



THE ROLE OF SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOUR

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ABSTRACT

The aim of this article is to identify the role of social media marketing on consumer behaviour. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. The study aims to clarify why, when, and how social media affects the consumer decision-making. The theoretical framework is based on research on social media, consumer decision-making and earlier studies on social media marketing. Social media marketing helps to establish credibility in consumers' minds. It can help a company make a name for themselves in their industry, raise awareness of products, or even increase sales. It is also an inexpensive way to reach audiences who may not be familiar with the company or product that they offer.

Keywords: Social Media, Consumer Behaviour, Purchases, Online sites, Marketing.

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INTRODUCTION

In recent years, companies have used social media as a means of marketing. For example. YouTube, Snap Chat, Instagram, Twitter, Face book and WhatsApp have been considered as new platforms that allow users to communicate with each other (Kavitha & Gopinath, 2020a). Social media allows consumers to recognize brands and it includes all marketing tools. Consumers were not connected to one another in the past. Now consumers are becoming more connected and closer to each other because of social media (Usharani & Gopinath, 2020a). When a consumer uses a new product, they will rate it, and other consumers are influenced by this review (Jaya & Gopinath, 2020). Internet and other digital technologies are changing not only how marketing is done but also how we think about it. The marketing environment has seen a significant transformation as a result of technology as customers now have complete access to market information (Usharani & Gopinath, 2020b).

TYPES OF SOCIAL MEDIA

In this discussion regarding different categories of social media, 4 distinct types of social media outlets are focused on: Social networking sites, social news Website, Media sharing Sites and Blogs. Each of these social media platforms have unique features.

CONSUMER

Consumers are any person who acquires goods or services for their own consumption rather than for manufacturing or resale. A customer is a person who makes purchasing decisions at retail establishments or who is affected by marketing and advertising. In the supply chain for goods and services, they serve as the final consumers (Unnamalai & Gopinath, 2020). Buyers are those who purchase a good or service and may or may not use it. The consumer is the individual who ultimately uses the commodity or service. The final target audience for the services or goods is a consumer (Bhawiya Roopaa & Gopinath, 2020). Consumer Decision Process Consumers are those who buy or use the goods and services that are made available to them. The purchasing habits of consumers might occasionally be enigmatic and difficult.

Consumer behaviour can be classified into five stages

1. Problem recognition
2. Search of information
3. Evaluation of alternatives,
4. Final decision
5. post-purchase decisions

STATEMENT OF THE PROBLEM

In social media marketing terminology, the customer is referred to as “the king of market”. This is so because the goods and services that are offered in the market are produced by the producers according to time consumption and preferences of the customers. Thus, the customers have a right to choose among the variety of goods and services that suit their needs, time consumption and preferences.

Failure to grasp social media, network inconsistency, faceless interactions with customers, and promotion of customer service services.

- Failure to understand the social media
- Inconsistent to networks
- Faceless relationships with consumers
- Promote the customer care services

Social media provides customer services rather than offering a product for a predetermined fee. The users can select from among the numerous social media users who are present at their services since they are visitors using the service provided by the marketing.

This study tries to pinpoint the social media platforms that marketers like as well as the factors that influence users' shifting social media preferences.

OBJECTIVES OF THE STUDY

- To understand the concept of social media Marketing.
- To find out the different social media platforms.
- To analyze the impact of social media on consumer buying behavior.

SCOPE OF THE STUDY

The researcher is aware that there are a lot of publications and studies out there that are more focused on assisting businesses in better understanding social media marketing than on assisting consumers in pinpointing the ways in which social media has altered their decision-making processes. Since the ultimate goal of marketing is to serve the consumer, new insights can be gained by beginning with the consumer's understanding of the situation and by gathering data from that perspective. The study also intends to show prospective clients (businesses) how they may use social media to tap into the decision-making process. The conclusion of this research is that there are differences in factors such as technology, infrastructure, cultural values, norms, and other factors between continents.

HYPOTHESES OF THE STUDY

- H1: There is no significant relationship between the use of social media and consumer buying behaviour
- H2: There is no significant relationship between security on social media and behaviour of consumer on online purchasing.

Tools Used

- The data were analysed by using SPSS. The various statistical tools used for this study. ANOVA& Descriptive statistics.

LITERATURE REVIEW

- Mukhaini (2014) studied on impact of using social media on consumer buying behaviour. With the objective to understand which type of products mostly purchased using social media that are mostly used by consumers in Oman. The study shows that Instagram is the most suitable social media site for the Omani consumers to buy their preferred product (fashion) online.
- Voramontri & Klieb (2018) clears about the impact of social media on consumer behaviour and states that social media users found decision making to be easier and enjoyed the process more, when compared to those who used other information sources, i.e., T.V., Radio, Newspapers etc. Social media has enabled marketers to access and monitor consumer opinions on a continual instant basis by listening- in and participating in online conversations.
- Putter (2017) concludes that an emerging focus of marketers is on the use of user generated content that is created by consumers in response to specific brands and influences the perception of other consumers. Factors that influence brand perception and intention to buy include things like views of others posted, demonstrated in social media posts.
- Chitranshi Verma (2018) examined the impact of social media on consumer behaviour in Indian context. She concludes that consumers want the brands to take care of them and society at large. Customers also like it when companies directly respond to them and social media makes it easier. Customers these days relying heavily on social media networks for customer support and service, so companies should make themselves visible in the digital media for rendering this support.

DATA ANALYSIS AND INTERPRETATION

Totally 261 questionnaires were distributed. A questionnaire was posted on various social media platforms like face book, Instagram, Whatsapp. However, the responses received was 101. The data has been collected all respondents irrespective of any demographic variables. The primarily analysed by statistical software **SPSS** used to summarize the data and also used excel for preparing charts and graphs.

RELIABILITY ANALYSIS

Table.1 Reliability Analysis of complete scale

Case Processing Summary				Reliability Statistics		
		N	%	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Cases	Valid	101	37.5	.886	.865	16
	Excluded	168	62.5			
	Total	269	100.0			

a. Listwise deletion based on all variables in the procedure.

The reliability of each construct is excellent. Hence the reliability of the overall items seems better so we can move further analysis.

Table 2. Reliability Analysis of all constructs Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AGE	39.64	175.972	-.019	.050	.902
MARITAL STATUS	39.86	178.881	-.122	.112	.893
GENDER	39.03	177.429	-.016	.237	.892
INCOME	38.80	155.220	.555	.459	.879
QUALIFICATION	38.69	152.815	.625	.518	.876
Do you use social media?	38.89	157.758	.523	.415	.880
When do you access social media websites?	38.72	158.482	.559	.493	.879
How many hours do you spend on social media every day?	38.81	149.334	.719	.636	.871
Which social media platform you are more active?	38.31	151.675	.605	.616	.877
How often do you check-in to your social media accounts in any given week?	38.64	148.732	.749	.735	.870
What is your preferred source of information for your buying decision	38.50	147.932	.777	.758	.869
How many products have you purchased currently influenced by advertisement on Social media"	38.45	149.950	.668	.645	.874
I use my social media account for online	38.79	155.206	.617	.515	.876
Before making purchase decision, I always search information about product on social media	38.57	151.167	.675	.678	.873
I only use secure social sites for information collection	38.49	152.252	.613	.580	.876
I believe in secure online purchasing only with well known brands	38.74	152.273	.649	.567	.875

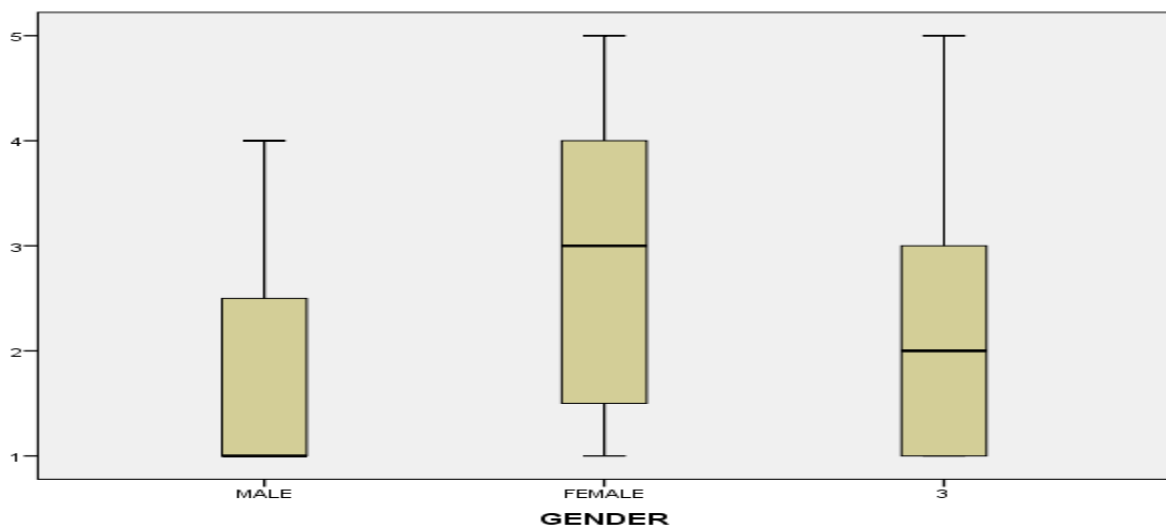
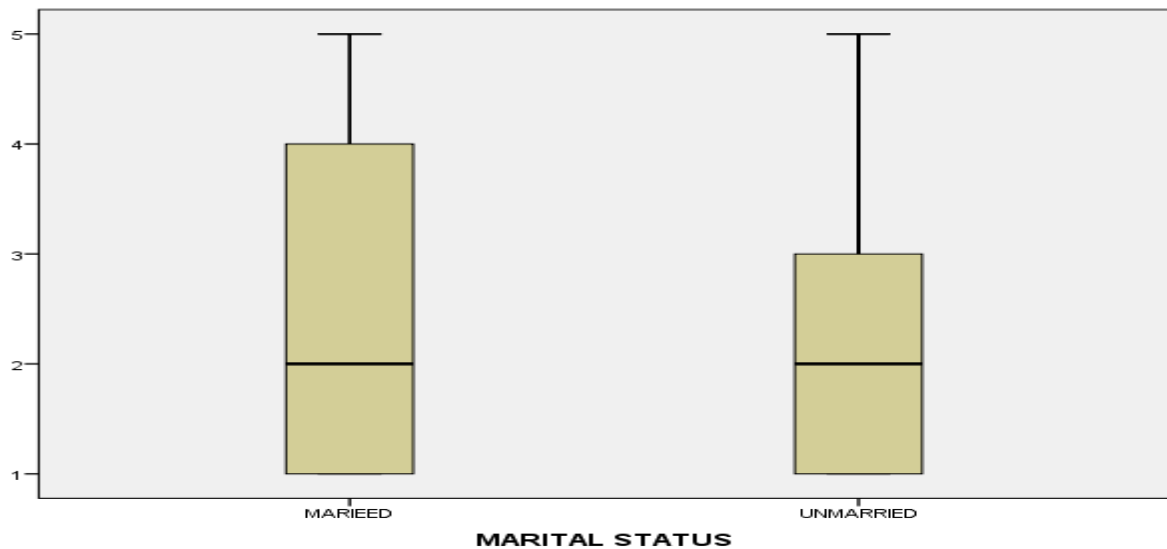
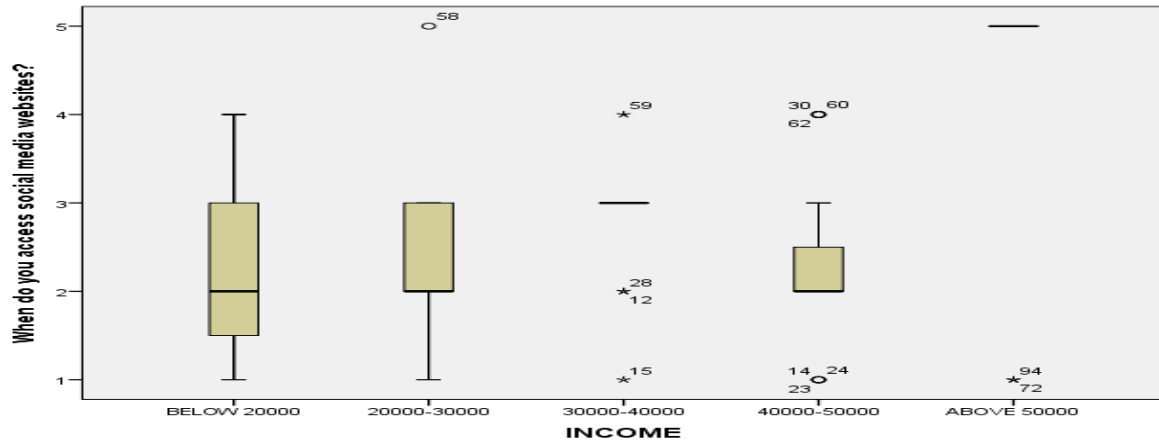
Interpretation

Reliability means that a measure (of framed questionnaire) should consistently reflect the construct that it is measuring. there are different methods to measure reliability for evaluation. Generally accepted and also connected measure is the cronbach Alpha. Moreover, Cronbach Alpha incentive more than 0.7 showing the good reliability of poll (Anderson 2009) in this examination. Table 2. Demonstrates that the whole construct breeze through the reliability test. Considering the entire poll is accounted for well which is. **.886** for the number of items 16 and also the mean value is 41.40.

Table 3. Mean Scale Statistics

Mean	Variance	Std. Deviation	N of Items
41.40	177.502	13.323	16

Q1. How many hours spend on social media every day?



Interpretation

The above box plots clearly explained 56 % of the respondents use social media daily. 86% of Married women spend more than 5 hours for per day.

Table .4 Descriptive Statistics

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Before making purchase decision, I always search information about product on social media	UG	33	2.58	1.437	.250	2.07	3.09	1	5
	PG	14	2.00	1.240	.331	1.28	2.72	1	5
	BSC	17	2.71	.686	.166	2.35	3.06	1	3
	BE	24	2.79	1.532	.313	2.14	3.44	1	5
	DIPLOMA	13	4.54	1.127	.312	3.86	5.22	2	5
	Total	101	2.82	1.459	.145	2.53	3.11	1	5
I believe in secure online purchasing only with well known brands	UG	33	1.97	1.403	.244	1.47	2.47	1	5
	PG	14	2.36	1.008	.269	1.78	2.94	1	4
	BSC	17	2.71	.849	.206	2.27	3.14	1	4
	BE	24	2.92	1.442	.294	2.31	3.53	1	5
	DIPLOMA	13	4.15	1.463	.406	3.27	5.04	1	5
	Total	101	2.65	1.445	.144	2.37	2.94	1	5

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Before making purchase decision, I always search information about product on social media	6.429	4	96	.000
I believe in secure online purchasing only with well known brands	2.217	4	96	.073

Interpretation

The above table mentioned diploma holder aware of social media purchase mean is 5.22 and 5.04 they were searching information about product through social media but PG holders' level was too low.

Table 5. ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Do you use social media?	Between Groups	6.581	2	3.291	1.805	.170
	Within Groups	178.666	98	1.823		
	Total	185.248	100			
When do you access social media websites?	Between Groups	3.670	2	1.835	1.195	.307
	Within Groups	150.547	98	1.536		
	Total	154.218	100			
How many hours do you spend on social media every day?	Between Groups	8.351	2	4.175	1.947	.148
	Within Groups	210.184	98	2.145		
	Total	218.535	100			
Which social media platform you are more active?	Between Groups	16.222	2	8.111	3.456	.035
	Within Groups	229.976	98	2.347		
	Total	246.198	100			
How often do you check-in to your social media accounts in any given week?	Between Groups	4.568	2	2.284	1.075	.345
	Within Groups	208.244	98	2.125		
	Total	212.812	100			
What is your preferred source of information for your buying decision	Between Groups	4.278	2	2.139	1.014	.367
	Within Groups	206.732	98	2.110		
	Total	211.010	100			
How many products have you purchased currently influenced by advertisement on Social media"	Between Groups	11.400	2	5.700	2.479	.089
	Within Groups	225.352	98	2.300		
	Total	236.752	100			
I use my social media account for online	Between Groups	5.882	2	2.941	1.673	.193
	Within Groups	172.276	98	1.758		
	Total	178.158	100			
Before making purchase decision, I always search information about product on social media	Between Groups	1.380	2	.690	.320	.727
	Within Groups	211.412	98	2.157		
	Total	212.792	100			
I only use secure social sites for information collection	Between Groups	6.543	2	3.271	1.433	.243
	Within Groups	223.655	98	2.282		
	Total	230.198	100			
I believe in secure online purchasing only with well known brands	Between Groups	3.519	2	1.759	.840	.435
	Within Groups	205.352	98	2.095		
	Total	208.871	100			

Interpretation

One way ANOVA is applied to test whether there is a significant variance between gender and online purchase intention via social media. Demographic details state that there is a difference in mean score all of male and female. Since the homogeneity of variance is not established in the data therefore instead of using ANOVA. Welch ANOVA used to statistically prove the hypothesis. The result of the Welch ANOVA between gender and all constructs. To check the group difference a Post Hoc test is applied which compare all the groups. Hence the alternate hypothesis accepted and null hypothesis rejected. The result shows that the purchase intention through social media is influenced by gender, education and income of the respondents and 67% of female respondents were aware of using in secure online purchasing through social media. Most of the respondents spend more time for social media per day mean score is **8.111**.

FINDINGS

- Organisation in order to save their budget they should promote their products and services on one proper channel, which is used by majority of the people.
- By providing quick response to the customers can build strong relationship.
- Social media marketing provides a good platform to communicate with large number of customers at a time.
- The maximum number of the respondents were from the age group of 15-25 as this is the age group which spends maximum number of hours on social media.
- The data from the survey shows that almost half of the people spend every day on Social Media Platforms. Social Media plays a crucial role in connecting people and developing relationships which enables us to grow in our careers and have more opportunities.
- Social media marketing has increased the customer care service to avoid the problem faced by the users.

SUGGESTIONS

Based on the findings, the following suggestions were given in order to improve the consumer behaviour and their attitudes of purchasing goods through social media.

- Majority of the people purchase the product for through social media marketing. So, concentrate on more products to available on online.
- Transaction should be safe and security assured to the people.
- Working peoples to get the time consumption

CONCLUSION

As a result, we believe that, while not without flaws, social media advertising is still an excellent way to increase brand loyalty. and in the digital economy, especially as it allows you to interact directly with potential customers on a regular basis (Bhawiya Roopaa & Gopinath, 2020b). Social media demand: the information field of people and enterprises is expanding significantly, the costs of searching, exchanging and storing information will decrease, as well as the role of information as a resource in the economic management system will be strengthened, it will help the company to reach a larger number of consumers, increase the volume of income and increase the competitiveness of the enterprise (Karthick et al., 2020a). Application of marketing technologies allows to carry out promotion and realization of common resources of the enterprises, including goods and services and to choose effective methods of promotion for each product. It also helps to increase the efficiency of their activities (Kavitha & Gopinath, 2020b). The use of social media in marketing will increase brand loyalty, directly, and on a regular basis, to interact with potential customers in the digital economy, so many companies understand the importance and necessity of using social media in marketing (Karthick et al., 2020b).

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