

# A STUDY ON INFLUENCES OF SOCIAL MEDIA ADVERTISEMENT ON ONLINE BUYING BEHAVIOR OF COLLEGE STUDENTS IN NAMAKKAL DISTRICT

Kavitha K S<sup>1</sup>, Revathi R<sup>2</sup>

<sup>1</sup>Head of the Department, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India.

<sup>2</sup>PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India.

## ABSTRACT

The paper is an attempt to find out factors influencing online buyers, as well as those factors. This study is to recognize the effectiveness of social media, effectiveness of buying behavior and problems of social media on buying behavior. The study is based on the survey of college students in Namakkal district. The study reveals the vital role of the social media in making the positive impact on buying behavior among the students. It is an outcome of the study that, the social media like Facebook, Instagram and Twitter are highly effective on the students buying behavior. Also, a model changing students buying behavior towards selecting certain product, age group by using the most suitable social media and buying behavior equation will be the best tool for products reach and advertisement. Output of this study will help online marketers, bloggers, vendors, executives and marketing managers to adopt social media effectively and efficiently to promote and maintain the existing customers, attract more users in order to achieve their goals and solving problems that are related to the usage of social media.

**Keywords:** Research, interventions.

## 1. INTRODUCTION

Human being is a social animal and wants to socialize with others. Human beings want to get connected with family and friends and sometimes even with enemies also. Socialization and getting connected with others is a need of any human being. Human beings can socialize broadly in two ways. First traditional way is face to face to interaction. Meeting people includes using all senses of human being and is the best way of socialization. Another second way is not meeting face to face. In second way, there can be two categories. People can get connected and socialize off line and online. Off line means not using internet and online means using internet. Off line includes post, telephone and mobile phone, while it includes using web technologies like social media, emails, chat, and internet telephony. It is very experienced truth that culture and therefore our society are always changing. They are affected by new thoughts, beliefs, new innovations, inventions and technologies. In this new era, technologies affect a lot. Computer, television, mobile phone, internet, satellite communication are the few examples those have affected the whole world and changed the society.

Internet is defined as "Network of Networks". Internet was initially used to communicate among connected computers. After development of WWW (World Wide Web), HTTP (Hyper Text Transfer Protocol) and HTML (Hyper Text Markup Language), lots of websites have been hosted on internet. Website is defined as "Collection of Web pages". Social media websites provide service to get connected with others. Social media shows huge demand for socialization.

It is known that social media is the world leader in social media market used by more than 2.2 billion people. Social media is a medium that is facilitating its users for global interaction and sharing their ideas and experiences. Social media is social media that is in fact a Web based site which bring different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects. Vast use of Social media around the globe has made it a new and important advertising platform, where businesses place their ads to reach their prospective customers. This is probably because social media allows businesses to target specific customer and promoting their product or services through effective advertisements. Many students are now influenced by these ads and because of that they started moving towards online advertisements such as social media, Instagram etc. It is because they are getting their favourite brands at cheap prices. so it attracts them and they changed to buy from online by seeing these attractive advertisements.

## 2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

## 2.1 Sample size

The sample size in the study is 80.

## 2.2 Statistical tools

- Simple percentage method
- Chi-square test

## PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

## CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$\text{Chi - Square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

O<sub>i</sub> = Observed frequency, E<sub>i</sub> = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

## 3. DATA ANALYSIS AND INTERPRETATION

### Usage Of Social Media

The data collected here represents the usage of social media. It shows the how the respondents use social media for purchasing product through online.

Table No - 3.1: Usage Of Social Media

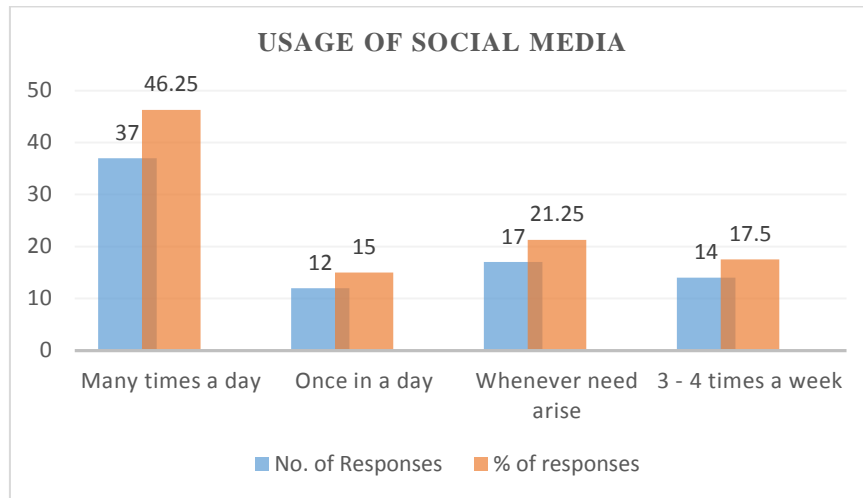
USAGE OF SOCIAL MEDIA	RESPONDENTS	PERCENTAGE
Many times a day	37	46.25
Once in a day	12	15
Whenever need arise	17	21.25
3 – 4 times a week	14	17.5
Total	80	100

Sources: Primary data

### Interpretation

The above table shows that 70% of respondents are using social media many times a day, 13.4% of respondents are using a social media once in a day, 10% of respondents are using a social media whenever need arise, 6.7% of respondents are using a social media 3-4 times a week.

Chart No - 3.1: Gender Of The Respondents



### Spending On Social Media

The data collected here represents the students spending on social media. The list of student using social for online purchasing.

Table No - 3.2: Spending On Social Media

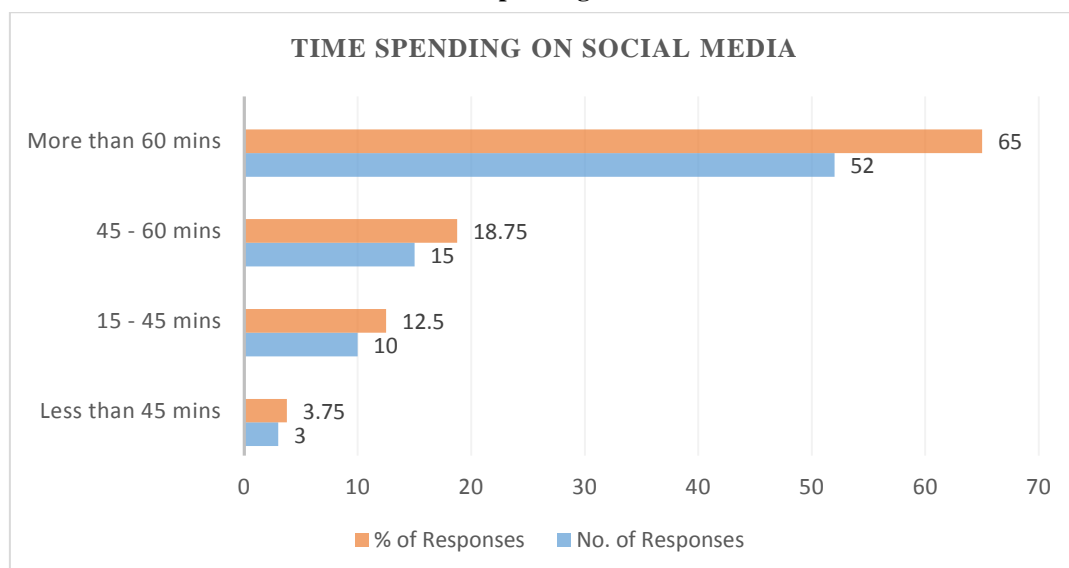
TIMES TO SPEND ON SOCIAL MEDIA	RESPONDENTS	PERCENTAGE
Less than 45mins	3	3.75
15-45 mins	10	12.5
45-60 mins	15	18.75
More than 60 mins	52	65
Total	80	100

Source: Primary data

### Interpretation

This table highlights that, 3.75% of respondents are spend on social media less than 45 mins, 12.5% of respondents are spend 15-45 mins, 18.75% of respondents are spend on social media 45-60 mins, 65% of respondents are spend on social media more than 60 mins

Chart No - 3.2: Spending On Social Media



### Social Media Advertisement Influence To Purchase Products

It analyses the social media advertisement influence to purchase products. It includes two options namely: yes or no

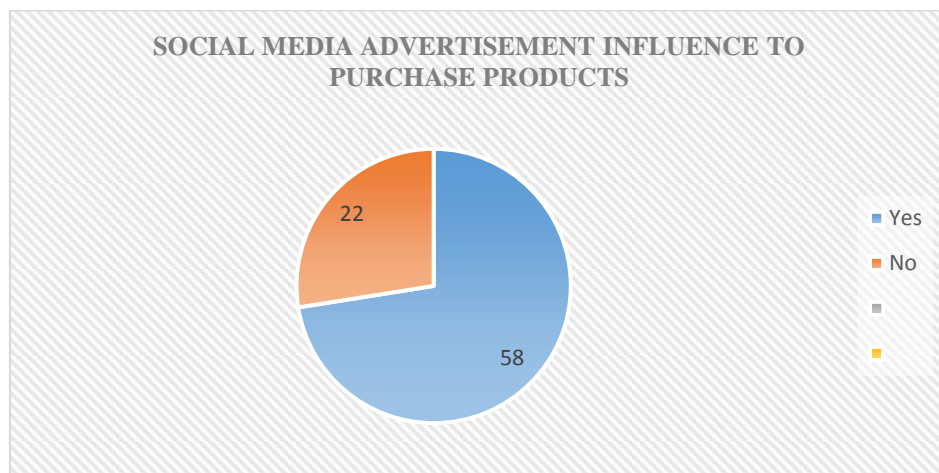
**Table No - 3.3: Social Media Advertisement Influence To Purchase Products**

SOCIAL MEDIA ADVERTISEMENT INFLUENCE TO PURCHASE PRODUCTS	RESPONDENTS	PERCENTAGE
Yes	58	72.5
No	22	27.5
Total	80	100

### Interpretation

The above table picturize the, 27.5% of the respondents are social media advertisement are influence to purchase products. Majority of 72.5% of the respondents social media advertisement are influence to purchase

**Chart No - 3.3: Social Media Advertisement Influence To Purchase Products**



### Type Of Advertisement Attract On Social Media

It represents the different type of social media advertisement attract student to purchasing on online.

**Table No - 3.4: Type Of Advertisement Attract On Social Media**

ADVERTISEMENT INFLUENCE TO PURCHASE PRODUCTS	RESPONDENTS	PERCENTAGE
Electronic	18	22.5
Clothing and accessories	49	61.25
Beauty products	5	6.25
Others	8	10
Total	80	100

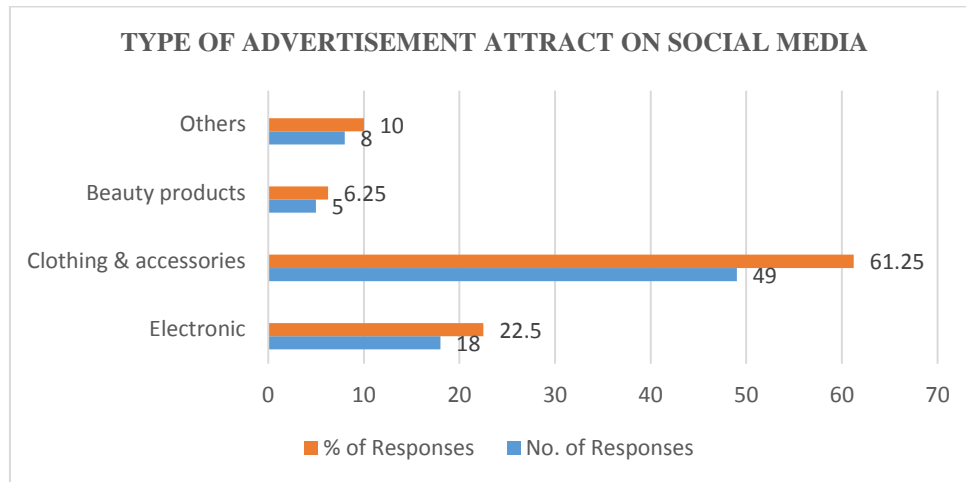
**Source: Primary data**

### INTERPRETATION

From the above it is inferred that 22.5% of respondents are electronic advertisement influence to purchase on social media, 6.25% of respondents are Beauty products and 10% of respondents are other advertisement influence to purchase on social media

Majority 61.25% of the respondent's clothing and accessories advertisement influence to purchase products.

**Chart No - 3.4: Type Of Advertisement Attract On Social Media**



#### Prefer To Buy A Products From Online

It represents the prefer to buy a products from online. It include four categories namely: Never, Rarely, sometimes, Always.

**Table No - 3.5: Prefer To Buy A Products From Online**

PREFER TO BUY PRODUCTS FROM ONLINE	RESPONDENTS	PERCENTAGE
Never	9	11.25
Rarely	15	18.75
Sometimes	46	57.5
Always	7	8.75
Total	80	100

**Source: Primary data**

#### Interpretation

From the above table, it show that 11.25% of respondents are never prefer to buy a products from online, 18.75% of respondents are rarely prefer to buy a products from online, 8.75% of respondents are always prefer to buy a products from online.

Majority 57.5% of the respondents are sometimes to prefer to buy products from online.

**Chart No - 3.5: Prefer To Buy A Products From Online**



#### How Long To Purchasing Product Through Social Media

It represents the respondents how long to purchasing product through social media

**Table No - 3.6: How Long To Purchasing Product Through Social Media**

HOW LONG ON PURCHASING PRODUCT THROUGH SOCIAL MEDIA	RESPONDENTS	PERCENTAGE
Less than 2 months	40	50
12 months	18	22.5
25-59 months	14	17.5
More than 60 months	8	10
Total	80	100

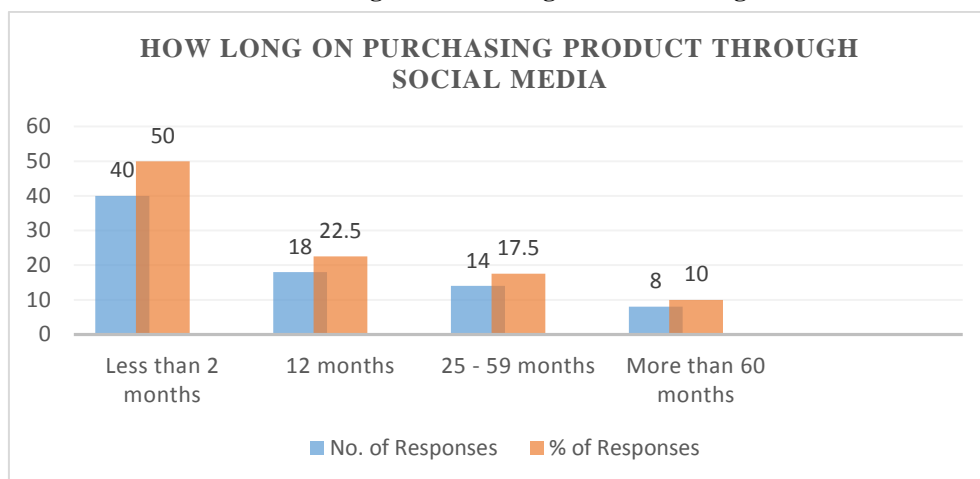
**Source:** Primary data

#### Interpretation

From the above, it shows that, 50% of respondents are less than 2 months to purchasing a products from online 17.5% of respondents are 25 – 59 months and 10% of respondents are more than 60 months to purchasing a products from online.

Thus, the majority 22.5% of respondents are 12 months to purchasing a products from online.

**Chart No - 3.6: How Long To Purchasing Product Through Social Media**



#### Money To Spend On Online Purchase Through Social Media

It represents the respondent's opinion about money to spend on online purchase through social media.

**Table No - 3.7: Money To Spend On Online Purchase Through Social Media**

MONEY TO SPEND ON ONLINE PURCHASE THROUGH SOCIAL MEDIA	RESPONDENTS	PERCENTAGE
Less than 1,000	40	50
2,000 - 4,000	14	17.5
5,000 – 10,000	16	20
More than 10,000	10	12.5
Total	80	100

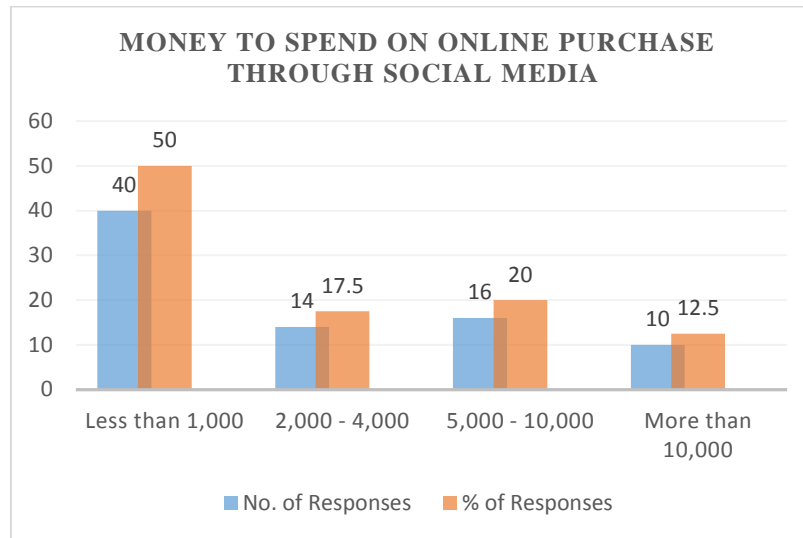
**Source:** Primary data

#### Interpretation

The above table shows that opinion about online learning technology is, 33% of the respondents are feeling easy about online learning technology, 32% of the respondents are feeling difficult about online learning technology and remaining 35% of the respondents are feeling moderate about online learning technology.

Majority 35% of the respondents are feeling moderate about online learning technology.

**Chart No - 3.7: Money To Spend On Online Purchase Through Social Media**



#### Device To Use Access Social Media

It represents the device to use access social media for online purchase. It include four categories are smart phones, Computer, Laptop, Tablets.

**Table No - 3.8: Device To Use Access Social Media**

Device To Use Access Social Media	Respondents	Percentage
Smart Phones	70	87.5
Computer	10	12.5
Laptop	0	0
Tablets	0	0
Total	80	100

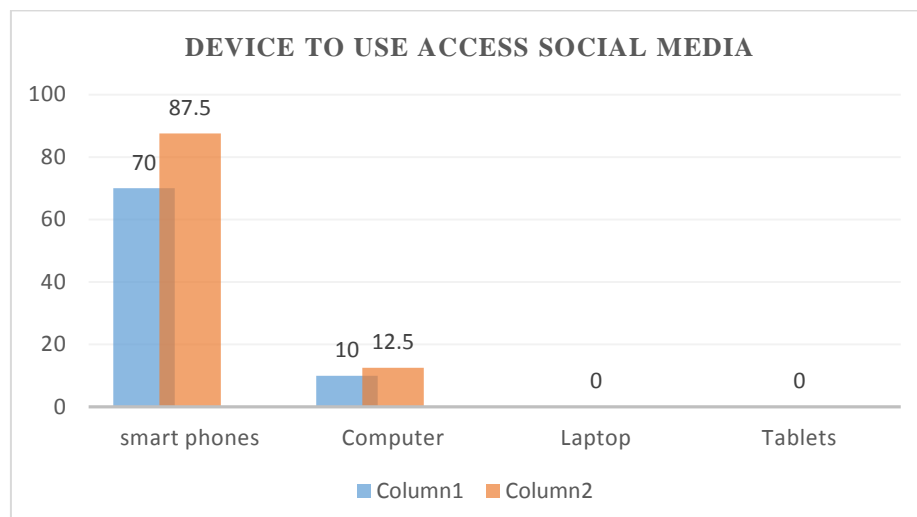
**Source:** Primary data

#### Interpretation

The above table picturizes the opinion about 12.5% of the respondents use computer to access social media. Most of the respondents are not interested to access social media through laptops, Tablets.

Thus, the majority 70% of respondents are use access social media for online purchasing.

**Chart No - 3.8: Device To Use Access Social Media**



### Mode Of Transaction For Purchasing Products Through Online

It represents the respondents are for mode of transaction for purchase a products through online. It provides four categories include:

**Table No - 3.9: Mode Of Transaction For Purchasing Products Through Online**

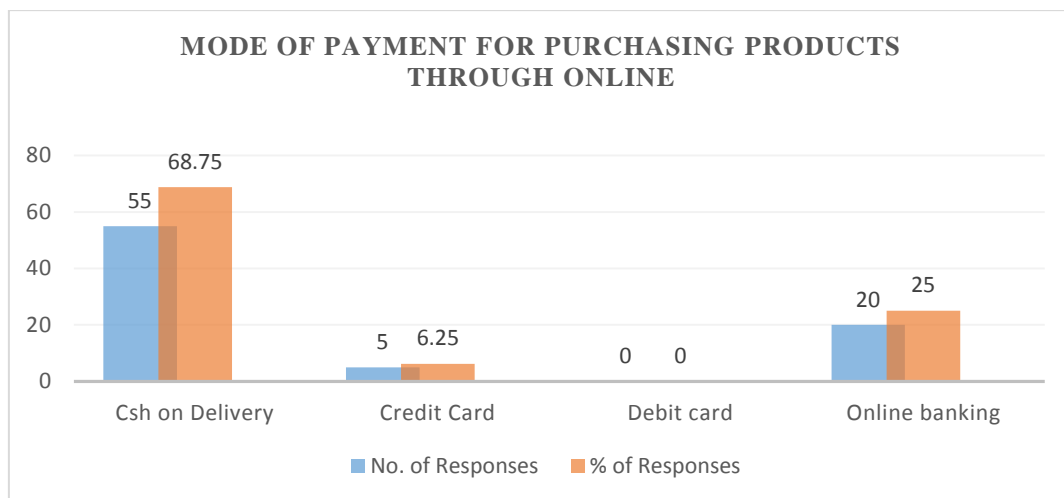
MODE OF PAYEMENT FOR PURCHASING A PRODUCTS THROUGH ONLINE	RESPONDENTS	PERCENTAGE (%)
Cash on delivery	55	68.75
Credit card	5	6.25
Debit card	0	0
Online banking	20	25
Total	80	100

### Interpretation

From the above table it can be identified that around 69.1% of students opt for cash on delivery and 14.5% of students opt for online banking and 12.7% of the students use debit card and 3.6% use credit cards, while doing online shopping

Thus, Majority 69.1% respondents are supposed to buy a products for cash on delivery.

**Chart No - 3.9: Mode Of Transaction For Purchasing Products Through Online**



### How Long It Take To Receive The Ordered Products

It analyses the respondent's opinion on how long it take to receive the ordered products. It consists of four types of duration days.

**Table No - 3.10: How Long It Take To Receive The Ordered Products**

HOW LONG IT TAKE TO RECEIVE THE ORDERED PRODUCTS	RESPONDENTS	PERCENTAGE (%)
2 – 7 days	58	72.5
7 – 14 days	22	27.5
14 – 20 days	0	0
More than 20 days	0	0
Total	80	100

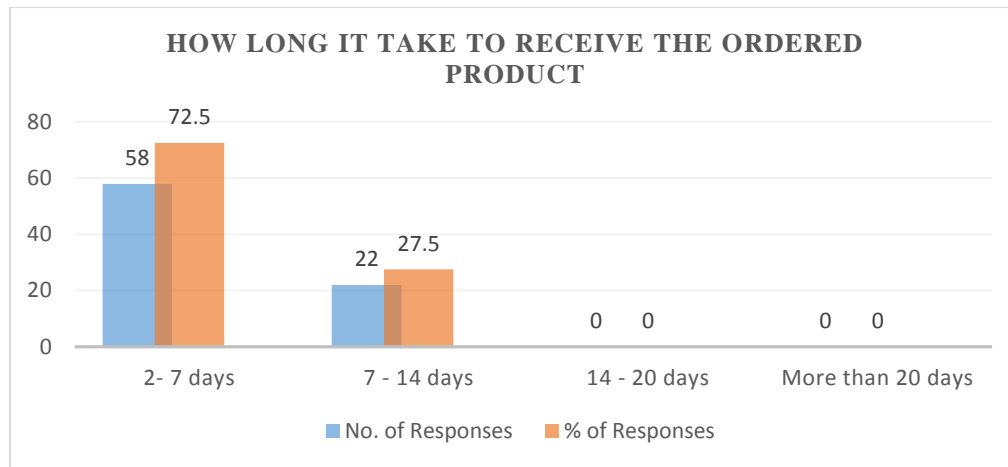
Source: Primary data

### Interpretation

From the above table we can understand that and 27.5% of the students get the product within 7-14 days and 0% of the students get delivery in 14-24 days and 0% of the respondents say that it takes more than one month

Thus, Majority 72.5% of students get delivery in 2-7 days for purchasing a products through online.

**Chart No - 3.10: How Long It Take To Receive The Ordered Products**



### Relationship Between The Quality Of The Products And Confident Of The Product While Buying A Product Through Social Media Advertisement

The table shows the analysis of relationship between the quality of the products and confident of the products while buying a product through social media advertisement.

**Table No - 3.11: Relationship Between The Quality Of The Products And Confident Of The Product While Buying A Product Through Social Media Advertisement**

The table shows the analysis of relationship between the quality of the products and confident of the product while buying a product through social media advertisement

Quality of the product/confident in online purchase	Excellent	Good	Bad	Total
Never	5	9	12	26
Sometimes	4	10	12	26
Always	5	10	13	28
<b>TOTAL</b>	<b>14</b>	<b>29</b>	<b>37</b>	<b>80</b>

**Source: Primary Data**

#### Null Hypothesis

H0: There is no significance between the quality of the product and confidence of the product while buying a product through social media advertisement

#### Alternative Hypothesis

H1: There is significance between the quality of the product and confidence of the product while buying a product through social media advertisement

Particulars	Observed Frequency	Expected Frequency	$(O-E)^2$	$\frac{(O-E)^2}{E}$
R1C1	5	4.5	0.25	0.05
R1C2	9	9.4	0.4	0.04
R1C3	12	12.0	0	0
R2C1	4	4.5	0.25	0.05
R2C2	10	9.4	0.36	0.036
R2C3	12	12.9	0.81	0.06
R3C1	5	4.9	0.01	0.002
R3C2	10	10.15	0.022	0.0022

R3C3	13	12.9	0.01	0.0007
Calculated value				0.1509

Degree of freedom :  $(r - 1) (c - 1)$   
 $= (3 - 1) (3 - 1)$   
 $= 4$

Level of significance : 5%

Table value : 0.1509

### Result

Since the calculated value is less than the table value. So, we accept the null hypothesis. There is no relationship between using the quality of the product and confidence of the product while buying a product through social media advertisement.

## 4. RESULTS AND DISCUSSION

### Findings

- All the respondents in this study have come across social media advertisements.
- Among the respondents around 72.5% respondents feel that social media advertisements have influence on their buying behaviour.
- 61.25% of the respondents have come across advertisements of Clothing & Accessories on social media.
- Majority of the respondents have purchased through social media advertisements.
- Majority of the respondents use their smart phones to access social media.
- Among the respondents around 68.75% of students opt for cash on delivery
- Among the respondents around 46.87% had fraudulent experience regarding Social media advertisements at least once in their life,.
- It was found that around 37.5% of students sometimes suggest social media advertisements to their friends to buy from online.
- Among the respondents around 72.5% of students get delivery in 2-7 day

### Suggestions

- Marketers can take steps to ensure privacy of the viewers of Social media advertisements.
- It is advisable to make the Social media advertisements more attractive and informative.
- More attention to be taken by the Marketers in order to ensure the accuracy of information provided in Social media advertisements.

## 4. CONCLUSION

This study examined the online buying behavior of the college students from qualitative perspective using the focus group study. This study was aimed to explore the factors influencing the college students, to purchase products and services from the online stores. Based on the findings of this study it can be concluded that, to an extent social media advertisements are influencing the online buying behaviour of customers especially the students. But at the same time concerns related to the privacy, accuracy of informations, chances of frauds, etc also exists in the mind of the students. By this research, businesses and consumers understand the importance of social Media. It would be a better idea to recommend businesses about the best social Media to be utilized so they can benefit from them to enhance the purchasing process and products to satisfy consumers' needs. Finally, students are encouraged to purchase particular products online using appropriate social Media.

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