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Exploring the relationship between social media and consumer buying behaviour: A study with reference to Chennai City

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Abstract---Purpose: The study's main goal is to find out how social media affects people's purchasing decisions and to look at how different factors affect how social media affects people's purchasing decisions. Design / Methodology: The objectives were met through the use of regression, factor analysis, t-tests, and descriptive statistics. This is a practical study based on a sample of 132 internet buyers in the Chennai district. The convenience sampling approach was used in this investigation. Findings: The study discovered six factors: information, entertainment, incentive, consumption, trust, and satisfaction. Each of the prominent online media occupations, such as data entertainment, incentive, consumption, trust, and contentment, has a substantial impact on customer purchasing behaviour. According to the average value of the roles, social media's function in influencing purchase behaviour was the most important, followed by information and incentives. The consumption factor played the least important role. This research might aid online businesses and website developers in efficiently using the social media platform to battle competition.

Keywords---social media, consumer buying behavior, online businesses.

Introduction

New systems can now get into the economy because of recent changes to the Internet. Online communities and social media are great examples of how this works (Lu et al. 2010). People can communicate with each other through email, Twitter, and Facebook without having to meet in person. Companies can use social media to make more money, share more information in the workplace, and make social support for customers, just to name a few. Furthermore, when people connect with each other through social media, they have the same ideals, which increases trust. Because social media is so common, businesses may be able to use it to build trust with customers and make them more likely to buy their products. This makes a study of how people use these platforms interesting. In the last few years, social media has become very popular. Facebook claims to have 1.3 billion active members around the world, and more than half of them log in every day. Twitter is a service that lets people post short messages called tweets. It has 225 million users who send out 500 million tweets every day on average. Over 1 billion people visit YouTube every month, and they watch more than 6 billion hours of video. At the same time, there are expected to be more than 181 million blogs around the world. (Nielsen2012).

Review of Literature

Ham, Lee, Hayes & Bae, (2019). On a social level, adaptation to various client groups and generations has resulted in considerable lifestyle changes. According to statistics, one out of every four individuals on the planet, or 1.73 billion people, uses social media platforms. Traditional approaches have been successfully adapted by social media sites such as Instagram, Facebook, and Snapchat. According to Ham, Lee, Hayes, and Bae, understanding these shifts in customer behaviour and the logic underlying them is crucial.

Oliveira, Gonçalves, Martins & Branco, (2018). Buyers benefit from the internet's increased efficiency and convenience, as well as access to more complete product information, a larger selection of things, pricing, and customization options. Consumers now have access to massive amounts of data that can be viewed at any time thanks to the digital revolution. Consumers can now directly influence the decision-making process in large corporations due to the availability of information.

Leader James (2018) in his article, he discovered that social networking sites are made to make customers addicted to them and to give them a sense of belonging. Several research findings back up and reinforce the notion that social media has evolved into a weapon for modern marketers. It has become a simple and convenient way for them to communicate with their customers.

Gao et.al, (2017) and Yang et.al. (2016) these studies have helped to improve our understanding of the factors that influence how a consumer's sense of belonging influences their behaviour. Although the majority of the research has concentrated on the positive effects on consumer behaviour, there can also be negative outcomes. The use of digital interaction in marketing, particularly in consumer behaviour, is becoming more popular.

Berthon et.al, (2008). Customers are infiltrating the world of marketing, and their dynamic behaviour is transforming both the media and the marketing display space. Due to the widespread interest in social media and user-generated content, users are viewed as contributing actively to the content on sites like YouTube, Facebook, and Wikipedia. (UGC).

Stewart & Pavlou, (2002). Consumers have gained power, and their role has shifted from that of a passive observer to that of an active participant.

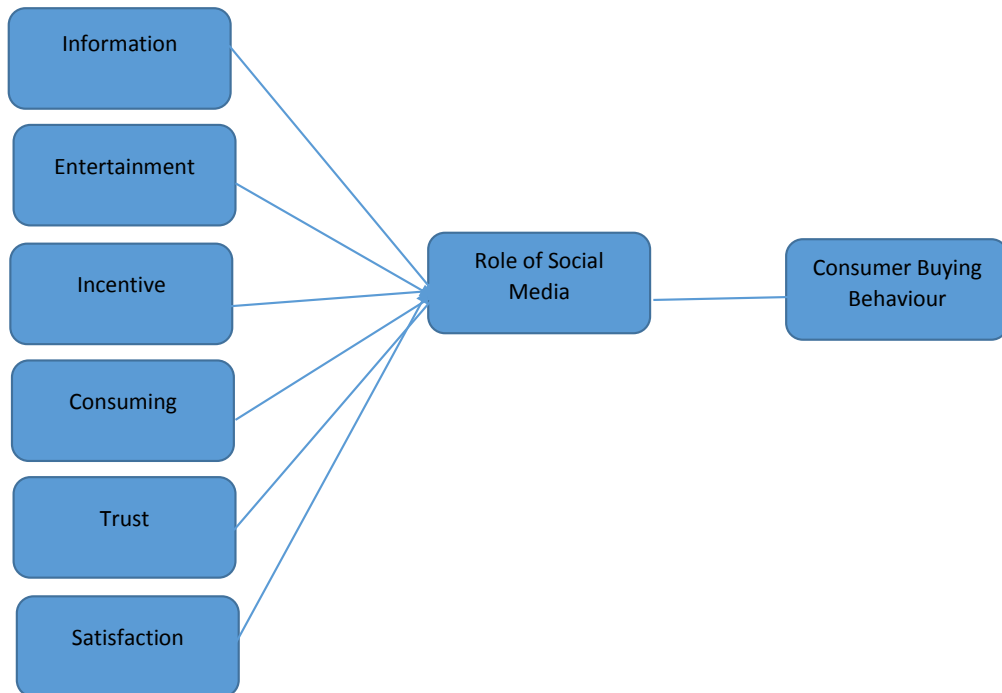
Research Problem

The features of consumer buy behaviour in an online environment, as well as the influence of social media advertising on the customer's acquisition choice, are among the public occurrences explored in the study. The study's primary focus is on Chennai internet customers' attitudes toward online purchases, particularly the impact of social media marketing as a research tool during the consumer's supervisory practise when making an online purchase.

Importance of the Research

There is a big change in how people communicate with each other because of social media, says Mayfield (2011). People who work for businesses are using more and more social media. This changes how businesses respond to customers' needs and wants, and how they respond to their competitors. The town of Mayfield is in the state of Ohio, which is where it is (2011). With the help of social media marketing technology, businesses can now do more and more creative things with online mass media (Stelzner, 2010). Social media marketing is all about having passion, emotion, and real feelings for a business. This is what makes it work (Brandz, 2010). As social media and eWOM (electronic word of mouth) have become more popular, customers can now talk to each other and share their thoughts and opinions about a brand in the virtual world. As a result, social media presentation allows marketers to communicate with a larger group of people, as well as get important information that affects the building and maintenance of client relationships (Evans, 2010). Therefore this study is important to identify the influencing factors of social media elements on consumer buying behaviour.

Proposed Research Model of the Study



Source: Developed by author.

Research Aim

- To recognise the swaying factors of social media on consumer buying behaviour
- To investigate the influence of various social media elements on customer purchasing behaviour.

Research Methodology

The study is based on empirical research and a selection of 132 internet shoppers in Chennai city using a convenience sampling method.

Data Collection

All sources of data were used in this study. Primary data was gathered through the use of a questionnaire and split into two parts. The first component utilised a 5-point Likert scale to gather demographic data from respondents, while the second piece used a 5-point Likert scale to collect responses to a statement regarding using social networking sites for purchasing purposes. In order to gather secondary information, researchers turned to a variety of sources including academic journals and books as well as items published in print media and on the internet.

Research Tools

- Factor analysis
- One sample t-test
- Descriptive statistics
- Regression

Analysis and Discussion

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.617
Bartlett's Test of Sphericity	Approx. Chi-Square		1.910E3
	Df		190
	Sig.		.000

The highest value of the Kaiser-Meyer-Olkin (KMO) test of sampling adequacy indicates that the correlation between the couple of variables explained by other couple of variables and the factor analysis regarded adequate in this model. The KMO value is shown in Table 1 .617 says that the data size is sufficient for factor analysis. The Bartlett test of sphericity revealed that data do not create an identity matrix with a significant value ($P=.000$).

Table 2
Component Matrix

	1	2	3	4	5	6
S2_2	.871					
S2_1	.845					
S2_3	.831					
S3_1		.789				
S3_2		.737				
S3_3		.721				
S1_1			.687			
S1_5			.645			
S1_2			.615			
S1_3			.629			
S1_4			.743			
S4_1				0.681		
S4_2				0.671		
S4_3				0.719		
S5_1					0.739	
S5_3					0.726	
S5_2					0.643	
S6_1						.641
S6_2						.631
S6_3						.661

S6_4						.672
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The Rotated Component Matrix, commonly known as the Rotated Factor Matrix in factor analysis, is shown in Table 2. For rotation, the Varimax algorithm was utilised. Factor loadings greater than 0.5 were deemed suitable for factor analysis. It shows that S2 (1, 2, 3) is included in the first factor. Factor 2 includes statement S3 (1, 2, 3). S1(1,2,3,4,5) is included in factor 3, and S4(1,2,3) is included in factor 4. S5 (1, 2, 3) and S6 (1, 2, 3) are the fifth and sixth factors, respectively (1, 2, 3, 4)

Influencing Factors Of Social on Consumer Purchasing Activities

Table 3
Factors influencing consumer buying behaviour in social media

S.No	Factors	Eigen Value	Percentage of variance	Cumulative percentage of variance
1	Information	7.178	35.851	35.851
2	Entertainment	2.244	11.231	47.082
3	Incentive	1.721	8.555	55.637
4	Consuming	1.385	6.934	62.571
5	Trust	1.254	6.211	68.782
6	Satisfaction	1.067	5.396	74.178

Source: Primary Data

Table 3 It is critical to note that customers chose information, which has a significant impact on social media and influences consumer purchasing behaviour. The following element, entertainment, accounted for 47.082 percent of the study's variation. This factor has an Eigen value of 2.244. It emphasises how entertainment has a good impact on social networking platforms. The third element, incentive, scored 8.555 percent variance with an Eigen value of 1.721, indicating that visual information combined with monetary incentives such as coupons and discounts quickly captures consumers' attention. The fourth component has a 6.934 percentage variance and an Eigen value of 1.385, indicating that consumers pay considerable attention to visual advertisements on brand social networking sites pages. The last two criteria, trust and contentment, have a percentage variance of 6.211 and 5.396 respectively. These factors have Eigen values of 1.254 and 1.067, respectively. It demonstrates that all of the stated reasons are linked to consumer purchasing behaviour in some way. Furthermore, consumers who are involved with a specific brand feel a feeling of belonging and their relationship with the brand is strengthened. Trust, satisfaction, and) are all terms used to describe the quality of a customer's connection with a brand. As a consequence of the findings, it is clear that the process of consumers engaging with a brand has a significant impact on the dimensions of trust, satisfaction, and information, all of which contribute to a consumer-brand relationship.

Relationship Between Influencing Social Media Factors and its Impact On Consumer Buying Behaviour

Following the discovery of the social media elements that influence consumer purchasing behaviour, the next step is to negotiate the relationship between the social media influencing factors and consumer buying behaviour in the research area. The association between the characteristics and customer purchasing behaviour was investigated using multiple regression analysis.

$$Y = b_0 + b_1X_1 + b_2X_2 + \dots + b_5X_5 + e_u$$

Where,

Y= Overall score on influencing behaviour

X₁ = Information

X₂ = Entertainment

X₃ = Incentive

X₄ = Consuming

X₅ = Trust

X₆ = Satisfaction

B₀, b₁, b₂...b₅ are the parameters of independent variable to be estimated

B₀ = Regression constant

E_u = Error term

In order to test the significance of the estimated parameters b₁, b₂....b₇, t-test of the following formula has been used.

$$t = \frac{b_i}{SEb_i}$$

SEb = Standard error of b_i

The regression co-efficient of the independent variables has been estimated and the results are shown in table 4

Relationship Between Influencing Social Media Factors and its Impact on Consumer Buying Behaviour

Table 4

S.No	Factor	Notation	Elasticity Co-efficient	Standard Error	t value	Sig
1	Constant	b ₀	17.364	0.128	135.618	0.000
2	Information	X ₁	0.834	0.128	6.621	0.000
3	Entertainment	X ₂	0.489	0.128	3.345	0.000
4	Incentive	X ₃	0.378	0.128	2.755	0.000
5	Consuming	X ₄	2.256	0.128	17.723	0.000
6	Trust	X ₅	0.432	0.128	2.776	0.011

Source: Primary Data

The co-efficient determination R² was, as shown in Table 4 of the preceding table. The model's five independent variables may account for 62.1 percent of the variance in consumer social media influencing factors, as shown by the number 621. The F value shows that the linear regression was statistically significant at the 1% level and that the inference was well detected. To analyse the implication of social media many characters in influential consumer purchasing behaviour one sample t-test and descriptive statistics have been used.

Table 5

In this study, we looked at the influence of social media on the purchase habits of consumers on one sample t-test

	Test Value=0					
	T	Df	Sig.(2-tailed)	Mean Difference	95% confidence interval of the Difference	
					Lower	Upper
Information	47.422	131	0.000	3.26266	3.4121	3.7213
Entertainment	92.012	131	0.000	4.19909	4.0143	4.2436
Incentive	40.231	131	0.000	2.78654	4.1972	2.9878
Consuming	77.213	131	0.000	3.67542	2.1978	2.9561
Trust	46.233	131	0.000	3.27864	2.3123	3.6754
Satisfaction	79.321	131	0.000	2.56432	3.7654	2.9716

Source: Primary Data

Table 4 shows the results of the one-sample t-test. The observed t statistic for each factor is shown in the table's "t" column. The "df" column represents the degree of freedom. All of the declared roles of social media, such as information, entertainment, incentive, consumption, trust, and satisfaction, have a significant influence on consumer purchasing behaviour, according to a one-sample t-test.

Table 6

Mean value and standard deviation of various factors of social media

	N	Mean	Std.Deviation
Information	132	3.4342	0.86732
Entertainment	132	4.1321	0.24675
Incentive	132	2.7231	0.74253
Consuming	132	3.9233	0.06754
Trust	132	4.8765	0.06874
Satisfaction	132	3.3421	0.89762

Source: Primary Data

The standard deviation of social media's varied functions in impacting consumer buying behaviour was substantial, as seen in Table 6. The standard deviation reflects the variety in answers, whereas the mean value shows the level of significance. With a mean value (\bar{x}) of 4.8765, social media's influence in shaping buying behaviour was determined to be the most influential component, followed by entertainment ($\bar{x} = 4.1321$) and consuming ($\bar{x} = 3.9233$). The least significant

component with a mean value ($x = 3.4342$) was the information sharing role, and the least significant factor with a mean value ($x = 3.3421$) was the pleasure role. Table 5 also demonstrates that the pleasure role has the most variety in replies, as evidenced by the greatest standard deviation value of 0.89762, followed by information (0.86732), and incentive (0.86732). (74253).

Conclusion

To summarise, knowledge, entertainment, incentive, consumption, trust, and satisfaction were explored as six social media influencing characteristics that influence customer buying behaviour. Social media functions such as information, entertainment, incentive, consumption, trust, and pleasure have all been identified as having a significant influence on consumer purchase behaviour. The role of social media in influencing buying behaviour was the most important, followed by information and incentives, according to the average value of the roles. The role of consumption was the least important.

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