

**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER
PURCHASING BEHAVIOUR**

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ABSTRACT

The utilization of Social Media is expanding exponentially to fulfill the purchasing needs of customers, in the meantime it has additionally expanded the open doors for corporate to market their Products and service in a customized way. The social media has contributed altogether in changing the impression of consumer in purchasing process. Consumers have started utilizing more online sources today, because of the quick development of innovation in communication channels. The most imperative of these instruments is the Social Media. It is clear that, social media components like Facebook and Twitter are prominent, and are quite thoughtful about their customer markets. Social Media turns into an imperative specialized tool that individuals use to interface with other individuals or organizations. Individuals use Social media to share their Information, audits, data, reviews, notices, tips (e WOM) and/or any sort of issues that are fascinating to their "association" or companions. This information is a useful source, which can be used to impact consumer purchasing decisions. Social media is utilized as a Marketing tool. This study is aimed to determine the impact of social media in our lives in recent years and to determine the impact of social media platforms on the purchasing behavior of consumers. And also attempt to examine the extent of social media in influencing Purchasing behaviour of customers. The study is based on descriptive research design & close ended questionnaire is used to collect the primary data from social media users (three hundred consumers who browse on social networks have been sampled based on stratified random technique). Chi-squares and correlations have been used to analyse data obtained. Conclusions of study reveal the Purchasing behaviour and impacts of social media marketing on consumers.

Keywords: Social Media Marketing, Consumer Purchasing Behaviour

1. INTRODUCTION ABOUT SOCIAL MEDIA MARKETING

Internet is the utmost imposing media of communication in this gen eternity. Internet users are increasing day to day. Every moment people are surfing internet for work purpose or passing their leisure time and connecting with the people. As a result they are connecting with the social media e.g. Twiter, Facebook and so on. People are chatting, sharing photo and connecting with the friends and family by the social media. Face book is really close to its admirers of the growth and the metrics of Facebook. It is really astounded that between the year of 2015 and 2000 the growth of international users. Now a days companies are uses the potential growth of Internet users especially Facebook, Twiter and so on. By using Internet advantage for marketing is called Digital marketing. Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online.

2. REVIEW OF LITERATURE

Angel and Sexsmith (2009) stated that there are three goals that can drive the adoption of social media as a form of marketing; two goals are external in nature and complementary to traditional marketing methods, and one goal is internal. The first goal is to transform the company-consumer relationship by expanding the brand's reach. The second is to conduct more traditional brand promotional campaigns.¹

Faust and Householder (2009) explained that marketers need to make their brands distinctive, keep their products socially relevant, and maintain a good relationship with consumers. Social media messages must be optimized for viral functionality; that is, the message must be easy to share with the recipients' contacts and to post on social media networks.²

Kaplan and Haenlein (2010) and Marshall et al. (2012) suggested that companies should select the type of social media they need to implement based on their business requirements, target groups and messages that require communication. For selling companies, blogs and social networking sites might be the best option (Ferrell et al., 2010) because customers feel more engaged with the products and organization.³

Kietzmann et al. (2011) also emphasised the contrasting functionalities of different platforms. For example, LinkedIn has a greater functionality in “identity, relationships and reputations” whereas Facebook has a greater functionality in “relationships, conversations, presence, identity and reputation”. For the different functionalities, the authors mentioned above suggested the 4Cs, namely cognisance, congruity, curate and chase, regarding the methods that companies can utilise to develop strategies for monitoring, understanding and responding to different social media activities.⁴

Murphy (2010) stated that social media allows for a variety of communication vehicles (e.g., websites, blogs, social networks, e-mail, search engines, videoconferencing, video streaming) to be used in conveying messages to consumers. While the choice of the specific channel will depend on the market that one wants to reach, to work effectively, most marketing segments require an Internet presence⁵

Pickren (2010) noted the instant gratification that marketers obtain from this form of marketing. Marketers can use forums and trending messages to determine how their messages were received, and the impact of social media campaigns can be experienced and recorded in a simultaneous manner. Pickren stated that SMM offers the highest return rate, and in a faster time frame, in terms of marketing campaigns.⁶

Weinberg & Pehlivan, 2011) Online communities are well suited for establishing and maintaining relations between consumers and organizations. Social networks such as Facebook have a relatively short half-life of information and are deep. This social media can be used to influence and track beliefs and attitudes of consumers.⁷

3. OBJECTIVES OF STUDY

Objectives were as follows:

- To determine the acceptance of promotional activities through social media;
- To study the relevance of Electronic Word of Mouth through social media;

- To determine the factors that influencing consumer purchasing behavior;
- To determine the potential site for social media marketing among various social media sites.

4. SCOPE OF STUDY

The scope of the paper comprises of the following:

- It belongs to the functional area of marketing in management with specific focus to social media marketing; and
- It guides to use social media marketing as an efficient tool for reaching potential customer.

5. LIMITATION OF THE STUDY

The research suffers from two limitations

- Time limitation that is the study results are applicable to the study period only (21/3/2016-21/4/2016).
- The response are covered through digital social media platforms so sample size may differ from one location to another.

6. RESEARCH METHODOLOGY

The study was carried out using a descriptive research design. 300 samples from social media users were contacted conveniently using a structured undistinguished direct questionnaire. The sample units are corporates those who use social media marketing. The statistical tool of the study comprises of percentage analysis, mean, standard deviation, multiple regression analysis.

Three research models were developed, one for the analysis the dimensions of social media marketing, two for estimation of acceptance of Social media marketing and other model for the estimation of Post purchase behavior of social media users.

7. DIMENSION OF SOCIAL MEDIA MARKETING

The respondents are asked their opinion about the social media marketing and the result are mentioned below.

Table 1

Descriptive Statistics: Consumer Perceptions on social media marketing

Sl.no	Particulars	Mean	S.D
1	Social Media Advertisements are useful	4.2867	0.9241

2	Social Media Advertisements are helps to save times	4.1168	0.9241
3	Social Media Advertisement provides detailed information about the product	4.3567	0.9241
4	Social Media advertisement reveals true information about the product	4.3500	0.7546
5	Social media reviews acts as a reference for purchasing	4.1257	0.9241
6	Social media advertisement helps to drag attention	4.2667	0.9689
7	Social media advertisement fulfills expectations	4.3233	0.8293

Source: Primary Data

The mean scores for all the statement on the Social Media Marketing attributes range between 4.11 to 4.36 indicating that consumers perceive these advertisements to be informative, time saving and also can be said to be comfortable with exposures of advertisements in this platforms.

8. FACTORS INFLUENCING SOCIAL MEDIA MARKETING PERCEPTIONS

The researcher has declared a set of hypothesis to determine the extent to which demographic factors of the consumers influence these social media advertisements perceptions.

They have been presented below.

H₀₁: There is no relationship between age of the respondent and perceptions on social media advertisement.

H₀₂: There is no relationship between gender of the respondent and perceptions on social media advertisement.

H₀₃: There is no relationship between qualification of the respondent and perceptions on social media advertisement.

H₀₄: There is no relationship between Occupation of the respondent and perceptions on social media advertisement.

H₀₅: There is no relationship between marital status of the respondent and perceptions on social media advertisement

Table 2

Chi Square analysis – Demographic variables and Perceptions on Social media marketing

Sl.no	Demographic variables	Perceptions on Social media Marketing	
1	Age	Sig	0.00
		Result	Rejected
2	Gender	Sig	0.802
		Result	Accepted
3	Qualification	Sig	0.010
		Result	Rejected
4	Occupation	Sig	0.000
		Result	Rejected
5	Marital Status	Sig	0.001
		Result	Rejected

Source: Primary Data

It has been confirmed from the chi square applications that Age, Gender, qualification and Marital status are associated with consumer perceptions. A further correlation was applied to determine to which extent these factors influencing on the consumer perceptions.

9. ACCEPTANCE OF SOCIAL MEDIA MARKETING

The respondents are asked their opinion about acceptance of social media marketing and the result are mentioned below.

Table 3

DESCRIPTIVE STATISTICS ACCEPTANCE OF SOCIAL MEDIA MARKETING

Sl.no	Particulars	Mean	SD
1	Easier to access social media information than other media	4.3100	0.8620
2	Habbit of Searching Social media before Purchase	3.9123	1.3386
3	Social media information influences decision on new Product	3.8600	1.4401
4	Social media advertisements helps to draw new customers	4.2900	0.8336

Source: Primary Data

The mean score for all the statement on the Social Media Marketing attributes (range between 4.29 to 4.31) indicating that consumer perceive these Social media marketing to be easier than mass media and Social media provides reliable information.

10. POST PURCHASE BEHAVIOUR

Table 4

Descriptive statistics of Post purchase behaviour

Sl.no	Particulars	Mean	SD
1	Social Media advertisements perceptions credible than mass media	4.2567	0.9869
2	Influence of Social media marketing on brand Decision	3.9786	1.2719
3	Reliability of information	2.1567	1.2533
4	While feedback on social media affects Purchase decision	4.2867	0.9241
5	Information regarding products have higher credibility because of social media platforms	4.2867	0.9241

Source: Primary Data

Social media advertisements and promotions Informations are more considered ads credible when compared with mass media (4.25) and also perceptions have been confirmed influences purchase decision and also have been perceived to be reliable

11. CHI SQUARE TEST FOR DEMOGRAPHIC VARIABLES AND POST PURCHASE BEHAVIOUR

Application of chi square to analyse influence od demographic variable and its perceptions have been presented below

Interpretation between Demographic variables and Post purchase behaviour.

H₀₁: There is no relationship between age of the respondents and opinion about Post Purchase Behaviour of respondents.

H₀₂: There is no relationship between gender of the respondents and Post Purchase Behaviour of respondents.

H₀₃: There is no relationship between qualification of the respondents and Post Purchase Behaviour of respondents.

H₀₄: There is no relationship between Occupation of the respondents and Post Purchase Behaviour of respondents

Table 5

Chi Square Test-Demographic Variables and Post Purchase Behaviour

Sl.no	Demographic variables	Post Purchase Behaviour	
		Sig	0.00
1	Age	Result	Rejected
2	Gender	Sig	0.071
		Result	Accepted
3	Qualification	Sig	0.00
		Result	Rejected
4	Occupation	Sig	0.078
		Result	Accepted

Source: Primary data

Age and qualification have been confirmed to be associated with the post purchase perceptions of intent of users.

12. FINDINGS OF THE STUDY

- The Study find that mean scores for all the statement on the Social Media Marketing attributes range between 4.11 to 4.36 indicating that consumers perceive these advertisements to be informative, time saving and also can be said to be comfortable with exposures of advertisements in this platforms.
- The study has been confirmed from the chi square applications that age, gender, qualification and marital status are associated with consumer perceptions.
- Social media advertisements and promotions Informations are more considered ads credible when compared with mass media (4.25) and also perceptions have been confirmed influences purchase decision and also have been perceived to be reliable
- Age and qualification have been confirmed to be associated with the post purchase perceptions of intent of users.

13. CONCLUSION

The study conveys that age and gender not has significant impact on the purchasing behavior of social media users. Social media marketing players need to remember the fact that all their promotional strategies cannot be targeted at one group. They need to approach the market with multi segment strategies approach. This study primarily focuses on obtaining a perceptual view of the various forms of social media marketing and its acceptance and usage among the internet browser. This study confirms that social media message wield a powerful influences on purchase behavior of social media users and allow to converts the satisfied customer as ambassadors when they provide feedbacks or reviews on products and services they have enjoyed.

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