

SOCIAL MEDIA AS DIGITAL MARKETING TOOL AND ITS IMPACT ON BUYING INTENTION

Premjeet Kumar¹, Dr. Yaaseen Masvood²

¹Research Scholar, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur,
Email id: pk2935@srmist.edu.in

²Associate Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur.

Abstract: Given the increasing popularity of social media and its unstoppable growth, it seems likely that social media will largely supplant other aspects of marketing. Social media endeavors to establish a connection between organizations and consumers by promoting continuous contact, cultivating a feeling of confidence, and promptly involving the relevant audience. This study aims to gain a deeper understanding of the impact of social media on businesses. The dissemination of knowledge and information through online platforms among diverse communities is a prominent advantage of utilizing social media. This digital platform for sharing information also facilitates the enhancement of interpersonal communication abilities, especially for individuals who are enrolled in educational institutions. The advent of online tools and technology has not only significantly enhanced communication, but it has also fundamentally transformed the nature of communication itself, as well as our approach to discussing and conceptualizing it. Social media possess the ability to radically transform the character of our social life, both on an individual and collective level. In the last decade, social media has experienced a significant and profound metamorphosis. Businesses are utilizing social media as a means of promoting their products or services. Social media is the most efficient and cost-effective means of communication for any sector, particularly in businesses that undergo frequent changes. A convenience sample consisting of 140 respondents was obtained and the data was then evaluated. The study's findings unequivocally demonstrate that social media marketing significantly influences customers' purchasing behavior.

Keywords: Digital Marketing, Niche market, Publicity

1. INTRODUCTION

1.1 Social media tools and Digital Marketing

Digital marketing is a commonly employed form of marketing that focuses on promoting products or services and interacting with consumers through online platforms. Digital marketing encompasses both online and offline channels, with internet marketing being one of its various components. Mobile devices, social media marketing, display advertising, search engine marketing, and various other digital media channels are encompassed. This encompasses portable electronic devices, such as smartphones and tablets, which also contain the capability to send and receive short message service (SMS) and multimedia messaging service (MMS). Social media refers to the utilization of mobile and web-based technology to facilitate interactive communication. Social media can manifest in a multitude of formats, including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, videos, ratings, and social bookmarking. Undoubtedly, social media platforms such as Facebook, Twitter, Instagram, Telegram, YouTube, and others are extensively utilized for communication, considering the ongoing global social media revolution. This communication strategy is applicable to both individuals and groups. The majority of persons in contemporary society, particularly young people, depend on several social



media platforms to maintain communication with their peers. Social media is an expanded form of communication that encompasses various forms of media used for interacting socially. Utilizing social media has both advantages and disadvantages. One of the primary advantages is the capacity for different cohorts to share information and expertise through internet platforms. Another advantage of this online information exchange is the enhancement of effective communication among individuals, particularly among learners and students in higher education institutions.

Although it draws from conventional forms of advertising, online advertising creates its own communication methods in response to the demands of modern technology and media. In addition to sound and motion visuals like animated web ads, TV commercials often incorporate spoken language, giving them an advantage.

Although this may change in the near future after technological development has evolved further, it is still uncommon to apply sound to online advertising or to the display of brief video clips. The similarities between television and the Internet would then probably be more apparent. For instance, online trailers are one of the newest types of online advertising. There are numerous methods to engage in communication with users on social media platforms. Social media has been widely used in the educational sector. Communication has undergone substantial changes during the past three decades and continues to evolve. The advent of email has brought about a profound transformation in the way individuals interact and exchange information. Response times are markedly reduced, and communications are now briefer and more frequent compared to when letters were the prevailing mode of contact. Instant messaging has introduced a novel method of communication characterized by shorter and more colloquial texts. Online communication tools can also enhance our awareness of the locations of our social or business connections. Twitter, for instance, offers us a concise overview of the current actions of people we are acquainted with. Research on consumer behavior online and the widespread use of social media by businesses and consumers is now crucial for gaining a deeper understanding of this subject. Marketers can enhance the effectiveness of their social media marketing campaigns by utilizing previous research and studies to define the market, identify potential risks and possibilities, and understand consumers' willingness to accept the product or service.

2. REVIEW OF LITERATURE

Numerous research on how consumers perceive advertising in various nations throughout the world have been done. Understanding how customers feel about advertising is crucial for advertisers since how people feel about it affects how successful it is. Advertising used to be restricted to traditional media like TV, radio, billboards, and publications. Advertising now has a wide range of options thanks to the worldwide development of information technology, making it easier to reach a wider audience of potential customers and promote products and services (Yaakop, Anuar, Omar, & Liung, 2012). Consumer communication has changed significantly over the past ten years, and the same is true of how customers learn about things, share information about them, and acquire and use them (Henning-Thurau, 2010; et al.). The desire to comprehend consumer behavior on social media platforms has increased as managers have grown more at ease incorporating social networks and brand communities into their businesses' marketing communication plans. Consumer motives, however, are influenced by a variety of personality traits. For instance, in the Any business, customers and marketers must deal with a rapid change in styles and designs as tastes in colors and patterns fluctuate significantly (Diamond, 2005). According to the empirical research by (Schivinski and Dabrowski, 2014) user-generated social media communication had a favourable impact on brand equity and attitude, which in turn influences purchase intention. Engaging and engaging posts, relevant and helpful material, word-of-mouth marketing from other customers, and extrinsic reinforcers like discounts and prizes can all help to increase engagement. According to a 2013 study by Ateş Bayazıt Hayta, social media is one of the most crucial platforms for communication. Social media has a significant impact on how consumers acquire information about the products and services they should buy based on their needs. Additionally, researchers looked into how social media, which has recently changed how we live and added a new dimension to the Internet, influences consumer purchasing behaviour. In their study, Shweta Bansal et al. (2014) examined the extent to which social networking sites contribute to consumer satisfaction and serve as a platform for virtual engagement, communication, and meeting new people. The authors found that the use of these sites has significantly increased in recent times. Marketers have utilized it as a potent tool for actively connecting with their consumers, offering them uninterrupted access to the desired

information through innovative methods of information retention and sharing. The study's findings indicate that small firms derive greater advantages from and perceive social networking sites as a more straightforward means of communication due to their cost-effectiveness compared to traditional methods. Social media refers to a variety of internet platforms and communication channels that individuals utilize to share information, profiles, opinions, insights, understanding, and media content. It facilitates global communication and exchanges between diverse groups of individuals.

The reference is from Moran's work in 2012. Prabhakar (2010) states that designers are expanding their reach to a completely new audience by allowing the public to observe the previously concealed workings of Any. Designers may leverage the vast user base of 400 million Facebook users and over 22 million Twitter users to their advantage through social media platforms. This enables them to access marketing possibilities that are not achievable through traditional advertising budgets. Although social media marketing has the potential to negatively impact the company's reputation and overall effectiveness. Customers now have the ability to voice their opinions, whether they are favorable or negative, and reach millions of potential customers, thereby becoming a significant influence on organizations. Marketers are currently faced with the task of reevaluating their methods of communication with prospective clients. Kietzmann JC (2013). Competitive differentiation is a strategic approach used by organizations to distinguish their products and services from those offered by their competitors. Product differentiation can be achieved through packaging, marketing campaigns, and post-sale product help. Startup enterprises often develop products or services in niche markets to establish a competitive advantage by catering to specific client demands. A positioning statement can establish a strong competitive advantage by clearly defining the specific advantages that a particular product or service provides. (Rouse, 2014). (Wallsbeck and Johansson, 2014) examined the utilization of Instagram marketing as a means to establish a connection with Generation Y. A study revealed that individuals belonging to Generation Y were found to have a tolerance for receiving one marketing communication post per day or a few times per week. Furthermore, it was observed that the businesses they showed the greatest interest in on Instagram were those related with technology, sports, the internet, and beauty care. Discovered that the most effective approach to engage Generation Y on Instagram was to blend corporate content (personal images, commercials, motivational photos, and educational photos) with other posts.

3. STATEMENT OF THE PROBLEM

Most commercial organizations in today's technologically advanced times rely on internet advertising, particularly through social media platforms. Therefore, the purpose of this study is to determine the efficiency of social marketing tools among the consumers.

4. THE STUDY'S SIGNIFICANCE

Everybody now needs to utilize the internet for daily duties as a result of the entrance of the internet into our daily lives. The internet is no longer merely a tool for people to use to obtain information. It has evolved into the most effective form of human entertainment, communication, and purchasing. This study is significant since online advertising is becoming more and more important in promoting goods and services.

Objectives

1. To comprehend how consumers view digital marketing tools.
2. To pinpoint the elements that have the most impact on how customers view digital marketing tools.
3. To determine which form of digital marketing tool—text, banner, or video—is more effective based on the respondents' preferences.

5. DESIGNING RESEARCH

A study is considered legitimate when its findings are accurate or truthful, and the study's research design serves as its conceptual framework. A scholar conducts research for his thesis. A researcher will create an action plan that will detail how to gather, measure, and analyse data for their study.

Nature of study: exploratory and descriptive Nature of data: primary data or secondary data

Nature of population: Students from 3 colleges situated around Chennai were considered as population of study.

Methods of sampling Data had been collected using questionnaire. Size of sample: 140

Data analysis

Gender	Frequency	Percent
Male	67	47.9
Female	73	52.1
Total	140	100.0

(Primary data source 1)

Age of the respondents		
	Frequency	Percent
18-25	53	37.9
25-40	43	30.7
40 and Above	44	31.4
Total	140	100.0

(Primary data source 2)

	Frequency	Percent
less than 2 hours	65	46.4
3-5	36	25.7
More than 5	39	27.9
Total	140	100.0

(Primary data source 3)

Purchase Frequency		
	Frequency	Percent
Below 2 times	70	50.0
3-5	36	25.7
Above 5	34	24.3
Total	140	100.0

(Primary data source 4)

*Tables 1,2,3&4 tells that female were the major composition of the study, majority of the respondents had purchased only below 2 times and most of the respondents were used to be on networking sites below 2 hours only.

Table 5 Multiple Regression Analysis

Model Summary^b				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.915 ^a	.837	.809	.543	2.063

R value of, 915 explains 91% of the variance.

ANOVA^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	179.051	21	8.526	28.959	.000 ^b
Residual	34.742	118	.294		
Total	213.793	139			

Table 6							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.466	.314		1.485	.140		
Accurate Information	.038	.059	.038	.651	.516	.398	2.513
Essential information	.090	.048	-.010	-.198	.000	.565	1.771
Up to Date Available	.033	.082	.031	.394	.694	.226	4.430
Interest Provoking Ads	.124	.071	-.005	-.077	.939	.277	3.608
Ensure Efficient Decisions	.235	.047	-.005	-.096	.000	.613	1.630
Helps to Solve Problems	.074	.046	-.014	-.312	.756	.640	1.563
Saves Shopping Time	-.012	.055	-.012	-.218	.828	.436	2.293
Price Awareness	-.035	.051	-.033	-.697	.487	.606	1.650
Discount Information	.026	.075	.026	.347	.730	.238	4.194
Create Value	-.096	.071	-.093	-1.352	.179	.290	3.445
Brand Awareness	.093	.124	.093	.748	.456	.002	11.310
No Misleading	.210	.104	-.215	-2.012	.001	.121	8.277
Product Review Helpful	.006	.051	.006	.121	.904	.557	1.795
Videos Reliable	-.006	.053	-.006	-.108	.914	.513	1.948
I recommend Others	.090	.060	-.018	-.319	.750	.000	2.429
Feel Part of social Group	.128	.077	-.040	-.524	.602	.240	4.161

Express myself	.113	.093	.114	1.221	.225	.159	6.308
Inspiration Others	.249	.061	.254	4.057	.000	.353	2.836
SM Increase Interest	.075	.075	-.054	-.726	.470	.246	4.073
Post Ratings	.054	.094	.054	.575	.566	.158	6.327
Satisfied Purchase	.268	.166	.766	4.633	.000	.050	19.833

6. FINDINGS, SUGGESTIONS AND CONCLUSION

The influence of social media technologies is demonstrated in the table above. The correlation between social media and customer satisfaction in making purchases is significant. Based on our analysis, we deduce that social media marketing tools have a significant influence on the purchasing decisions of the customers included in the study. The utilization of social media enables consumers to engage with businesses on a more intimate level, hence exerting a substantial influence on the retail industry. This is because social media provides firms with a platform to interact with customers and advertise their products. The future sales of brands are contingent upon the relationship that social media cultivates between them and their customers. Furthermore, the utilization of social media has significantly increased in recent years across all demographic groups.

Based on the data collected from the participants, it is recommended that companies continue to utilize cutting-edge Digital Marketing tools in order to establish more direct and personalized connections with customers.

7. CONCLUSION

Brands and designers can benefit from several advantages by using social media. Social media serves as a cost-free tool for public relations, connecting businesses with potential customers. Both prestigious brands and emerging designers utilize social media as a component of their marketing strategies. The future prospects of any business appear promising due to the strategic utilization of social media by leading firms and designers in the industry. This enables them to create anticipation and generate buzz around upcoming business exhibits and events before to their official launch. The social advertising landscape is currently seeing a significant transformation. While several organizations remain uncertain, others have incorporated social media as an essential element of their marketing strategies. The level of enthusiasm with which users and designers have adopted social networking is remarkable. Undoubtedly, social media is currently the most popular and influential trend in the corporate world, and there are numerous reasons to have faith in its power and impact.

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