



## **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUME BUYING BEHAVIOUR**

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**Cite This Article:** Dr. S. Sasirekha & Sreelakshmi, "A Study on Impact of Social Media on Consume Buying Behaviour", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 8, Issue 2, July - December, Page Number 1-6, 2023.

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### **Abstract:**

The term "social media" refers to a group of computer-mediated technologies that, through virtual communication and networks, make it easier for individuals to create and share information, ideas, career interests, and other kinds of expression with one another. It is a collection of websites and programmes that have been developed to give users the ability to share material in a rapid, effective, and in real-time manner. Applications on a user's smart phone or tablet might be social media; nevertheless, this type of communication tool was initially developed for computers. This misunderstanding stems from the fact that most people who use social media platforms access their tools through mobile applications. The primary purpose of the research is to assess both the reasons that motivate business-to-business organisations (B2B) to access social media sites and the effects that social media organisations have on the respondents. For this purpose, a sample of 250 was collected from the B2B respondents were percentage analysis, Kruskal Wallis test and factor analysis were used as tools to analyze the data. The conclusion is that social media has a greater effect on overall impact on B2B behavior based on awareness on relationship marketing. The social media sites give various information's that are helpful in the growth of B2B. Most of the B2B respondents use smart phone for accessing social media anywhere anytime. The factor for impact of social media on B2B behaviours reveals four model factors namely early adopters, Access to information, buying behaviours and Socio-economic status. And with all the factors taken for the dimensions helping to gather more social oriented information related to access to information with social media, assisting the B2B respondents in reviewing information and to reach conclusion related to buying behaviour with social media, raising the B2B standard of living and helping to adopt unique lifestyle related to socio economic status with social media will be given more priority can be given more importance towards decision making process in future period of time.

**Key Words:** Social Media, Consumer Buying Behaviour, Coimbatore City

### **Introduction:**

Social media is computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression through virtual communication and networks. It is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time work also. Social media can be defined as applications on their smart phone or tablet, but this communication tool started with computers. This misconception starts from the fact that most social media users access their tools through apps. The ability to share photos, opinions, events, etc in real-time has transformed the way we do life, and it is also transforming the way we do business. Just like competing for space in the newspaper years ago, you are not competing for space on social media. Since social media by its nature is a "short attention span" media, it is 10 times harder to get their attention than it was with a newspaper ad social media is the collective of online communication channels committed to community-based input, interaction, content-sharing, and collaboration. Website and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social media components, such as comment field for users.

### **Social Media and Its Impact on B2B:**

Social media is proven to be powerful in terms of raising awareness and mobilizing campaigns on a variety of issues. It allows any individual to share content and opinions to a global audience immediately. B2B's business efficiency activists have been quick to acknowledge the importance in recent times. It has more specifically demonstrated its potential for drawing attention to B2B's empowerment in facilitating their access to technology which directly impacts their development and enables their voice to reach out globally. It has proven for mobilizing attention, accountability to B2B's business efficiency, challenging discrimination, and stereotypes. Social media activism that has seen a lot of attention and should be discussed in this context is hash tag activism. Its main goal is to increase awareness for any because that seems important to its originator, in the hope of ultimately inspiring action concerning the issue increasing B2B's representation in public life, media and working with a cross section of people. The new type of social media used by B2B brings along great opportunities about gender equality and B2B's business efficiency. It remains unclear to which extent social

media can advance these issues in terms of influencing politics and decision-making processes. B2B business owners often have less diverse business networks and encounter greater challenges accessing and deploying their networks than their male counterparts. Further, the networks that B2B possess provide fewer contacts to clients and less entrepreneurial and managerial knowledge, putting B2B entrepreneurs at a disadvantage from a resource standpoint at the outset of the entrepreneurial endeavor

**Statement of the Problem:**

Social media is a medium of source which provides information, communication, and entertainment etc. There is wide usage of social media comparatively in recent times. It is widely used by people to exhibit their skills and make money out of it. Numerous research works have been carried out in marketing field and very few research have been in human recourses. This study is focused on the impact of B2B behavior on social media. “The growing digitalization and mobility open up more ways for B2B to participate in economic activity and help in gender diversity “- ICICI CEO Chanda Kochhar. B2B such a large part of talent available in the country, that to use the talent pool fully we need to make sure B2B participate in economic activity. B2B would be the large part of India’s consumers, so that comprehensive decisions will be taken by them. B2B using social media have diversified information’s but it has to be categorized according to various factors and that has been taken as a problem towards the study.

**Objectives of the Study:**

- To know the demographic profile and analyze the access and usage level of social media networking sites among B2B.
- To evaluate the factors that influence B2B to access social media sites.
- To analyze the level of awareness towards social media.
- To ascertain the factors, influence to access social media.
- To evaluate the impact of social media sites among the respondents.

**Scope of the Study:**

The research study entitled “Impact of social media marketing and B2B awareness on relationship marketing in Coimbatore city” is undertaken to know the impact of social media on B2B’s behavior. It also studies, the factors influencing B2B to access social media sites and challenges faced by B2B in social media. It provides various information required for the growth of B2B empowerment. B2B behavior based on social media provides more information and positive impact which helps in growth of B2B in society.

**Research Methodology:**

**Source of Data:**

- Primary Data: The study is primarily based on primary data. The data have been collected from 250 respondents by adopting.
- Secondary Data: Secondary data have gathered from various journals, magazines, and websites.

**Area of Study:** The area of study is restricted to Coimbatore city.

**Sampling Technique:** Convenient sampling technique has been used.

**Tools for Analysis:** The following tools used for analysis are, Percentage Analysis, Kruskal Wallis test and ANOVA.

**Limitations of the Study:**

- The respondents are restricted to Coimbatore city.
- The findings of the study solely depend on the response given by the B2B.
- The limitations of the statistical tools applied are applicable for the study.

**Analysis and Interpretation:**

**Demographic Variables of the Respondents:**

Demographic Variables	Particulars	Frequency	Percent
Gender	Male	129	51.6
	Female	121	48.4
	Total	250	100
Age	18-25 years	121	48.4
	26-35 years	64	25.6
	36-45 years	49	19.6
	Above 45 years	16	6.4
	Total	250	100
Occupation	Self employed	22	8.8
	Student	103	41.2
	Employee	72	28.8
	Employer	53	21.2
	Total	250	100

The above table shows about the demographic variables were out of 250 respondents 51.6% are male, 48.4% are female. 48.4% from the age group of 18-25 Years, 25.6% from the age group of 26-35 years, and 19.6% from the age group 36-45 years, 6.4% from the age group above 45 years. 8.8% are doing self-employed, 41.2% are doing student, 28.8% are employee, and 21.2 % are doing employer.

**Preferences towards Getting Information from Media:**

Particulars	Frequency	Percent
Social media	70	28.0
Traditional media [TV, Newspaper, etc.,]	180	72.0
Total	250	100.0

The above table shows about the preference towards getting information from media were out of 250 respondents 28.8% are getting information from social media, and 72.0% are getting information from traditional media.

**Having Account with Social Media:**

	Frequency	Percent
Face book	28	11.2
Twitter	76	30.4
YouTube	94	37.6
LinkedIn	40	16.0
Others Specify	12	4.8
Total	250	100.0

The above table shows about the having account with social media were out of 250 respondents 11.2% are account with face book social media, 30.4% are account with twitter social media, 37.6% are account with YouTube social media, 16.0% are account with LinkedIn social media, and 4.8% are using other types of social media.

**Time Spent With Social Media Each Week:**

	Frequency	Percent
0-10 hours	34	13.6
11-20 hours	105	42.0
21-30 hours	78	31.2
More than 30 hours	33	13.2
Total	250	100.0

The above table shows about the time spent with social media each week were out of 250 respondents 13.6% are spending between 0-10 hours in social media each week, 42.0% are spending between 11-20 hours in social media each week, 31.2% are spending between 21-30 hours in social media each week, 13.2% are spending more than 30 hours in social media each week. Its shows that most of the respondents are spending between 11-20 hours with social media each week.

**Comparison between Age and Awareness towards Social Media:**

H<sub>0</sub>1: There is no relationship between age and awareness towards social media

Crosstab							
Count							
		Awareness Towards Social Media					Total
		Highly Aware	Aware	Neutral	Slightly Unaware	Highly Unaware	
Age	18-25 Years	8	33	24	40	16	121
	26-35 Years	3	18	15	20	8	64
	36-45 Years	6	8	9	14	12	49
	Above 45 Years	3	2	2	8	1	16
Total		20	61	50	82	37	250

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	14.581 <sup>a</sup>	12	.005
Likelihood Ratio	13.892	12	.308
Linear-by-Linear Association	.185	1	.667

The above table depicts that there is a relationship between age and awareness towards social media as the level of significance is at 0.005 which is less than 0.05. The results of the table depicts that the respondents who are highly aware about social media are from the age group between 18-25 years.

**Comparison Between Age and Factors Related to Social Media Among B2B Employees:**

Ho2: There is a significant difference between age of the respondents and factors related to social media among B2B employees.

Particulars	Age	N	Mean	SD	F	Sig
Level of awareness towards social media	18-25 years	121	3.43	0.628	1.140	0.034
	26-35 years	64	3.44	0.573		
	36-45 years	49	3.43	0.626		
	above 45 years	16	3.15	0.379		
	Total	250	3.41	0.602		
Level of acceptance towards factors influence to access social media	18-25 years	121	3.39	0.540	0.758	0.519
	26-35 years	64	3.43	0.541		
	36-45 years	49	3.28	0.639		
	above 45 years	16	3.37	0.531		
	Total	250	3.38	0.559		
Early adopters	18-25 years	121	3.52	0.537	0.683	0.563
	26-35 years	64	3.49	0.557		
	36-45 years	49	3.52	0.502		
	above 45 years	16	3.31	0.649		
	Total	250	3.50	0.542		
Access to information	18-25 years	121	3.48	0.653	0.380	0.768
	26-35 years	64	3.48	0.641		
	36-45 years	49	3.36	0.787		
	above 45 years	16	3.46	0.802		
	Total	250	3.46	0.685		
Buying behaviour	18-25 years	121	3.37	0.646	0.283	0.838
	26-35 years	64	3.41	0.661		
	36-45 years	49	3.46	0.748		
	above 45 years	16	3.46	0.504		
	Total	250	3.40	0.661		
Socio economic status	18-25 years	121	3.42	0.779	0.985	0.400
	26-35 years	64	3.46	0.823		
	36-45 years	49	3.24	0.808		
	above 45 years	16	3.55	0.812		
	Total	250	3.40	0.798		

There is a significant difference between level of awareness towards social media (0.034)

There is no significant difference between level of acceptance towards factors influence to access social media (0.519), early adopters (0.563), and access to information (0.768), buying behaviour (0.838), and socio-economic status (0.400)

**Level of Awareness towards Social Media:**

The respondents from the age group between 18-25 years and 36-45 years (3.43), 26-35 years (3.44), and above 45 years (3.15) slightly unaware level of awareness towards social media

**Findings:**

- 51.6% of the respondent's male.
- 48.4% of the respondents from the age group of 18-25 years.

- 41.2% of the respondents are students.
- 72% of the respondents preference towards getting information from traditional medias like TV, Newspaper, etc.
- 37.6% of the respondents are having account with YouTube social media.
- 42% of the respondents are spending between 11-20 hours with social media each week.
- 40.8% of the respondents disagree towards advertising on social media.
- 39.2% of the respondents having between 300-400 friends with social media.
- 29.6% of the respondents are spending between 3 to 4 hours spent with social media a day.
- 31.2% of the respondents strongly agree towards social media creating fashion sense of B2B.
- 30.8% of the respondents strongly agree towards increased usage of social media based on technological advancement among B2B.
- 32% of the respondents agree towards increased usage of social media based on technological advancement among B2B.
- 26.4% of the respondents agree towards helping to reduce stress.
- 34% of the respondents strongly agree towards social media helping to connect with colleagues and friends.
- 37.6% of the respondents agree towards social media helping to exhibit potentials.
- 28.4% of the respondents strongly agree towards social media showing attractive caption and presentation style.
- The factors social media creating fashion sense of B2B fall under 7<sup>th</sup> component which contributes 5.46%.
- The factors helping to reduce stress related to early adopters fall under 8<sup>th</sup> component which contributes 4.64%.

#### **Suggestions:**

- The respondents have felt that job related information influence less to access social media sites. Hence, the job-related information's shall be put-up with proper information and details relating to the job.
- The social media users have difficulty in loading web pages most frequently because of less care by the websites management. So, the management must have proper maintenance in the proper updating of webpages and the problems must be solved immediately to be user-friendly.
- There is a vibrant usage of social media by B2B. But there is lack of privacy for B2B in using some social media sites. Proper privacy settings can be provided like assigning passwords for all settings for personal data's, photos, payments etc.,
- Social media provides various information's for a particular subject. So that it is difficult to reach a conclusion. They can provide most similar information's which will be helpful to take a concerned about it.
- B2B using social media have been growing as a larger part, but there must be even more effective information's for their development. More space must be provided to establish their talents for their growth in the society.

#### **Conclusion:**

The conclusion is that social media has a greater effect on overall impact on B2B behavior based on awareness on relationship marketing. The social media sites give various information's that are helpful in the growth of B2B. Most of the B2B respondents use smart phone for accessing social media anywhere anytime. The factor for impact of social media on B2B behavior reveals four model factors namely early adopters, Access to information, buying behavior and socio-economic status. And with all the factors taken for the dimensions helping to gather more social oriented information related to access to information with social media, assisting the B2B respondents in reviewing information and to reach conclusion related to buying behavior with social media, raising the B2B standard of living and helping to adopt unique lifestyle related to socio economic status with social media will be given more priority can be given more importance towards decision making process in future period of time.

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