A Study on Influences of Social Media Advertisement on The Online Buying Behavior

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ABSTRACT

The paper is an attempt to find out factors influencing online buyers, as well as those factors. This study is to recognize the effectiveness of social media, effectiveness of buying behavior and problems of social media on buying behavior.

. The study reveals the vital role of the social media in making the positive impact on buying behavior among the students. It is an outcome of the study that, the social media like Facebook, Instagram and Twitter are highly effective on the students buying behavior. Also, a model changing students buying behavior towards selecting certain product, age group by using the most suitable social media and buying behavior equation will be the best tool for products reach and advertisement. Output of this study will help online marketers, bloggers, vendors, executives and marketing managers to adopt social media effectively and efficiently to promote and maintain the existing customers, attract more users in order to achieve their goals and solving problems that are related to the usage of social media.

Keywords: Research, interventions

1.INTRODUCTION

Human being is a social animal and wants to socialize with others. Human beings want to get connected with family and friends and sometimes even with enemies also. Socialization and getting connected with others is a need of any human being. Human beings can socialize broadly in two ways. First traditional way is face to face to interaction. Meeting people includes using all senses of human being and is the best way of socialization. Another second way is not meeting face to face. In second way, there can be two categories. People can get connected and socialize offline and online. Offline means not using internet and online means using internet. Offline includes post, telephone and mobile phone, while it includes using web technologies like social media, emails, chat, and internet telephony. It is very experienced truth that culture and therefore our society are always changing. They are affected by new thoughts, beliefs, new innovations, inventions and technologies. In this new era, technologies affect a lot. Computer, television, mobile phone, internet, satellite communication are the few examples those have affected the whole world and changed the society.

Internet is defined as "Network of Networks. Internet was initially used to communicate among connected computers. After development of WWW (World Wide Web), HTTP (Hyper Text Transfer Protocol) and HTML (Hyper Text Markup Language), lots of websites have been hosted on internet. Website is defined as "Collection of Web pages". Social media websites provide service to get connected with others. Social media shows huge demand for socialization.

It is known that social media is the world leader in social media market used by more than 2.2 billion people. Social media is a medium that is facilitating its users for global interaction and sharing their ideas and experiences. Social media is social media that is in fact a Web based site which bring different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects. Vast use of Social media around the globe has made it a new and important advertising platform, where businesses place their ads to reach their prospective customers. This is probably because social media allows businesses to target specific   customer and promoting their productor services through effective advertisements. Many students are now influenced by these ads and because of that they started moving towards online advertisements such as social media, Instagram, etc. It is because they are getting their favorite brands at cheap prices. so it attracts them and they changed to buy from online by seeing these attractive advertisements.

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 50.

2.2 Statistical tools

- Simple percentage method

- Chi- square test

PERCENTAGE METHOD

In this tool various percentage are identified
analysis and they are presented by the way of Bar and Pie Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARETEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as

$$\text{Chi–Square} = \frac{\sum(oi-Ei)2}{Ei}$$

Oi=Observed frequency, Ei=Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$F = \frac{RT \times CT}{N}$$

E=Expected frequency, CT=Column total,

RT=Row total, N =Total number of observations

DATA ANALYSIS AND INTERPRETATION

1) USAGE OF SOCIAL MEDIA

The data collected here represents the usage of social media. It shows the how the respondents use social media for purchasing product through online.

Usage Of Social Media	Respondents	Percentage
Many times a day	31	62
Once in a day	7	14
Whenever need arise	11	22
3–4timesaweek	1	2
Total	**50**	**100**

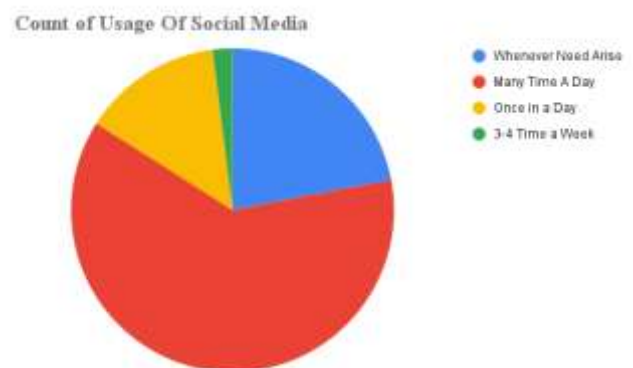**TABLE NO- 3.1**

USAGE OF SOCIAL MEDIA

Sources : Primary Data

INTERPRETATION

The above table shows that 2% of respondents are using social media 3-4 times a week,14% of respondents are using a social media once in a day,22%ofrespondents are using a social media whenever need arise,62% of respondents are using a social media many times a day.

CHART NO - 3.1

GENDER OF THERESPONDENTS

Count of Usage Of Social Media

- Whenever Need Arise
- Many Time A Day
- Once in a Day
- 3-4 Time a Week

2) SPENDING ON SOCIAL MEDIA

The data collected here represents the students spending on Social media. The list of student using social for online purchasing.

TABLE NO - 3.2

SPENDING ON SOCIAL MEDIA

Times To Spend On Social Media	Respondents	Percentage
Lessthan45mins	12	24
15-45mins	11	22
45-60mins	11	22
Morethan60mins	16	32
Total	**50**	**100**

Sources : Primary Data

INTERPRETATION

This table highlights that,22% of respondents are spend on social media 15-45mins,22% of respondents are spend 45-60 mins,24% of respondents are spend on social media less than 45 mins, 32% of respondents are spend on social media more than 60mins.

CHART NO - 3.2

SPENDING ON SOCIAL MEDIA

Count of Times to spend On social media. Less than 35 mins
● Less than 35 mins ● More than 60 mins ● 45-60 mins ● 15-45 mins

3) SOCIAL MEDIA ADVERTISEMENT INFLUENCE TO PURCHASE PRODUCTS

It analyses the social media advertisement influence to purchase products. It includes two options namely: yes or no

TABLENO-3.3

SOCIAL MEDIA ADVERTISEMENT INFLUENCE TO PURCHASE PRODUCTS

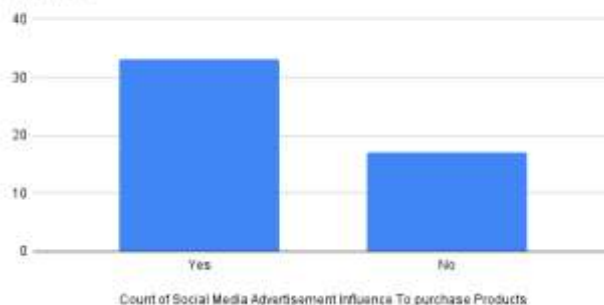| Social Media Advertisement Influence To Purchase Products	Respondents	Percentage
Yes	33	34
No	17	66
Total	**50**	**100**

Sources : Primary Data

INTERPRETATION

The above table picturize the, 34% of the respondents are social media advertisement are influence to purchase products. Majority of 66% of the respondents social media advertisement are influence to purchase

CHARTNO-3.3

SOCIAL MEDIA ADVERTISEMENT INFLUENCE TO PURCHASE PRODUCTS

Count of Social Media Advertisement Influence To purchase Products

Count of Social Media Advertisement Influence To purchase Products

4) OVER ALL, ARE YOU SATISFIED WITH SOCIAL MEDIA ADVERTISEMENT'S CONTENT?

It represents the different type of social media advertisement attract student to purchasing on online.

TABLENO-3.4

OVER ALL, ARE YOU SATISFIED WITH SOCIAL MEDIA ADVERTISEMENT'S CONTENT?

| Over All, Are You Satisfied With Social Media Advertisement's Content?	Respondents	Percentage
Strongly Agree	5	10
Agree	17	34
Strongly Disagree	3	6
Disagree	7	14
Unilateral	18	34
Total	**50**	**100**

Source: Primary Data

INTERPRETATION

From the above table shows that 6% of the respondents are strongly disagree,10%of the respondents are strongly agree,14% of the respondents are disagree,34% of the respondents are agree,34% of the respondents are unilateral with the social media advertisement 's content.

CHARTNO-3.4

TYPE OF ADVERTISEMENT AT TRACTON SOCIAL MEDIA

Count of Over all, are you satisfied with social media advertisement's content?

● Agree ● Unilateral ● Disagree ● Strongly Disagree ● Strongly Agree
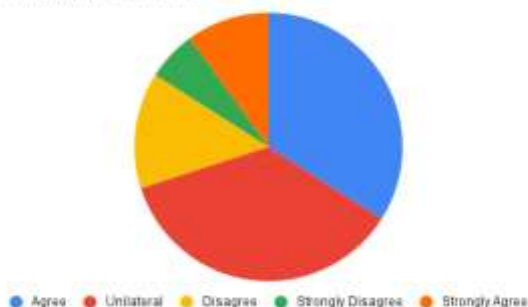
5) PREFER TO BUY A PRODUCTS FROM ONLINE

It represents the prefer to buy a products from online. It include four categories namely: Never, Rarely, sometimes, Always.

TABLENO-3.5

PREFER TO BUYA PRODUCTS FROM ONLINE

| Prefer To Buy Products From Online	Respondents	Percentage
Never	6	12
Rarely	14	28
Sometimes	25	50
Always	5	28
Total	**50**	**100**

Sources: Primary Data

INTERPRETATION

From the above table, it show that 12% of respondents are never prefer to buy a products from online, 28% of respondents are rarely prefer to buy a products from online, 28% of respondents are always prefer to buy a products from online,50% of respondents are sometimes prefer to buy a product from online.

CHART NO -3.5

PREFER TO BUY A PRODUCTS FROM ONLINE

Count of Prefer To Buy Products From Online

● Sometime ● Rarely ● Always ● Never
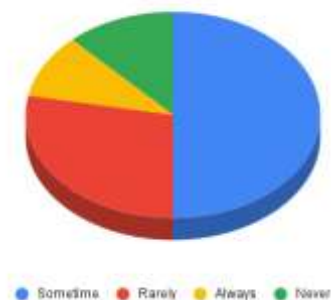
6) MONEY TO SPEND ON ONLINE PURCHASE THROUGH SOCIAL MEDIA

It represents the respondent's opinion about money to spend on online purchase through social media.

TABLENO-3.6

MONEY TO SPEND ON ONLINE PURCHASE THROUGH SOCIAL MEDIA

| Money to spend on online purchase through social media	Respondents	Percentage
Lessthan1,000	41	82
2,000-4,000	6	12
Morethan10,000	3	6
Total	**50**	**100**

Sources: Primary Data

INTERPRETATION

The above table shows that the 6% of respondents are more than 10000 , 12% of the respondents are 2000-4000 , 82% of respondents are less than 1000 are money to spend on online purchase through social media..

CHART NO -3.6

MONEY TO SPEND ON ONLINE PURCHASE THROUGH SOCIAL MEDIA

Count of Money to spend on online purchase through social media
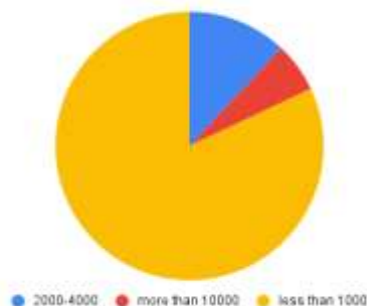
7) DEVICE TO USE ACCESS SOCIAL MEDIA

It represents the device to use access social media for online purchase. It include four categories are smart phones, Computer, Laptop, Tablets.

TABLENO-3.7

DEVICE TO USE ACCESS SOCIAL MEDIA

| Device To Use Access Social Media	Respondents	Percentage
Smart phones	46	92
Computer	2	4
Laptop	2	4
Tablets	0	0
Total	**50**	**100**

Sources: Primary Data

INTERPRETATION

The above table picturizes the opinion about 4% of the respondents use computer to access social media. Most of the respondents are not interested to access social media through Tablets.

Thus, the majority 92% of respondents are use access social media for online purchasing.

CHART NO -3.7

DEVICE TO USE ACCESS SOCIAL MEDIA

Count of Device to use a access social media
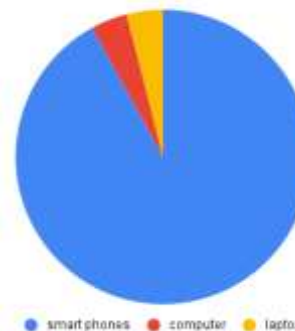
8) MODE OF TRANSACTION FOR PURCHASING PRODUCTS THROUGH ONLINE

It represents the respondents are for mode of transaction for purchase a products through online. It provides four categories include

TABLENO-3.8

MODE OF PAYMENT FOR PURCHASING PRODUCTS THROUGH ONLINE
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Mode Of Payement For Purchasing A Products Through Online	Respondents	Percentage
Cash on delivery	38	76
Credit card	2	4
Debit card	2	4
Online banking	8	16
Total	50	100

Sources: Primary Data

INTERPRETATION

From the above table it can be identified that around 4% of students use credit cards and 4% of students use debit card, 16% of students use online banking Thus, Majority 76% of students respondents are supposed to buy a products for cash on delivery.

CHART NO -3.8

MODE OF PAYMENT FOR PURCHASING PRODUCTS THROUGH ONLINE

9) HOW LONG IT TAKE TO RECEIVE THE ORDERED PRODUCTS

It analyses the respondent's opinion on how long it take to receive the ordered products. It consists our types of duration days.

TABLENO-3.9

HOW LONG IT TAKE TO RECEIVETHE ORDERED PRODUCTS

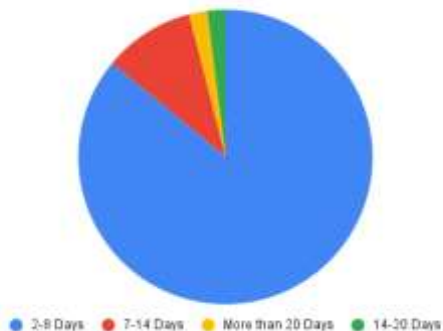| How Long It Take To Receive The Ordered Products	Respondents	Percentage
2 – 8 days	43	86
7 – 14 days	5	10
14– 20 days	1	2
More than 20 days	1	2
Total	50	100

Sources: Primary Data
INTERPRETATION

From the above table we can understand that and 2% of the students get the product within 14-20 days and 2% of the students get the product within more than 20 days,10% of the students get the product within 7-14 days, Thus, Majority 86% of students get delivery in 2-8 days for purchasing a products through online.

CHART NO -3.9

HOW LONG IT TAKE TO RECEIVE THE ORDERED PRODUCTS

Count of How long it take to receive the ordered products

- 2-8 Days
- 7-14 Days
- More than 20 Days
- 14-20 Days

10) RELATIONSHIP BETWEEN THE QUALITY OF THE PRODUCTS AND CONFIDENT OF THE PRODUCT WHILE BUYING A PRODUCT THROUGH SOCIAL MEDIA ADVERTISEMENT

The table shows the analysis of relationship between the quality of the products and confident of the products while buying a product through social media advertisement.

TABLENO-3.10

Quality of the product	Excellent	Good	Bad	Total
Never	7	9	4	20
Sometimes	4	8	4	16
Always	6	5	3	14
Total	17	22	11	50

Source: Primary Data

NULL HYPOTHESIS

H0: There is no significance between the quality of the product and confidence of the product while buying a product through social media advertisement

ALTERNATIVE HYPOTHESIS

H1: There is significance between the quality of the product and confidence of the product while buying a product through social media advertisement

Particulars	Observed Frequency	Expected Frequency	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
R1C1	5	4.5	0.25	0.05
R1C2	9	9.4	0.4	0.04
R1C3	12	12.0	0	0
R2C1	4	4.5	0.25	0.05
R2C2	10	9.4	0.36	0.036
R2C3	12	12.9	0.81	0.06
R3C1	5	4.9	0.01	0.002
R3C2	10	10.15	0.022	0.0022
R3C3	13	12.9	0.01	0.0007
Calculated value				**0.1509**

Degree of freedom   : $(r-1)(c-1)$

                      $= (3-1)(3-1)$

                      $= 4$

Level of significance : 5%

Table value   : 0.1509

RESULT

Since the calculated value is less than the table value. So, we accept then null hypothesis. There is no relationship between using the quality of the product and confidence of the product while buying a product through social media advertisement.

3. RESULTS AND DISCUSSION

3.1 FINDINGS

- Among the respondents 62% of respondents are using a social media many times a day.

- 32% of respondents are spend on social media more than 60 min.

- Among the respondents around 66% respondents feel that social media advertisements have influence on their buying behavior.

- 34% of the respondents are unilateral with the social media advertisement's content.

- Majority of respondents are sometimes prefer to buy a product from online.

- Among the respondents are less than 1000 are money to spend on online purchase through social media.

- Majority of the respondents use their smart phones to access social media.

- Among the respondents around 76% of students opt for cash on delivery.

- Among the respondents around 86% of students get delivery in2-8 days.

a. SUGGESTIONS

1. Marketers can take steps to ensure privacy of the viewers of Social media advertisements.
2. It is advisable to make the Social media advertisements more attractive and informative.
3. More attention to be taken by the Marketers in order to ensure the accuracy of information provided in Social media advertisements.

b. CONCLUSION

This study examined the online buying behavior of the Paavai Students from qualitative perspective using the focus group study. This study was aimed to explore the factors influencing the Paavai Students, to purchase products and services from the online stores. Based on the findings of this study it can be concluded that, to an extent social media advertisements are influencing the online buying behavior of customers especially the students. But at the same time concerns related to the privacy, accuracy of information's, chances of frauds, etc. also exists in the mind of the students. By this research, businesses and consumers understand the importance of social Media. It would be a better idea to recommend businesses about the best social Media to be utilized so they can benefit from the to enhance the purchasing process and products to satisfy consumers' needs. Finally, students are encouraged to purchase particular products online using appropriate social Media.

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