



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING

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ABSTRACT

Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, Social media marketing is the most cost-effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, anyone can greatly maximize and increase conversion rate and get high return on investment for the money invested in advertising.

The main aim of this study is to examine how social media marketing will affect the final decisions and behavior of the consumer who spend their maximum time on social networking platforms and forecast relationships among various consumer activities, marketing activities and choice with the behavior of the consumer.

Social media marketing is emerging continuously to satisfy the basic needs of website users and on the other side it also has increased the opportunities for companies to advertise their products and services in personalized way. The previous record shows that social media has contributed greatly in changing consumer behavior and organizations got to know about the customer behavior.

Social media marketing has changed the marketing structure of the place where the goods are sold and purchased online. Social media marketing has significantly changed the way of thinking of the consumer and the organizations should not ignore social media marketing.

Keywords: social media marketing, brand, publication, product, price

1.INTRODUCTION

For any Organization, the most valuable as it is its brand and the modern organization should realize that capitalizing on brand can help achieve growth, profitability objective and sustainability. Along with incessant globalization social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products.

For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to inspect how social media marketing will affect the final consumer behavior in the middle of persons who mostly use social media websites and also to find out the divine relationships among various social media marketing campaigns, customer activities and behavior of the consumer.

The Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognizing various marketing tools and techniques. Not only that social media is changing the mind of consumer behavior but also to a great extent used for direct marketing and as a tool for personalized goods.

Social media like Facebook, Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low-cost form of marketing and allows organizations to engage direct and end-user contact. The choice of social media marketing organization creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organization and long-term organizational sustainability.

In this fast-growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labor. And social media marketing is not only useful for customers, in that it provides information about the company but also provides information of the customer's choice to the company. Every social media tool tries to build an image of the company's brands and goods. So, we can say that consumers can change their mind for purchasing any good or service by social media marketing and taking the goods or services online.

RESEARCH OBJECTIVE

- To study the present estimation of E-Commerce in India.
- To check out the blockade of E-Commerce in India.
- To discuss the future of E-Commerce in India.
- To study the growth of the E-Commerce industry in India along with the factors responsible for it.

2.REVIEW OF LITERATURE

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are usually used as limitations for purchase intention. The study further reveals the result of knowledge rapids on social media by different product attributes is unconditional with different involvement strengths by shoppers. It is complete that the shoppers try to show totally different levels of participation in different circumstances wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003)

In their article, targeted on look over the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also inquire about buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the1 most effective factor that influences buying behavior of customers.

Muhammad Shafiqul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behavior of customers. The study elaborates the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were replied by the students. The study finds that there is no strong connection between Customer Buying behavior and Social Media.

Ramsunder (2011)

Their study says that shoppers" resolutions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of reaction by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

Raghuramlyengar et al., (2012)

Examine in Korea, how friends instigate sell out through Social Network. Their study concentrates on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media networks' ', the second question is "if there is such an examination which consumers are pompous ". To reinforce the analysis, sample data was obtained from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of buy and non-buying data was collected. The researchers build a model on the agreement of buying and non-buying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to access the model. The results advisable that there are three different classification of consumers with different buying behavior.

Mir et al., (2012)

Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Dhegiha et al., (2013)

Their study analyses the knowledge inheritance on customer's action and brand reputation. Expertise inheritance on social media materializes once a person observes the behavior of others and makes a similar decision that other people have already made. The knowledge cascade is usually used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to emerge high or low in Customer Intention on purchasing and as well may have an effect on consumers trust on brand. The study aims at consumers who have trust on brand image. These kinds of customers are influenced by decisions taken by others.

TeenaBagga et al., (2013)

The study musters the inner and outer factors of consumer's online buying behavior. An organized form was used and a survey was conducted with two hundred samples. Questionnaires were sent by way of the mail and also posted through online web pages and were answered by the respondents themselves. The statistical investigation found seven major factors that govern the consumer's buying behavior. These seven components were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

RESEARCH METHODOLOGY

Research design: in the current research, mostly qualitative primary data collected through oral interviews with various types of customers through questionnaires which are pre coded and pre tested nearby areas; Whereas some secondary data is also collected through Social Media, Journals and Literature reviews.

Sampling design: In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data gather among many Social Websites, many Literature Review, National, International Journals and many Thesis.

The questionnaire is divided into four parts which are as follows:

First part: The questions which are designed for customers are starting with the personal information of the customers that is Name of customer, Age, Gender, Education, Occupation etc.

Second part: The second part of the questions are related to internet users or mobile users who are using the internet on mobile.

Third Part: The third part of the questions are related to the information about social media marketing and how consumers are using social websites which are doing marketing for buying purposes.

Fourth Part: The last fourth part shows the suggestions given by the customers.

Sample size: The survey will be conducted on the basis of sampling methods. The total population Is 2000 customers. The researcher is going to develop sample design, the researcher will be collecting the information from 200 customers that is 10% of the population were selected for the present study in Bihar city, Other than Bihar city and village areas in Bihar city.

Period of study:

The study was conducted for a period of three months from January 2021 - March 2021.

Source of data collected:

In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data collected among many Social Websites, many Literature Review, National, International Journals and many Thesis.

Primary Data: Primary data is known as firsthand information in order to find out the solution of a specific problem. Primary data is assembled from its primary sources i.e., the source of the place where the data is produced. It is the first time collected by its investigator for statistical analysis.

Secondary data: Secondary data are the data that are in authentic existence, in records, having been already collected and also treated statistically. In short, it is the data that have been already collected, presented, tabulated and located with analytical data that have been collected by some agencies, government departments and research workers. It can come by from records, books, government publications and journals.

Utmost care has been taken by the researcher while collecting the data from the various sources

Methods of collection of data: It is an approach of data collection where we select the units for data through some tools or methods. In the wide sense, we can classify the methods of collection in two techniques for data collection procedure:

1. Census technique.
2. Sample technique.

Data plays an important role in research. Facts, information or premises accurately assembled and formally presented for the coming and for the purpose of drawing conclusions may be called data. For the intention of creating relationships between variables statistical information is being collected, then formatted and then presented and so should be added in the data.

Mostly there are two ways to collect data as popularly known as primary and secondary data. So, data can be assembled through two different sources that is Primary that is first hand and Secondary data which is already published.

4. Data analysis and interpretation:**Tool used:**

1. CHI-SQUARE TEST
2. ANOVA

For the purpose of various analyses simple data descriptive statistical methods will be used. Charts and diagrams will be used to emphasize and highlight growth of impact of social media. In accretion to this, the statistical tools such as tabulation, charts, measures of dispersion, ANOVA, Chi-square tests will be utilized by the researcher.

CHI-SQUARE TEST:

Chi-square is the measure which checks or evaluates the extent to which a set of the observed frequencies of a sample deviates from the corresponding set of expected frequencies of the samples. It is the measure of aggregate dissimilarity between expected frequencies and actual frequencies. This distribution is called χ^2 distribution. It was first introduced by helmet in 1875. It is also known as “goodness for fit”. It is used as a test static in testing hypotheses that provides the theoretical frequencies with which observed frequencies are observed.

The Question is on level of agreement for the following questions :						
	OBSERVED VALUES					TOTAL
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Shopping on internet saves time	65	49	4	4	6	128
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1	128
Online shopping is risky	21	50	32	24	1	128
Online shopping will eventually suppress traditional shopping	25	64	29	9	1	128
Highly time consuming process for delivery of products and services	15	63	31	17	2	128
Filtering of goods available on the internet is tedious	27	56	28	15	2	128
The description of the products mentioned on the websites are very accurate	16	57	32	15	8	128
The information given about the product mentioned on the site is sufficient	15	66	28	17	2	128
Online shopping is as secure as traditional shopping	18	55	34	16	5	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4	128
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5	128
I prefer cash on delivery over online payment	30	56	28	13	1	128
I will purchase only if there is provision of home delivery	49	54	20	4	1	128
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4	128
TOTAL	371	819	381	178	43	1792
EXPECTED VALUES						
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	TOTAL
Shopping on internet saves time	26.5	58.5	27.21	12.71	3.07	128
I prefer traditional/conventional shopping over online shopping.	26.5	58.5	27.21	12.71	3.07	128
Online shopping is risky	26.5	58.5	27.21	12.71	3.07	128
Online shopping will eventually suppress traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Highly time consuming process for delivery of products and services	26.5	58.5	27.21	12.71	3.07	128
Filtering of goods available on the internet is tedious	26.5	58.5	27.21	12.71	3.07	128
The description of the products mentioned on the websites are very accurate	26.5	58.5	27.21	12.71	3.07	128
The information given about the product mentioned on the site is sufficient	26.5	58.5	27.21	12.71	3.07	128
Online shopping is as secure as traditional shopping	26.5	58.5	27.21	12.71	3.07	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Necessity of having a bank account or credit cards creates difficulty	26.5	58.5	27.21	12.71	3.07	128
I prefer cash on delivery over online payment	26.5	58.5	27.21	12.71	3.07	128
I will purchase only if there is provision of home delivery	26.5	58.5	27.21	12.71	3.07	128
Online shopping infrastructure in India is underdeveloped	26.5	58.5	27.21	12.71	3.07	128
TOTAL	371	819	381	178	43	1792
X² Value						
P = 0						

The result of the ‘Pearson Chi-Square’ says that ‘P=0’ indicates a significant relationship between all the variables like Shopping on the Internet saves time, Online Shopping is Risky, etc.

ANOVA:

In stats we mostly want to get information if the mean of two popular people is equal. To answer this, we need to use Anova (analysis of variance). It is a particular variety of statistical hypothesis testing mostly utilized in the analysis of experimental data. In the typical application of Anova (analysis of variance), the Hypothesis which is Null is that all groups are simply random samples of the same population. The wording of Anova (analysis of variance) is the synthesis of different types ideas and it is always used for various purposes and implement it.

The Question is on level of agreement for the following questions :						
	OBSERVED VALUES					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Shopping on internet saves time	65	49	4	4	6	
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1	
Online shopping is risky	21	50	32	24	1	
Online shopping will eventually suppress traditional shopping	25	64	29	9	1	
Highly time consuming process for delivery of products and services	15	63	31	17	2	
Filtering of goods available on the internet is tedious	27	56	28	15	2	
The description of the products mentioned on the websites are very accurate	16	57	32	15	8	
The information given about the product mentioned on the site is sufficient	15	66	28	17	2	
Online shopping is as secure as traditional shopping	18	55	34	16	5	
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4	
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5	
I prefer cash on delivery over online payment	30	56	28	13	1	
I will purchase only if there is provision of home delivery	49	54	20	4	1	
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4	
Anova: Two-Factor With Replication						
SUMMARY						
	<i>Shopping on internet saves time</i>					
Count	1	1	1	1	1	5
Sum	65	49	4	4	6	128
Average	65	49	4	4	6	25.6
						854.3
	<i>I prefer traditional/conventional shopping over online shopping.</i>					
Count	1	1	1	1	1	5
Sum	16	64	34	13	1	128
Average	16	64	34	13	1	25.6
						600.3
	<i>Online shopping is risky</i>					
Count	1	1	1	1	1	5
Sum	21	50	32	24	1	128
Average	21	50	32	24	1	25.6
						316.3
	<i>Online shopping will eventually suppress traditional shopping</i>					
Count	1	1	1	1	1	5
Sum	25	64	29	9	1	128
Average	25	64	29	9	1	25.6
						591.8

<i>Highly time consuming process for delivery of products and services</i>						
Count	1	1	1	1	1	5
Sum	15	63	31	17	2	128
Average	15	63	31	17	2	25.6
						542.8
<i>Filtering of goods available on the internet is tedious</i>						
Count	1	1	1	1	1	5
Sum	27	56	28	15	2	128
Average	27	56	28	15	2	25.6
						400.3
<i>Description of the products mentioned on the websites are very accurate</i>						
Count	1	1	1	1	1	5
Sum	16	57	32	15	8	128
Average	16	57	32	15	8	25.6
						385.3
<i>The information given about the product mentioned on the site is sufficient</i>						
Count	1	1	1	1	1	5
Sum	15	66	28	17	2	128
Average	15	66	28	17	2	25.6
						595.3
<i>Online shopping is as secure as traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	18	55	34	16	5	128
Average	18	55	34	16	5	25.6
						377.3
<i>E-commerce reduces the monetary cost in comparison to traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	20	74	24	6	4	128
Average	20	74	24	6	4	25.6
						806.8
<i>Necessity of having a bank account or credit cards creates difficulty</i>						
Count	1	1	1	1	1	5
Sum	24	57	26	16	5	128
Average	24	57	26	16	5	25.6
						376.3
<i>I prefer cash on delivery over online payment</i>						
Count	1	1	1	1	1	5
Sum	30	56	28	13	1	128
Average	30	56	28	13	1	25.6
						428.3
<i>I will purchase only if there is provision of home delivery</i>						
Count	1	1	1	1	1	5
Sum	49	54	20	4	1	128
Average	49	54	20	4	1	25.6
						614.3
<i>Online shopping infrastructure in India is underdeveloped</i>						
Count	1	1	1	1	1	5
Sum	30	54	31	9	4	128
Average	30	54	31	9	4	25.6
						399.3
Total						
Count	14	14	14	14	14	
Sum	371	819	381	178	43	
Average	26.5	58.5	27.21428571	12.71428571	3.071428571	
Variance	203.9615385	46.88461538	59.56593407	32.37362637	5.148351648	

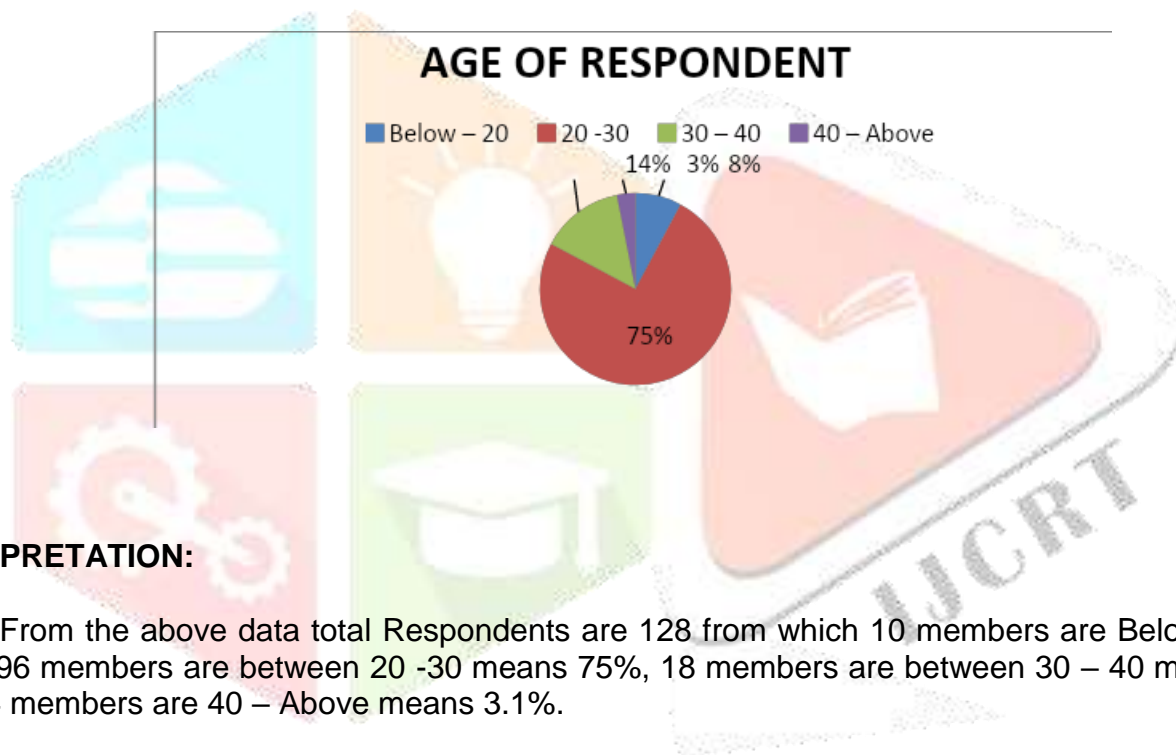
5. FINDINGS OF THE STUDY

For this research following hypothesis testing has been done and below are the results in tables and charts.

1.The Respondents of age:

Particulars	No. of Respondents	Percentage of Respondents
Below – 20	10	7.8%
20 -30	96	75%
30 – 40	18	14.1%
40 – Above	04	3.1%
Total	128	100%

CHART 1 SHOWING AGE OF RESPONDENT



INTERPRETATION:

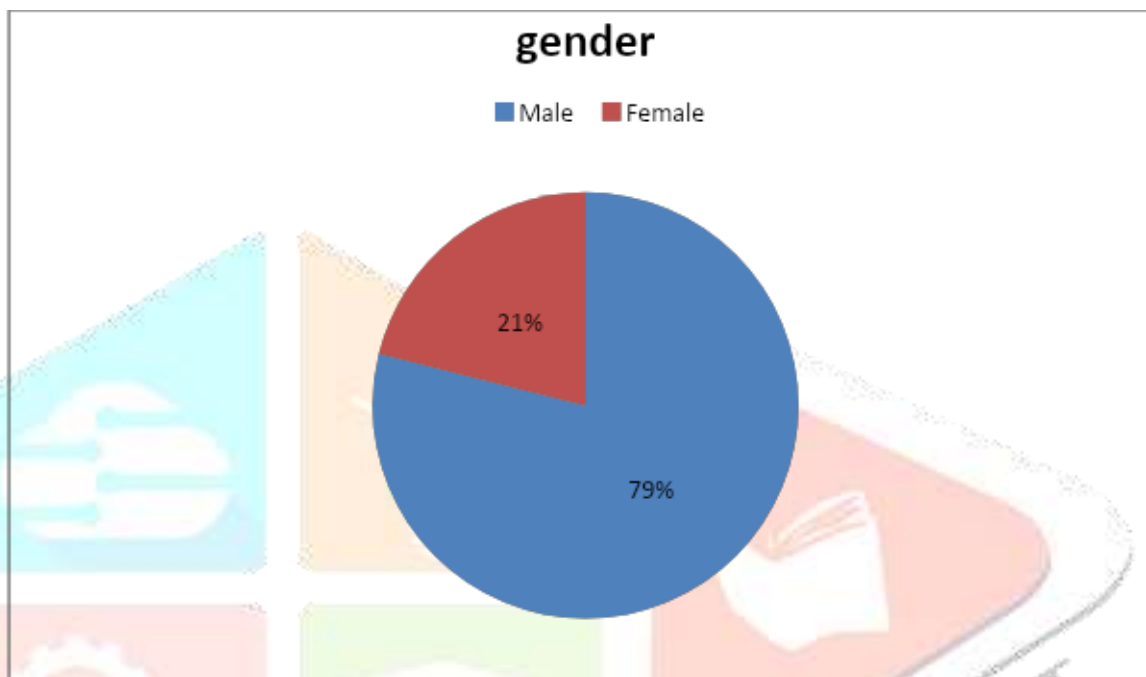
From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

In the above respondents maximum no. of members are between 20 – 30 and the minimum no. of members are 40 & Above.

2. Respondents of the gender:

Particulars	No. of Respondents	Percentage of Respondents
Male	101	78.9%
Female	27	21.1%
Total	128	100%

CHART 2 SHOWING GENDER



INTERPRETATION:

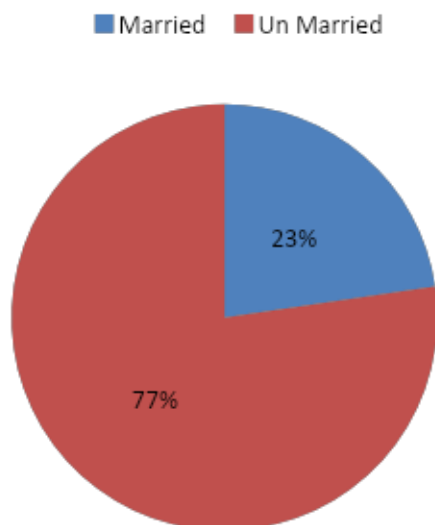
From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

In the above Respondents 78.9% is Male and the 21.1% is Female

3. Respondents of Marital Status

Particulars	No. of Respondents	Percentage of Respondents
Married	29	22.7%
Un Married	99	77.3%
Total	128	100%

RESPONDENT OF MARITAL STATUS



INTERPRETATION:

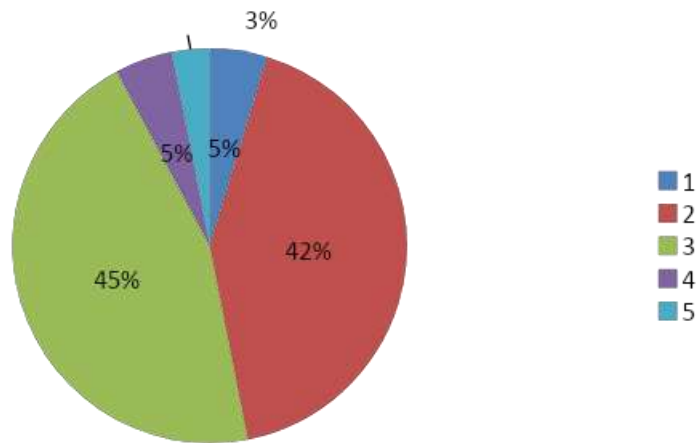
From the above data total respondents are 128 from which 77.3% are the Respondents are Married & 22.7% are Un Married

In the above Respondents Maximum no. of Members is Unmarried i.e., 77.3%; and the 22.7% are Married

4. Respondents of Qualification

Particulars	No. of Respondents	Percentage of the Respondents
High School	06	4.7%
Undergraduate	54	42.2%
Post Graduate	58	45.3%
PhD & Above	06	4.7%
Other	04	3.1%
Total	128	100%

RESPONDENT OF QUALIFICATION



INTERPRETATION

From the above data total Respondents are 128 from which 58 members i.e., 45.3% are Post Graduate, 54 members i.e., 42.2% are Under Graduate, 06 members i.e., 4.7% are High School, also 06 member i.e., 4.7% are PhD & Above and the 04 members i.e., 3.1% are others.

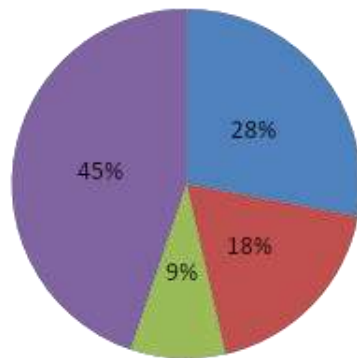
In the above data maximum no. of Respondents are Post Graduate i.e., 45.3% and the minimum no. is others i.e., 3.1%.

5. Respondent of Occupation

Particulars	No. of Respondents	Percentage of Respondents
Employed	35	27.3%
Un Employed	23	18%
Self Employed	11	8.6%
Students	56	43.8%
Others	03	2.3%
Total	128	100%

RESPONDENT OF OCCUPATION

■ Employed ■ Un Employed ■ Self Employed ■ Students



INTERPRETATION.

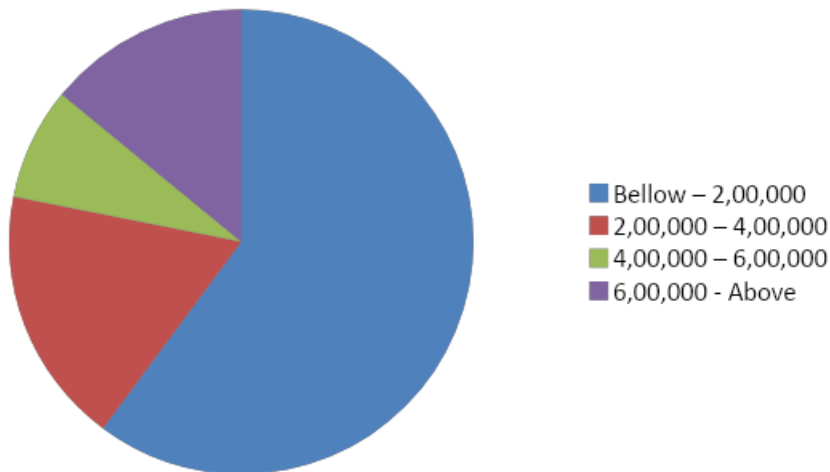
From the above data total respondent are 128 from which 35 is Employed i.e., 27.3%, 23 are Un Employed means 18%, 11 members is Self Employed i.e., 8.6%, 56 is Student i.e., 43.8%, and the others 03 i.e., 2.3%.

In the above data maximum no. of Respondents are students i.e., 43.8% and the minimum no. is Others i.e., 2.3%.

6. Respondent of Annual Income

Particulars	No. of respondents	Percentage of Respondents
Bellow – 2,00,000	77	60.2%
2,00,000 – 4,00,000	23	18%
4,00,000 – 6,00,000	10	7.8%
6,00,000 - Above	18	14%
Total	128	100%

RESPONDENT OF ANNUAL INCOME



INTERPRETATION

In the above data total no. of Respondents are 128 from which 77 members are Bellow - 2,00,000 i.e., 60.2 %, 23 are Between 2,00,000 - 4,00,000 i.e., 18%, 10 members are in Between 4,00,000 - 6,00,000 i.e., 7.8%, 18 members are 6,00,000 - Above i.e., 14%

In the above data maximum, no of Respondents are between Bellow - 2,00,000 i.e., 60.2% and the minimum no of the respondents are 6,00,000 - Above i.e., 14%.

6.CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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