

# A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS HIPCON VALVES PVT LTD. CHENNAI

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## Abstract

Social media has rapidly evolved into a transformative force in everyday consumer life, reshaping communication, decision-making, and purchasing behaviour. This study investigates the impact of social media applications on consumer behaviour with specific reference to Chennai City. Using a descriptive research design and convenience sampling, primary data were collected from 185 respondents through a structured questionnaire. Statistical tools including percentage analysis, chi-square test, and weighted average rank method were applied. Key findings indicate that 81.6% of respondents possess social media accounts, with WhatsApp emerging as the most preferred platform. Significant associations were found between gender, area of residence, family income, and non-earning family members with the level of satisfaction and influence in social media usage. The study concludes that social media applications exert a substantial impact on consumer behaviour, and service providers must enhance security, personalisation, and educational outreach to optimise user satisfaction.

**Keywords:** *Social Media, Consumer Behaviour, WhatsApp, Facebook, Digital Marketing, Chennai, Satisfaction.*

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## I. INTRODUCTION

Social media represents the most dynamic and widely accessed form of modern media, offering multi-dimensional features such as real-time communication, multimedia sharing, global connectivity, and low-cost accessibility. Its adoption is growing at an unprecedented rate across all age groups, with particular intensity among the youth demographic, who are progressively migrating from traditional media such as television and radio to digital social platforms.

Advertising, a cornerstone of the marketing mix, has undergone a fundamental transformation under the influence of social media. Historically, advertising relied on mass-broadcast channels; today, social media enables targeted, interactive, and personalised communication between brands and consumers. This two-way interaction has redefined how consumers discover, evaluate, and make purchasing decisions.

For businesses and logistics organisations alike, understanding how consumers engage with social media applications is strategically essential. The present study focuses on mapping social

media usage patterns, identifying the factors that drive satisfaction and influence, and examining the implications for consumer-facing organisations operating in Chennai City.

## II. COMPANY PROFILE

The study was conducted in association with HIPCON Valves Private Limited, a leading manufacturer and supplier of high-pressure valves established in 2007, headquartered at Sathyamurthy Nagar, Chennai – 600062. The company employs over 700 personnel and specialises in forged and cast steel gate, globe, and non-return valves for thermal power plants.

HIPCON is certified under ISO 9001:2015 and operates state-of-the-art facilities including a Gauge Calibration Centre, Metallurgical Lab, and Non-Destructive Testing infrastructure. The company's commitment to quality, on-time delivery, and digital-enabled manufacturing provides a robust organisational context for examining digital behaviour patterns among its consumer base.

## III. REVIEW OF LITERATURE

A comprehensive body of literature informs this study's theoretical foundation. Selected key contributions are summarised below.

### Digital and Social Media Behaviour

Pradeep Agarwal and Dr. S.K. Dube (2010) demonstrated that celebrity endorsement on social media positively influences consumer purchasing decisions, with Bollywood stars dominating the Indian advertising landscape. Kailasam Tamizhjothi and Samudhra Rajkumar (2011) further established that multiple-celebrity endorsements create positive consumer purchase intentions.

Shashikala and Mahapatro (2015) found that viral marketing via WhatsApp strongly influences buying behaviour, with frequent users demonstrating higher purchase intent. Priyanka T. and Durga K. (2015) reported 72% of Facebook users found their profiles secure, and 76% expressed satisfaction with Facebook services.

### Academic and Societal Impact

Zahid Amin and Ahmad Mansoor (2016) reported that social media usage positively impacts academic idea generation among students. Rajesh Kumar Jha and Dev Kumar Shah (2016) identified both positive and negative effects of Facebook on health science students in Nepal. Dr. Murat Tezer (2017) confirmed that educational social media engagement positively affects academic achievement.

More recently, Heba Mohammad and Hatem Tamimi (2021) established that WhatsApp dominated social platform usage for academic purposes across Arab universities. Oswald Mhlanga and Tembi Maloney Tichaawa (2022) highlighted the significant role of Facebook, Instagram, and YouTube in shaping customer restaurant experiences in South Africa.

### Research Gap

A review of extant literature reveals a gap in studies specifically examining social media's impact on consumer behaviour patterns in the Chennai metropolitan context, particularly across varied income and demographic segments. This study addresses that gap.

## IV. OBJECTIVES OF THE STUDY

1. To assess the extent and patterns of social media usage among consumers in Chennai District.
2. To identify the key factors influencing the adoption and continued usage of social media applications.

3. To evaluate the level of consumer satisfaction with social media application services.
4. To analyse the problems faced by consumers in their social media interactions.
5. To examine the statistical associations between demographic variables and consumer satisfaction and influence levels.

## V. RESEARCH METHODOLOGY

### Research Design

A descriptive research design was adopted to systematically examine the social media usage behaviour and satisfaction levels of consumers in Chennai District. Both primary and secondary data were utilised.

### Sampling

A convenience sampling technique was employed. Out of 200 questionnaires distributed, 195 were returned; of these, 185 were found complete and suitable for analysis (valid response rate: 92.5%).

### Data Collection Instrument

A structured, closed-ended questionnaire was employed for primary data collection, covering demographic profile, usage patterns, factors of influence, and satisfaction levels. Secondary data were sourced from books, peer-reviewed journals, and institutional publications.

### Statistical Tools

The following statistical tools were applied: (i) Percentage Analysis, (ii) Chi-Square Test, and (iii) Weighted Average Rank Method. Data were processed using SPSS software.

## VI. DATA ANALYSIS AND INTERPRETATION

### 6.1 Demographic Profile

Table 1 presents the demographic distribution of the 185 respondents surveyed across Chennai District.

**Table 1: Demographic Profile of Respondents**

Variable	Category	Respondents (N)	Percentage (%)
Age	Below 20 years	153	82.7
	21–25 years	27	14.6
	26–30 years	5	2.7
Gender	Male	73	39.5
	Female	112	60.5
Marital Status	Married	7	3.8
	Unmarried	178	96.2
Education	UG	149	80.5
	PG	20	10.8
	M.Phil / Ph.D	16	8.7
Area of Residence	Urban	80	43.2
	Semi-Urban	15	8.1

Family Income / Month	Rural	90	48.6
	Below Rs.10,000	73	39.5
	Rs.10,001–15,000	59	31.9
	Rs.15,001–20,000	30	16.2
	Rs.20,001–40,000	23	12.4

Source: Primary Data

The sample is predominantly young (82.7% below 20 years), female (60.5%), and unmarried (96.2%), reflecting the demographic profile of active social media users in urban and peri-urban Chennai. A majority (80.5%) are undergraduates, and most (48.6%) reside in rural areas, underscoring the geographic spread of social media penetration.

### 6.2 Social Media Usage Patterns

Table 2 highlights key usage statistics derived from percentage analysis.

**Table 2: Social Media Usage Statistics**

Indicator	Dominant Category	% Share
Possession of social media account	Yes	81.6%
Device used to access social media	Mobile Phone	84.3%
Duration of social media use	Below 1 year	38.4%
Daily time spent on social media	Below 1 hour	51.9%
Number of friends in social media	100–200 friends	41.1%
Status update frequency	Often	65.9%
Photo sharing frequency	Very Often	37.3%
Chat usage frequency	Very Often	45.9%
Location of social media access	Home	80.1%

Source: Primary Data

Mobile phones emerge as the overwhelmingly dominant access device (84.3%), with 81.6% of respondents maintaining active social media accounts. Most users access social media from home (80.1%), and the predominant daily usage is under one hour, suggesting moderate but routine engagement. Chat functionality is the most intensively used feature (45.9% very often), followed by photo sharing (37.3% very often).

### 6.3 Weighted Average Rank Analysis — Online Social Platforms

Respondents were asked to rank eight major social media platforms. Table 3 presents the aggregate weighted scores and derived rankings.

**Table 3: Weighted Average Ranking of Social Media Platforms**

Platform	Total Weighted Score	Average	Rank
WhatsApp	1175	146.9	I
Facebook	1098	137.3	II

YouTube	1004	125.5	III
WeChat	799	99.9	IV
Twitter	766	95.8	V
Skype	682	85.3	VI
LinkedIn	664	83.0	VII
Classmates	628	78.5	VIII

Source: Primary Data

WhatsApp secured the first rank with the highest weighted average score of 146.9, reflecting its deep penetration in the Indian consumer context. Facebook ranked second (137.3), followed by YouTube (125.5). Professional platforms such as LinkedIn (83.0) and legacy platforms like Classmates (78.5) ranked lowest, indicating their limited relevance among the predominantly young respondent pool.

### 6.4 Chi-Square Analysis — Level of Satisfaction

Chi-square tests were applied to examine whether demographic variables are significantly associated with consumer satisfaction levels on social media. Table 4 summarises the results.

**Table 4: Chi-Square Results — Demographic Variables and Level of Satisfaction**

Demographic Variable	Calculated $\chi^2$	d.f.	Table Value (5%)	Result
Age	9.025	4	9.488	Not Significant
Gender	16.078	2	5.991	Significant*
Marital Status	1.846	2	5.991	Not Significant
Educational Qualification	5.947	6	12.592	Not Significant
Area of Residence	21.757	4	9.488	Significant*
Family Income per Month	19.648	6	12.592	Significant*
Earning Members in Family	5.404	4	9.488	Not Significant
Non-Earning Members in Family	24.040	4	9.488	Significant*

\*Significant at 5% level | Source: Primary Data

Significant associations with consumer satisfaction were found for gender ( $\chi^2 = 16.078$ ), area of residence ( $\chi^2 = 21.757$ ), family income ( $\chi^2 = 19.648$ ), and number of non-earning family members ( $\chi^2 = 24.040$ ). Age, marital status, educational qualification, and number of earning members did not produce significant associations, indicating that household income dynamics and geographic location are more influential determinants of social media satisfaction than age or education alone.

### 6.5 Chi-Square Analysis — Level of Influence

Table 5 presents chi-square results examining the association between demographic variables and the level to which social media influences consumer behaviour.

**Table 5: Chi-Square Results — Demographic Variables and Level of Influence**

Demographic Variable	Calculated $\chi^2$	d.f.	Table Value (5%)	Result
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Age	5.188	4	9.488	Not Significant
Gender	3.302	2	5.991	Not Significant
Marital Status	1.329	2	5.991	Not Significant
Educational Qualification	3.014	6	12.592	Not Significant
Area of Residence	12.734	4	9.488	Significant*
Family Income per Month	15.529	6	12.592	Significant*
Earning Members in Family	5.004	4	9.488	Not Significant
Non-Earning Members in Family	15.172	4	9.488	Significant*

*\*Significant at 5% level | Source: Primary Data*

Area of residence ( $\chi^2 = 12.734$ ), family income ( $\chi^2 = 15.529$ ), and non-earning members in the family ( $\chi^2 = 15.172$ ) emerged as significant predictors of the degree to which social media influences consumers. Notably, gender — while significant for satisfaction — was not significant for influence, suggesting that males and females are equally influenced by social media content even if their satisfaction profiles differ.

## VII. FINDINGS

### 7.1 Percentage Analysis

- The majority (82.7%) of respondents are below 20 years of age, underscoring the youth-centric nature of social media usage.
- Female respondents constitute the majority (60.5%), and 96.2% are unmarried.
- Most respondents (80.5%) are undergraduates, with 48.6% residing in rural areas.
- 81.6% of respondents possess social media accounts, predominantly accessed via mobile phones (84.3%).
- 51.9% of users spend less than one hour per day on social media, with 38.4% having used platforms for less than one year.
- Chat and photo sharing are the most intensively used features; home is the primary access location (80.1%).
- 78.4% of respondents recognise social media advertisements as important.

### 7.2 Weighted Average Rank Analysis

WhatsApp ranks first as the most preferred social media application, followed by Facebook and YouTube. Professional and legacy platforms (LinkedIn, Classmates) occupy the lowest rankings among this respondent group.

### 7.3 Chi-Square — Satisfaction

Gender, area of residence, family income, and non-earning family members are significantly associated with the level of consumer satisfaction on social media applications. Age, marital status, educational qualification, and earning members in family showed no significant association.

### 7.4 Chi-Square — Influence

Area of residence, family income, and non-earning family members significantly influence the level of social media's impact on consumer behaviour. Age, gender, marital status, educational qualification, and earning members did not produce significant associations with influence levels.

## VIII. SUGGESTIONS

1. Social media platforms should invest in enhanced security protocols, privacy controls, and transparent data usage policies to build user trust, particularly among lower-income and rural consumer segments.
2. Service providers should develop content and advertising strategies tailored to income-differentiated segments, given the significant association between family income and satisfaction.
3. Platforms should improve accessibility features and bandwidth-efficient interfaces to accommodate the high proportion of rural users accessing social media via mobile devices.
4. Educational institutions and digital literacy programmes should be deployed to help young consumers critically evaluate social media content and protect personal information.
5. Consumer brands in Chennai should prioritise WhatsApp-based marketing strategies given its dominant platform rank, supplemented by targeted Facebook and YouTube campaigns.
6. Future research should incorporate multi-city comparisons, longitudinal designs, and qualitative methods to deepen understanding of the evolving social media landscape in India.

## IX. CONCLUSION

This study provides empirical evidence that social media applications exert a substantial and multifaceted impact on consumer behaviour in Chennai City. WhatsApp, Facebook, and YouTube are the dominant platforms, driven primarily by mobile-phone access and home-based usage. The study establishes that demographic variables — particularly area of residence, family income, and household composition in terms of non-earning members — are significant determinants of both satisfaction and the degree of social media influence.

The findings carry important implications for businesses, policymakers, and platform developers. For organisations such as HIPCON and comparable enterprises in the Chennai industrial ecosystem, understanding these behavioural patterns is essential for designing effective digital outreach and consumer engagement strategies. As social media continues to evolve as a primary channel for brand communication and consumer interaction, investments in platform security, personalisation, and digital literacy will be critical levers for maximising consumer value and sustaining competitive advantage.

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