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Social Media Marketing and Its Impact on Consumer Buying Behaviour with Special Reference to Coimbatore City



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Abstract The research article aims to study the impact of end-user engagement activities on social media marketing. While numerous social media platforms exist, this study focuses on key platforms such as WhatsApp, Facebook, Instagram, and Telegram. The objectives include identifying respondents' awareness of social media proposals in Coimbatore city, analyzing consumer buying behavior in digital marketing, estimating customer satisfaction with products sold through social media marketing, identifying problems in social media marketing, and providing suggestions for improvement. Data was collected from 150 respondents using a questionnaire and simple random sampling. Statistical tools employed include simple random sampling, the weighted average method, and Garrett's ranking.

Keywords Education · Social media marketing · Digital marketing · E-Marketing

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1 Introduction

Social media marketing is the use of communal media platforms and websites to promote a product or service. While terms like e-marketing and digital marketing are still prevalent in academia, social media marketing is increasingly accepted by practitioners and researchers. Most social media platforms come with built-in information analytics tools, enabling companies to track the development, success, and engagement of ad campaigns. Companies engage with various stakeholders through social media marketing, including existing and prospective consumers, employees, correspondents, bloggers, and the global community. On a conceptual level, social media marketing involves managing a promotional campaign, influencing and establishing the scope, and creating a distinct social media “community” or “society” and “identity” or “quality”.

2 Review of Literature

Varghese and Agarwal [1] conducted a study on the “Impact of social media on consumer buying behavior.” They emphasized that the advertising strategy should be designed to attract various demographics. Social media influencers have a positive impact on customers’ decision-making processes, leading to increased purchases. The study, based on 200 respondents through a well-considered opinion poll, shows that social media enables direct communication with customers and is an efficient method for guidance and trade.

Islam et al. [2] in “Impact of Social Media Marketing on Buying Behaviours of Superstore Customers in Bangladesh” discuss social media marketing, buying behavior, and consumer habits in the medium business. The study aims to uncover the association between social media marketing, the credibility and authenticity of product information, and the customers’ inclination toward media buying. Surveying 291 buyers from five superstores in Bangladesh, the research highlights four major impacted features: quick verification and validation of product information, ease of arrangement and time-saving, customers’ addiction to media buying, and awareness of innovative products influencing supermarket customers’ purchase decisions. The paper recommends that decision-makers focus on product information validity, streamline processes to save time, and promote new product assortments.

Rayhan et al. [3] conducted a study on “Consumer Shopping Preferences and Social Media Use During the COVID-19 Pandemic.” This study aims to examine the connection between popular social media platforms and retail stores, investigating the impact of social media use on retail shopping preferences. A total of 506 respondents participated, responding to online assessment questions. The study, processed using statistical software “Stata 15,” demonstrates that social media plays an increasingly significant role during the COVID-19 pandemic. Social media platforms with high levels of user engagement, such as Facebook and LinkedIn, make the assessment and

response process more complex, negatively affecting retail store sales. Choosing the right social media platform is a critical factor associated with retail store revenue, particularly during this pandemic era.

Sushma [4] conducted a study titled “A study on the impact of social media marketing on consumer buying behavior concerning Mahendergargh city.” The study aimed to discover the factors influencing consumer behavior and how social media impacts consumer buying behavior. The five factors influencing consumer buying behavior are emotional, communal, enriching, individual, and profitable factors. The study found that 49% of customers seek guidance on social media, providing a platform for sharing dreams, thoughts, feelings, and emotions. This has led every marketer to turn to social media to reach their target market.

Alwana and Alshurideh [5] conducted a study on “The effect of digital marketing on purchase intention: Moderating effect of brand equity.” The study aimed to empirically research the impact of electronic word-of-mouth (EWOM) on purchase intention, with brand equity as a moderating factor. Data was collected from a model of 254 online shoppers of IKEA Jordan, using a random sampling technique. The results affirmed that digital marketing has a positive major impact on purchase intention, and the moderating effect of brand equity played a significant role. The study recommended that store administration focus on a sophisticated outline of positive brand value to enhance brand awareness through digital marketing approaches, such as social media platforms.

3 Statement of Problem

Online shopping through social media has become one of the latest services and a convenient method for purchasing goods. The present study aims to measure how online shopping through social media has surpassed the traditional method of shopping and assesses customers’ trust in this mode of purchase.

4 Purpose of the Study

- To observe awareness of digital media platforms among respondents in Coimbatore city.
- To analyze the buying behavior of consumers towards social media marketing.
- To estimate customer satisfaction with products sold through social media marketing.
- To identify problems encountered in social media marketing and provide suggestions for improvement.

5 Scope of the Study

The population of India is around 138 crores, with approximately 22.9 crores being youngsters. In this modern era, people are adapting to up-to-date technology, showing a preference for online shopping over traditional methods. Particularly, young people are keen on obtaining products through social media rather than traditional showroom shopping. The scope is to raise awareness of how social media marketing is thriving in today's circumstances. This research examines the impact of social media marketing on consumer buying behavior in Coimbatore.

6 Research Methodology

Primary and secondary data collection methods, including questionnaire techniques, were employed. Respondents of both genders were included in the study. A random sampling method was used, collecting 150 samples through a structured questionnaire designed to elicit honest opinions.

6.1 Sources of Information

The research is based on a survey of 150 smartphone users who prefer purchasing products through social media. The study utilized a structured questionnaire to examine customer buying behavior through social media.

6.2 Data Collection

Primary and secondary data were collected using a questionnaire as the study tool.

6.3 Sampling Technique

The random sampling method was employed to collect data from 150 individuals of different ages, with subsequent analysis and interpretation of the consolidated data.

6.4 Area of Study

The study on consumer perception was conducted in Coimbatore City, involving both male and female respondents who make purchases through social media.

6.5 Tools for Analysis

Tools such as the percentage analysis method, weighted average method, and Henry Garrett's ranking method were used to analyze customer satisfaction with purchasing products through social media.

6.6 Limitations

However, there are limitations to the study, including:

- The study is restricted to Coimbatore city.
- To adhere to the timeframe, the number of respondents was limited to 150.

7 Analysis and Findings

Interpretation: From Table 1, it is concluded that the number of female respondents is higher (58.7%). Many respondents in the survey belonged to the age category between 15–30 years (88.7%). Most of the respondents were Undergraduates (60.7%) and fall in the category of Students (66.7%). Most of the respondents had a monthly income below 20,000 (70%).

Interpretation

Table 2 inferred that the respondents ranked convenience of purchase as the most important factor that influenced them to purchase social media, followed by time-saving, different brands, Cost efficiency, Quality and Offers, and Discounts. Thus it can be inferred that convenience of purchase is an important factor.

Interpretation

From Table 3, many respondents agree that they are influenced by social media marketing, it was calculated using the weighted average method. The value of the weighted average is 3.72.

Interpretation: Based on Table 4, many respondents strongly agree that social media marketing advertisements are interesting and attractive. The value of the weighted average is 3.71.

Table 1 Shows the socio-economic profile of the respondent

Socio economic profile	No. of respondents	Percentage (%)
Gender		
Male	62	41.3
Female	88	58.7
Age (in years)		
15–30 years	133	88.7
31–45 years	9	6
46–60 years	8	5.3
61 years and above	–	–
Educational qualification		
SSLC	3	2
HSC	4	2.7
Undergraduate	91	60.7
Post graduate	32	21.3
Others	20	13.3
Monthly income		
Less than Rs. 20,000	105	70
Rs. 20,001–Rs. 40,000	30	20
Rs. 40,001–Rs. 60,000	13	8.7
Above Rs. 60,001	2	1
Occupation		
Student	100	66.7
Self-employed	14	9.3
Employee	14	9.3
Business/professions	15	10
Others	7	4.7

Source Primary data

8 Suggestions

The following are the suggestions were given:

- There is a high risk of fraudulent activities in Social Media Marketing, but it should be reduced to improve the reach of Social Media Marketing.
- Good quality products should be provided at a lower cost.
- Compared to urban areas, the awareness of Social Media Marketing in rural areas was low. So, the Social Media Marketing sectors should take the initiative to reach people in rural areas, which may increase the number of customers.
- Improve the Social Media Marketing site navigations for easy product search.
- Quick delivery of products option can be included when placing the order.

Table 2 Factors influencing to purchase of digital media

Factors	1	2	3	4	5	6	Total	Average scores	Rank
Convenience of purchase	3388	1512	2106	736	444	345	8531	56.87	I
Time-saving	2233	1701	2430	828	444	437	8073	53.82	III
Different brands	2002	2016	2484	1012	370	322	8206	54.71	II
Cost efficient	1848	1764	2106	1288	444	437	7887	52.58	IV
Quality	1155	1575	2700	1288	777	253	7748	51.65	V
Offers and discounts	1463	1701	2322	598	407	851	7342	48.95	VI

Source of data Primary data

Table 3 Social media marketing's influence over customers

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Weighted average
Your purchase is influenced by social media	27	58	56	4	5	150	3.65
	135	232	168	8	5	548	
Social media influences you to try new brands	33	58	55	3	1	150	3.79
	165	232	165	6	1	569	

Source of data Primary data

Table 4 Respondent's opinion on social media marketing advertisements

Statement	Strongly disagree	Agree	Neutral	Disagree	Strongly disagree	Total	Weighted average
Interesting and attractive advertisement	55	40	48	3	4	150	3.92
	275	160	144	6	4	589	
Interactive advertisement	33	53	59	3	2	150	3.74
	165	212	177	6	2	562	
Informative advertisement	39	48	59	2	2	150	3.8
	195	192	177	4	2	570	
Reliable advertisement	31	46	61	11	1	150	3.63
	155	184	183	22	1	545	
Ability to change views about the product	38	50	53	7	2	150	3.76
	190	200	159	14	2	565	
Credibility	32	46	58	9	5	150	3.42
	160	184	174	18	5	514	

Source of data Primary data

9 Conclusion

Almost all respondents were aware that digital marketing is the primary source of awareness, mostly through friends and advertisements. They were familiar with all the major social media platforms and used them regularly. People regularly purchase a variety of goods and services via social media, indicating that the quality of the products and services meets their expectations. The study also shows that social media marketing partially influences customers' buying behavior, as they tend to try new brands.

The major issues faced by the respondents were the delivery of low-quality products, followed by the delivery of different products, etc. The main changes desired by the respondents included cash on delivery, timely delivery, offers, and variety in products. Implementing these changes can enhance the quality of social media marketing.

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