

# THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT

*In the era of internet marketing, social media allows and provides new opportunities for consumers and prospects to communicate directly about online purchasing and engage in social interaction on the internet. Consumers use social media and social networking sites to create content and foster friendly relationships with other network users. Social media encourages consumers to be more social with friends and family, and nowadays, individuals use online products and give their honest reviews, comments, and opinions, which significantly influence prospective users' decisions to purchase products. Consumers closely inspect reviews available online to form positive or negative opinions about products in question. Social media plays a major role in influencing consumers by providing necessary information easily accessible. A new concept of bloggers has emerged where individuals dedicate themselves to using products from various brands and sharing their opinions. This study focuses on the impact of social media marketing and identifies the preferred social media platforms among online consumers. Data for this study were collected from 50 respondents using convenience sampling. The study reveals that WhatsApp was the most preferred social media application among consumers, and social media marketing significantly influences consumers' buying behavior due to its major components playing a crucial role in their decisions.*

*Keywords: Social Media Marketing, Online Purchase, Consumers, Social Media, Buying Behaviour.*

## INTRODUCTION

Nowadays, changes in communication technology have created various innovations and dynamics in the communication process, leading to the emergence of various new communication tools, with social media being one among them. Social media has provided new opportunities for customers to engage in internet interactions (Baumöl et al., 2016). Social media marketing is a new marketing strategy that almost every business is adopting to reach their consumers on virtual networks. If people have an idea and want to achieve

success at minimal cost, then social media is the only way out. Entertainment companies were the first to adopt social media as a promotional tool. Consumers use social media to create various concepts and to interact with other online users. Most companies around the world have created separate departments for social media, which coordinate with other departments within the company (Evans et al., 2021). Firms are striving to enhance relationships with consumers by focusing on customer satisfaction to build strong relationships and gain loyal consumers who respect and defend the brand. Social media has built an interactive platform for marketers. Marketing a particular brand or product can take several forms such as pictures, videos, weblogs, wikis, and microblogging. Social media marketing acts as the most effective tool of marketing communication. It is



This paper has objectives related to SDG



noted that social media marketing differs from traditional marketing in that it focuses on relationships, brand image, and loyalty. Companies may aim to delight both customers and employees. Smart companies foster an advanced level of employee satisfaction, leading to greater effort, higher-quality services and products, increased customer satisfaction, a positive business reputation, business growth, and increased profits.

## 1. Literature Review

Kapoor et al. (2022) state that the tremendous growth in social media marketing and increased internet penetration in the economy leads to an exponential change in the way customers purchase in India. Apart from traditional shopping methods, consumers are also preferring purchases through social media marketing due to easy access to internet services, convenience in usage, and availability of a variety of products. The present study aims to analyze consumers' behavior towards online shopping (Jain & Bhardwaj, 2022). Samples are collected through a structured questionnaire from 154 respondents. Random sampling is used for sample identification, including respondents from different genders, age groups, incomes, and professions. Data are analyzed using tables, graphs, charts, percentages, and ANOVA, among others. The study will provide e-retailers with useful insights for developing marketing strategies regarding consumers' preferences, likes, and dislikes towards online shopping (Rahman et al., 2018).

## 2. Statement of the Problem

Growth in internet and mobile technology has transformed traditional marketing into social media marketing. Social media marketing allows consumers to use it on their own and also to interact with other social media users. Developing an in-depth understanding between consumers and online marketers is essential in this competitive world. While technology is a great tool, the success of social media marketing hinges on the relationship between consumers and online marketers. Consumers have observed that social websites are rising day by day, such as Flipkart, Amazon, and many more. The way of thinking of consumers is shifting, i.e., changing.

The perceptions of young, middle-aged, and even elderly consumers are evolving and moving. Therefore, it is important to understand their perceptions towards this transformation and to analyze the issues related to these changes. So, in this context, it is relevant to study the impact of consumers on social media marketing in Kanniyakumari District.

## 3. Objectives of the Study

- To find out the best social media sites preferred by the online consumers.
- To study the impact of social media marketing.

## 4. Research Methodology

The following methodology has been adopted for analyzing the present study. Respondents were selected from the population based on convenience. Data has been collected from 50 respondents from the study area. This study is both descriptive and analytical in nature hence, both primary and secondary data have been used for the study.

- *Primary Data:* It has been collected from the respondents directly with the help of a questionnaire.
- *Secondary Data:* Secondary data have been collected from various books and websites.

## 5. Social Media Websites Preferred by Online Consumers

A social media platform is a website and applications that enable users to create and share content or participate in social networking. Garrett ranking is used to find accurate results for choosing social media sites according to preference (Ashwini & Manjula, 2015).

Table 1 shows that using Garrett Scores, WhatsApp has secured first rank with a mean score of 52.42. YouTube has the second rank with a mean score of 52, while Facebook has secured third place with a mean score of 51.82. Instagram follows with the fourth rank, achieving a mean score of 51.18. LinkedIn has secured the fifth rank with a mean score of 50.56, Twitter follows with a mean score of 50, securing sixth place, and Paytm has secured the last rank with a mean score of 48.77. It is concluded that the majority of consumers prefer WhatsApp.

Sl.No.	Websites	Garrett Mean Score	Rank
1	WhatsApp	52.42	I
2	Facebook	51.82	III
3	Linkedin	50.56	V
4	Youtube	52	II
5	Instagram	51.18	IV
6	Paytm	48.77	VII
7	Twitter	50	VI

Source: Primary Data

Table 1. Preference of Social Media Websites

## 6. Impact of Social Media Marketing

Social Media Marketing is having an enormous impact on business and market as it helps business to grow and perform at an astronomical rate. Social media helps in developing business strategies. Factor analysis is a better way of resolving the confusion and identifying latent or underlying factors from an array of seemingly important variables. The technique of factor analysis is used to reduce the number of variables into smaller and manageable numbers by combining related ones into factors. Principal component analysis is used to extract factors with an Eigenvalue of 1 or more. In order to assign variables "Rotated Factor Matrix" is used. Table 2 shows the Variables.

The KMO of sampling adequacy and Bartlett's test of sphericity have been conducted to test the validity of

data, since their KMO measure is greater than 0.5 i.e. (.553) and the chi-square value is 490.676 at 53 degrees of freedom which is significant at the 5% level. Table 3 shows the KMO and Bartlett's Test.

Table 4 shows the Impact of Social Media Marketing. The variables 'Quick Shopping can be made' (.846), 'Secured Return Policy' (.821), 'Facilitates Laziness' (.740), 'Lack of Emotional connection' (.626) with higher loadings can be combined together and named as a factor called 'Emotions'. The variables 'Disconnection of face-to-face interactions' (.734), 'Comparison of Various Brands' (.664) with higher loadings can be combined together and named as a factor called 'Various Brands'. The variables 'Reduces understanding and thoughtfulness' (.778), 'Reduction of mobile data price' (.773), 'Internet connection helps shopping online at anytime' (.654) with higher loadings can be combined together and named as a factor called 'Internet Connection'. The variables '24 hours online availability' (.888), 'Online shopping on a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.553
Bartlett's Test of Sphericity	
Approx. Chi-Square	490.676
df	53
Sig.	.000

Table 3. KMO and Bartlett's Test

Sl.No.	Variables	1	2	3	4	5	6	7	8
1	Quick Shopping can be made.	.846							
2	Secured Return Policy	.821							
3	Facilitates Laziness	.740							
4	Lack of Emotional connection	.626							
5	Disconnection of face-to-face interactions		.734						
6	Comparison of Various Brands.		.664						
7	Reduces understanding and thoughtfulness			.778					
8	Reduction of mobile data price			.773					
9	Internet connection helps shopping online at anytime			.654					
10	24 hours online availability				.888				
11	Online shopping on particular website based on trust and hope.				.723				
12	Latest trends of fashion products					.751			
13	Not spending more for shopping					.704			
14	Payment made through credit card						.774		
15	Conveys inauthentic expression of feelings.						.719		
16	Online products in offers and discount.						.628		
17	Fast delivery websites							.796	
18	Faster browsing of websites							.712	
19	Online shopping can be made at anytime.								.743
20	Gives people license to be hurtful								.612
21	High speed net leads to fast transactions.								.555
22	Dissatisfaction of fraudulent websites								

Table 2. Variables

Sl.No.	Main Reasons	No. of Variables	Eigen Value	% of Variance Explained	Cumulative % of Variance Explained
1	Emotions	4	2.991	13.004	13.004
2	Various Brands	2	2.513	10.926	23.930
3	Internet Connection	3	2.402	10.441	34.371
4	Trust and Hope	2	2.159	9.389	43.760
5	Spending of Money	2	1.740	7.567	51.327
6	Expression	3	1.711	7.438	58.765
7	Availability	3	1.668	7.254	66.019
8	Fraudulent Websites	3	1.482	6.445	72.464

Source: Primary Data

Table 4. Impact of Social Media Marketing

particular website based on trust and hope' (.723) with higher loadings are named as a factor called 'Trust and Hope'. The variables 'Latest trends of fashion products' (.751) and 'Not spending more for shopping' (.704) with higher loadings can be combined together and named as a factor called 'Spending of Money'. The variables 'Payment made through credit card' (.774), 'Conveys inauthentic expression of feelings' (.719), 'Online products in offers and discount' (.628) with higher loadings can be combined together and named as a factor called 'Expression'. The variables 'Fast delivery websites' (.796), 'Faster browsing of websites' (.712), 'Online shopping can be made at anytime' (.609) with higher loadings can be combined together and named as a factor called 'Availability'. The variables 'Gives people license to be hurtful' (.743), 'High-speed net leads to fast transactions' (.612), 'Dissatisfaction of fraudulent websites' (.555) with higher loadings are named as a factor called 'Fraudulent Websites'.

### Conclusion

Social media nowadays provide important sources of information for consumers in their purchase decision-making, especially in instances of complex buying behavior. Many people are turning to consumer opinions due to 24-hour online availability, the ability to compare various brands, stay updated on the latest fashion trends and products, make quick purchases, and benefit from secure return policies. Most consumers prefer Amazon. Paytm sites have secured the last rank, as consumers feel less secure. Therefore, researchers conclude that consumers should be aware of their buying behavior on social media marketing.

### Suggestions

Based on the analysis of the study, the following suggestions are made.

- The study shows that Paytm has secured last rank, as the consumers feel less secured while using Paytm and the biggest fear is that the risk of identity theft. Another major drawback is that Paytm needs high speed mobile internet connection to transfer money. So, it is suggested for the marketers to secure the consumers' account from hackers.
- There is a chance of unlicensed social media websites. Therefore, it is advisable to make sure that it is a legitimate site. In online social media app, there may be hidden cost such as shipping fees, ordering and processing fees and consultation fees. Consumers should make sure to find out what cost are covered by the sites and which ones are self-covered.
- Consumers require skills and training to maintain an account on Twitter and most important is the time commitment which is important to stay connected with the targeted customers. Consumers must be beware of some spam accounts because this can cause harm to their Twitter account or maybe also can hack it and misuse it.

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