

# Consumer Buying Behaviour Towards Social Media

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## Abstract

The digital age, platforms like Facebook, Instagram, and Twitter have transcended mere social networks, transforming into dynamic marketplaces where individuals not only connect but also shape their purchasing preferences. To analyze the consumer buying behavior towards social media this study has been taken. 50 samples were collected. To find out the socio economic profile and consumer buying behavior towards social media. The collected data were analyzed using simple percentage method and Garrett ranking . The findings states that instagram use on daily basis. The customers are highly satisfied in buying behavior on social media. This study states that the role of influencers, targeted advertising, and of trends has transformed social media into a bustling marketplace where every click, like, and share contributes to the consumer choices.

**Keywords:** Consumer, Social Media, Buying Behavior, Influencers

## Introduction

In the contemporary landscape of commerce, the pulsating heart of consumer decisions beats within the realm of social media. As we traverse the digital age, platforms like Facebook, Instagram, and Twitter have transcended mere social networks, transforming into dynamic marketplaces where individuals not only connect but also shape their purchasing preferences. The impact of social media on consumer buying behavior is a multifaceted phenomenon, weaving together the threads of information, influence, and connectivity. The information gathering to the rise of influencers, targeted advertising, and the trust and privacy, the journey through the digital marketplace is marked by experiences that businesses must navigate to stay relevant.

## Review of Literature

1. **Omar Hamdan Mohammed Alkharabsheh and et.al (2021)** made an study on “**The impact of content marketing, social media marketing and online convenience on consumer buying decision process**”. The objective of the study is to find the digital marketing elements that effect consumer buying decision. The finding of the study states that customers are influenced by the social media content marketing.
2. **Rabab Murtaza (2021)** examined a study on “**Impact of social media on consumer buying behavior**”. The objective of the study is to find the source influencing the consumer buying behavior. The finding of the study states that the customers are attracted by social media marketing and it makes the purchase intention.

3. **Khalid Jamil and et.al (2022)** carried out a study on “**Role of social media marketing activities in influencing customer intentions a perspective of a new emerging era**”. The objective of the study is to explore social media marketing activities. The finding of the study states that significant impact on the intentions of the users.
4. **Dr.M.P.Kumaran and et.al (2022)** examined a study on “**Consumer buying behavior towards social media marketing**”. The objective of the study is to find the factors influencing the customers to purchase the product. The finding of the study states that discount and deals on social media, likes and comment about the product makes customers to purchase the product.
5. **John Harri Cabales and et.al (2023)** made a study on “**The influence of social media marketing on customer purchasing behavior of senior high school students**”. The objective of the study is to find that to determine the influence of social media marketing. The finding of the study states that quality of content best influences customer purchasing behavior.

**Objectives of the study**

- ✓ To analyze the source of social media that influences the buying decision
- ✓ To examine the level of satisfaction of consumer buying behavior
- ✓ To analyze which social media platform influences the buying behavior.

**Research Methodology**

This study is an empirical study based on Survey method. Both primary and secondary method has been used. Primary data is collected with a well framed questionnaire. A sample of 50 has collected using convenient sampling method. Secondary data is collected from magazines and journals. Statistical tools like Simple percentage and Garrett ranking has been used to analyze the data

**LIMITATIONS OF THE STUDY**

- ✓ The accuracy of the information depends upon the respondents
- ✓ The sample size is limited

**ANALYSIS AND INTERPRETATION**

An attempt has been made to identify the socio economic profile and consumer buying behavior has been evaluated by using Simple percentage analysis and results are summarized in the following paragraphs.

**TABLE-01 SOCIO-ECONOMIC PROFILE**

<b>PARTICULARS</b>	<b>NO.OF.RESPONDENTS (N=50)</b>	<b>PERCENTAGE TO TOTAL</b>
<b>Age ( In Years)</b>		
18-25	16	32
25-35	26	52
Above 35	08	16
<b>Gender</b>		
Male	21	42
Female	29	58

<b>Area of residence</b>		
Rural	31	62
Semi-urban	13	26
Urban	06	20
<b>Marital status</b>		
Married	20	40
Unmarried	30	60
<b>Family type</b>		
Joint	20	40
Nuclear	30	60
<b>Family income(Per Month)</b>		
Upto Rs 25,000	21	42
Rs. 25,001- Rs. 50,000	20	40
Rs. 50,001-Rs. 60,000	04	08
Above Rs. 60,000	05	10

26 respondents (52%) are between the ages of 25-35.29 respondents (58%) are female. 31 respondents (62%) reside in rural areas.30 respondents (60%) are unmarried.30 respondents (60%) come from nuclear families.21 respondents (42%) have a family income up to Rs. 25,000.

**TABLE-02 CONSUMER BUYING BEHAVIOR**

<b>Usage of social media</b>		
Yes	35	70
No	15	30
<b>Social media using on daily basis</b>		
Instagram	21	42
Facebook	14	28
Twitter	01	02
YouTube	14	28
<b>Time spent on social media per day</b>		
1-5 hours	34	68
5-10 hours	15	30
More than 10 hour	01	02
<b>Factors that influence to buy new products on social media</b>		
The frequent exposure of product	14	28
Visual elements of advertisements	14	28
High discount on product	22	44
<b>Level of satisfaction of consumer buying behavior</b>		
Highly satisfied	21	42

Satisfied	14	28
Neutral	14	28
Dissatisfied	01	02
<b>Social media sites able to acquire information about product/services actively</b>		
Yes	35	70
No	15	30

35 respondents (70%) use social media. 21 respondents (42%) Social media using on daily basis is Instagram. 34 respondents (68%) spent 1-5 hours per day on social media. 22 respondents (44%) the factors that influence to buy products on social media is on high discount on products. 21 respondents (42%) are highly satisfied in buying through social media. 35 respondents (70%) said yes that Social media sites able to acquire information about product/services actively.

### GARRETT RANKING

Social media sites	R1	R2	R3	R4	R5	R6	Total	Score	Rank
Instagram	1001	1008	972	45	36	23	3085	61.70	1
Telegram	1155	630	324	180	396	92	2777	55.54	5
Facebook	1078	1260	216	225	216	23	3018	60.36	2
Whatsapp	847	693	702	315	108	115	2780	55.60	4
Twitter	-	756	864	810	72	46	2548	50.96	6
You tube	1078	945	324	450	144	23	2964	59.28	3

Garrett ranking is applied to rank the social media sites which the consumers use the most among this Instagram ranked First, Facebook ranked Second, You tube ranked Third, followed by Whatsapp, Telegram and Twitter.

### Conclusion

The role of influencers, targeted advertising, and has transformed social media into a bustling marketplace where every click, like, and share contributes to the consumer choices. The engagement of brands with their audience, the authenticity embedded in user-generated content, and the perpetual dance of trust and privacy concerns underscore the intricacies it. Brands that actively participate, respond to feedback, and tailor their strategies to align with the pulse of the consumer are poised for success.

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