

# A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR IN CHENNAI CITY

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## ABSTRACT

*Social media marketing nowadays is among the best way to get in touch with potential customers. Social networking websites are the method to interact socially. This paper discusses the ideas of social media marketing and social media promotion and other aspects like the development and advantages, aspect and importance of social media in marketing, social media promotion methods. It also presents an outline of social media marketing in Chennai city.*

**Keywords:** Challenges and Opportunities, Online Marketing, Social Media, social media marketing

## INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium.

The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a day too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business.

Social media modifies the communication methods between sellers and buyers. Ecommerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

## **The most popular social media websites in India**

Social Networking sites in India generate a huge amount of traffic compared with other countries, but it's not just population density that equates for this traffic.

India is without a doubt becoming one of the most technologically active countries in the world, producing talented graduates in the fields of IT, Engineering, Programming, Data Analysis, among others.

Many developers, start-ups and tech companies have started expanding into this country due to their technological advancements.

This early-development of technology is the major reason India is known for being most active on social media. The number of users from India is growing exponentially as the internet becomes more accessible in both urban and rural areas

### **1. Face book**

The most popular social networking site in the world is also number one in India. Ever since the rise of Facebook, more and more users have been creating their accounts. It is now the fastest growing website in the country and third most visited behind Google.

### **2. Whatsapp**

In May 2014, WhatsApp crossed 50 million monthly active users in India, which is also its largest country by the number of monthly active users. In October 2014, WhatsApp crossed 70 million monthly active users in India, which is 10% of its total user base (700 MM).<sup>1</sup>

### **3. Face book messenger**

Facebook messenger (sometimes abbreviated as Messenger) is an instant messaging service and software application which provides text and voice communication.

### **4.Linkedin**

This website caters to the business and professional community and is one of the most active in India. A lot of people are registering and using the website. LinkedIn provides the opportunity for users to build their business profile with important factors such as experience, education, and business networks.

### **5. Skybe**

Skype allows users to communicate over the Internet by voice using a microphone, by video using a webcam, and by instant messaging. Skype-to-Skype calls to other users are free of charge, while calls to landline telephones and mobile phones (over traditional telephone networks) are charged via a debit-based user account system called Skype Credit.

### **6. Twitter**

The famous site that promoted micro-blogging continues to grow and become more active. This is the go-to site for all users whether it's celebrities or organisations. The simple interface has appealed to a lot of people and the website shows no signs of decline.

### **7. Hike Messenger**

Hike Messenger is a cross-platform instant messaging service for smartphones that uses the internet for communication. In addition to text messaging, users can send each other graphical stickers, emoticons, images, videos, audios, files, voice messages, contacts and user location.

### **8. Google**

Google has been slowly increasing and upgrading its features in the last few years. The positive thing about the social networking site is it allows you to customize and organize people and interests into "circles".

### **9.Intragram**

In 2012, Instagram was bought by Facebook for around \$1 billion and doubled its base of monthly active users in India during the period between September 2015 and September 2014, reported the Economic Times.

### **10. WeChat**

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<sup>1</sup> <http://growingsocialmedia.com/social-networking-sites-in-india/>

WeChat is a cross-platform instant messaging service developed by Tencent in China, first released in January 2011. It is one of the largest standalone messaging apps by monthly active users.

### Objective of the study

- To discover the impact of social media on consumers in chennai.
- To study the concept of social media.
- Analyzing the impact of social media on consumer buying behaviour.

### HYPOTHESES

The data was collected to test following hypotheses

**Hypothesis 1:** There is no significant relationship between the gender and uses of social media.

**Hypothesis 2:** There is no significant relationship between the Qualification and uses of social media.

**Hypothesis 3:** There is no significant relationship between the Income and purchase from websites.

### STATISTICAL TOOLS

- Descriptive statistics (Mean, Percentile)
- Chi –square test
- Phi and cramer's v

#### Analysis

- The collected data was analyzed and interpretations were made.

#### Sampling Technique

Conveyance sampling technique has been used for this study as in a Conveyance sample from infinite population, selection of each item is controlled by the same probabilities and the successive selections are independent of one another.

### Sample Size:

The required Sample size is 250.

### ANALYSIS AND INTERPRETATION OF DATA

#### Gender and use of social media

**Null Hypothesis:** There is no significant relationship between the gender and uses of social media.

In order to find the relationship between the Gender and use of social media. A chi – square test is used and the result of the test is shown in the following table.

**Table 1**

Gender and use of social media.( chi – square test )

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	251.000 <sup>a</sup>	2	.000
Likelihood Ratio	13.047	2	.001
N of Valid Cases	251		

It is divulged from the above table that the calculated chi-square value is less than the table value and the result is significant at 5per cent level of significance. Hence, the hypothesis “Gender and use of social media”, does not hold well. From the analysis, it is concluded that there is no significant relationship between gender and use of social media. Hence null hypothesis is accepted.

#### **Qualification and use of social media.**

**Null Hypothesis:** There is no significant relationship between the Qualification and uses of social media.

In order to find the relationship between the Qualification and use of social media. A chi – square test is used and the result of the test is shown in the following table.

**Table 2**

Qualification and use of social media.( chi – square test )

#### **Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	251.000 <sup>a</sup>	5	.000
Likelihood Ratio	13.047	5	.023
N of Valid Cases	251		

It is established from the above table that the calculated chi-square value is less than the table value and the result is not significant at 5per cent level of significance. Hence, the hypothesis “Qualification and use of social media”, does not hold well. From the analysis, it is concluded that there is no significant relationship between Qualification and use of social media . Hence null hypothesis is accepted.

#### **Income and purchase from websites.**

**Null Hypothesis :** There is no significant relationship between the Income and purchase from websites.

In order to find the relationship between the Income and Purchase from websites. A chi – square test is used and the result of the test is shown in the following table.

**Table 3**

Income and Purchase from websites. ( chi – square test )

#### **Chi-Square Tests**

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	313.152 <sup>a</sup>	25	.000
Likelihood Ratio	75.715	25	.000
N of Valid Cases	251		

It is explained from the table above that the calculated chi-square value is less than the table value and is not significant at the 5% percent significance level. Therefore, the hypothesis of "income and purchase from websites" is not correct. From the analysis, it has been concluded that there is no significant relationship between income and purchase from websites. So the null hypothesis is accepted.

#### Findings:

1. 55 per cent of the respondent are Male.
2. 34.4 per cent of the respondents belong the age group of between 21 – 30.
3. 27,20 per cent of the respondents qualification is under Graduation.
4. 41 per cent of the monthly income is below 20,000.
5. 37.60 per cent of the respondents are private service holder.
6. 80 percent of the respondents are use social media.
7. 47 per cent of the people access social media through Smart phone.
8. 30.4 per cent of the people choose facebook social media to buy the product online.
9. 31per cent people choose Amazon social websites to buy the product online.
10. 30.40% of the respondents purpose of using social media is collected the information.
11. 32% of the respondents reasons of online shopping is Certain product are available only online.
12. 32.8 per cent of the respondents Sources of buying decision is Friends and family.
13. 31 percent of the respondent choose delivery options attracting buyers from websites.
14. 34% of the respondent agree with social media influences the decision making.
15. 31% of the respondents between 1 to 5 products purchased currently influenced advertisement on social media.
16. 38% of the respondents cash on delivery payment method prefer for purchasing products through SNS.

#### CONCLUSION

The above discussion clearly shows the behavior of customer regarding social networks, internet consumption and their behavior towards advertisements on social networks. Results clearly show that there is a positive future for social media marketing. This study also identified which group is more into social networks thus can help in shaping the marketing strategies.

Nowadays technology is changing, and consumer buying behavior all so changing. Globally, companies are increasingly using social media marketing and adopting. Social networking and blogs, in particular, are used largely in externally focused processes that gather competitive intelligence and support marketing efforts. Social media marketing is emerging growth to promote the products and services online through various social networks like LinkedIn, Facebook, Twitter, Instagram, etc. the Benefits of social media marketing are increasing profit and customer.

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