assume that no more than 20% if expected counts should be <5.

Minimum expected count= 0.80 may violate that test's assumption potentially affecting the validity of the results.

9. FINDINGS OF THE STUDY

- Majority 72% of customers are Male.
- Majority 70% of the customers are in the 21-30 age categories.
- Majority 50% of the customers are Undergraduate.
- Majority 46% of the customers' occupations are private employees.
- Majority 53% of the customers are Below Rs.10, 000 salary.
- It clearly shows that most of the customers have been influenced by price of the product during digital media marketing.
- It clearly shows that 32 percent of the customers have faced cheap products while online shopping.
- Majority 65 percent of customers have chosen social media have highest potential.

10. SUGGESTIONS

- Social media marketing has a positive side and a negative side it is businesses' responsibilities to take care about the negative side for securing customers' loyalty

- There are various variables like education, occupation, income, gender, age and many more which affect consumer behavior and social media too.
- There are different types of social networking sites like twitter and WhatsApp. YouTube, Skype, and many more which affect consumer behavior.
- There are many social media marketing and social networking sites whereas some of them are very significant while some are not significant.
- There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.

11. CONCLUSION

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.

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