

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

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Abstract

The practice of using social media as a tool to connect with a variety of clients is known as social media marketing. This technique draws a lot of people's sudden attention to a specific product. Today, this form of marketing has surpassed traditional marketing media in terms of market share. Nowadays, people advertise their online purchases of goods and services to gain followers and subscribers on social media. Customers can learn more about the business and its products through social media, and the business can learn more about the customers to meet their needs. Social media marketing has the power to alter consumer's perceptions and buying patterns.

Keywords: Consumer Behaviour, Marketing, Decision-Making Process, Social media

1. Introduction

As a communication tool, social media has taken on a significant role. It all comes down to making it easier for people to communicate their thoughts, feelings, and opinions. Social media is used by people all over the world to connect with other people and organizations. The use of social media is the newest marketing trend. Social media is now a highly powerful instrument for influencing customer purchasing decisions. Social media has the ability to impact potential clients from the beginning of the buying process through to afterward. Social media has four different ways of influencing customer behaviour.

These are: (a) Social media increases brand recognition (b) Social proof acts as a stronger motivator for purchases (c) Social Media Promotions, Discounts, and Offers and (d) Social Media Influencers. When companies want to raise customer knowledge of a specific product,

social media plays a significant role. With the content that is shared on social media, a significant portion of the audience learns about your brand and learns about your product. People's propensity to copy the actions of those around them has given rise to social proof.

Customers who are pleased with the products are more likely to share, like, and comment on them on social media. Customers' purchasing decisions are influenced by social media promotions, discounts, and offers. When they receive recommendations from someone they trust, consumers are more inclined to make a purchase. Celebrities and well-known individuals motivate their audience and affect their purchasing decisions. Social media, including its content, images, promotions, deals, and influencers, has the power to affect consumers' purchasing decisions.

The use of social networking websites has a significant impact on consumers in the modern period and does so in many different ways. Many social networking websites influence customer behaviour. These include YouTube, LinkedIn, Google+, and more. Nowadays, practically all demographics of customers use social media, including people in the working class, seniors, and college students. The primary goal of this study is to investigate how consumers who frequently utilize social media websites will ultimately behave in the marketplace. The broad population is referred to as the consumer. The study also aims to examine the influences that social media will have on consumers' purchasing behaviour as well as the drivers behind their use of social media for retail.

2. Objectives of the Study

This study area's major goal is to investigate how social media affects customers' purchasing decisions. The study's specific goals are to:

- Analyze how social media channels have influenced customers' purchasing decisions.
- To determine what influences customers' use of social media channels for shopping.
- To determine the best social media platform that consumers prefer.

3. Statement of the Problem

People in today's world start their days with Smartphone's, and they are readily drawn to the most recent posts and advertisements on social media accounts. Social media sites like Whatsapp, Instagram, YouTube, Face book, and others have a significant impact on consumer behaviour nowadays. They also make online purchases relatively simple. So, the purpose of this

study is to investigate how social media will affect general public consumer behaviour and to assess the elements influencing general public purchase through social media platforms.

4. Scope of the Study

The broader population is included in the study's scope, which will aid us in understanding how social media affects consumer behaviour.

5. Significance of the Study

Social media has a significant influence on consumer purchasing decisions. The purpose of this study is to comprehend how social media affects customer behaviour. From the beginning through the point of a purchase and beyond, social media has the ability to influence potential customers. The study is extremely important because social media plays a huge role in people's daily activities in the modern world. The study will also show how social media influences consumers' purchasing decisions and what drives them to use social media platforms for their purchases.

6. Review of Literature:

- ✓ **Lee, Ethel (2023)¹** The objective of the study was to explain why, when, and how social media has impacted on consumer decision process. This study also gave explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search.
- ✓ **M. Nick Halji (2022)²** The study was conducted to examine how social media facilitate the social interaction of consumers and to understand the role of social media in the development of e-commerce into social commerce. The study showed that trust has a significant direct effect on intention to buy.
- ✓ **Gupta, S., Agarwal, A. K., & Chauhan, A. K³** The article talks about the past and the future impact of Social media because the fifth Social media week held in September 2021. Toby Daniels, the founder of Social media week found the increase in role of Social media in the lives of people. SMW is there in 21 cities in the world, because of increase in use of Social media in Middle east and how it is completely changing the business models too.

- ✓ **Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y⁴** Social media is giving an opportunity to the consumers to get the feedbacks and reviews about a product and services. Result from the primary and the secondary data shows that the product recommendations can lead to impulse buying behaviour. This impulsive buying behaviour is decided on the basis of the trust on the recommender and affection towards that particular product. In simple words, it is influenced by both the recommender and the product itself.
- ✓ **Varghese, S., Nandhini M⁵** in their article speaks about the influence of demographic factors towards the purchase intention of customers. Article also reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media.

7. Research Methodology

The process of gathering data and information for the aim of making decisions is known as research methodology. Research methods used in the methodology could include interviews, questionnaires, and publishing analysis.

- **Data Collection:**

A combination of primary and secondary sources is used to gather the data.

- **Primary Data:**

The questionnaire based on the objectives is the primary data source.

- **Secondary Data:**

The secondary data were gathered from publications such as books, journals, websites, and other printed materials.

- **Sample Design:**

A self-made questionnaire was created and distributed to the general public. The quiz concerns how social media affects consumer behaviour.

- **Sample Population**

The population of the study is general public.

- **Sample Size**

The sample size of the study is 125.

- **Sampling Technique**

The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

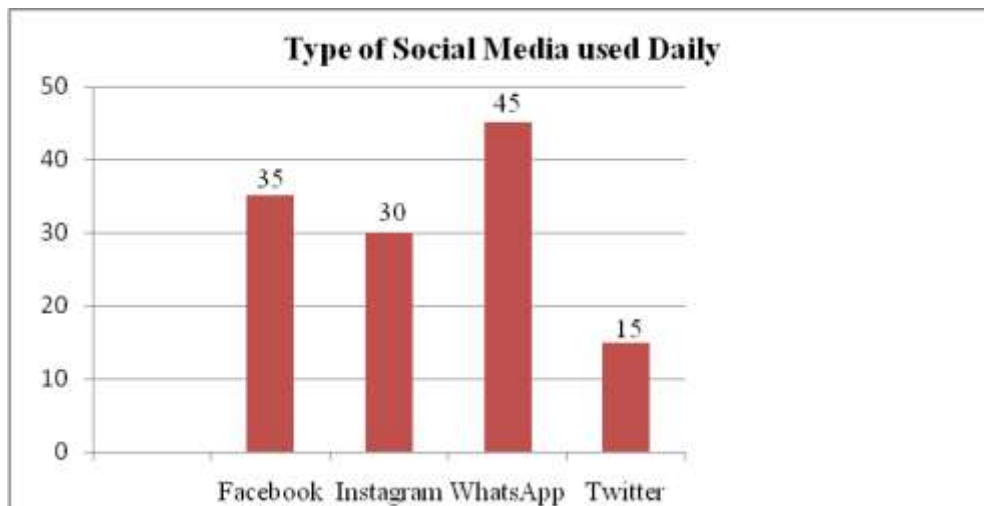
8. Data Analysis and Interpretation

8.1 Type of Social Media used Daily

S. No.	Type of Social Media Used	No. of Respondents	Percentage (%)
1	Face book	35	28
2	Instagram	30	24
3	WhatsApp	45	36
4	Twitter	15	12
Total		125	100

Interpretation

From the above table out of 125 respondents, majority of them are using WhatsApp daily. Some of them are also using Face book and Instagram. Only few are using Twitter daily.



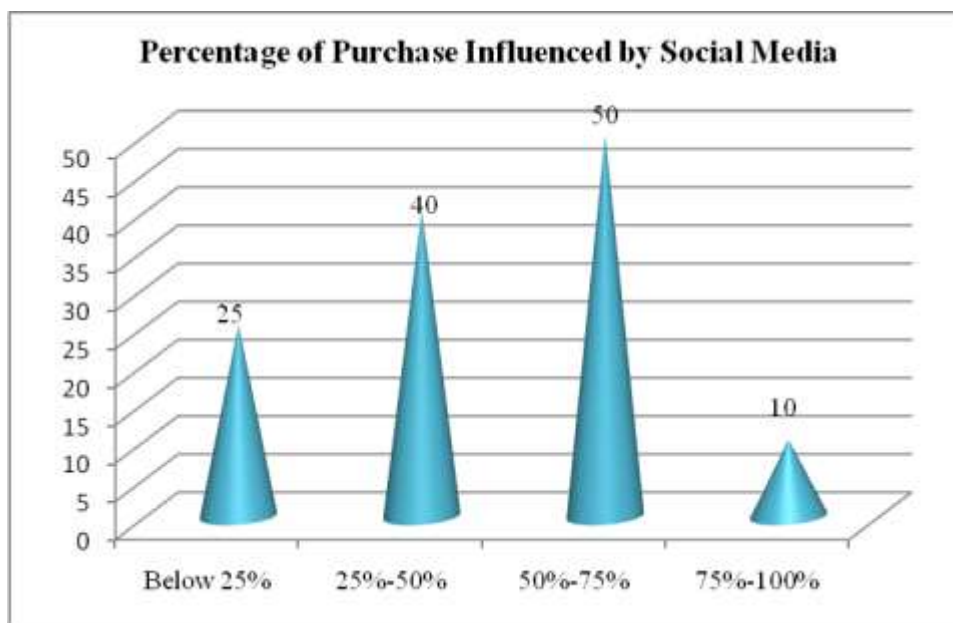
8.2 Percentage of Purchase Influenced by Social Media

S. No.	Percentage of Purchase Influenced by Social Media	No. of Respondents	Percentage (%)
1	Below 25%	25	20
2	25%-50%	40	32
3	50%-75%	50	40

4	75%-100%	10	8
Total		125	100

Interpretation

From the above table we can understand that 50%-75% of purchase of 50 respondents is influenced by social media. Along with this 25%-50% of purchases of 40 respondents and below 25% of purchase of 25 respondents are influenced by social media. It is interpreted that 75%-100% of purchase 10 of the respondents are influenced by social media.

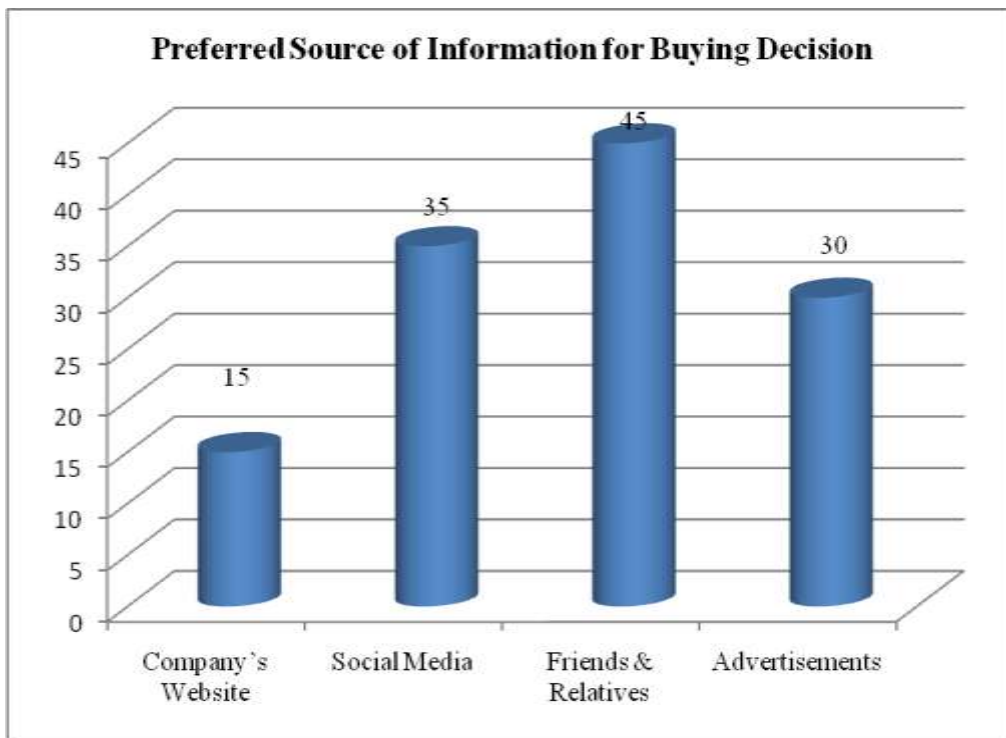


8.3 Preferred Source of Information for Buying Decision

S. No.	Preferred Source of Information for Buying Decision	No. of Respondents	Percentage (%)
1	Company's Website	15	12
2	Social Media	30	28
3	Friends & Relatives	45	36
4	Advertisements	25	24
Total		125	100

Interpretation

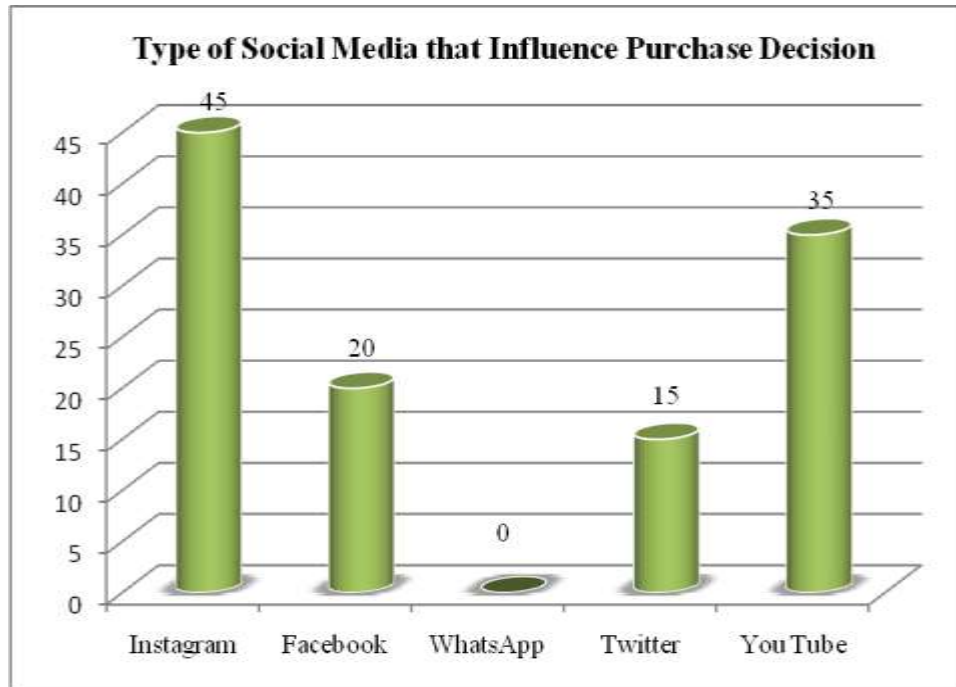
The above table shows that Friends and relatives are the most preferred source of information for buying decision and next mostly preferred source is social media. The least preferred source of information for buying decision is company’s websites and advertisements.



8.4 Type of Social Media that Influence Purchase Decision

S. No.	Type of Social Media that Influence Purchase Decision	No. of Respondents	Percentage (%)
1	Instagram	45	36
2	Face book	20	16
3	WhatsApp	0	0
4	Twitter	15	12
5	You Tube	35	28
Total		125	100

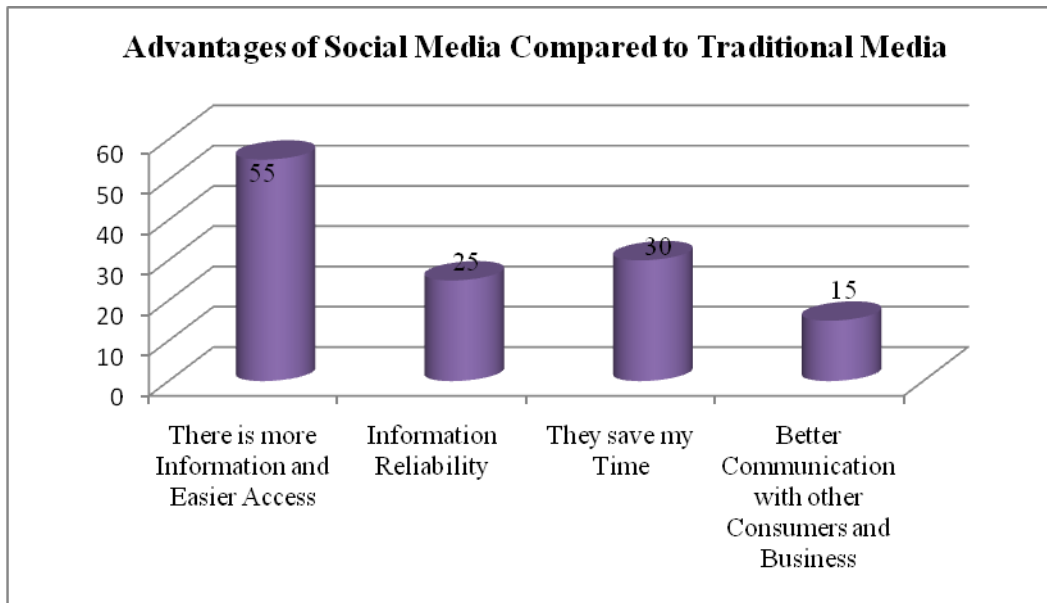
Interpretation: Most of the respondents are influenced by Instagram and You Tube for making buying decision. Only few of them are influenced by Face book and Twitter. None of them are influenced by WhatsApp.



8.5 Advantages of Social Media Compared to Traditional Media

S. No.	Advantages of Social Media Compared to Traditional Media	No. of Respondents	Percentage (%)
1	There is more Information and Easier Access	55	40
2	Information Reliability	25	20
3	They save my Time	30	24
4	Better Communication with other Consumers and Business	15	12
Total		125	100

Interpretation: 40 percent of the respondents are there is more information and easier access to traditional media. 12 percent of the respondents are better communication with other consumers and business to traditional media.



9. Findings

- ❖ Majority of the respondents are using WhatsApp daily
- ❖ About 25% - 50% of purchases of most of them are influenced by social media.
- ❖ Friends & relatives are the most preferred source of information for buying decision of many of the respondents.
- ❖ Purchase decision of most of the respondents is influenced by instagram.

10. Suggestions

- ❖ It is important to make social media advertisements more appealing in order to draw in more viewers.
- ❖ Social media can offer more details about the goods and services, enhancing the consumer's knowledge.
- ❖ Content posted on social media should be accurate and trustworthy because doing so will boost public confidence.
- ❖ To encourage more individuals to use social media platforms for shopping, more offers and discounts on products should be made there.

11. Conclusion

This study demonstrates how social media significantly affects customer behaviour. The factors that affect customer behaviour include discounts and bargains on social media, likes and comments about the product, social media influencers, and product reviews on social media.

The study also makes it obvious that social media has several benefits over traditional media. When consumers view adverts on social media, they get more interested in the products. It has been shown that social media discounts and incentives are what spur customers to use these channels to make purchases. Most individuals use the information on social media in cases where they have questions about a product.

References

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