



BUYING BEHAVIOR OF COLLEGE STUDENTS THROUGH SOCIAL MEDIA ADVERTISEMENTS

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Abstract

Social media has a lot of influence in the life of everyone's life especially in the youngsters. College students are spending most of their time for using WhatsApp, Facebook, Instagram etc. Their major decisions will be influenced by the featured such social media apps. Hence majority of the companies are taking Social Medias for their marking perspective. They are using these apps for their sale and distribution of goods and services. Now day's social media ads get a greater reach to the youngsters. This study was focused to understand the influence of social media adverts for the buying behavior of college students in Malappuram district.

Key words: Social media adverts, buying behavior, online shopping.

I INTRODUCTION

Nowadays most of the youth are available on social media. They spend most of their time on social networking so it's struck to find out the impact of social media on their buying behavior as most of the students and youth purchase their needs online.

Social media is the online communications medium dedicated to community-based input, interaction, and content-sharing. Websites and applications dedicated to forums, social networking, social bookmarking etc. are among the different types of social media. Facebook, Google plus, Twitter, Instagram, WhatsApp etc. are some of the examples of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and foster new business. Social media marketing takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The goal is to find out the impact of social media on college students buying behavior. Consumers (students) and businesses around the globe have been more connected than ever before with the presence of the Internet.

II LITERATURE REVIEW

➤ **Nugzar Todua et al., (2015)**

This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

➤ **Qureshi et al., (2014)**

This study investigates about the Consumer experiences in hotels and restaurants on Social media. Data is collected through questionnaire from various restaurants managers and customers. Totally about 191 survey forms were distributed to customers and only 161 of them were came. The data was analysed using social sciences software system. The results were helpful for restaurants managers to improve service quality.

➤ **Shu-Chuan Chu et al., (2013)**

In their analysis examines the social media user's responses for social media advertising. Consumers who are using social media as a tool of advertising to interact with others and with the brand. Due to numerous users in the age group 18-35, who are using social media, the online luxury market experienced enormous growth. Brand consciousness and awareness has an impact on user's view on social media advertising, that affects their response towards social media advertising and affects buying intention .

➤ **Angella J. Kim et al., (2012)**

This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent Social media activities of luxury brands and they are amusement, communication, fashionable, tailor made and word of mouth. The results indicate that there exists significant positive relation between social media and purchase intention of consumer.

➤ **Edison (2011)**

In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by consumers.

➤ **Miller et al., (2010)**

In his study revealed that over eleven million shoppers use 70% of social networking to buy various product and services. The consumers provide useful data concerning the product and share comments with different consumers over social media.

➤ **Gursakal (2009)**

This study analyses the influence of media society and the amount of time that customers spent on the net and social media. Nowadays, consumption trends have modified. The usage of magazines, interviews and catalogs by buyers and sellers are altered by searching on e-mails, internet sites and sharing information in social media. Because of the effective role of social media, the time consumed on the net increases, and consumers' withdraw from traditional searching methods. Social media have become an important place where opportunities are mentioned, products are advertised and Products are commented.

III STATEMENT OF THE PROBLEM

The coming of the Internet and its acceptance by the public, have altered quite a lot in the way organizations promote their services and products as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products nowadays which is becoming a challenging project.

Customers are overwhelmed by marketing commercials and promotional events. The sensitivity of customers to get excited is fading out on promotional events and consumers are beginning to resist the efforts of some companies at marketing them.

It is now on record that as the Internet is fast advancing across the global marketplace, the effectiveness of traditional mass media is fast on the decline. The present study were focused to understand the buying behavior of college students in Malappuram District through social media adverts.

IV SCOPE OF THE STUDY

With regard to the objectives, conducting the research from the perspective of consumers would be a considerably suitable approach. The researcher realizes that there are many available reports and studies which rather aim to help businesses to gain a better understanding in social media marketing but not to help consumers to identify reasons that social media has changed their decision making process. The research also aims to serve as an indicator to potential readers (companies) of how they can tap into the decision making process via social media sites. Social media marketing is no longer a new aspect, and yet it is still considerably a developing and evolving topic in the field. With a quick literature scan on the related topic, indeed there are vast amounts of journals and articles, but with few scientific/academic research and classical literature about social media marketing associated with changes of consumer behavior.

V OBJECTIVES OF THE STUDY

The main objective of this study is to examine the impact of social media on buying behavior of college students. Specific objectives of the study are:

- To identify the perception of college students towards social media adverts.
- To identify various factors determining their purchase decision.
- To understand is there any change in the buying behavior after seeing ads through social media.
- To identify the various problems facing at the time of purchase by using social media adverts.

VI RESEARCH MYTHOLOGY

Research Design

The research design for the study is descriptive in nature. Research design is a framework of methods and techniques chosen by researchers to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about how to conduct research using a particular methodology. The primary and secondary data sources are used to collect data.

Sampling Method

The sampling method that was used for the study is a purposive sampling method. A purposive sampling method is also known as judgmental sampling. In this situation, the Researchers decide on the people in the research population that should be contacted for responses. This sampling method was adopted in order to gather their responses from the students of different colleges at malappuram. The technique will be used concurrently with a data collection instrument (questionnaires).

VII DATA ANALYSIS AND INTERPETATION

TABLE 1

Factors determining purchase decision through social media Ads

Particulars	No of respondents	percentage
Product information	59	25.11%
Price	42	17.87%
Celebrities and famous people	25	10.64%
Discount and deals	45	19.15%
Customers reviews	49	20.85%
Others	15	6.38%
Total	100	100%

(Source: primary data)

Interpretation: It is found that 25.11 % of the respondents look out product information and 20.85 % look out customer's reviews in social media adverts.

TABLE – 2

EFFECT OF SOCIAL MEDIA FEEDBACKS IN PURCHASE

Particular	No of respondents	percentage
Strongly agree	39	39%
Agree	32	32%
Neutral	23	23%
Disagree	3	3%
Strongly disagree	3	3%
Total	100	100%

(Source: primary data)

Interpretation: 39% of the respondents strongly agreed that the social media feedback is effective in their purchase.

TABLE – 3

CHANGING THE INITIAL PURCHASE PREFERENCE AFTER SEEING SOMETHING VIA SOCIAL MEDIA SITES OR APPS

Particulars	No of respondents	percentage
Always	12	12%
Often	9	9%
Sometime	45	45%
Rarely	22	22%
Never	12	12%
Total	100	100%

(Source: primary data)

Interpretation: 45% of the respondents changed their purchase preference after seeing something about their desired products through social media adverts.

Particulars	No. of Respondents	Percentage
Mismatch with ordered item	25	25
Time lagging for delivery	51	51
High delivery charge	9	9
Insecurity	5	5
Fear of refund	4	4
Fear of damage	6	6
Total	100	100

TABLE-4

Problems related with the purchase through social media ads

Source: primary Data

Interpretation: majority of the respondents (51%) feels the problem of time lagging for delivery. And also the respondents have fear of refund, fear of damage etc.

VIII FINDINGS

1. It is found that 25.11 % of the respondents look out product information and 20.85 % look out customer's reviews in social media adverts.
2. 39% of the respondents strongly agreed that the social media feedback is effective in their purchase.
3. A better portion of of the respondents changed their purchase preference after seeing something about their desired products through social media adverts.
4. majority of the respondents (51%) feels the problem of time lagging for delivery

IX SUGGESTIONS

1. It is better to speed up transactions by online providers for reducing the problems of customers.
2. It is suggested that avoiding maximum defected products from online shopping.
3. Deliver the ordered products as soon as possible and try to reduce delivery charges.

X CONCLUSION

The study was conducted to assess the influence of social media advertisements in buying behavior of college students at Malappuram District. At the end of the study it is revealed that respondents buying behavior under social media context are greatly influenced by privacy and easy access to product information. The study also revealed that social media advertisements collect more attention and lot of respondents is likely to watch contented ads in social media.

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