



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

# IJIRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 11, Issue 6, June 2022

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 8.118



9940 572 462



6381 907 438



ijirset@gmail.com



www.ijirset.com

# An Empirical Study on Impact of Social Media Marketing on Consumer Buying Behavior with Reference to Erode District

**Dr. V. Manimegalai, R. Krishnaprasad Pillai**

Professor and Head, Department of Management Studies, Nandha Engineering College(Autonomous), Erode, India

II MBA Student, Department of Management Studies, Nandha Engineering College (Autonomous), Erode, India

**ABSTRACT:** The growth of the technology and the internet has made people to communicate very easily and it has made people to interact with new ones. It also allows people to share information as media also. At this time marketers grab this opportunity to make an impact on the consumer buying behavior. The goal of this study is to know how social media marketing makes an impact in the consumer buying behavior. For this purpose a survey has been made. A brief introduction about how social media has evolved also been provided. The earlier stages of the social media seems to be very creative. The process how these social media platforms attract consumer and how do they affect the consumer buying behavior is important. The study is yet to show how consumer behaves to various concepts in social media marketing.

## I. INTRODUCTION TO THE STUDY

Digital marketing is an element of marketing that uses internet and the online digital technologies such as computers and mobile phones to promote products and services. Businesses and brands had an idea to use technology for marketing at the period of 1999-2000. The digital age had its growth rapidly and people also started using it in huge level. Digital marketing extends its contribution to non internet channels. The kinds of the digital marketing are as follows. Affiliate marketing, Display advertising, Email marketing, Search engine marketing, Social media marketing, Social networking services, In game advertising, Online public relations, Video advertising, Native advertising, Content marketing.

## II. STATEMENT OF THE PROBLEM

Social media marketing has a great impact on the consumer buying behavior but we have to know how much the consumers were aware of these because there could be a occurrence of sharing negative information. It will be too late to realize what the actual content is all about. There are some of the trust issues with social media marketing. Here we are about to witness how the social media marketing impact consumer buying behavior.

## III. OBJECTIVE OF THE STUDY

To analyze the impact of social media on consumer buying behavior.

## IV. SCOPE OF THE STUDY

- The study helps to know the consumer's favored source of information for decision of buying a product.
- The study helps to identify which Social media factor contribute to consumer buying behavior.

## V. LIMITATIONS OF THE STUDY

- Technical issues like unavailability of internet.
- It was difficult to know whether the respondents are filling the survey with proper presence of mind.

## VI. REVIEW OF LITERATURE

**Janna .M. Parker (2019)** explains the role of social media marketing governance. Also presented questions to the persons in workplace to make a evidence for the study and their reactions on social media posts. They are mentioning



about how the employees react towards a social media post at the workplace and most importantly about the awareness has explained.

**Rui Yong (2020)** explains about the role buyers attitude towards social media marketing. Explains the relationship between buyers and the sellers. Describes how the social connection makes an impact on buying behavior. They used the data's of large social media platform ( we chat) for the study. They also provide suggestions for social media marketing.

**Lin Liao (2021)** explains about the effect of social media marketing channels and event on movie box office, their study strongly concentrated on the movie industry. Aims to investigate how various channels and event in social media marketing achieve box office success through different consumer's responses.

**Apol Priyadi Subriadi (2022)** explains about how social media makes an involvement in marketing. This study was aiming how social media marketing had a rise during the pandemic situation and analyzed all well known articles from well known publishers. The results of the study are upon about satisfaction, loyalty, product usefulness, quality.

## **VII. RESEARCH METHODOLOGY**

Research methodology is a structured path of exploration of some facts through the study of the object. The illustrative methods was used to carry this study. It is the use of specific techniques to identify, select, process, analyze information about the topic. It allows the reader to evaluate the reliability of the study.

### **7.1 RESEARCH DESIGN**

Research design refers to the substructure of research methods and techniques by the researcher. The design that is used by the researcher allows them to use the suitable methods for their study. For this study the questionnaire survey method has been used.

### **SAMPLING TECHNIQUE**

In this study convenient sampling technique is used.

### **SAMPLE SIZE**

In this study the size of the sample is 150.

### **DATA COLLECTION METHODS**

The data consists of both primary data and secondary data.

### **PRIMARY DATA**

The primary data has been collected in the form of questionnaire.

### **SECONDARY DATA**

The secondary data has been collected from various websites.

### **QUESTIONNAIRE**

The questions were arranged in logical sequence. They were sent to the persons concerned with a request to answer the questions.

### **7.2 STATISTICAL TOOLS USED**

- Simple Percentage analysis
- Weighted average Ranking method

### **SIMPLE PERCENTAGE ANALYSIS**

It is used to know the accurate percentages of the data. It is done through the below formula.

Simple Percentage analysis=

No of respondents

\* 100

Total no of respondents

**WEIGHTED AVERAGE RANKING METHOD**

The ranking is the data information in which the numerical or either values are replaced by their rank when the data is sorted. The weighted average that makes a concern of varying levels of the importance of number is a set of data.

Here in this study the rank has been given for the problems faced by consumers due to social media.

$$XW = \sum WX / \sum X$$

X – weightage

W – Number of respondents

**8.DEMOGRAPHIC DETAILS**

Details of the respondents		Number of respondents	Percentage
Age	Below 20 years	9	6
	20-30 years	60	40
	30-40 years	61	41
	Above 40 years	20	13
	Total	150	100
Gender	Male	103	69
	Female	47	31
	Total	150	100
Educational qualification	HSC	12	8
	Diploma	52	35
	Undergraduate	86	57
	Total	150	100
Marital status	Married	91	61
	Unmarried	59	39
	Total	150	100
Level of income	Below 20,000	23	15
	20,000-30,000	55	37
	30,000-40,000	51	34
	Above 40,000	21	14
	Total	150	100

**INTERPRETATION**

From this study we could know that 41% of respondents belong to the age category of 30-40 years, 69% of respondents are male, 57% of respondents are undergraduates, 61% of respondents are married, 37% of respondents level of income is 20,000-30,000.

**VIII. TABLE SHOWING THE PROBLEMS FACED BY RESPONDENTS DUE TO SOCIAL MEDIA**

S. No	Problems	Weighted average score (%)	Weighted average score (in person)	Rank
1	Hacking	8.7	21	1
2	Payment issue	8	20	2
3	Scam	10.7	18	3

4	Damage in packaging	10	18	3
5	Ethical issues	9.3	17	4
6	Privacy and security	11.3	16	5
7	Poor quality of products	11.3	16	5
8	Different versions of same information	14.7	13	6
9	Delay in delivery	16	11	7

## INTERPRETATION

From the above table we could know that hacking is ranked first with the score of 21. Payment issue holds the second rank with the score of 20. Scam and damage in packaging holds on to third rank with a score of 18 each. Ethical issues has the fourth rank with the score of 17. Privacy and security, poor quality of products holds the fifth rank with the score of 16 each. Different versions of same information has the sixth rank with the score of 13. Delay in delivery holds the seventh rank with a score of 11.

## IX. FINDINGS

1. Here in this study we could find that hacking holds the first rank with the weighted average score of 21.
2. Payment issue holds the second rank with the weighted average score of 20.
3. Scam and damage in packaging holds the third rank with the weighted average score of 18.
4. 57% of respondents have the educational qualification of under graduation.
5. Majority of respondents have the level of income between 20,000-30,000.

## X. SUGGESTIONS

1. The problem of hacking could be avoided by following the privacy measures.
2. To prevent the payment issue, we should check the network before involving into any kind of online payment.
3. To avoid scam proper investigation about the product has to be conducted.
4. In case of damage in packaging, we could make a drawback.

## XI. CONCLUSION

This study brings out the impact of social media on consumer buying behavior. And it has been shown through the problems faced by the consumers. The rank has been provided for those problems which are faced by consumers. Preventive measures for those problems has also been provided through the suggestions.

## REFERENCES

1. Janna. M. parker james Madison university, MSC 0205, zane showker hall, room 529, Harrisonburg, VA 22807, USA, journal of business research volume 103, October 2019, pages 1-9.
2. Ruiyong Dongwu business school, Soochow University, no 50. Dongguan road, Suzhou, 215021, Jiangsu, China. Computer in human behaviour, volume 110, September 2020, pages 106-376.
3. Lin Liao Guanghua school of management, Peking University, china. Information and management, volume 58, issue 7, November 2021, 103-481.
4. Apol Priyadi Subriadi department of information systems, ten number institute of technology, jalan Raya sukolilo, surabaya 60111, Indonesia. Procedia computer science, volume 197, 2022, pages 102-109.





**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
**Impact Factor: 8.118**



**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
**INDIA**



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



**www.ijirset.com**

Scan to save the contact details