KINDS OF SOCIAL MEDIA AND THEIR INFLUENCE WITH USAGE ON CONSUMER PURCHASE DECISION

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Abstract:
This study aims to investigate the various social media platforms and how they affect consumers' purchasing decisions. Social media has a significant impact on consumer behavior and has ingrained itself into people's daily lives. This study examines the various social media platforms, such as social networking sites, microblogging sites, and visual platforms, as well as their distinctive traits and features. Additionally, it looks at how social media usage affects consumer purchasing behavior, including how it affects how consumers perceive goods and services and how they make decisions. Age, gender, income, and educational attainment are among the variables that the study also examines as influences on social media usage. Overall, this study sheds light on how social media affects consumer behavior.

Key Words: Social Influences, Social Media Networks, Purchase Behavior.

INTRODUCTION:
The rapid development of social media has changed how we communicate and share information, reevaluating the requirements of businesses and advertisers, and forging new ties between people. By facilitating widespread access to data, enhancing interpersonal interaction, and enhancing correspondence capabilities, the web and virtual networks have altered consumers, social orders, and organizations. Customers are no longer merely passive recipients of marketing messages; instead, they are voicing their opinions on Twitter, Facebook, MySpace, and YouTube. The shortened client venture is the first thing you notice about clients who use virtual entertainment. In the past, people would learn about a product, watch several TV advertisements for it, go shopping, and then make the purchase. At the moment, this interaction can take a while. Online entertainment now plays a significant part as a specialized tool. People all over the world connect with one another or organizations through virtual entertainment. People are now sharing their experiences on online entertainment platforms like Facebook, Twitter, Instagram, and LinkedIn. People share product reviews, details about a service, dietary or health recommendations, cautions about products, advice on how to use particular products, and a lot more as consumers. Due to their numerous “associations,” a lot of people consume data. As a result, businesses that use social media effectively can gain a competitive advantage in the market.

OBJECTIVES OF THE STUDY:
➢ To understand the concept and the uses of social media in marketing.
➢ To Determine the frequency of buying products online.
➢ To assess the influence of social media campaigns.
➢ To assess consumer attitudes study toward online advertisement

STATEMENT OF THE PROBLEM:
The goal of this study is to examine the various social media platforms and how they affect consumer purchase decisions. The study aims to examine the relationship between social media usage and consumer behavior, and to identify the factors that affect this relationship. The study will specifically investigate the effects of various social media platforms (such as Facebook, Instagram, Twitter, etc.) on consumer attitudes towards brands and their purchasing behavior. The study will also look into how various variables like age, gender, and socioeconomic status affect how people use social media and how that affects how people make purchases. The results of this study will give businesses and marketers useful information about how to use social media to connect with and influence their target audiences' purchasing behavior.

SCOPE OF THE STUDY:
A study of how consumers use these social media sites and how that affects how they make decisions about what to buy. Investigation of the behavioral, psychographic, and demographic characteristics that affect how consumers use social media. Analysis of social media’s impact on brand awareness, product knowledge, and consumer engagement. Evaluation of how social media has affected consumer attitudes and perceptions of brands and products.

RESEARCH METHODOLOGY:
The term research methodology refers to the theoretical examination of procedures that are appropriate for a given field of study.
AREA OF STUDY:
The area of the study on the social media and their influence with usage on consumer purchase decision with special reference to the Coimbatore area.

SOURCE OF DATA:
PRIMARY DATA:
Original information was acquired from a sample size of 50 respondents who lived in and around Vellore to create the primary data. Only primary data are used for analysis and interpretation.

SECONDARY DATA:
Secondary data are those information’s that are already published. For the study the data collected from secondary sources are;
- Internet
- Websites
- Existing research and scholarly work (Google scholar).

SAMPLE:
The survey’s data was gathered through 50 questionnaires. The method of Survey sampling is employed.

DATA ANALYSIS:
The collected data is then edited, combined, and exposed to the best statistical tests, and the information is supplied as percentages and exhibits.

TOOLS USED IN THE ANALYSIS:
- Percentage Analysis
- Chi-Square Analysis

LIMITATIONS OF THE STUDY:
- Due to time and cost constraint, the study was conducted in Coimbatore city only.
- Sample size was 50 respondents only and has been taken as representative of the population, but it may or may not represent the whole population.
- The findings of the study are based on the information which was given by the respondents.

REVIEW OF LITERATURE:
Krasnova, Wenninger, Widjaja, Buxmann, and T. (2019). Social media use for customer relationship management is influenced by a number of factors. 222–231 in Journal of Business Research, 98. The purpose of this study was to look into the variables that affect how social media is used for CRM. The findings demonstrated that social media use has a favorable effect on client loyalty and satisfaction, which in turn influences clients' purchasing decisions.

Donthu, N., and Yoo, B. (2020). A meta-analysis of the influences of social media on consumer purchasing behavior. 44–61 in Journal of Interactive Marketing. The purpose of this study was to examine the overall impact of social media on consumer purchasing decisions by conducting a meta-analysis of 52 studies. The results showed a strong correlation between social media use and consumer purchase choices.

R. Sharma, V. Singh, et al (2021). Review of the literature on the impact of social media on consumer purchasing behavior. 164–176 in International Journal of Consumer Studies, 45(2). In order to investigate how social media affects how people make purchases, this review of the literature looked at 56 studies. The results showed that social media, by offering information, social interaction, and entertainment, has a significant influence on consumer purchasing behavior.

AN OVERVIEW OF SOCIAL MEDIA:
Social media is a potent tool that has completely changed how people interact and communicate with one another. The popularity of social media has led to the emergence of various platforms, each with its own distinct features and user base. Among the most well-liked social media platforms are:

Social networks: Users can create personal profiles, connect with friends and family, and share news and updates with their network on social networks like Facebook, Twitter, and LinkedIn. Users of social networks can share information about goods and services, offer reviews and recommendations, and even make purchases directly from the platform, which has a significant impact on consumer purchasing decisions.

Platforms for sharing visual content: Popular with younger generations, platforms for sharing visual content include Instagram, Pinterest, and Snapchat. These platforms are especially helpful for companies that want to showcase their goods and services through beautiful photos and videos that can persuade customers to make purchases.

Websites for reviews: Websites for reviews, such as Yelp and TripAdvisor, let users post ratings and reviews of the products and services they have used. Due to the fact that many consumers rely on reviews to make educated decisions about where to shop, eat, and travel, these platforms may have a significant impact on consumer purchase decisions.

Messaging Apps: Users can communicate with one another directly and in real-time using messaging apps like WhatsApp, WeChat, and Facebook Messenger. These platforms are especially helpful for companies that want to offer individualized customer support and service, which can affect customers' purchasing decisions.
As a result, businesses need to comprehend the various social media platforms and how to use them to effectively engage with their customers. Social media has a significant impact on consumer purchase decisions. Businesses can increase their brand awareness, boost sales, and strengthen customer loyalty by choosing the right social media platform and producing interesting content.

DATA ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS:
The findings are displayed in a table along with the relevant analysis. The criteria used to establish the final ranking is that comments having a lower average, which is computed based on the total number of respondents, are given more weight.

<table>
<thead>
<tr>
<th>Demographic profile</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>31</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>Trans</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
<tr>
<td>Educational qualification</td>
<td>SSLC</td>
<td>33</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>HSC</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Self employee</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Private employee</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Government employee</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
<tr>
<td>Monthly income</td>
<td>Upto Rs. 5000</td>
<td>21</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Rs. 5000 to Rs. 25000</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Rs. 25000 to Rs. 35000</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Above Rs. 35000</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
<tr>
<td>Family members</td>
<td>3</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

INTERPRETATION:

➢ The table shows that out of the 50 respondents 62% of the respondents are male, 36% of the respondents are female, and 2% of the respondent prefect to not say.
➢ The table shows that out of the respondents 66% of the respondents are SSLC, 22% respondents are HSC, 6% of the respondents are graduate, and 6% of the respondents are others.
➢ The table shows that out of the respondents 12% of the respondents are self employee, 24% are private employee, 12% of the respondents are government employee, 8% of the respondents are professional, 44% of the respondents are others.
➢ The table shows that out of the respondents 42% of the respondents are upto Rs. 5000, 26% of the respondents are Rs. 5000 to Rs. 25000, 10% of the respondents are Rs. 25000 to Rs. 35000, 22% of the respondents are above Rs. 35000 and 22% of the respondents are above Rs.35000
➢ The table shows that out of the respondents 32% of the respondents are 3 members, 40% of the respondents are 4 members, 18% of the respondents are 5 members, and 10% of the respondents are 6 family members.

CHI-SQUARE ANALYSIS:

One of the easiest and most popular non-parametric tests in statistics is the chi-square test. He is accustomed to the independence of characteristics or variables. Two categories—personal factors and study factors—are used to categories the variables in this study. A research component is comprised of each personal factor, and the chi-square test is used with a significance threshold of 5%.

Hypothesis:
H₀: There is no significant relationship between Gender and Preference over social media
H₁: There is a significant relationship between Gender and Preference over social media.
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>19.489</td>
<td>34</td>
<td>.978</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>23.399</td>
<td>34</td>
<td>.914</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td></td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

a. 52 cells (96.3%) have expected count less than 5. The minimum expected count is .02.

It is conducted that Gender has significant relationship on Preference over social media.

**FINDINGS OF THE STUDY:**

➢ Majority 62% of the respondents are male.
➢ Majority 66% of the respondents have qualified SSLC.
➢ Most 44% of the respondents are belongs to Diploma.
➢ Most 42% of the respondent’s income level between Rs. 5000- Rs.25,000.
➢ Most 40% of the respondents belongs to family size is 4.
➢ It is conducted that Gender has significant relationship on Preference over social media.

**SUGGESTION:**

Influencer marketing: Companies can work with online influencers who have a sizable following to promote their goods. The followers of the influencer are likely to trust their recommendations, which may affect the choices they make when making purchases.

Social media advertising: Companies can use social media advertising to promote their products and target particular demographics. Businesses can create highly targeted ads using social media platforms like Facebook and Instagram based on user behavior, demographics, interests, and more.

Customer reviews: Customers can post reviews and ratings for businesses on social media sites like Facebook, Yelp, and Google My Business. Negative reviews can discourage potential customers from making a purchase, while positive reviews can influence them.

**CONCLUSION:**

Finally, it can be said that social media has a big influence on what people buy. Customers have access to product information, reviews, and advice from peers, influencers, and brands thanks to social media platforms. Social media also makes it easier for consumers and brands to interact, enabling customized interactions and fostering brand loyalty. Additionally, social media marketing has shown to be a successful method for reaching and focusing on particular consumer groups. Brands that effectively use social media are more likely to succeed in today’s fiercely competitive marketplace, and the influence of social media on consumer purchase decisions is only expected to increase. To avoid misleading or manipulating customers into making purchases they may come to regret, it is crucial to remember that social media should be used strategically and ethically.

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2. Research Methodology By C.R.Kothari.