

Available online @ www.iaraindia.com
RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655 (CIF), 2.78 (IRJIF), 2.77 (NAAS)

Volume VII, Issue 23

April - June 2019

Formally UGC Approved Journal (63185), © Author

A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR TOWARDS COLLEGE STUDENT AT TUTICORIN DISTRICT

Dr.M.MURUGESWARI

Assistant Professor of Commerce

G.KARTHIK

Research Scholar

Sri Parasakthi College for Women (Autonomous), Courtallam

Abstract

Social Networking Sites present across the world, ranging from Facebook, Myspace, Orkut, whatsapp etc among the rapidly growing list of Social Networking Sites. The following are main and primary objectives of the present study. To study the concept and development of social media in India and Tamil Nadu. To find out the best social media preferred by customers. The Simple Ranking Method in respect of way of preference of best social media in the study area. It is seen from the table that majority of the respondents preferred the social media is 'Facebook' first rank. The study clearly indicates that today's students access social media frequently for chatting, acquiring information, sharing updates and interacting with friends and peers this is yet another reason for the growing influence of social media on their buying choices.

Keywords: Household, Family and social life, Pepped, Power cables.

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 group.

The Internet and particularly social media have modified the shoppers and marketers communicating medium. With the help of internet 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.

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. Communication through social media is a new platform to exchange information about product and services. 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.

Social Networking Sites are still terribly a lot of its early stage but contains many software applications which are used worldwide, when it attains maturity stage, new applications will come into existence. Social

media concentrates on relationship with the users by way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, Myspace, Orkut, whatsapp etc among the rapidly growing list of Social Networking Sites.

Review of Literature

It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher. He/she will become expert in his/her subject and he/she will become Master. It shows what had already done and what type of work yet to be carried out. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicated what type of methodology was adopted by various experts researcher.

The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intends to study from the perspective of consumers, let alone those in Finland. Oftentimes, consumers feel differently from what marketers think, for instance what “brand engagement” via social media looks like to consumers may not be quite what marketers think.

Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities. Therefore social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, YouTube, MySpace, twiter, Facebook are examples of social media that are popular among all level of consumers.

Objectives of the Study

1. To study the concept and development of social media in India and Tamil Nadu.
2. To find out the best social media preferred by customers.

Limitations of the Research

1. The study is based on the opinion of

respondent (questionnaire) and these can be bias.

2. The samples are selected at random basis.

Gender Wise Classification

Gender is one of the key demographic variables of respondents of the present study. The frequency distribution of respondents on the basis of gender has been given in the table below:

S.No	Gender	No of Respondents	Percentages (%)
1	Male	28	67
2	Female	14	33
3	Total	42	100

Table 1 shows the frequency of gender of the research respondents. According to the figure, there are 28 (67%) of the respondents are male, and 14 (33%) of the respondents are female. The result indicated that the majority respondents in the survey are male.

Age Wise Classification

Age is one of the key demographic characteristics of respondents that affect the preference of social media in the study area of the present study. The frequency distribution of respondents on the basis of age is given below:

TABLE - 2

Age	No of Respondents	Percentages (%)
18 – 21Years	14	34
21 – 23 Years	12	29
Above 23 Years	16	37
Total	42	100

The table 2 explains the socio economic profile of respondents’ preference of social media in the study area. First, it gives age details of the members of selected customers. Referring to table above, most of the sample respondents are in the range of above 23 years old which represent 37 % or the frequency of 16. The second highest group is found between 18 to 21 years old which represent 34 % or the frequency of 14 respondents. There are 12 respondents who are falls under the category between 21 to 23 years old and the present occupied is 29 %. The overall observation of the table indicates that the majority of the customers are in the age group of above 23 years. It is true the mature age group customers are prefer the social media.

Education Qualification

Academic qualification of respondent plays significant role in the preference of social media in the study area. On the basis of academic qualification, the sample respondents may classify in the table given below:

S.No	Education Qualification	No of Respondents	Percentage (%)
1	UG	08	19
2	PG	10	24
3	M.Phil	18	43
4	Others	06	14
5	Total	42	100

The frequency of the educational qualification table reveals that 18 (43 %) and 10 (24 %) are finds completed their post graduate and philosophy in research program respectively. This value suggests that maximum numbers of customers are well educated in the study area. Mean while 08 (19 %) of the respondents have completed under graduate and 06 (14 %) of the respondents have qualification of others namely ITI and diploma etc. It means that very high number of sample respondents had highest qualification of philosophy in research.

Best Social Media Preference

S.No	Social Media	No of Respondents	Percentages (%)	Ranks
1	Whatsapp	37	88.09%	II
2	Youtube	29	69.05%	III
3	Facebook	40	95.23%	I
4	Others	18	42.85%	IV

Table 4 reveals the Simple Ranking Method in respect of way of preference of best social media in the study area. It is seen from the table that majority of the respondents

preferred the social media is ‘Facebook’ (first rank), followed by ‘Whatsapp’, (second rank), ‘Youtube’ (third rank), and others ‘Twitter and Myspace’ is the last rank. The above ranking mainly reveals that most of them have preferred one of social of media of facebook. Hence, it is found that the customers are eager to know in and around information and dissemination of common ideas, emotions and thoughts in the world.

Conclusion

The study clearly indicates that today’s students access social media frequently for chatting, acquiring information, sharing updates and interacting with friends and peers this is yet another reason for the growing influence of social media on their buying choices.

It is therefore essential for companies and brand builders to take social media marketing seriously and accord it the right priority in their overall marketing strategy. Organizations should also look to leverage the growing popularity of social media among adolescents today by promoting the right kind of products, providing the right information, differentiating their offerings from their competitors and propagating the right messages about their brand directly by them, as well as indirectly by their ambassadors who are their existing customers.

All these aspects will be instrumental in determining the future success of organizations in the digital age which is witnessing more and more adolescents resorting to social media and online shopping starting from a very young age. Mainly reveals that most of them have preferred one of social of media of facebook. Hence, it is found that the customers are eager to know in and around information and dissemination of common ideas, emotions and thoughts in the world.