

AN analysis of social media marketing and its impact on digitalized by using behaviour at coimbatore district

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ABSTRACT

These days, the numerous techniques used to brand and market products only comprise a small percentage of the traditional marketing channels. Technology has made it possible for customers to do extensive product research label products provide constructive feedback and much more. Therefore since customers usually interact with business after reading reviews, a lot of businesses these days have social media pages to increase the knowledge that consumers have about their products and business. This paper's primary focus focuses on where social media impacts consumer behavior. Given widespread use social media platforms like Youtube, Facebook, Wikipedia, Myspace, and others it is to be expected.

Keywords: Social Media Marketing, Consumer Behaviour, Social Network.

I. INTRODUCTION:

A growing emphasis on global development and the pervasive use of technology in marketing, advertising and promotion have caused a shift in the way businesses specialize in consumers through social media because technology has become a major factor in growing markets researchers have developed entire marketing strategies centered around global access to technology advertising and promotion also often highlight psychological, emotional and social aspects of consumer behaviour these elements must be included technology based marketing because inspite of global expansion and the development of new technologies businesses still need to focus on the four core Ps of marketing product, price, place and promotion. Businesses typically use facebook, youtube, and Twitter as their primary social media platforms for branding and product marketing. These are the three most popular platforms. Social media platforms have become the primary means of disseminating product data, including strategies for changing consumer behaviour, introducing new products and promoting brand awareness social media provides a unique opportunity to leverage word of mouth marketing to a wide audience through a large social network, enabling consumer to consumer communications and raising brand awareness. New online information sources that are produced and utilized by users who are interested in sharing information with others on any subject that interests them is the way social media is commonly defined. Social networking sites such as facebook have offered an alternative way to introduce brand related content and encourage consumer exchange through user interactions. These days, customers are encouraged to interact with brands, share information among themselves, and create content that embodies the brands they choose. The more involved a customer is in this process the more likely it is that they will encourage others to look into specific brands. Recognizing the role of social networks in branding requires recognizing the viewpoints of business with respect to branding and marketing strategies their goal to create consumer engagement and as a result the influence of social networks on consumer purchasing decisions. Nowadays users view the internet world more from a replacement standpoint and as a commercial space. Due to its expansion and the rise of online retailers, users have now turned into consumers one of social media's main effects is that it has changed how customers and marketers communicate with one another. Income the rationale behind the purchase the brands or companys social media presence, and demographic characteristics like age, gender

and income are additional psychosocial factors that affect consumers. In this article researcher look at how social networks influence the purchasing decisions of internet users.

II. REVIEW OF LITERATURE

A review of literature helps the researchers to have a first hand knowledge about parallel work done by others. In order to have a comprehensive understanding of the proposed study, the following research studies have been reviewed.

Alba and Hutchwison (2023) believed that price sensitivity would be lower in online than in traditional outlets when the non price attributes or quality attribute are of greater importance. When the products are relatively comparable the price of course will play a greater role.

Han et al (2022) pointed out that a high consumer orientation should lead to more intensive adoption of e-business initiative in communication processes. Likewise, a customer oriented business is more likely to focus efforts and resources satisfy customer needs and to adopt a proactive disposition toward innovation that facilitate efficient customer transactions and robust customer relationship.

Ariely and carmon (2021) reported that a crucial part of purchaseing experience occur at end of the process of purchase where critical factors influence one's likelihood of returningt to same site. This argument would contend that the fulfillment aspect of the purchase process might play greate role than the level of information provided or the amount of choice that is available to the consumers on website.

Lync and Ariely (2021) showed that lowering buyers search cost for information on product quality conductive lowering buyers price sensitivity when products are differentiated. Such efforts serve to highlight sellers need adapt to changes in buyers information search and buying behaviour as a consequences of changes occurring in the buying behaviour as a consequence of changes occurring in the buying environment.

Chaturvedi and Dr. Sachin Gupta (2021) in their study effect of social media on online shopping behaviour in Jaipur city an analytical view concluded that online marketing through social media is gaining popularity among the people specially the younger generation but in todays scenario to gain popularity among all age groups social media marketing will have to over a longer distance. People have hesitations in using online purchaseing due to security concerns delays in product delivery along with price and quality concerns. More over people hesitant to adapt newer technology.

Christina Chung and Alexander Muk (2021) in their study online shopper social media usage shopping behaviour concluded that active interaction and useful information on social media create positive perception towards products message in social media websites. Providing propaer responses to the consumers and the instant feedback given by the online shoppers is a kdey to social media channel.

III. STATEMENT OF THE PROBLEM:

Social media have provided new opportunities to consumers interact in social interaction on web consumers use social media like online communities to get content and to network with other users. The study of social media ialso can identify the benefits to be gained by business. Businesses are eager to capitalize on the trend as they perceive huge opportunities, while social media is replacing consumers in the middle of the business world. There are numerous studies explaining why it is beneficial to use the media and how it can help realize a better position during the transition, but a few aim to review them from the viewpoint of the customer. The purpose of this study is to evaluate social media's efficacy as a business marketing tool. Social media's effectiveness is widely acknowledged.Hence, it is necessary to studt the behaviour of the consumers through social media which empower them to proceed to purchase online sites.

IV. Objectives of the Study:

Based on the statement of the problem the researcher has framed the following objectives.

1. To study about the kind of products purchased by the e-consumers using social media sites.
2. To analyses the factors influencing the e-consumers while making online purchase through social media sites.
3. To determine the satisfaction level of the e- consumers towards the online purchase on socai media sites.

V. METHOD OF DATA COLLECTION:

A structured questionnaire created in accordance with the study's objectives is used to gather primary data. A total of 294 customers with at least one active social media account have provided data for the collection. In order to preserve social distance, these participants are contacted via phone surveys and interviews shared via Google sheets.

V.i. TECHNIQUE OF DATA COLLECTION:

Convenient sampling was used for the collection process. During the initial stage, every participant received instructions on how to complete the scale questionnaire. The individuals who answered the questionnaires were given them respondents completed questionnaires were gathered for statistical data.

V. ii Sample size:

It indicates of the quantity of respondents chosen at random from the entire population to make up a sample. It comprises 294 respondents from coimbatore city spread across various socio-demographic profiles.

V.iii. Sample Unit:

The questionnaire was distributed in coimbatore tamilnadu. The author also developed an online questionnaire and invited participation through email. The target individuals were members of social networking sites such as Facebook, Twitter, LinkedIn etc. Total 320 responses were received out of which 26 responses were incomplete 294 responses were finalized for study.

V.iv. Data analysis:

The data collected from the potential respondents were analyzed by the tools:

1. Analysis of Variance
2. Multiple Regression Analysis

Analysis of Variance:

The analysis of Variance is a powerful statistical tool for sets of variance is powerful statistical tool for tests of significance. The test of significance based on t-distribution is an adequate procedure only for testing the significance of the difference between two sample means. In a situation where we have three or more samples to consider at a time an alternative procedure is needed for testing the hypothesis that all the samples are drawn from populations with the same mean. The logic purpose of the analysis of variance is to test the analysis of several means. The ANOVA used for studying the differences among the influences of various categories of one independent variable on a dependent variable is called one-way ANOVA. The ANOVA is designed to test whether a significant difference exists among the three or more sample means. In this analysis the total variance in a set of data is divided into variation within groups and variation between groups. The analysis of variance technique is used when the independent variables are on nominal scales and dependent variables are of nominal scales and dependent variable is metric on at least interval scaled.

DESCRIPTIVE STATISTICS

Particular	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Overall Opinion Product Advertisements	294	10.00	46.00	8279.00	28.1599	8.70986

(Based on the above table Low, Medium, High was arrived)

The shopping behaviour scores of the respondents range from a minimum of 10 to a maximum of 46 as the above table illustrates. The goal is to classify the respondents into three main categories low, medium and high levels of factors that take into account the fact that respondents are more likely to purchase products after seeing advertisements on social media. To achieve this goal. The mean and standard deviation are computed. The respondents have obtained scores of mean -0.5 standard deviation were classified into high purchasing factors to consider for purchasing through advertisements on social media sites. The scores of the respondents falling between mean -0.5 standard deviation and mean +0.5 standard deviation are grouped as a medium level of the respondents falling between mean -0.5 standard deviation and mean 0.55 are considered for purchasing through advertisements on social media sites. The different factors that respondents take into consideration when making purchases through advertisements on social media sites were compared across low, medium and high overall factors that respondents consider when making purchases through advertisements on social media sites. The findings are discussed below.

TABLE NO:1.1 Age and kind of products purchase through advertisements of social media sites (Two way table)

Age		Kind Of Products Purchased Through Advertisement			TOTAL
		LOW	MEDIUM	HIGH	
Below 20 years	No of respondents	26	24	33	83
	Percentage	53.1%	52.2%	62.3%	56.1%
Between 20-25 years	No of respondents	13	16	15	44
	Percentage	26.5%	34.8%	28.3%	29.7%
Between 25-30 years	No of respondents	10	6	5	21
	Percentage	20.4%	13.0%	9.4%	14.2%
Total	No of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Primary data

The above table states overall opinion on the kind of products purchased through advertisements with regards to age. The high level of opinion on the kind of products purchased through advertisements is high among the age category below 20 years (62.3 percent) and low among those between 25 -30 years (9.4%). The above table states the overall opinion on the kind of products purchased through advertisements with regards to age. The high level of opinion on the kind of products purchased through advertisements is high among the age category below 20 years (62.3 percent) and low among those between 25 and 30 years (9.4%). In order find the relationship between age and overall opinion on kind of products purchased through advertisements a chi-square test has been employed below.

Chi-square Test

Null hypothesis (Ho): There is no relationship between age and kinds of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Value	Chi-square	DF	P. value	S/NS	Remarks
AGE	13.389		4	.000**	S	Rejected

** significant at 1 % level

It has been revealed from the chi-square test that the p value 0.000 has been less than 0.01 and that the result has been less 0.01 and the percent level. Hence null hypothesis Ho has been rejected and the alternative hypothesis H_1 has been accepted. From the analysis It has been concluded that there is a relationship between age and the kind of products purchased through advertisements on social media.

TABLE 1.2 GENDER and kind of product purchased through advertisements of social media sites (two way table)

GENDER		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
Male	No. of respondents	26	29	35	90
	Percentage	53.1%	63.0%	66.0%	60.8%
Female	No. of respondents	23	17	18	58
	Percentage	46.9%	37.0%	34.0%	39.2%
Total	No. of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states overall opinion on kind of products purchased through advertisements with regards to gender. The high level of opinion on the kind of products purchased through advertisement high among the male respondents (66.0 percent) and low among the female respondents (34.0 percent). The medium level of opinion on kind of products purchased through advertisements is high among the female respondents (37.0%).

The low level of opinion on kind of products purchased through advertisements is high among the male respondents (53.1) and low among the female respondents (46.9%) In order find the relationship between gender and overall opinion on kind of products purchased through advertisements a chi-square test has been employed below.

Chi-square Test

Null hypothesis: (Ho) There is no relationship between gender kinds of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
GENDER	11.939	2	.000**	S	Rejected

** Significant at 1 percent level

It has been revealed from the chi-square test that the P -value 0.000 has been less than 0.01 and that the result has been less than 0.01 and the 1 percent level. Hence, null hypothesis (Ho) has been rejected and the alternative hypothesis (H1) has been accepted. From the analysis it has been concluded that there is a relationship between gender and the kinds of products purchased through advertisements on social media.

TABLE 1.3 EDUCATION qualification and kind of product purchased through advertisements of social media sites (Two way table)

EDUCATIONAL QUALIFICATION		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
UPTO HSC	No. of Respondents	15	8	11	34
	Percentage	30.6%	17.4%	20.8%	23.0%
UNDER GRADUATE	No. of Respondents	15	22	32	69
	Percentage	30.6%	47.8%	60.4%	46.6%
POST GRADUATE	No. of Respondents	11	13	5	29
	Percentage	22.4%	28.3%	9.4%	19.6%
OTHERS	No. of Respondents	8	3	5	16
	Percentage	16.3%	6.5%	9.4%	10.8%
Total	No. of Respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states the overall opinion on the kind of products purchased through advertisements with regards to educational qualification. The high level of opinion on the kind of products purchased through advertisement is high among the undergrade respondents (60.4 percent) and low among the postgraduates and other qualified respondents (9.4 percent).

The medium level of opinion on kind of products purchased through advertisements is among the undergraduate respondents (47.8 %) and low among the other qualified respondents 6.5 percent. The low level of opinion on kind of products purchases through advertisements is high among respondents who completed upto HSC and undergraduate 30.6 percent and to among the other qualified respondents 16.3 percent. In order to find the relationship between educational qualification and overall opinion on kind of products purchased through advertisements a chi-square test has been employed below.

Chi-square Test

Null hypothesis (Ho) There is no relationship between educational qualification and kind of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
OCCUPATIONAL STATUS	18.185	6	0.021*	S	Rejected

It has been divided by the chi-square test p-value 0.021 which is less than 0.01 and the result has significance at the 1 percent level. Hence the null hypothesis HO has been rejected and the alternative hypothesis H1 has been accepted. From the analysis it has been concluded that there is a relationship between occupational status and kind of products purchased through advertisements of social media.

Table 1.5 Annual Income and products through advertisements of social media sites (Two way Table)

Annual income		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
Less than Rs.2,00,000	No. of respondents	21	12	19	52
	Percentage	42.9%	26.1%	35.8%	35.1%
Between Rs.2,00,000 to Rs.4,00,000	No. of respondents	13	16	14	43
	Percentage	26.5%	34.8%	26.4%	29.1%
Between Rs.4,00,000 to Rs.6,00,000	No. of respondents	9	10	12	31
	Percentage	18.4%	21.7%	22.6%	20.9%
More than Rs.6,00,000	No. of respondents	6	8	8	22

	Percentage	12.2%	17.4%	15.1%	14.9%
TOTAL	No. of respondents	49	46	53	148
	Percentage	12.2%	17.4%	15.1%	14.9%

The above table states overall opinion on kind of products purchased through advertisements with regards to annual income. The high level of opinion on kind of products purchased through advertisement is high among the respondents who earn less than Rs. 2,00,000 (35.8 percent) and low among the respondents who earn more than Rs.6,00,000 (3.8 percent) medium level of opinion on kind of products purchased through advertisement is high among respondents who earn more than Rs.6,00,000 (17.4%). The low level of opinion on kind of products purchased advertisement is high among the respondents who earn less than Rs.2,00,000 (42.9%) and low among the respondents who earn more than Rs.6,00,000 (12.2 %). In order to find the relationship between annual income and overall opinion on kind products purchased through advertisement a chi-square test has been employed below.

Chi-square test

Null hypothesis (H_0) There is no relationship between annual income and kind of products purchased through advertisements of social media.

PEARSON CHI-SQUARE	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
ANNUAL INCOME	13.33	6	.041*	S	Rejected

It has been revealed from chi-square test that the p-value (0.041) has been less than 0.01 and that result has been less than 0.01. the 1 percent level. Hence, null hypothesis H_0 has been rejected and the alternative hypothesis H_1 has been accepted. From the analysis it has been concluded that there is a relationship between annual income and the kind of products purchased through advertisements on social media.

II Multiple regression analysis

Multiple regression co-efficient measures separate relationship between two variables in such a way that the effects of other related variables in such a way that the effects of other related variables are eliminated. In other words it measures the relation between a dependent variable and a particular independent variable by holding all other variables. Thus each multiple regression co-efficient measures the effect of its independent variable the dependent variable. Multiple regression analysis of level of preference toward cause related marketing products (Y) was performed with variables and Age (X1) Gender (X2), Education level (X3) Occupational status (X4), Annual income of your family (X5), Source of information (X6) Mode of use (X7), experience (X8) time spent (X9) and how often click social media sites (X10) the following regression model is fitted for performance $X=b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots$ Where b_1, b_2 and b_9 are partial regression co-efficients b_0 constant the result are presented in the following table.

Table 2.1 MULTIPLE regression analysis of the selected variables with level of satisfaction towards making the online purchase

	Standardized Coefficients BETA	t	P.value	S/NS
(Constant)		7.620	.000	
Age	-.128	-1.668	.097	NS
Gender	.034	.573	.567	NS
Educational qualification	.079	1.126	.261	NS
Occupational status	.108	1.314	.190	NS
Annual income of your family	.111	1.779	.076	NS
Sources of information	.012	.194	.846	NS
Modes Of Use	.141	2.168	.031	S
Experience	-.065	-1.028	.305	NS
Time spent	-.001	-.022	.982	NS
How often click social media sites	.140	2.248	.025	S
R²				0.520
ANOVA				3.085
SIG				.001

Source: primary data **p<0.01, *p<0.05 significant NS- Not significant

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.803	10	1.280	3.085	.001
	Residual	112.893	272	.415		
	Total	125.696	282			

**p<0.01, *p<0.05 significant

It is clear the adjusted R square value of model accounts for 52 percent of variance a good model and the standardize beta co-efficient give a measure of the contribution of each variable to the model. A high value suggests that the criterion variable is significantly impacted by a unit change in this predictor variable. The influence of each predictor variable is roughly indicated by the t and significant p values. namely mode of use (t-2.168, p-0.03, p<0.05) and how often click social media sites (t-2.248, P-0.025, p<0.05) It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence overall ANOVA results, which assesses the overall significance of this model (F-3.085, P Value-0.00, p<0.01) This model statistically significant.

Table 2.2 Multiple regression analysis of the selected variables with factors influence in while making online purchase thorough social media websites

FACTORS	Standardized BETA	Coefficients	T	P.VALUE	S/NS
(Constant)			10.417	.000	
Age	-.107		-1.409	.160	NS
Gender	-.042		-.734	.463	NS
Educational	-.137		-1.985	.048	S
Occupational status	.192		2.384	.018	S
Annual income of your family	.002		.039	.969	NS
Sources of information	.031		.522	.602	NS
Modes of use	.204		3.181	.002	S
Experience	-.110		-1.770	.078	NS
Time spent	-.109		-1.792	.074	NS
How often click social media Sites	-.098		-1.595	.112	NS
R²					0.530
ANOVA					4.412
SIG					0.000**

SOURCE: primary data **p <0.01, *p<0.05 S-Significant NS- Not significant

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.553	10	2.455	4.142	.000
	Residual	161.221	272	.593		
	Total	185.774	282			

**p <0.01, *p<0.05 S-Significant

It is clear that the adjusted R square value of model accounts for 53 percent of variance a good model and the standardized beta co-efficients give a measure of the contribution of each variables to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and significant P values give a rough indication of the impact of each predictor variable, namely the educational level. (t-1.985, p-0.048, p<0.05) Occupational status (t-2.384, p-0.000, p<0.01) and mode of use (t-3.181, p-0.002, p<0.01). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence overall ANOVA results, which assesses the overall significance of this model (F-4.412, P value-0.000, P<0.01). This model is statistically significant.

VI FINDINGS:

The following are some important findings of this study:

Analysis of Variance:

1. There is a relationship between age and kinds of products purchased through advertisements of social media.
2. There is a relationship between gender and kinds of products purchased through advertisements of social media.

MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis of selected variables with level of satisfaction towards making online purchase:

It is found that P value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over ANOVA results which 0.00, $p < 0.01$. The model statistically significant,

Multiple regression analysis of selected variables with factor influencing while making online purchase through social media websites:

It is found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence overall ANOVA results which assessee the overall significance of this model (F-4.412, P Value 0.00, $P < 0.01$) The model is statistically significant.

VII SUGGESTIONS:

User now see the internet more as a place to replace things and as a market place. Users have now become consumers as a result of its growth and rise of online retailers. Social media has a significant impact on how consumer and marketer communicate with one another psychosocial factors influencing consumers include income the reason for the purchase the brands or company's social media presence and demographic like age, gender, and income researcher examine the ways in which social networks impact purchasing decisions of internet users.

VIII CONCLUSION:

The increasing social media has led to the assumption that this often a valuable tool in supporting consumer engagement. Companies are continually new methods for reaching consumers and shaping consumer behaviour including brand loyalty and the intention to buy for. To conclude from the findings of this research it can be observed that in Coimbatore actively utilizing social media platforms as a tool invalidating purchase decisions however consumers deemed to be inactive in sharing their word of mouth others on the available social media platforms. Social networks have a role in influencing the virtual environment particularly when degree of exposure of message and degree of exposure of messages and consumer who is close to making sale.

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