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A study on impact of social media advertising on consumer buying decision with special reference to Tiruppur

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ABSTRACT

The Social media is changing traditional marketing communication. Consumers are increasingly using social media to search for information and turning away from traditional media such as television, magazines, radio. Companies, therefore, need to create effective online advertising strategies to capitalize on current market segment by incorporating effective features in online advertising, especially in social media. Social media advertising introduced a new, complex and uncontrollable element in consumer behavior presenting a new challenge to the marketers. This study is an attempt to identify their role and describe their impact on consumer buying decision. This research gives explanation on how individuals are attending, processing, and selecting the information on social media advertising before a purchase.

INTRODUCTION

Social Media is any type of application or website that allows people to create, share, and exchange information, ideas, pictures/videos in personal virtual networks. Websites like Facebook and Twitter and applications such as Instagram and SnapChat are examples of social media. Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms. [1]

OBJECTIVE OF THE STUDY

- To identify the demographic profile of the respondents
- To rank the consumer perception towards social media advertising

STATEMENT OF THE PROBLEM

This study aims to investigate the behavior of social media users towards targeted advertising on their homepage. It will measure the behavioral adaptations and changes in user's attitude towards these advertisements. There is a rise in advertisements of online social networks, and perception of users regarding targeted messages on popular network like Facebook is known to greater extent. Marketers should be enabled to reach users with relevant advertisements and personalized messages. Such targeting will increase the value of advertising for both advertisers and social network users. [2-5]

SCOPE OF THE STUDY

- The study would help in gathering the opinion of people for social media, how do they use it, what are the things that they do on social and professional networking sites and how these sites

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help to promote products and service.

- The study further helps in analyzing the benefits of promoting through social media, identifying how to they attracted towards branding and promoting via social media.

LIMITATION OF THE STUDY

- Market research is conducted to various respondents so biases such as mood, feelings act on research settings.
- The responses from the respondents could be biased which ultimately affects the results shown by marketing research.

REVIEW OF LITERATURE

- Chung and Austria, 2010: Over the last few years, researchers and practitioners have written on variety of issues related with social media and social media marketing. Researchers have explored the consumer behavior and attitude toward social media sites and implications for marketers.
- Boyd and Nielsen (2006) reported that the top ten social networking sites developed with the passage of time, and its number of users increases from 46.8 million to 68.8 million. This rating reveals the important information about how new generation interacts with each other.
- Hensel and Deis (2010) are of view that marketers should consider positively the use of social media to influence the consumer behavior. There are benefits, drawbacks, and challenges associated with any social media strategy, and these must be addressed before a specific social media strategy is implemented.

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analyzing needed information.

Descriptive research

Descriptive research design is used for the study, it is a fact finding investigation with adequate interpretation.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non – probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by researcher. In this research primary data are collected directly from the Respondent by using Questionnaire.

Secondary data

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyze and interpret collected data the following simple percentage and ranking were used

Formula

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Hentry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} = 100 (R_{ij} - 0.5) N_j$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

Table 1: Demographic profile of the respondents

Details of the respondent	No. of Respondents	Percentage
Age(in years) 16-20	16	16
	21-25	63
	26-30	09
	31 & above	12
	Total	100
Gender	Male	48
	Female	52
	Total	100
Occupation	Student	49
	Employee	29
	Business	14
	Others	08
	Total	100

Interpretation

From the above table it is evident that percentage of age group 16-20 year is 16%, percentage of age group between 21 – 25 years is 63%, percentage of age group between 26 – 30 years is 9% and percentage of age group above 31 years is 12%. From the above table, it is evident

that 48% of the respondent's gender groups are male, 52% of the respondent's gender groups are female, and occupation of the respondents are found that 49% of the respondents are the students, 29% of the respondents are the employee, 14 % of the respondents are business people and 8% of the respondents are comes under other works.

Table 2: Problems faced by respondents while balancing work life.

S. No	Problems	Mean Score	Total Score	Rank
1	Reaches all demographics	320	1600	2
2	Share lot about the business on various platform various platform	326	978	4
3	Hacking personnel data from customer	298	1788	1
4	Committing fraudulent practice through social media	392	784	5
5	Update and alerts regarding products or services through social media sites	322	1288	3
6	Referring reviews while considering any product and service.	432	432	6

Interpretation

From the above table it is evident that “Hacking personnel data from customer” is ranked as no 1 with total score of 1788. “Reaches all demographics” is ranked as no 2 with total score of 1600. “Update and alerts regarding products or services through social media sites” is ranked as no

3 with total score of 1288. “Share lot about the business on various platforms” is ranked as no 4 with total score of 978. “Committing fraudulent practice through social media” is ranked as no 5 with total score of 784. “Referring reviews while considering any product and service” is ranked as no 6 with total score of 432.

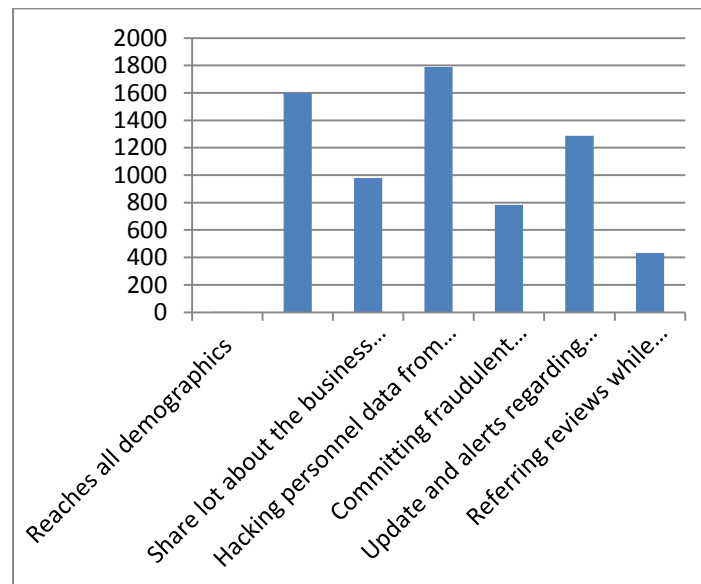


Figure: 1 problems faced by respondents while balancing work life

FINDINGS

- “Hacking personnel data from customer” is ranked as no: 1 with total score of 1788.
- “Reaches all demographics” is ranked as no: 2 with total score of 1600.
- “Update and alerts regarding products or services through social media sites” is ranked as no: 3 with total score of 1288.

SUGESSTIONS

1. Don't reply to unknown sources and stranger links.
2. Various subscriptions are made by consumers to keep themselves update with the new launches and the changes in the existing products/ services.
3. Social media plat forms have broken through the barriers and created a perfect way for starting or established companies to reach all demographics. It removes boring feel of general text ads and offers interactive possibilities that will entertain the audience.

CONCLUSION

Communication about the product or service provides a major contribution to brand competition in the market. It not only provides information about a product or service but also promotes creative innovation. Besides advertising, it also facilitates consumer satisfaction. The hidden fact is that no brand can progress without effective communication strategy to attract their customers or users. Big and small variety of brands nowadays laid their base on social network communication to get recognized in the target market.

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