



A study on factors influencing consumers on buying products through social media in Chennai

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ABSTRACT:

The purpose of study is to develop an understanding the factors which are influencing Consumers to buy products on Social Media in Chennai and to explore the demographic factors which influences the level of customer satisfaction of shoppers on Social Media.

With the explosion of social media platforms within the interactive digital media realm and firms magnified comprehension of the importance of getting loyal customers, the question of social media usage in developing client loyalty has become additional and additional distinguished. Since social media permits corporations to have interaction directly with the tip client at a comparatively low value and with the next level of potency, it's notably necessary for little on-line branded retailers with restricted selling and PR budgets.

Key Words: Social Media, Chennai, Customers

INTRODUCTION:

Social media promoting is also a more recent part of program promoting, however its very throughout a category of its own. It does not relate solely to searching; it relates to a broad category of spoken promoting that has taken the online by its horns. As luck would have it, the development is simply growing at currently.

REVIEW OF LITERATURE:

Suresh V, Dr.M.Chitra, Dr. K. Maran (2016) has created the analysis concerning the Social networking sites is employed as a vast for all social media and computer-mediated communication. the target of this paper is to debate concerning the factors that confirm social media on cosmetic merchandise in Bharat. The study clearly states that social media promoting leads the cosmetics merchandise to achieve the purchasers of various people, completely different life vogue, supported their affordability and their skin kind. Social media plays a significant role choose the healthy and conjointly the sales of merchandise.

Mahamudul Hasan & Md. Rasel tribal sheikh (2018) has created the analysis to spot and analyze the factors that have an effect on the perspective toward social promoting that ar travel by social media. The researchers have conducted a survey on 201 collegian students from 3 public universities from southern regions of East Pakistan. The study additionally showed that perspective toward social promoting through social media has vital positive impact on 'Being suffering from social promoting campaigns through social media'.

Rajiv Kaushik (2012) has created the analysis Growing quality of social media compelled the marketers to trust this media beside ancient practical areas of selling. Social media is predicated that it relies totally on net or cell phone based applications and tools to share data among folks. Social media is making an attempt to fill the gap between marketers and customers through continual dialogue, building trust and interacting with right audience in right manner, as quick as potential.

OBJECTIVES OF THE STUDY

- To analyze the factors affecting social media marketing in chennai.
- To analyze the Product quality and risk factors on social media platform in Chennai.

RESEARCH METHODOLOGY

- Research is a systematic study of a given problem. This study is based on the primary and secondary data. The primary data has been collected through questionnaire by using Convenience sampling technique on respondents. The secondary data had collected from published books, journals and internet.

PERCENTAGE ANALYSIS

S. No	Particulars	No. of Respondents	Percentage
1.	Gender of the respondents		
	Male	83	63.84
	Female	47	36.15
	Total	130	100
2.	Marital Status		
	Married	13	10
	Unmarried	117	90
	Total	130	100
3.	Social media Platform which the respondents prefer to buy a product		
	Instagram	101	77.7
	Facebook	28	21.5
	Watsapp	44	33.8
	Twitter	6	4.6
	Pinterest	10	7.7
4.	Years of shopping on social media		
	More than 4 Years	42	32.3
	3 Years	19	14.6
	2 Years	18	13.8
	1 Year	10	7.7
	Less than 1 Year	41	31.5
	Total	130	100

RESULTS AND DISCUSSIONS

CHI – SQUARE

The table showing the relationship between Years of shopping on social media and Social media platform is better than other online shopping websites.

Chi – Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.305 ^a	16	.016
Likelihood Ratio	37.325	16	.002
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	130		

There is a significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites with the satisfaction towards

CORRELATION

The table showing the relationship between Personal information's are kept safe Payment information's kept safe.

		Personal information's are kept safe	Payment information's kept safe
Personal information's are kept safe.	Pearson Correlation	1	.483**
	Sig. (2-tailed)		.000
	N	130	130
Payment information's kept safe.	Pearson Correlation	.483**	1
	Sig. (2-tailed)	.000	
	N	130	130

Pearson Correlation value is 0.483. So, it is positive correlation. Hence there is positive correlation between Personal information's are kept safe Payment information's kept safe.

CONCLUSION:

The study clearly states that social media promoting leads the range of merchandise to achieve the purchasers of various people, completely different life vogue, supported their affordability. Few merchandise that don't seem to be on the market on alternative on-line looking websites area unit offered within the social media with completely different selection and additionally with discounts. Regular customers of social media area unit alert to the various schemes and additionally the time throughout with product are going to be on the market to grab the merchandise of their demand. So, social media plays an important role decide the healthy and additionally the sales of merchandise.

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