
Social media innovation on consumer buying behaviour

Dr. JEGANATHAN GOMATHI SANKAR¹, Mr. DEVANAND.K²

¹Associate professor, Saveetha school of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai-77

²MBA Student, Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai-77

Email ID: gomathisankarj.ssm@saveetha.com, Devanand.k9977@gmail.com

Abstract: Online media is fundamental to advanced promoting of brands. Organizations use it to arrive at a huge number of potential and current clients. There are some different web-based media like Instagram, Facebook, twitter, LinkedIn, etc., by which consumer buying behavior is decided. A questionnaire was prepared and data was collected from a sample of 100 consumers who live in and around Chennai. The data was analyzed by variables such as Names of the Social media, Advertisement, and Customization. The findings show that Name of the Social media (0.26) and Advertisement (0.184) having positive linearity. Relationship with respect to Product purchase. The Customization (0.491) has a higher number of positive responses with respect to Product Purchase intention.

Keywords: social, media, consumer

INTRODUCTION

Social networking websites enable people, businesses and different organizations to act with each other and build relationships and communities on-line. Once corporations are part of these social channels, customers will act with them directly. That interaction is additional personal to users than ancient ways of outward promoting and advertising.

Social networking sites act as word of mouth. The Internet's ability to achieve billions across the world has given on-line word of mouth a strong voice and much reach. The flexibility to chop-chop modification shopping for patterns and products or service acquisition associated activity to a growing range of customers is outlined as an influence network.

By repeating the message, the user's connections area unit ready to see the message, so reaching additional individuals. as a result of the knowledge regarding the merchandise is being place out there and is obtaining perennial, additional traffic is delivered to the product/company. Social networking websites area unit supported building virtual communities that enable customers to specific their desires, needs and values, online. Social media promoting then connects these customers and audiences to businesses that share identical desires, wants, and values. Through social networking sites, corporations will detain bit with individual followers. This personal interaction will instill a sense of loyalty into followers and potential customers. Also, by selecting whom to follow on these sites, merchandise will reach a really slim audience.

Social networking sites conjointly embody a lot of data regarding what merchandise and services prospective shoppers may be inquisitive about. Through the utilization of recent linguistics analysis technologies, marketers will discover shopping for signals, like content shared by individuals and queries announce on-line. Associate understanding of shopping for signals will facilitate sales individuals target relevant prospects and marketers run micro-targeted campaigns.

LITERATURE REVIEW

(Dosi and Tzortzaki, 2017) has done a study which provides a taxonomic classification of the social media research articles published in the marketing journals listed on the website of the Academy of Marketing Science. The cause-and-effect relationship between the constructs used in the social media research.

(Ananda et al., 2017) has done a study and found that SMEs focus primarily on representation actions; more specifically, promotion and sales. In order to understand how brands fashion implement their social media marketing strategies.

(Chandel et al., 2017) these authors have done a study and have come to a conclusion that Social networking sites like Facebook, Twitter, and LinkedIn have emerged as an interactive means of communication for businesses. These posts were categorized into distinct Facebook marketing practices and then were benchmarked with the global Facebook marketing best practices globally.

(Karimi and Naghibi, 2015) Given the increasingly large numbers of consumers using social media, businesses of all types are getting involved in social media in an attempt to reach new audiences and strengthen their ties with existing customers.

(Dwivedi et al., 2015) Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organizations, consumers, communities, forums, and the like.

(Stephen and Toubia, 2010) this article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: Consumer digital culture, Responses to digital advertising, Effects of digital environments on consumer behavior, Mobile environments, and online word of mouth (WOM).

(Michael, 2015) Similarly, other social media like Blogs create a platform to post comments on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. This paper discusses the role of social media marketing in India as an innovative strategy.

(Alves et al., 2016) his study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. The studies focusing on the firm's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results.

(Agnihotri et al., 2016) he has said that Social media have changed how buyers and sellers interact, and increased involvement through social media may yield positive results for sales organizations if salespeople utilize it in facilitating their behaviors.

(Hays et al., 2013) has done an article by saying that Social media are gaining prominence as an element of destination marketing organization (DMO) marketing strategy at a time when public sector cuts in their funding are requiring them to seek greater value in the way marketing budgets are spent.

(Baruah and Others, 2012) Social media have the potential to fundamentally change the character of our social lives, both on an interpersonal and a community level.

(Saravanakumar and SuganthaLakshmi, 2012) It allows companies to establish a communication channel with its customers, market their products, build brand equity, and boost clientele faithfulness.

(Anwar and Zhiwei, n.d.) she said that Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level.

RESEARCH METHODOLOGY

In this study, the descriptive research design is used and primary data was collected through questionnaires. Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014) The sample selected based on probability basis from 100 customers. The collected data is analyzed using SPSS. The collected data were classified, tabulated and analyzed with some statistical tools such as frequency analysis and Regression analysis.

The sample profile of the study is represented through pie charts.

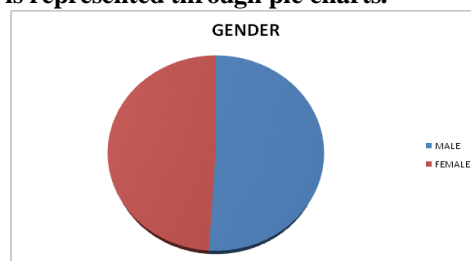


Fig.1: The pie chart indicates the percentage of Gender of the respondents. It is clear that majority of the respondents are Male (51%) and female respondents are (49%)

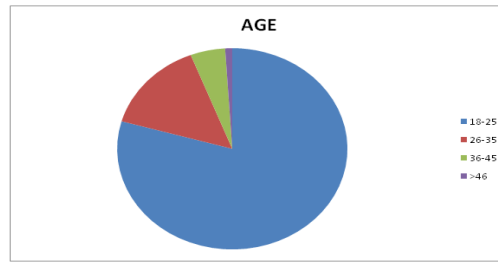


Fig.2: The pie chart describes the percentage of age groups of the respondents. It is clear that the majority of the respondents are those whose age group lies between 18- 25 years (79.4%) followed by 26-36 (14.7%), followed by 36-45 (4.9%) and above >46 (1%).

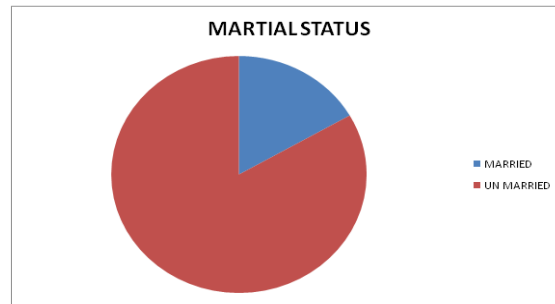


Fig.3: The pie chart indicates the percentage of Marital Status of the respondents. It is clear that the majority of the respondents are Unmarried (83.3%) followed by Married (16.7%).

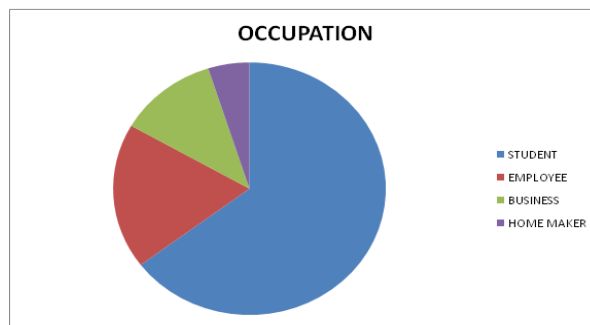


Fig.4: The pie chart indicates the percentage of occupation of the respondents. From the table we understand that the majority of the respondents are Students (64.7%) followed by Employees (18.6%) and followed by Business persons (11.8%) and Homemakers (4.9%).

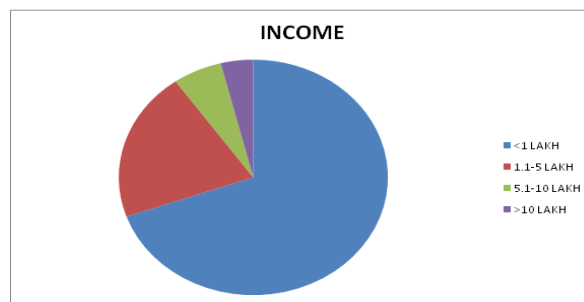


Fig.5: The pie chart indicates the percentage of monthly income of the respondents. From the figure we understand that majority of the respondents are < 1 lakh (69.6%) of annual income level followed by income level of 1.1-5 lakh (20.6%) followed by income level of 5.1-10 lakh (5.9%) and > 10 lakh (3.9%).

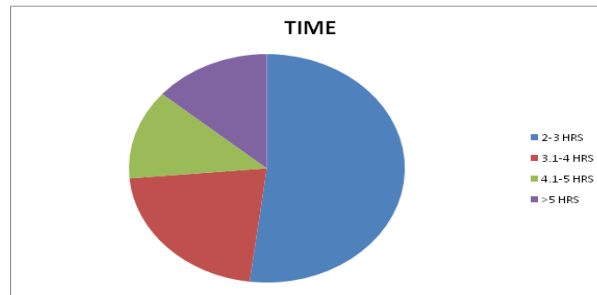


Fig.6: The pie chart indicates the percentage of Time. It is analysed from the table that the majority of the People spend 2-3HRS (52%) followed by People spend 3.1-4 HRS (21.6%) followed by People spend 4.1-5 HRS (12.7%) and People spend >5 HRS (13.7%).

REGRESSION TEST

DEPENDENT VARIABLE: Product Purchase factor

INDEPENDENT VARIABLE: Product Available, Names of the Social media, Advertisement.

Table 1: Model Summary

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.818a	0.669	0.659	0.61005

INTERPRETATION

The above tables 4.11 provide the R and R2 values. The R value represents the simple correlation and is 0.818 (“R” column), which indicates the degree of correlation. The R2 value (the “R square” column) indicates how much of the total variation in the dependent variable can be explained by the independent variable. The adjusted R square value 0.659 which indicates 65% of the variance in dependent variables has been explained by independent variables.

REGRESSION ANALYSIS

Table 2:

MODEL	UN STANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
	B	STD. ERROR	BETA		
(Constant)	0.172	0.208		0.827	0.41
NAMESOFTHESOCIALMEDIA	0.302	0.084	0.26	3.588	0.001
ADVERTISEMENT	0.168	0.082	0.184	2.042	0.044
PRODUCTAVAILABLE	0.478	0.085	0.491	5.605	0

INTERPRETATION

The above table 4.13 indicates regression analysis with B & Beta value for the independent and dependent variable which are assumed. As a rule of thumb, we say that a b coefficient is statistically significant if its p-value is lesser than 0.05. From the analysis it is found that Name of the Social media (0.26) and Advertisement (0.184) having positive linear relationship with respect to Product purchase. The Product Available (0.491) is higher number of positive response with respect to Product Purchase factor.

CONCLUSION

In the world with over 60% of internet user’s active on social networks, who spend at least two-three hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 72% of those users access social networks via Instagram with strong indicators that this percent will only increase in the future years. In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers will be using social networks for business in future, also many claim to have acquired new customers over social networks. There are many benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world. 36

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