

# A Study on Social Media Marketing and Impact on Consumer Behaviour with Reference to Coimbatore City

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## ABSTRACT:

The main idea of the study on social media marketing and impact on consumer behaviour is to, rationalize the importance of the people awareness towards the product and product description. Whether it meets the original product like the advertisement posted on the social media. It creates the vast knowledge about the decision making , product specification is filling the gap between the social media blogs and the product at consumption . The study is based on the behaviour of the consumer after purchasing the product by seeing the advertisement on the social media. It creates an opportunite in finding the market for the new innovative product and the sustainability at the long run

**KEY WORDS:** Social media, perception, sustainability ,decision making

## INTRODUCTION

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising , selling and delivering products to consumers or other businesses .Marketing is based on thinking about the business in terms of consumer needs and their satisfaction . In other words , marketing has less to do with getting customers to pay for the product as it does developing a demand for that product and fulfilling the customer needs .It is the study and management of exchanging relationships. It is the business process of creating relationship and satisfying the need of the customers.

## SOCIAL MEDIA MARKETING

Social Media Marketing (SMM) is one of the systems to reach the general public to promote product , brand or service .It is used to engage the audience and analysing the result. Through the Social Media Marketing sales of the product and profit earning can be increased . Pillars of the SSM are strategy, content creation ,engagement ,analytics and advertising .With this pillars we will be able to understand the goals and objectives when the audience are actively participating in the product and content development .Social Media Marketing is also known as the digital marketing or e-marketing .This kind of marketing enables to know the consumer behaviour more than the traditional method of marketing.

## STATEMENT OF THE PROBLEM :

The major problem faced by the consumer behaviour includes negative influences towards the products because of the less awareness .Social media marketing is less suitable for the remote areas due to literacy rate ,knowledge about the medias are the other factors which affects the consumer behaviour in an huge . SMM includes magazines, radios ,newspaper and blogs in the internet . Even though the social media works mainly on the advertisement but do not show

any scope in the understability in the side of the general public . The aim of the social media marketing is to bring more audience to their product and services . Due to lackage of the ideology , the impact created is less . Other such factors of problem are related to the competitive marketers their best quality and pricing . Even though the cshow onsumer behaviour are not connected directly to the preference of the products by the audience, they infer most of the consumers in to the buying process. Utility of the online purchasing is the major contribution for the SMM development . Audience preferences lies on the most prefered items with likes and the prior feedback , from the other buyers . Impact on the consumer behaviour relies on the buying behaviour . As revenue increases the wants are continuously increasing with income to the consumers . Trends changers are the consumers who buy the products frequently at the moderate period of time .

### **OBJECTIVES :**

- 1 Aanalyze the influence of social media marketing on the buying decisions of consumers in Coimbatore.
2. To examine the role of different social media platforms in shaping consumer preferences in Coimbatore.
- 3.To study consumer perception and trust towards brands promoted on social media.

### **. NEED FOR THE STUDY :**

1 The study on social media marketing is to show the impact of customer based selling and other perceptions towards modern marketing .

2 The majority of the study is based on the connectivity between the reality and the consequences of the product in the real time usage

3 Concern is to understand and bring the essential route cause for the social media segmentation and the functions

### **RESEARCH METHODOLOGY :**

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which resources and by what procedures . If it is good design might be described as a series of advance decision that taken together from a specific master plan of model for the conduct of the investigation . Although research design may be classified by many criteria ,the most useful one concerns the major purpose of the investigation . Research methodology is a way to systematically solve the research problem .Information can be collected from only a part of population .

### **RESEARCH DESGIN :**

The Research design used in this study is descriptive research design .

### **SOURCES OF DATA:**

Primary data : The primary data were collected based on the structured questionnaire with the help of google forms.

Secondary data : The secondary data for the study have been collected from books , magazines ,articles and web sites .

### **SAMPLING TECHNIQUE :**

The sampling techniques used for the study is simple randon sampling .

**SAMPLING SIZE :**

The sampling size was collected from 100 respondents

**Area of the study :**

The area was conducted only with in Coimbatore city

**Tools used for the study**

Percentage analysis

**Limitation of the study :**

- 1 It does not witness of the causes and the factors are unclear .
- 2 The possible of the social media to bring the great effect is due to the less ideology and the perception are not with standing the nature of the product .
- 3 More over the study does not cover the actual purpose of the social media in the profit maximization

**REVIEW OF LITERATURE**

Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding

social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.

2. Rodney Graeme Duffett (2017) examines the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications. The practical implication of the study is that the companies and their brands should consider using and/or adapting their strategies based on the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, Generation Z consumers.

3. Priyanka P.V and Padma Srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

4. In a recent case study by Christopher Ratcliff (2014) on a global organization that appears to have mastered its social media strategy, Ford. In his blog, he explains how Ford has included the key success elements in its strategy including customized posts, user connectivity through tone of voice and perhaps most importantly, a social media team that reads

and responds to every single comment made by followers. However, it is worth noting that Ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations.

5. Ates Bayazit Hayta (2013) in their research paper “A study on the of effects of social media on young consumers' buying behaviors” determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effects the purchasing behaviors of consumer, depending upon their age group and educational status.

6. Benjamin Ach (2013) in their bachelor thesis highlighted the evolution of the marketing strategies of businesses and more specifically of their communication strategies, with the important rise of social media influence, which is changing the way people get informed as well as their purchasing decision process. This research underlined the fact that businesses, small or big sized, have to get online and to use social media and to adapt their business models if they want to stay on top of the competition on their markets. The research is supported by a case study of an Australian internet marketing company, in order to get valuable insights from internet marketing experts.

7. Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S. Wilner (2010) reviewed and synthesized extant WOM theory. This article shows how marketers employing social media marketing methods face a situation of networked coproduction of narratives. It then presents a study of a marketing campaign in which mobile phones were seeded with prominent bloggers. Eighty-three blogs were followed for six months. The findings indicate that this network of communications offers four social media communication strategies—evaluation, embracing, endorsement, and explanation. Each is influenced by character narrative, communications forum, communal norms, and the nature of the marketing promotion. This new narrative model shows that communal WOM does not simply increase or amplify marketing messages; rather, marketing messages and meanings are systematically altered in the process of embedding them. The theory has definite, pragmatic implications for how marketers should plan, target, and leverage WOM and how scholars should understand WOM in a networked world.

8. Hensel and Deis (2010) have recommended that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed. The strategy must assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value. The Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them on web. Thus, the impact of consumer to consumer communications has been greatly increased.

9. Edelman (2010) in a study for Harvard Business Review, discusses how the Internet and social marketing has changed not only the way businesses operate but also how consumers choose their products. It takes the reader through the funnel metaphor that was previously being used by marketers to understand how consumers select their products and how this has moved to a more open-ended approach whereby consumers no longer follow a methodical approach of selecting products. It stresses how important it is for brands to connect with consumers and it also studied the consumers' decisions across five different industries, namely automobile, skincare, insurance, mobile telecommunications and electronics, across three different continents. Based on the results of the study, it proposed a four-stage model that focuses on today's consumers using social media for advocating products and also purchasing based on the reviews and backing received. The research takes the reader through the entire customer journey and informs businesses what they should not focus energy and resources on. Providing statistical information about various surveys enables organizations to identify the key areas they should concentrate on in order to build a solid brand image online.

10. A comprehensive study conducted by BusinessWeek (2009) discusses social media hype and the disadvantages that may affect any business. The study illustrates the potential risks social media marketing poses. If employees waste their time on social networking sites instead of on productive tasks in the interests of the organization. It also forewarns of blunders that could have a profound negative impact on the business itself. Providing evidence of failing of many social

media campaigns, the study cites the example of one such campaign by Saatchi & Saatchi's campaign for Toyota Matrix, which led to a lawsuit of \$10 million. The study also states that it is hard to quantify the outcomes that social media creates, such as trust and loyalty.

11. Mangold and Faulds (2009) are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers. Providing information to the consumers regarding product of their company closely bounds the customer to the company.

12. Russell S. Winer (2008) in his research paper describes the different kinds of new media which was used by companies to engage customers that is social networking sites like Facebook, Myspace and You Tube etc. The paper also describes the challenges in social media marketing from the perspectives of the marketing manager. The paper outlines a number of issues that need to be resolved by both managers and academics for the new media to be fully integrated into marketing practice. It also affirms that many companies today are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media. Study also shows that the growth of these sites has led to the notion. Importance of Web 2.0 era where user generated content and discussions can create powerful communities that facilitate the interactions of people with common interests. But the marketers have been cautious in using this new medium because of the risk that members of a community will become offended from an over-commercialization of the site.

13. Gil, Andres and Salinas (2007) suggested that the information provided by a family can affect the formation of brand equity. A person can receive recommendations to buy certain brands from a family that influence his action based on the facts how well the family establishes the contacts with a number of brands used by the family. Consumers often think of the family as a reliable reference in relation to the purchase of certain products. The study also reveals that purchase decisions amongst young generation consumers in particular are influenced by the recommendations of their virtual friends who serve as opinion leaders. They also refer to the communications on the internet in determining the product's quality prior to their purchases.

14. Lempert (2006) says that customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions.

15. Yoo et al. (2000) combine brand awareness and brand association into brand image. They claimed that exposing customers to a brand's information through the WOM sources creates, modifies and strengthens the relationship between the consumer and the brand, to result in WOM that impacts their brand association with it. The higher the consumer contact with the brand, the stronger and more the association will be in the minds of consumers.

## OVERVIEW ON THE SOCIAL MEDIA

### SOCIAL MEDIA REVOLUTION :

A social media marketing is the revolution of adapting of changes in the widespread distribution of products and services promotion . Through this type of marketing the new strategies is being involved in creating the attention of the buyers and audience .It also creates an interaction with the public about the products quality ,specifications and new innovations will be created as an result .There are many platforms like Instagram ,facebook, telegram, twitter etc., in the development side

of the product and their services advertisement .With the help of the social media it is possible to interact and know the preferences of the buyers or audience directly without any physical contact or faced to face interviews.The major need of the transformation of the promotion and accessibility of the products through this marketing as huge impact on the selling and profit maximisation . It has showed the growth from the traditional method of marketing ,with more innovation and improved techniques to bring more consumers to their product

## KEY FACTORS OF SOCIAL MEDIA MARKETING REVOLUTION

We can describe many key factors for social media marketing :

1. Direct relationship with the buyers: The major advantage of the social media marketing is that ,it is possible to create the conversation with more audience at the same time .This paves the way for more responses ,preferences ,ideas and changes which occurs in the mind of the audience shall be easily traced.
2. Seasonal Variations : This kind of marketing don't affect any seasonal effects due to the fact of creating an platform for all the product and services available at any time during the year. This is possible with the help of the techniques and other strategies to bring more customer based manufacturing by giving importance to their ideas and the trend changes
3. Budget Friendly :Due to less expenses for advertisement and other agents in promoting the product and services ,it creates an effective time management with more customers ,audience in favour . Major reason is that social media can attract the people through capitivating blogs and other creative strategies to next level by bringing new buyers
4. Goodwill and reputation :If the service through social media is loyal it brings more customers and the product services will achieve the growth .Major need of goodwill and reputation will be trustworthy audience and purchasers . It is dependable on the behaviour of the audience and buyers .

## ANALYSIS AND INTERPRETATION

Data analysis is also known as analysis of data, is a process of inspecting ,cleansing ,transforming and modelling data with the goal of discovering useful information ,suggesting conclusions and supporting decision making. The term data analysis is sometimes used as a synonym for data modelling. Its purpose is to reduce data to intelligible and interpretable form so that the relations of research problem can be studied and related .

Interpretation gives the result of the analysis ,makes inference pertinent to the research relations studied and draws conclusions about these relations . Interpretation is the process of making sense of numerical data that has been collected , analysed and presented .

## TOOLS FOR THE ANALYSIS :

Percentage analysis

### PERCENTAGE ANALYSIS :

Single comparisons were made on the basis of the percentage .For drawing percentages ,the frequency of a particular cell was multiplied by 100 and divided by total number in that particular category is which they belonged .

### FORMULA :

$$\text{Percentage Analysis} = \frac{\text{Number of Respondents}}{\text{Total number of Respondent}} * 100$$

## GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	33	33%
FEMALE	67	67%
TOTAL	100	100

Source : Primary Data

It is clear from the above table that 67% of the respondents are female and 33% of the respondents are male . Majority 67%of the respondents are female

AGE

AGE	NO.OF RESPONDENTS	PERCENTAGE
20-25	55	55%
26-30	32	32%
31-35	7	7%
Above 45	6	6%

Source : primary data

It is clear from the above table that 55% are the age group of 20-25 ,32% are the age group of 26-30,7 % are the age group of 31-35,6% are above 45 year. Majority 55% of the respondents are the age of 20-25

Education Qualification :

Education Qualification	No of respondents	Total
Schooling	07	7%
Diploma	31	31%
Under graduate	40	40%
Post graduate	22	22%
Total	100	100

Source :Primary Data

It is clear from the above table that 40% are from the under graduate ,31% are from the diploma ,22% from post graduate and 7% are from schooling .

40% of response are from under graduate

Occupation

Occupation	No of respondents	Total	
Home maker	30	30%	
Employed	40	40%	

Self employed	30	30%	
Total	100	100	

Source :Primary data

It is clear from the above table that 52% are employed and 48% are self employed

Majority 52% of the respondents are employed

#### Monthly Income

Monthly Income	No of respondents	Total
Below 10000	20	20%
10001-20001	15	15%
20001-30001	30	30%
Above 50000	35	35%
TOTAL	100	100

It is clear from the above table that 20% respondents earn below 10000, 15% of the respondents earn between 10001-20001,30% of the respondents earn between 20001-30001,35% of the respondents earn above 50000

Majority of the respondents earn above 50000

#### Marital status

Marital Status	No of respondents	Total
Married	75	75%
Unmarried	25	25%
TOTAL	100	100

It is clear from the above table that 75% of them are married ,25% of them are unmarried . Majority 75% of the respondents are married

#### Findings :

- 1 Majority 67%of the respondents are female
- 2 Majority 55% of the respondents are the age of 20-25
- 3 40% of respondents are from under graduate
- 4 52% of the respondents are employed
- 5 Majority of the respondents earn above 50000
- 6 Majority 75% of the respondents are married

**Suggestions:**

1. To identify which social media platforms are most effective for marketing in the city.
2. To study consumer trust in social media advertisements and influencers.

**CONCLUSION**

The study on social media and perception on consumer behaviour , creates the need for the social media in the need of advertising the product to promote . More over the social media enable the customers to get knowledge about the new products available , which paves the way for more innovative product . This kind of perception leads to improved sustainability of idea on product in the side of the customers . By turn it brings more buyers to the product . Social media has created impact on so many customers by identifying the ideology and need of the buyers by getting feed back from the potential customers . By doing on this the new era of technology gets invented and the modern marketing will be the trend setting for many new startups . The study concludes that the majority of the buyers prefer the products purchase by seeing the advertisement through social media platforms . Through this all the people irrespectively of the place of the buyers it will reach the huge population .The study is stating that the social media covers all the group of people in all the places .

**WEBSITE AND REFERENCE**

[www.elsiever.com](http://www.elsiever.com)

[www.scholary.com](http://www.scholary.com)

[www.ugc.com](http://www.ugc.com)