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A Study to Examine the Impact of Social Media Marketing on Consumer Buying Behaviour in Chengalpattu District

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Abstract

Many people now use social media to raise brand exposure, interact with customers, enhance website traffic and conversions, boost search engine results, and foster client loyalty. Businesses can remain competitive and fulfill their marketing objectives. The study only examined primary data from 120 people in the Chengalpattu District. The researchers concluded that most people were between the ages of 18-25 and most were women. The majority of respondents share images and messages on several social media networks. The vast majority of people agree that watching social media advertising affects their primary buying preference. Furthermore, the research found that more people strongly agree that they read internet reviews and blogs.

Keywords: Social media marketing, consumer buying behavior and percentage analysis

Introduction

Social media marketing (SMM) is a type of digital promotion in which you utilize social media channels to promote your trademark and goods to a specific community. Contrary to popular assumption, this includes more than just random postings to your company's accounts. A successful *SMM* campaign requires meticulous strategy and planning.

Once you've developed your company profiles, you must maintain and improve them. Next, establish a content calendar that outlines what you'll post, when you'll post it, and where you'll post it. Your postings will be a combination of text, photographs, videos, and tales that will positively position your brand and attract the correct audience.

In addition to creating distinctive, regular posts, you'll manage your reputation and establish a community by responding to comments, likes, and shares. Depending on your budget as well as your particular goals, *SMM* can also include sponsored social ads, which put your brand in front of those who need it at the right moment.

The Benefits of *SMM*

- Include a human factor in your business.
- Manage traffic
- Develop leads.
- Improve brand recognition.
- Create relationships

Types of *SMM*

You will find that some sites are a better fit for your brand and target audience than others.

- Instagram
- Face book
- YouTube
- Twitter
- Tiktok
- Pinterest
- LinkedIn

How to Develop a *SMM* Plan:

- Establish corporate goals and objectives.
- Identify your audience.
- Research your competition.
- Select your platforms.
- Create content
- Report and adjust on a regular basis ^[1]

Six Ways Social Media Impacts Consumer Behavior

- Consumers buy directly from social
- Consumers expect two-way engagement with brands
- Consumers turn to social media for customer service
- Consumers demand authenticity in the age of artificial aptitude
- Consumers desire more transparency, and less per formative activism

- Consumers are heavily influenced by social media reviews [2]

Review of Literature

Rajdeep (2016) the purpose of this research paper is to assess consumer behavior towards *SMM* and the association between social media and consumer behavior, using 150 persons as a sample size. The study uses statistical tools such as correlation and frequency distribution to analyze the data. Research has found that social media marketing has a positive impact on consumer behavior.

Ather Collins et al. (2018) the study sought to determine the association between *SMM* and consumer purchasing behavior. There were 100 active social media users in Peshawar. According to the study's findings, there is a positive association between *SMM* and consumer purchasing behavior, indicating that social media can be employed as an effective marketing strategy.

Murtaza (2021) this paper seeks to examine how various features of social media can influence consumer purchasing behavior. It discovered that in the digital era, simply creating a Face book side and publishing product images is insufficient to attract patrons; businesses must make active efforts to stay current with the most modern trends and fashion innovative and compelling content for their social media channels.

Johnson (2022) the study of the impact of *SMM* on consumer purchasing behavior, with a focus on the Kollam district in Kerala. The study's major goal was to assess customers' perceptions of social media marketing. The study employed easy example, with a sample range of 150 customers. For this investigation, the data were examined using both tabular and percentage methods. The researchers applied it for a year, from 2021 to 2022. It determined that the number of internet users is growing on a daily basis, and they acknowledged that social media networks are a new dimension that has become a part of business.

Mohanasujana (2022) the study's goal is to investigate how social media influences consumer purchasing behavior and the factors that drive individuals to spend more money on *SMM*. The study used descriptive research, and a suitable sample procedure was applied for selected participants. It stated that social media has a significant impact on consumers because it provides such a broad and positive medium for marketers to promote their businesses; they use it extensively and expand their business through appealing promotions and important information to users. **John Collins et al.** (2023) it was shown that there is a considerable positive correlation between *SMM* and client purchase behavior. Furthermore, we

discovered that excellent content, as an area of *SMM*, has the greatest influence on client purchase behavior.

Objectives

- To investigate the impact of *SMM* on consumer purchasing behavior in Chengalpattu District.
- Analyze customer perceptions of *SMM*.
- To determine the best social media channels used by customers in purchasing decisions.

Methodology

- This study is based on primary data collection through the questionnaire method in Chengalpattu District.
- Secondary data was also collected through various books, magazines, articles, and websites.
- This study conducted on a convenience sample with a sample size of 120 respondents.
- The study period for one year is 2023.

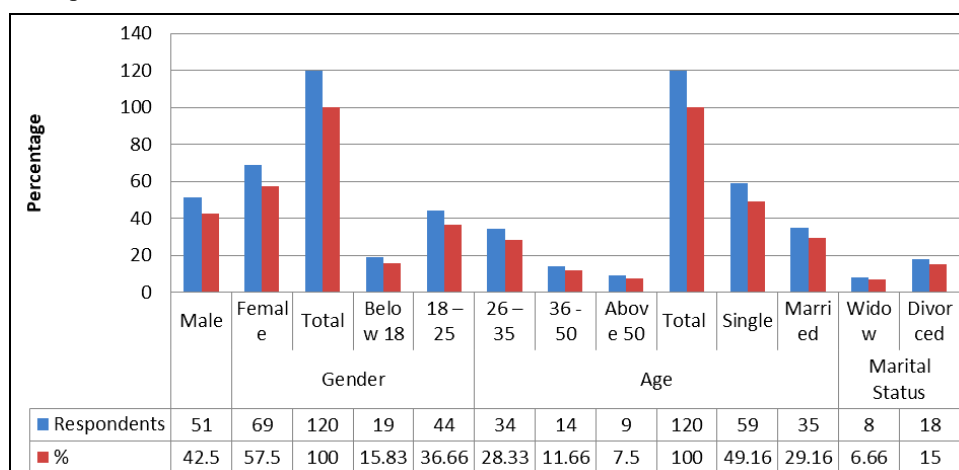
Results and Discussion

Table 1: Socio Economic Profile

Socio Economic Variables	Respondents	%	
Gender	Male	51	42.50
	Female	69	57.50
	Total	120	100
Age	Below 18	19	15.83
	18 – 25	44	36.66
	26 – 35	34	28.33
	36 - 50	14	11.66
	Above 50	09	7.50
	Total	120	100
Marital Status	Single	59	49.16
	Married	35	29.16
	Widow	08	6.66
	Divorced	18	15
	Total	120	100

Source: Primary Data

Table 1 presents an overview of the 120 participants. According to the table, women make up 57.50% of all responses. 36.66% of the respondents were between the ages of 18 and 25, while 49.16% were single.



Source: Primary Data

Fig 1: Socio Economic Profile

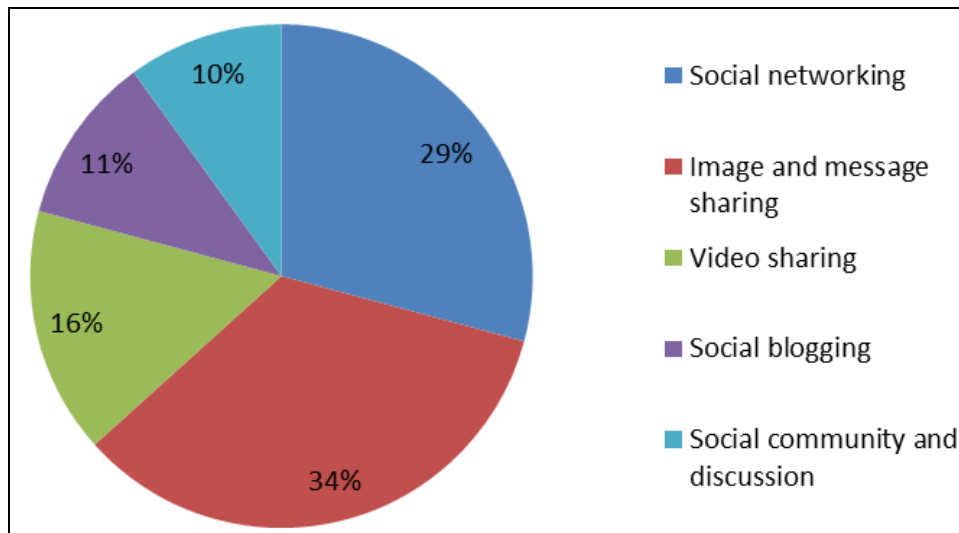
Table 2: Preference for Social Media

Particulars	Respondents	%
Social networking	35	29.16
Image and message sharing	41	34.16
Video sharing	19	15.83
Social blogging	13	10.83
Social community and discussion	12	10
Total	120	100

Source: Primary Data

According to Table 2, 34.16% of respondents share images and messages, 29.16% use social networking before making

purchase decisions, 15.83% share videos, 10.83% use social blogging, and 10% use social communities and discussions.



Source: Primary Data

Fig 2: Preference for Social Media

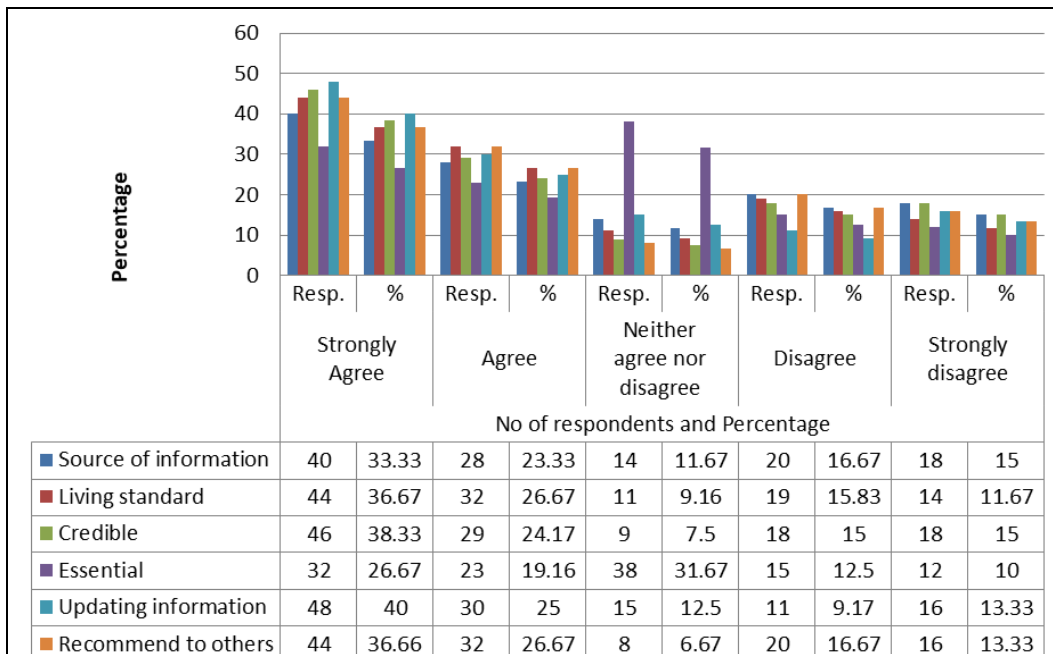
Table 3: Perception towards Social Marketing

Particulars	No of Respondents and Percentage									
	Strongly Agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree	
	Resp.	%	Resp.	%	Resp.	%	Resp.	%	Resp.	%
Source of information	40	33.33	28	23.33	14	11.67	20	16.67	18	15
Living standard	44	36.67	32	26.67	11	9.16	19	15.83	14	11.67
Credible	46	38.33	29	24.17	09	7.5	18	15	18	15
Essential	32	26.67	23	19.16	38	31.67	15	12.5	12	10
Updating information	48	40	30	25	15	12.5	11	9.17	16	13.33
Recommend to others	44	36.66	32	26.67	08	6.67	20	16.67	16	13.33

Source: Primary Data

Table 3 presents 120 respondents' perceptions concerning SMM. 33.33% of respondents strongly agree that social media platforms are valuable sources of marketing knowledge. 36.67% strongly agree that SMM improves quality of life.

38.33% agree that social media marketing is reliable, while 31.67% are undecided about its importance. 40% strongly agree that SMM provides updated information, and 36.66% recommend to others.



Source: Primary Data

Fig 3: Perception towards Social Marketing

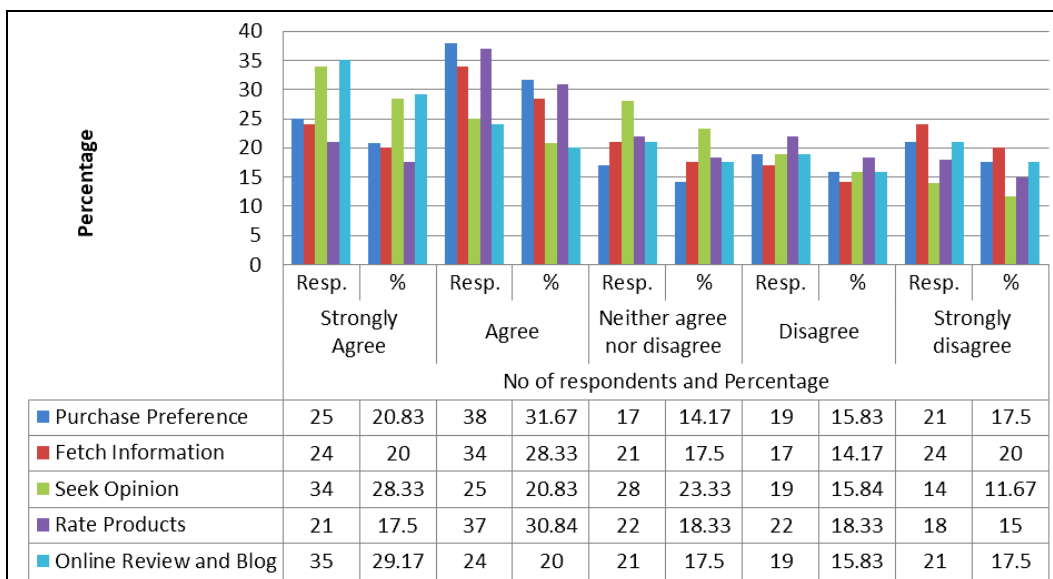
Table 4: Buying Behavior

Particulars	No of respondents and Percentage									
	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
	Resp.	%	Resp.	%	Resp.	%	Resp.	%	Resp.	%
Purchase Preference	25	20.83	38	31.67	17	14.17	19	15.83	21	17.5
Fetch Information	24	20	34	28.33	21	17.5	17	14.17	24	20
Seek Opinion	34	28.33	25	20.83	28	23.33	19	15.84	14	11.67
Rate Products	21	17.5	37	30.84	22	18.33	22	18.33	18	15
Online Review and Blog	35	29.17	24	20	21	17.5	19	15.83	21	17.5

Source: Primary Data

Table 4 indicates the impact of SMM on consumer purchasing behavior among 120 respondents. 31.67% have agreed to reconsider their initial purchase decision after witnessing SMM. 28.33% agree to receive information about products

and services. 28.33% strongly agree with looking for product reviews, while 30.84% rate things online. 29.17% of respondents strongly agree that they read online reviews and blogs.



Source: Primary Data

Fig 4: Buying Behavior

Findings

- Socioeconomic profile highlights that women make up the vast majority of the population. Also, the majority of people are between the ages of 18 and 25, with 49.16% single.
- The majority of people use image and message sharing.
- Most people strongly agree that *SMM* is a valuable source of knowledge.
- Most of the respondents strongly agreed that *SMM* enhances the quality of life.
- Most people agree *SMM* is legitimate.
- Most people neither agree nor disagree with the essentiality of *SMM*.
- The majority of people strongly agree that *SMM* updates its information and recommends it to others.
- Furthermore, it was discovered that the majority of respondents say that they changed their initial buying preference after observing *SMM*.
- Most people agree to receive information about products and services.
- Most people strongly agree with looking for product reviews and ratings online.
- The majority of the respondents strongly agreed to check online reviews and blogs.

Conclusion

The researchers concluded that the majority of the respondents were female, and most were between the ages of 18 and 25. Most of the respondents use picture and information sharing on various social platforms. Most people agree to change their initial purchase decision after seeing social media marketing. Also, it revealed that more people strongly agree with looking at online reviews and blogs.

Limitations of the Study

- The researchers focused on *SMM* among Chengalpattu District.
- Data collection: primary data (questionnaire method) and study period: 2023.
- Percentage analysis was used.

Abbreviation

*Social Media Marketing-SMM

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