

A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING OF E-RETAILING COMPANIES ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO AGE GROUP 18-45 YEARS IN TRICHY

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ABSTRACT

The researcher focuses on impact of social media marketing of e-retailing companies on buying behaviour of consumers with reference to age group 18-45 years in Trichy attempts to focus how e-retailers can leverage social media to penetrate their market and reach-out their customers. The primary data required for this study were collected through structured questionnaire by using simple random sampling and the secondary data were collected from journals and websites. The Collected data were analysed by using statistical tools. The results of this study highlights impact of social media marketing strategies of e-retailing companies on buying behaviour of consumer and factors influencing consumer to purchase product from online.

Keywords: *social media, marketing Strategies, online shopping and consumer behaviour etc.*

I. INTRODUCTION

In today's technology-driven world, social media marketing has become a powerful tool for companies seeking out to their prospects and customers. By replacing the traditional way of marketing, social media has provided new opportunities to the company to engage consumers in social interaction on the internet. E retailing is a subset of e-commerce is a fast-growing sector in India. The result of technology enhancement consumer buying decisions has varied from the traditional way. A consumer can see the advertisement in social networks and they evaluating various alternatives and they get reviews and feedback from friends, customers through social networks. E retailer using different social media tools like Facebook, Google, Twitter, LinkedIn, YouTube, etc., to engage their marketing campaign to promote their products and services. The research Impact of Social Media Marketing of E-Retailing Companies on the Buying Behaviour of Consumers with Reference to Age Group of 18-45 Years in Trichy attempts to study how e-retailers can use social media to penetrate their markets and reach-out to their customers. The research also reveals the influence of social media on consumer's online buying behavior.

II. LITERATURE REVIEW

Arjun Mittal (2013) studied concerning E-commerce and its impact on client behaviour. The paper ride the relevant literature and at constant time examines client behaviour by questionnaires. Moreover, the longer term development of net looking is measured and deep comparison of client behaviour between completely different countries. This paper support the analysis queries that as well as recent trends and varied problems in net looking, and principle factors for client behaviour. The results of the study shows that net client trust and perceived risk have sturdy impacts on their buying selections.

Nick Hajli M (2014) done a study of the impact of social media on shoppers. The study of social media may determine the benefits to be gained by business. The information rising from a survey show however social media facilitate the social interaction of shoppers, resulting in multiplied trust and intention to shop for. The result shows that trust has vital direct impact on intention to shop for.

Gitanjali Kalia and Ashutosh Mishra (2016) studied about the impact of online advertisement on consumers. The researcher has taken 500 respondents as sample size for collecting data. This study concluded that respondents prefer rectangular banner and skyscraper advertisements that too designed in big picture and copy heavy layouts.

Hariharan and Selvakumar (2018) this study is an tried to investigate the buyer perception towards on-line looking in Tirupattur. The study was conducted in Tirupattur with a complete sample size of 2 hundred and forty respondents and information collected from web shoppers in Tirupattur and analysed by deploying applicable applied mathematics tools like descriptive analysis, average score and chi-square check is employed to check the null hypotheses. This study extended the buyer perception on issues long-faced in on-line looking and therefore the redressed policy of e-commerce portals.

III. RESEARCH METHODOLOGY

This research is about the impact of social media marketing of e-retailing companies on buying behavior of consumers. This paper adopted a descriptive research design. 115 consumers were chosen by using simple random sampling method. The primary data were collected by using the structured questionnaire. The secondary data were collected journals and books. The data collected were analyzed by using multiple regression analysis and the results were interpreted.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE 1: TO IDENTIFY THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES OF E- RETAILING COMPANIES ON CONSUMERS BUYING BEHAVIOUR.

H₀: social media marketing of e- retailing companies have no significant impact on consumers buying behaviour.

H₁: social media marketing of e- retailing companies have significant impact on consumers buying behaviour.

MULTIPLE REGRESSION ANALYSIS

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.457 ^a	.209	.143	1.027
a. Predictors: (constant), comments of previous users, informative, visual elements, more reliable, frequent exposure, effective two way communication , celebrities in ads			

The above table represents the impact of social media marketing on consumer buying behavior. To predict the correlation coefficient (R), coefficient of determination (R²) and adjusted R square value are examined. The above table shows that R² value is 0.209 reveals it recommended the 20% of the variation of consumer behavior was explained by other independent variable.

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26.690	8	3.336	3.166	.003^a
Residual	101.158	96	1.054		
Total	127.848	104			
a. Predictors: (constant), comments of previous users, informative, visual elements, more reliable, frequent exposure, effective two way communication , celebrities in ads					
b. Dependent variable: consumer buying behavior					

The above table shows that p value is < 0.05 which means the null hypothesis [H₀] is rejected.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.204	.860		.237	.813
Informative	.016	.086	.018	.185	.853
Effective two way communication	.076	.117	.060	.647	.519
More reliable	.244	.109	.229	2.249	.027
Visual elements	.107	.112	.089	.956	.341
Frequent exposure	.296	.097	.286	3.043	.003
Celebrities in ads	.305	.107	.266	2.841	.005
Comments of previous users	-.048	.094	-.048	-.510	.611
a. Dependent Variable: consumer buying behavior					

The above table shows that coefficients of all independent variables such as comments of previous users, informative, visual elements, more reliable, frequent exposure, effective two way communication , celebrities in ads.

Therefore the p value <0.05 which shows that more reliable had 0.027, frequent exposure of products had 0.003, celebrities in ads had 0.005. That means those variables are highly significant and it supports to rejects null hypothesis [H₀]. It shows that social media marketing strategies have significant impact on consumer buying behavior.

V. CONCLUSION

Social media is a phenomenon that has drawn a lot of attention for both of companies and individuals interacting on the networking. Social media offer opportunities for marketers to reach large populations. This research has demonstrated using some advanced questionnaires and hypotheses that the social media marketing has impact on consumer behavior. The result of this study explores the social media marketing factors influencing consumer behavior.

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