

THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR IN CHENNAI CITY

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Abstract

Introduction : Social media is become an essential component of Chennai's marketing strategy in the current business climate. In businesses all throughout the world, social networking services are being used more and more. E-commerce companies can swiftly reach a sizable number of Chennai clients by utilising a digital platform. By utilising new technologies, Chennai's E-Commerce industry also gives businesses the option to communicate with customers more effectively and efficiently.

Objective: To analysis impact of social media marketing on consumer buying behaviors towards fast food in the study area, to investigate how social media marketing affects customer purchasing decisions and to examine the most effective social media platforms that people use to make purchases.

Methods: More detailed information is given to the scientific findings and their interpretation in the article, which is more inductive. For this work, a qualitative analytical strategy was adopted. The primary mode of data collection was used in this study, and the data were the sole basis for the study.

Conclusion: The study's findings suggest that social media platforms are being actively used by Chennai, India, consumers as a tool for verifying their purchasing selections. Most respondents consider social media to be electronic word-of-mouth.

Limitation: The study's limitations highlight the vast and important possibilities that must exist for the theory to have a strong balance when it comes to the empirical testing of the key aptitude in many circumstances.

Keywords: Social media, Marketing, Business, E-commerce, Customers

1. Introduction

The use of social networks enables people who may live in various regions of the world to exchange thoughts, opinions, stories, and information. Among the most widely used social

media networks are Facebook and Instagram. Individual profiles and user-generated material are frequently available on these networks. A brand can reach this enormous audience and

produce large leads by employing social media, which has 3.78 billion active users worldwide.

Social networking marketing is regarded as a crucial tool and marketing strategy. The time needed to reach the clients is a key factor in this achievement. Social media marketing has inexpensive costs and requires very little time to reach its target audience. This method of advertising makes it simple to draw consumers and affect their purchasing decisions. Nowadays, businesses embrace social media as a crucial tool for boosting product sales. Periodic advances in technology have a big impact on how consumers behave while making purchases. Social media facilitates product purchases for consumers by facilitating stakeholder communication. Online shoppers have the option of changing their minds.

2. Statement of the Problem

The present world is a technological one, and social media marketing is expanding quickly in this environment. Customers are drawn to social media and numerous networking sites as they emerge daily. Customers' perceptions and ways of thinking are diverse from one another and fluctuate. Social media are effective at marketing and play a significant role in influencing consumers' opinions. The purpose of the study is to determine how social media has affected consumers' way of thinking and how this marketing strategy has affected consumers' purchasing decisions.

3. Scope of the Study

The communication channels between consumers and marketers have grown stronger as a result of social media. Group communication through social media affects customers' purchase decisions. A new venue for exchanging information about goods and services is social media. Therefore, it is crucial to comprehend how social media marketing

affects consumer purchasing habits in the Chennai area.

4. Objective of the Study

1. To analysis impact of social media marketing on consumer buying behaviors towards fast food in the study area
2. To investigate how social media marketing affects customer purchasing decisions.
3. To examine the most effective social media platforms that people use to make purchases.

5. Review of Literature

In their study, **Varghese and Nandhini (2020)** discuss the impact of demographic characteristics on consumers' purchasing intentions. Additionally, the article discusses how clients use the internet. This is a chance for businesses to interact more often with their clients on social media.

Gupta & et al., (2018) Because of the fifth Social media week, which took place in September 2011, the article discusses the impact of social media both in the past and in the future. The creator of Social Media Week, Toby Daniels, observed the growing importance of social media in people's lives. Due to the Middle East's increased use of social media and how it is fundamentally altering business structures, SMW is present in 21 locations worldwide.

According to **Venkatesh, Speir, and Morris (2002)**, the theory of social influence has an impact on how people make decisions. Social media users frequently belong to communities and show signs of being socially impacted by the members of these communities. The extent to which a person believes another person to engage in a given behaviour is known as social influence.

According to **Ram sunder's (2016)** study, internet brands have an impact on consumer choices. One consumer's viewpoint will have an impact on another consumer's decision to make a purchase. To obtain more information for purchasing decisions, consumers are turning to internet media.

Chowdhury et al. (2019) looked at Facebook's effect on young people, they discovered that it had more features that appealed to them. According to the survey, it has given young people the opportunity to make more contacts.

Nasir & et al., (2012) According to this article, communicating with customers through social media doesn't necessarily require using words or specific terminology. A potential customer can perceive the context when a product or service is marketed. The purchaser responds in light of that. It can manifest itself through the act of buying something new, buying it again, or by choosing not to buy anything at all. Therefore, the basis for this process is the customer's need, his familiarity with and preference for the product, brand loyalty and brand value, word of mouth, and the product's demand.

Chitranshi Verma (2018) looked at how social media affects consumer behaviour. She comes to the conclusion that consumers expect brands to care for them and society as a whole. Customers also appreciate it when businesses reply to them directly, and social media makes it easier. These days, customers rely largely on social media networks for customer care and support, thus businesses should position themselves in the digital space to provide this support.

6. Research Gap

After reviewing the current literature on the subject, I came to the conclusion that while there has been research on this subject, the most of it has focused on the young adult and adolescent demographics. Internet users 50 and older have

nearly quadrupled their use of social networking sites during the past year, going from 22% to 42%. Older individuals have been particularly passionate about embracing new networking technologies in the past year; this particular group has been left out of prior study. Social media use has expanded among people of all ages. Despite the size of the user base, there doesn't seem to be any research on the subject. What might irritate or frustrate people about social media marketing is another issue that seems to have been overlooked in earlier studies.

7. Research Methodology

A web-based survey was constructed for this study utilising "Google Drive," which would be based on a web link that may be opened in Internet Explorer, Google Chrome, Firefox, Mac OS, and many other internet-capable computer systems. The initial data were acquired via an online form based on a structured survey that was put on My Facebook's "wall" and sent to all of our friends. Data was collected for both dependent and independent variables. A total of about 150 out of 250 friends responded to the online survey that was presented within the required time frame. Factors are assessed utilising statistical analysis and deductive research. According on the responses of Facebook survey respondents, primary data are collected using survey questions that include closed statements and are rated on a Likert scale. A simple sampling technique identified approximately 150 friends out of 250 friends.

8. Limitations of the Study

Since it was a small-scale study done inside the local area and a tiny proportion of the target population, the study results cannot be generalised to a larger population. Future studies should include more variables and a larger study sample to obtain generalised data about the mentality of Chennai customers as an influence

on consumer purchasing behaviour. Incorporating additional consumer mentality aspects in the same survey can yield more detailed data in this regard. Qualitative researchers are more likely to play an unbiased role in the research process.

9. Data Analysis and Results

The analysis performed on the data gathered from the questionnaire is shown in the section that follows. Individuals who are now residing in Chennai city were the questionnaire.

Table 1 General profile of the Respondents

S.No	General Profile	Respondents	Percent
1	Gender		
	Male	80	53.3
	Female	70	40.7
	Total	150	100 %
2	Age		
	Below 25 Years	28	18.7
	26 – 35	47	31.3
	36 -45	41	27.3
	46- 55	19	12.7
	Above 55	15	10
	Total	150	100 %
2	Marital Status		
	Married	90	60
	Unmarried	60	40
	Total	150	100 %

Source: Primary Data

Table 1 shows the overall demographics of the 150 respondents. By asking these three broad questions, we can determine the range of responses, allowing us to provide a more generalized analysis. The data obtained covers five age groups: Below 25 Years old (18.7%), 26 – 35 old (31.3%), 36 -45 old (27.3%), 46- 55 old (12.7%), and above 55older (10%). From the

responses collected, 40.7% were female and 53.3% were male. Because the obtained data includes people of various ages, preferences, and gender, 60% are married and 40 % are unmarried the following analysis is performed to estimate overall consumer behavior in Chennai city

Table 2: Apps and websites are the most often utilised methods for purchasing things online.

S.No	Apps and websites	Respondents	Percentage
1	Amazon	47	31.3
2	Flipkart	41	27.3
3	Myntra	28	18.7
4	Meeshoo	19	12.7
5	Others	15	10
	Total	150	100 %

Source: Primary Data

According to the poll, Amazon is the most preferred online buying platform, receiving 31.3

(%) of the votes. Then there's Flipkart (27.3) Myntra (18.7%), Others (10%), and Meeshoo

(12.7%). According to the majority of our responses, Amazon is the top among online networking sites these days

Table 3: Do consumers engage with brands on social networks

S.No	Consumers Engage with Brands	Respondents	Percentage
1	Yes	110	73.3
2	No	40	26.7
Total		150	100 %

Source: Primary Data

The majority of people, or 73.3% of people, tend to follow different brands on social media because information about various brands, promotions, discounts, and offers is posted on

social media sites. Social media and websites are a very good way to receive information about everything without having to put in a lot of effort.

Table 4: If a brand or product receives negative social media evaluations, customers may decide to reconsider their purchase.

S.No	Product Receives Negative Social Media Evaluations	Respondents	Percentage
1	Strongly Agree	80	53.4
2	Agree	40	26.6
3	Neutral	30	20
4	Disagree	0	0
5	Strongly disagree	0	0
Total		150	100 %

Source: Primary Data

As shown in table 4, all respondents are inclined to reconsider their choice of product or brand if it has received negative social media reviews. This further demonstrates how crucial it is for a business to preserve its positive brand reputation and provide high-quality goods. When a company receives a bad review, the worst thing

they can do is disregard it. This can have an impact on repeat business in addition to potential clients who read reviews. A poor habit is also waiting too long to respond. Businesses should make sure they have a strategy in place for checking their social media accounts for evaluations at least once a week.

Table 5: Buying Behaviors

Particulars	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree	
	R	P	R	P	R	P	R	P	R	P
Web-based reviews and blogs	27	18	30	20	21	14	21	14	51	34
Analyse goods	21	14	28	18.7	29	19.33	51	34	21	14
Seeking Feedback	18	12	21	14	34	22.66	32	21.33	45	30

Retrieving data	31	20.66	17	11.33	21	14	48	32	33	22
Buying preferences	23	15.33	21	14	14	9.33	56	37.33	36	24
Total	150	100%	150	100%	150	100%	150	100%	150	100%

Source: Primary Data
R – Respondents, P - Percentage

Table 5 displays data from 150 respondents on the impact of social media marketing on consumer purchasing patterns. 37.33% of respondents affirm that after seeing social media

10. Conclusion

The study's findings suggest that social media platforms are being actively used by Chennai, India, consumers as a tool for verifying their purchasing selections. Most respondents consider social media to be electronic word-of-mouth. The decisions of prospective clients are influenced by the opinions and preferences of previous customers on social media sites. Comparing social media users to those who

advertisements, their initial buying preferences have changed. 32% concur that they do research on goods and services. 34% of consumers rate things online, and 30% strongly agree that they do so. 34% of respondents firmly concur that they read blogs and internet reviews.

accessed other information sources, social media users perceived decision-making to be simpler and more enjoyable. People were more content overall when they believed that the information on social media was of higher quality and bigger quantity than they had anticipated. Overall, the findings indicate that social media has a significant influence on how consumers make decisions

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