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AN EMPIRICAL ANALYSIS OF ONLINE MEDIA ON BUYING BEHAVIORAL OF CONSUMERS IN MADURAI DISTRICT

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Abstract

Today, the globe is facing a brand-new phenomenon that's spreading rapidly in a very new cyberspace called online media. Online media, applications, platforms and online media aim to market interaction, collaboration and content sharing. The authors mainly discuss the impact of online media on customer purchasing intentions in Madurai, Tamil Nadu. To the present end, 200 respondents were selected using Madurai's convenience sampling technique. We constructed and used a well-structured questionnaire to gather respondent's opinions, and attenuated responses with tables, average score analysis. Consistent with the survey, the bulk of men interviewed affected online media, and other people were educated to the school level and led them to shop for products online. The results show that because the working hours of individual employees increase, they're more curious about purchasing products online through online media support, and therefore, the level of online media use has increased. Keywords: cyberspace, online media, platforms, purchasing intentions.

Keywords: *buying behaviours, purchase, marketing, customers, socio-economic*

Introduction

A media-appropriate social network that describes a series of up-to-date sources of online information that customers can create, launch, disseminate and use, with the goal of teaching each product, brand, offer, personality, and problem. Attitude toward social behavior forms behaviors that related to the customer's intentions. Because it is often related, you'll intentionally predict the particular behavior intentionally. Behavioral, subjective, and objective evaluation of a product or service also affects quality

during a marketing study, purchase intentions and buying behaviors might not be similar if the brand, price or time is stable, there's a high probability of predicting purchases using purchasing intentions.

Literature Review

Online media marketing is an efficient tool that companies can use to get higher revenues. The store is open 24 hours daily, seven days per week, and twelve months a year. You have more flexibility to feature or remove products than to order from customers. This

provides exposure to untapped market segments. Customers can find products at any store within the city so that they offer way more products than local malls. You can sell items from anywhere. It helps improve customer service.

Problem Statement

Due to the massive population, the massive population of vehicles, and therefore, the crowded environment of the town, the movement of individuals buying products is extremely enthusiastic and aggravating. So, you would like a special platform that creates it is easy to get products. In turn, after the expansion of smart phones and cyberspace, online media like Facebook, Twitter, WhatsApp, etc. play an important role in everyone's lifestyle. Therefore, most product manufacturers, marketers and online shopping websites advertise their products through various eye media. It's attracted strong online media users and may easily compare products from other online websites or infer what they have

Objectives of Research

Study the Socio-Economic profile of Madurai respondents.

Identify the impact of online media on Madurai respondent's purchasing intentions.

Discover product purchasing issues among sample respondents.

Research Design

The study is complied with the both primary and secondary data. The researcher has selected the respondents on the idea of sampling method. Respondents are selected equally from Madurai district to the different status of the society as per random method. The sample size is decided 200 respondents. There are differing types of statistical tools for analysis the collected data the important tools utilized in this study is like Percentage analysis, Chi-Square test, Weighted Ranking technique, and Liker's five-point scale are used for data analysis and interpreted.

Data analysis and interpretation

The social-economic variables such as gender, age, marital status, education, qualification, monthly income of the respondents are analyses through percentages.

Table 1
Social factor that affects the acquisition intention

Factors	Chi-Square Value		Degree of Freedom	Significant
	Calculated Value	Table Value		
Gender	11.09	5.99	2	*S
Age	15.24	7.81	3	*S
Marital status	7.32	9.48	4	*S
Education	10.07	7.81	3	*S
Occupation	12.41	5.99	2	*S
No. of earning members	5.96	7.81	3	*S

There is no significant impact of purchase intention between the respondent's social factors. The table above shows that the social factors like gender, age, education, and occupation, the calculated value of chi square test is bigger than the table value, the null hypothesis is rejected. Hence, it's inferred that gender, age, education, and occupation influence the acquisition intention. Hence, there's significant impact between purchase intention, and therefore, the respondents' gender, age, education, and occupation towards the acquisition. The social factors like legal status and number of earning members, the calculated value of chi square test is a smaller amount than the table value, and therefore, the null hypothesis is accepted. Hence, it is inferred that legal status and number of earning members doesn't influence the

acquisition intention. Hence, there's no significant impact between purchase intention, and therefore, the respondents'

legal status, and number of earning members towards the acquisition.

Table 2

Impact of online media on purchase intentions

Factors	Weight	1	2	3	4	5	Total	Weighted Score	Rank
Attraction of service	Respondents	87	31	43	28	11	200	60	II
	Weightage	20%	25%	25%	20%	10%	100%		
	Weight	17.4	7.75	10.75	5.6	1.1	17.4		
Increases the interest	Respondents	98	34	38	23	7	200	62.5	I
	Weightage	20%	25%	25%	20%	10%	100%		
	Weight	19.6	8.5	9.5	4.6	0.7	19.6		
Like to buy	Respondents	71	46	43	31	9	200	57.75	IV
	Weightage	20%	5%	25%	20%	10%	100%		
	Weight	14.2	11.5	10.75	6.2	0.9	14.2		
Definitely buy	Respondents	97	31	19	28	25	200	59.4	III
	Weightage	20%	25%	25%	20%	10%	100%		
	Weight	19.4	7.75	4.75	5.6	2.5	19.4		
Intend to purchase	Respondents	68	51	37	26	18	200	56.2	V
	Weightage	20%	25%	25%	20%	10%	100%		
	Weight	13.6	12.75	9.25	5.2	1.8	13.6		

Chi-Square test reveals that all the Socio-economic variables are significantly related to the Weighted Ranking technique has been used to interpret the factors determining the attitude of customers towards online media marketing

Findings

Analysis suggests that the majority of the interviewees can make better decisions before the purchasing products and services through online media support.

Analysis revealed significant differences between the means of various categories of independent variables selected, like age, education level, occupation, legal status, and level. Monthly income and knowledge using online media, and variable online media affects your

purchase intentions. However, there's no significant difference between the means of a male and feminine interviewed and therefore, the impact of online media on the intention to get within the research domain.

Conclusion

Research shows that middle-aged respondents recognized online media's greatest impact in the rapidly changing world of technology, Madurai seems to possess experienced rapid climb in online media used in recent years, which allows certain studies to be conducted within the context of the country. The results support the very fact that a lot of people living in Madurai are very involved in online media platforms like Facebook and Twitter. The study concluded that, speed, and therefore, the extent of data which will be gained from online

media marketing, there are variety of serious is advantages to the present sort of marketing those businesses take. The technology driven approach of selling leaves certain businesses vulnerable and overly -dependent upon technology. It plays a big role in influencing customer preference and selection towards various brands.

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