A Study on The Impact of Social Media Marketing on Consumer Behaviour

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ABSTRACT:

This paper aims to empirically research the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and services are progressively overwhelmed by outsiders in advanced spaces, which impacts conclusions in the physical space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or frequency of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Social media marketing puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how social media has influenced consumer buying behavior. Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers to promote a product or service as compared to conventional media. In recent times, consumer behavior and satisfaction has become an important asset for any organization to attain its position in the market and to increase its profitability. For this purpose, organizations are employing social media techniques. From research, it is evident that companies are employing social media marketing to interact with consumers. Social media marketing has given organizations a new way of dealing and changing the buying behavior of consumers. People use social media to share their experiences, reviews, information, advice, warnings, tips, and any kind of issues that are interesting to their "connections" or friends. Social media is used as advertising by marketers.

INTRODUCTION:

Social media is the most recent form of media and has many features and characteristics. It has many facilities on the same channel, like as communicating, texting, image sharing, audio and video sharing, fast publishing, linking with the over world, and direct connecting. It is also the cheapest fast access to the world, so it is very important for all age of all ages. Its use is increasing day by day at a high rate all over the world. The majority of youth are shifting speedily from electronic media like as television viewers and radio listeners to social media across all age groups. The youth rate is shifting very much to shifting into social media, so its influence is much on youth. This craze of social media has led to a host of questions regarding its impact on society, while it is agreed that social media affects people's living styles, and it is an ongoing process to identify the nature of this influence in every society and country, especially on youth. Advertising is an important ingredient of the marketing mix. In ancient times, advertising was not known because marketing was almost entirely unknown. Whatever was produced was consumed easily. There was no surplus. With the development of civilization and social needs, extra production was achieved, which was sold to other people. This marked the beginning of marketing, which was carried to potential consumers by well-composed information known as advertisements. The term marketing refers to an exchange process that is facilitated by adequate information about the exchangeable products. Advertising carried this information about the exchangeable products. Advertising carries this information to potential customers. An advertising campaign cannot contribute to success unless the target audience is exposed to it. Each advertising medium has different characteristics and is seen or heard by different segments of the population; no one is

superior to the others. A particular medium is more suitable for a specific purpose. For some purposes, one medium may be superior, for other purposes, the same medium may be unsatisfactory and unproductive. The selection of a medium requires a large number of considerations, such as media strategy, creative idea, media mix, target audience, and other approaches to media selection.

REVIEW OF LITERATURE

Mihail N. Dudin (2023), "An Empirical Investigation of Factors Affecting Jordanian Customers' Attitudes towards Facebook Pure Players' E-Brands". The purpose of this study was to introduce a model suggesting that two major characteristics of pure player FB pages should have a direct impact on customers' satisfaction with, and trust in, those pages. quantitative data was collected through an online survey of 147 customers of eight Jordanian apparel pure player Facebook pages. Statistical examination of collected data has yielded several important findings. Statistical techniques like percentage analysis, chi-square analysis, ranking analysis, and correlation techniques are used for data analysis. The study examines the comparative importance of Facebook, affiliated marketing, and word of mouth to create online brand awareness comprehensively; however, other factors like the corporate website and the brand.

Mohammad Aslam Malik and Dr. H.J. Narke (2024) carried out a study entitled "Impact of Social Media on College Students in Kashmir" to assess students' use of social media and its effect on the academic performance of college students. The required data for the study have been collected primarily through the issuance of a questionnaire. The sample of 130 students has been collected by adopting Non non-probability sampling technique. Tools like descriptive statistics are used to analyze the data. He found that most of the respondents visit their social media sites and spend between six to eight hours per day.

STATEMENT OF THE PROBLEM:

There are many social networks, with numerous technological tools, supporting a wide range of interests and practices. These websites have become popular among consumers and facilitate them in connecting with their local and the global community at large. Some of the popular online social networks among consumers are Facebook, Twitter, LinkedIn, WhatsApp, MySpace, Flickr, and WeChat. The problems rapidly faced by professional studies are constantly diverted to watching social networks and sending replies to those messages, which consumes many hours every day. These consumers psychologically become addicted to networking and they develop unwanted relationships through this medium. Due to their teenage years, their minds concentrate on the catchy messages, albums, etc, which ruins their personal life and career. It raises the following questions: Which groups of consumers are using social media applications? Does the utilization of social media deflate the intelligence of consumers? Do social media applications have any positive impact on the users? These represent the core problems, and this study seeks to consistently unravel.

METHODOLOGY:

The data for this study have been collected from the primary source by using questionnaire. Owing to the location advantages, respondents belonging to the Chennai District have been selected.

❖   Sample design
❖   Sources of data

Sample procedure

The necessary data for the study have been obtained through the issuance of 185 questionnaires to the consumers' impact on social media applications in Chennai District. Out of the whole 200 questionnaires issued, 195 questionnaires were obtained and of the 195 questionnaires gathered, 185 questionnaires were considered for scrutiny, as ten of them were found to be unfinished. The convenience sampling technique has been adopted to collect the data from the sample consumers.

Collection of data

The primary data required for the study have been collected through well well-designed questionnaire. The questionnaire was framed to collect information regarding personal details and the level of usage of social media applications among the respondents.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of data collected on assessing the impact of social media applications among consumers in the Chennai District. By adopting the convenient sampling method, the data were collected and are subject to the analysis using various appropriate analytical tools.

✦   Simple Percentage Analysis
✦   Chi–square test
✦   Weighted Average Rank Method

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in making comparisons between two or more datasets and to describe relationships. Percentage can also be used to compare the relationship terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

**Age wise classification of the respondents**

Age of the respondents	No.of.respondents	Percentage
Below 20 years	153	82.7
21-25 years	27	14.6
26-30 years	5	2.7
Total	**185**	**100.0**

Source: Primary data
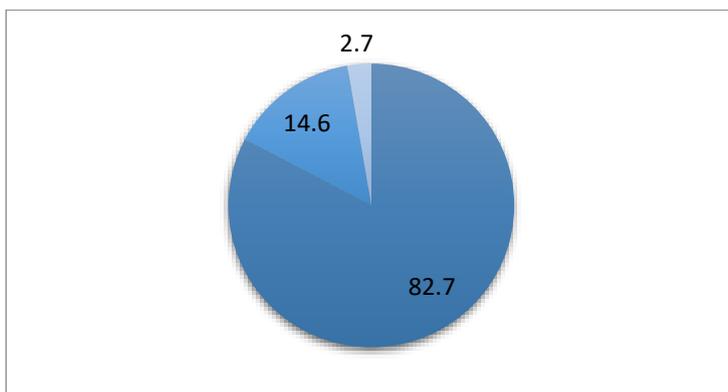
Gender wise classification of the respondents

Gender	No.of.respondents	Percentage
Male	73	39.5
Female	112	60.5
Total	**185**	**100.0**
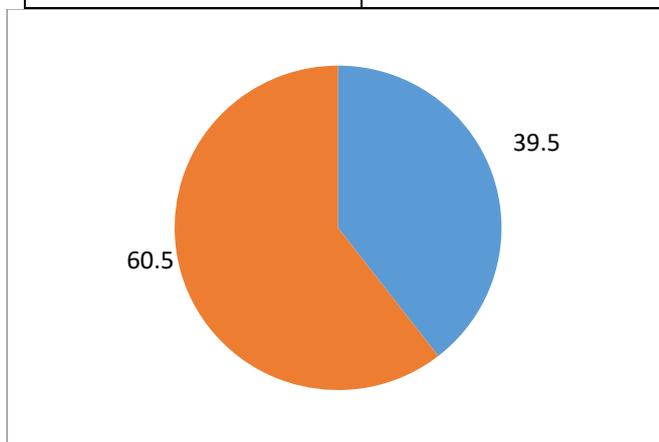
Have a Social Media Account

Have a Social Media Account	No.of.respondents	Percentage
Yes	151	81.6
No	34	18.4
Total	**185**	**100.0**

Source: Primary data
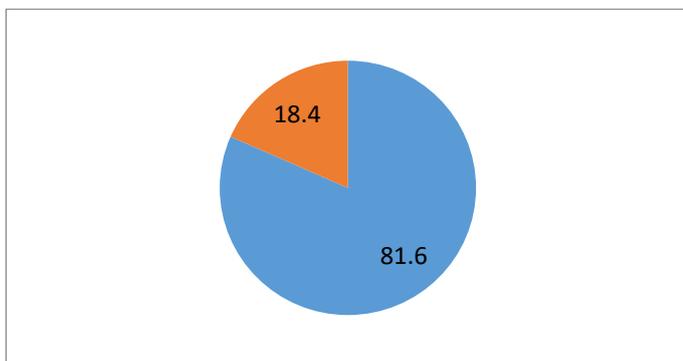
CHI-SQUARE TEST:

The formula applied for Chi-square

$$\chi\chi^2 = \sum \frac{(Oi - Ei)2}{Ei}$$

Oi = Observed frequency

Ei = Expected frequency

Age of the respondents and Level of Satisfaction

H_0 : There is no significant association between Age of the respondents and Level of satisfaction on usage of social media applications.

Age of the respondents	Level of Satisfaction			Total
	High	Moderate	Low	
Below 20 years	83	35	35	153
21-25 years	15	11	1	27
26-30 years	4	0	1	5
Total	**102**	**46**	**37**	**185**

D.f: 4   Calculated $\chi\chi^2$ Value: 9.025   Table value: 9.488 @ Five per cent level

Gender and Level of Satisfaction

$H_{0:}$ There exist no significant association between gender of the respondents and their level of satisfaction on usage of social media applications.

Gender	Level of Satisfaction			Total
	High	Moderate	Low	
Male	51	7	15	73
Female	51	39	22	112
Total	**102**	**46**	**37**	**185**

D.f: 2   Calculated $\chi\chi^2$ Value: 16.078   Table value: 5.991 @ Five per cent level

Age of the respondents and Level of Influence

H_0 : There is no significant association between Age of the respondents and Level of influence on usage of social media applications.

Age of the respondents	Level of Influence			Total
	High	**Moderate**	**Low**	
Below 20 years	65	62	26	153
21-25 years	17	8	2	27
26-30 years	3	2	0	5
Total	**85**	**72**	**28**	**185**

D.f: 4   Calculated $\chi\chi^2$ Value: 5.188   Table value: 9.488 @ Five per cent level

FINDINGS:

- Most of the respondent are belong to the age group of below 20 years.
- Majority of the respondents are female.
- The majority of 178 (96.2%) respondents are unmarried.
- Most 149 (80.5%) of the respondents are graduate holders.
- The majority 90 (48.64%) respondents are residing in rural area.
- Majority 73 (39.5%) respondents family income per month is up to Rs. 10,000.
- Majority 96 (51.9%) are earning between 2-5 members in the family.
- The majority of the 128 (69.2%) respondents family belong 2-5 members are non- earning category.
- The most 151 (81.6%) of the respondents have a social media account.
- The majority of 156 (84.3%) respondent's mode of access of social network account is through mobile.
- Most 71 (38.4%) of the respondents have less than one year using the social media sites.
- Most 96 (51.9%) respondents spend below 1 hour per day for social media applications.
- The majority 76 (41.1%) respondents have 100-200 friends in social network account.
- The majority of 122 (65.9%) respondents are often to change status in social media application.
- Most 63 (34.1%) respondents are occasionally use to video sharing application.
- The most 69 (37.3%) respondents are very often to use photo sharing application.
- The majority 85 (45.9%) respondents are very often to use chat application.
- Majority of 48 (25.9%) respondents are often to use comment application.
- The most 145 (78.4%) of the respondents said social media applications.
- Most 105 (72.4%) respondents have read the terms of use and privacy policy while creating the social media account.
- Most of 116 (80.1%) respondents have use social media at home.

CONCLUSION

The analysis exposed that there is a considerable percentage of awareness prevailing among the users about the services of social media application. The results revealed that the social media application needs to improve their services to satisfy all type of users. Consumers satisfaction us affected by factors such as needs fulfillment, performance improvement, ease of use, security/privacy, and influence of the peer. The customization of services is need by the social media application to improve the satisfaction level of all category users. Social media application should take steps to reduce the risk involved in social media application services. So that the users feel social media application services are safe and secure.

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