

**A STUDY ON SOCIAL MEDIA SITES AND ITS EMPOWERMENT TOWARDS
THE E-CONSUMER'S BUYING BEHAVIOUR
(With reference to Coimbatore city)**

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ABSTRACT

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In the current era, the normal marketing streams are just a little segment of the numerous approaches went to market and brand products. Technology gives consumer the facility to research products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to enrich the knowledge held about products, held by the feedback of consumers about products and have a tendency to relate more to a corporation after reading various reviews. The paper is related to the impact of social media on consumer behavior. With the big interest in social media sites, like YouTube, MySpace, Facebook, and Wikipedia, consumers are assumed to be actively contributing to marketing content. The aim of this paper is to conceptualize consumers' activities in social media by examining the motivations behind the activities. planning responses to consumer activities.

KEYWORDS: Social Media, Consumer Behavior, Marketing, Social Network.

1.1 INTRODUCTION

Social Media Increasing specialise in global development and therefore the expansive use of technology in marketing, advertising and promotion have led to shifts within the way during which companies specialise in consumers. Researchers have recognized that technology has become a serious component in expanding markets and have defined entire marketing strategies around global access to technology. At the same time, advertising and promotion often focus on the psychological, emotional, and social factors influencing consumer behaviours, elements that must be incorporated into technology-based marketing. As a result, even within the presence of worldwide expansion and new technologies, companies got to check out the four essential "Ps" of marketing: product, price, place, and promotion. Companies frequently specialise in three of the foremost widely used social media platforms to be used in product marketing and branding: Facebook, YouTube and Twitter.

Social media websites became the middle of data distribution on products, including the introduction of latest product lines, the creation of brand name awareness, and methods to shape consumer behavior. Social media provides the unique opportunity to use word-of-mouth marketing to a widespread audience, supporting consumer-to-consumer communications and advancing brand awareness through a large-scale social network. Social media are often defined as "consumer-generated media that covers a good sort of new sources of online information, created and employed by consumers bent sharing information with others regarding any topic of interest.

Social networking sites like Facebook have provided a replacement way of introducing brand-related content and creating exchanges with consumers by generating consumer interactions. Consumers are now encouraged to interact with brands, share information with other consumers and create their content that reflects their brand preferences. The more consumers are engaged during this process, the more likely they're to encourage others to explore specific brands. In understanding the role that social networks play in branding, it is important to recognize the views of businesses about the branding and marketing processes, their desire to create consumer engagement, and thus the impacts of social networks on influencing consumer purchasing decision-making.

In recent years the web environment is viewed by users from a replacement perspective, during a commercial way. Its development and therefore the emergence of online stores have turned users into consumers. Also the foremost important role of social media has changed the way of how consumers and marketers communicate. Consumers also are influenced by other psychosocial characteristics like: income, purchase motivation, company presentation, company or brand's presence on social networks, demographic variable (age, sex, income etc. In this paper we study the influence of social networks on the choice to get within the online users.

1.2 REVIEW OF LITERATURE

A review of literature helps the researchers to have a first-hand knowledge about the parallel work done by others. In order to have a comprehensive understanding of the proposed study, the following research studies have been reviewed.

Alba and Hutchwison (1997)¹ believed that price sensitivity would be lower in online than in traditional outlets when the non-price attributes or quality attributes are of greater importance. When the products are relatively comparable, the price, of course, will play a greater role.

Han et al. (1998)² pointed out that a high consumer orientation should lead to more intensive adoption of e-business initiative in communication processes. Likewise, a customer-oriented business is more likely to focus efforts and resources to satisfy customer needs and to adopt a proactive disposition toward innovation that facilitate efficient customer transactions and robust customer relationship.

Woodard (1999)³, in his work, "*Women Execs Embrace Web Purchasing*", made a study in consumer behaviour among women in US by the National Foundation of Women Business Owners found that 57% of women business owners, who used the Internet, had purchased online, compared to 40% of female employees who used the Internet had purchased online. Women contributed more than \$ 3.6 trillion in revenues from their purchases online. Also, 30% of women business owners/executives, compared to 23% of other working women, had ordered from a catalogue.

¹ Alba, J and Hutchwison, W. (1997). "Dimension of consumer expertise", *Journal of Consumer Research*, 13(4), 411-454.

² Han, Join, K., Namwon Kim and Rajendra K. Srivastava. (1998). "Market orientation and organizational performance: Is innovation a missing link?" *Journal of Marketing* 62, 30-45.

³ Woodard, K. (1999), *Women Execs Embrace Web Purchasing*. In *Cincinnati Business Courier*. Retrieved on March 14, 2000.

Ariely and Carmon (2000)⁴ reported that a crucial part of the purchasing experience occurs at the end of the process of purchase, where critical factors influence one's likelihood of returning to the same site. This argument would contend that the fulfillment aspect of the purchase process might play a greater role than the level of information provided or the amount of choice that is available to the consumer on the website.

Lynch and Ariely (2000)⁵ showed that lowering buyers' search cost for information on product quality is conducive to lowering buyers' price sensitivity when products are differentiated. Such efforts serve to highlight sellers' need to adapt to changes in buyers' information search and buying behaviour as a consequence of changes occurring in the buying environment.

Sumit Chaturvedi and Dr.Sachin Gupta (2014)⁶ in their study 'Effect of Social Media on online shopping behavior of apparels in Jaipur City-An Analytical view" concluded that online marketing through social media is gaining popularity among the people specially the younger generation but in today's scenario to gain popularity among all age groups social media marketing will have to cover a longer distance. People have hesitations in using online purchasing due to security concerns, delays in product delivery along with price & quality concerns. More-over people are hesitant to adapt to newer technology.

Christina Chung and Alexander Muk(2017)⁷ in their study 'Online shopper's Social Media Usage and Shopping Behaviour" concluded that active interaction and useful information on social media create positive perception towards products messages in Social media websites. Providing proper responses to the consumers and the instant feedback given by the online shoppers is a key to Social Media Channel.

1.3 STATEMENT OF THE PROBLEM

Social media have provided new opportunities to consumers to interact in social interaction on the web . Consumers use social media, like online communities, to get content and to network with other users. The study of social media also can identify the benefits to be gained by business. Businesses see enormous opportunities and are wanting to tap into the trend, whereas consumers are replace to the middle within the business world due to social media. There are many studies explaining reasons to tap into social media and to assist companies to realize a far better position within the transition; yet a couple of intends to review from the perspective of consumers. This research study hopes to get the effectiveness of social media as a marketing tool for companies and the way the effectiveness of social media are often realised. Hence, it is necessary to study the behaviour of the consumers through social media sites which empower them to proceed to purchase online.

⁴ Ariely, D., and Carmon, Z. (2000). "Gestalt characteristics of experiences: The dejoiningfeatness of summarized events," *Journal of Behavioural Decision Making*, 13(2), 191-201.

⁵ Lynch, J.G and Ariely, D. (2000). "Wine online: search cost affect competition on price. Quality and Distribution". *Marketing Science*. 19(1), 83-103.

⁶Chaturvedi, Dr. Sumit and Gupta, Dr. Sachin(2014), *Effect of Social Media on Online Shopping Behaviour of Apparels in Jaipur City- an Analytical Review (March 2014)*. Volume II,Issue-VII, ISSN 2319-250X

⁷Christina Chung and Alexander Muk (2017) *Online shopper's Social Media Usage and Shopping Behaviour"*Print ISBN978-3-319-50006-5

1.4 OBJECTIVES OF THE STUDY

Based on the statement of the problem, the researcher has framed the following objectives.

1. To study about the kind of products purchased by the e-consumers using Social media sites.
2. To analyse the factors influencing the e-consumers while making online purchase through social media sites.
3. To determine the satisfaction level of the e-consumers towards the online purchase on social media sites.

1.5 METHOD OF DATA COLLECTION

Primary data is collected through a structured questionnaire prepared according to the objectives of study. Data have been collected from two hundred and ninety four consumers who have minimum one active social media account. These participants are contacted through telephonic interview and questionnaires shared via google sheet due to maintaining the social distancing.

1.6 TECHNIQUE OF DATA COLLECTION

Collection was done using convenient sampling. In the first phase all respondents were briefed about how to fill up the questionnaire in the scale. The questionnaires were distributed to respondents. Filled questionnaires were collected from respondents for statistical analysis of data.

1.7 SAMPLE SIZE

It refers to the number of respondents selected from the universe to constitute a sample. It comprises of 294 respondents from Coimbatore city spread across various socio-demographic profiles.

1.8 SAMPLE UNIT:

The questionnaire was distributed in Coimbatore, Tamilnadu. The author also developed an online questionnaire and invited participation through email. The target individuals were members of social networking sites such as Facebook, Twitter, LinkedIn etc. A total of 320 responses were received, out of which 26 responses were incomplete and 294 responses were finalized for the study.

1.9 DATA ANALYSIS

The data collected from the potential respondents were analyzed by the tools:

- (i) **Analysis of Variance**
- (ii) **Multiple Regression Analysis**

(I) ANALYSIS OF VARIANCE

The analysis of variance is a powerful statistical tool for tests of significance. The test of significance based on t-distribution is an adequate procedure only for testing the significance of the difference between two sample means. In a situation when we have three or more samples to consider at a time, an alternative procedure is needed for testing the hypothesis that all the samples are drawn from the populations with the same mean. The basic purpose of the analysis of variance is to test the homogeneity of several means.

The ANOVA used for studying the differences among the influence of various categories of one independent variable on a dependent variable is called one-way ANOVA. The ANOVA is designed to test whether a significant difference exists among the three or more sample means. In this analysis, the total variance in a set of data is divided into variation within groups and variation between groups. The analysis of

variance technique is used when the independent variables are of nominal scales and the dependent variable is metric or least interval scaled.

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Overall Opinion Product Advertisements	294	10.00	46.00	8279.00	28.1599	8.70986

(Based on the above table Low, Medium, High was arrived)

The above table shows that the shopping behavior scores of respondents vary from a minimum of 10 to a maximum of 46. It is intended to group the respondents into 3 major type's namely low, medium and high level of factors that considers that respondents more at the time of purchasing through Advertisement on Social Media. For this purpose Mean and S.D are calculated. The respondents who have obtained scores of Mean - 0.5 S.D were classified into low purchasing factors that consider and the respondents who score more than Mean+0.5 S.D were classified into high purchasing factors that consider for purchasing through Advertisement on Social Media Sites. The scores of the respondents falling between Mean-0.5 S.D and Mean+0.5S.D are grouped as Medium level of factors that consider for purchasing through Advertisement on Social Media Sites . The various factors that consider for purchasing through Advertisement on Social Media Sites scores were compared across the Low, Medium and High overall factors that consider for purchasing through Advertisement on Social Media Sites of respondents and the results are discussed below.

TABLE 1.1

AGE AND KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENTS OF SOCIAL MEDIA SITES (TWO-WAY TABLE)

AGE		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
Below 20 years	No. of respondents	26	24	33	83
	Percentage	53.1%	52.2%	62.3%	56.1%
Between 20-25 years	No. of respondents	13	16	15	44
	Percentage	26.5%	34.8%	28.3%	29.7%
Between 25-30 years	No. of respondents	10	6	5	21
	Percentage	20.4%	13.0%	9.4%	14.2%
Total	No. of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Primary Data.

The above table states that overall opinion on kind of products purchased through advertisement with regards to age. The high level of opinion on kind of products purchased through advertisement is high among the age category of below 20 years (62.3 per cent) and low among the between 25-30 years (9.4 per cent). Medium level of opinion on kind of products purchased through advertisement is high among the age category of below 20 years (52.2 per cent) and low among the between 25-30 years (13.0 per cent). Low level of opinion on kind of products purchased through advertisement is high among the age category of below 20 years (53.1 per cent) and low among the between 25-30 years (20.4 per cent). In order to find the relationship between age and overall opinion on kind of products purchased through advertisement, a chi-square test has been employed below.

CHI-SQUARE TEST

Null Hypothesis (H₀) there is no relationship between age and kinds of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
AGE	13.389	4	.000**	S	Rejected

** - Significant at 1% level S-Significant

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H₀) has been rejected and the alternative hypothesis (H₁) has been accepted. From the analysis it has been concluded that there is a relationship between age and kinds of products purchased through advertisements of social media.

TABLE 1.2

GENDER AND KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENTS OF SOCIAL MEDIA SITES (TWO-WAY TABLE)

GENDER		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
Male	No. of respondents	26	29	35	90
	Percentage	53.1%	63.0%	66.0%	60.8%
Female	No. of respondents	23	17	18	58
	Percentage	46.9%	37.0%	34.0%	39.2%
Total	No. of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states that overall opinion on kind of products purchased through advertisement with regards to gender. The high level of opinion on kind of products purchased through advertisement is high among the male respondents (66.0 per cent) and low among the female respondents (34.0 per cent). Medium level of opinion on kind of products purchased through advertisement is high among the male respondents (63.0 per cent) and low among the female respondents (37.0 per cent). Low level of opinion on kind of products purchased through advertisement is high among the male respondents (53.1 per cent) and low among the female respondents (46.9 per cent). In order to find the relationship between Gender and overall opinion on kind of products purchased through advertisement, a chi-square test has been employed below.

CHI-SQUARE TEST

Null Hypothesis (H₀) there is no relationship between gender and kinds of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
GENDER	11.939	2	.000**	S	Rejected

** - Significant at 1% level S-Significant

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H₀) has been rejected and the

alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between gender and kinds of products purchased through advertisements of social media.

TABLE 1.3
EDUCATIONAL QUALIFICATION AND KIND OF PRODUCTS PURCHASED THROUGH
ADVERTISEMENTS OF SOCIAL MEDIA SITES (TWO-WAY TABLE)

EDUCATIONAL QUALIFICATION		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
UPTO HSC	No. of respondents	15	8	11	34
	Percentage	30.6%	17.4%	20.8%	23.0%
UNDER GRADUATE	No. of respondents	15	22	32	69
	Percentage	30.6%	47.8%	60.4%	46.6%
POST GRADUATE	No. of respondents	11	13	5	29
	Percentage	22.4%	28.3%	9.4%	19.6%
OTHERS	No. of respondents	8	3	5	16
	Percentage	16.3%	6.5%	9.4%	10.8%
Total	No. Of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states that overall opinion on kind of products purchased through advertisement with regards to Educational qualification. The high level of opinion on kind of products purchased through advertisement is high among the under graduate respondents (60.4 per cent) and low among the post graduates and other qualified respondents (9.4 per cent). Medium level of opinion on kind of products purchased through advertisement is high among the under graduates respondents (47.8 per cent) and low among the other qualified respondents (6.5 per cent). Low level of opinion on kind of products purchased through advertisement is high among the respondents who completed Upto HSC and under graduates (30.6 per cent) and low among the other qualified respondents (16.3 per cent). In order to find the relationship between Educational qualification and overall opinion on kind of products purchased through advertisement, a chi-square test has been employed below.

CHI-SQUARE TEST

Null Hypothesis (H_0) there is no relationship between educational qualification and kind of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
EDUCATIONAL QUALIFICATION	13.855	6	..031*	S	Rejected

It has been divulged from the chi-square test that the p-value (.031) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between educational qualification and kind of products purchased through advertisements of social media.

TABLE 1.4
OCCUPATIONAL STATUS AND KIND OF PRODUCTS PURCHASED THROUGH
ADVERTISEMENTS OF SOCIAL MEDIA SITES (TWO-WAY TABLE)

OCCUPATIONAL STATUS		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
STUDENT	No. of respondents	31	28	39	98
	Percentage	63.3%	60.9%	73.6%	66.2%
BUSINESS MAN	No. of respondents	2	8	5	15
	Percentage	4.1%	17.4%	9.4%	10.1%
GOVERNMENT EMPLOYEES	No. of respondents	11	8	7	26
	Percentage	22.4%	17.4%	13.2%	17.6%
PRIVATE EMPLOYEES	No. of respondents	5	2	2	9
	Percentage	10.2%	4.3%	3.8%	6.1%
Total	No. of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states that overall opinion on kind of products purchased through advertisement with regards to occupational status. The high level of opinion on kind of products purchased through advertisement is high among the students (73.6 per cent) and low among the private employees (3.8 per cent). Medium level of opinion on kind of products purchased through advertisement is high among the student (60.9 per cent) and low among the private employees (4.3 per cent). Low level of opinion on kind of products purchased through advertisement is high among the students (63.3 per cent) and low among the business man (4.1 per cent). In order to find the relationship between Occupational status and overall opinion on kind of products purchased through advertisement, a chi-square test has been employed below.

CHI-SQUARE TEST

Null Hypothesis (H₀) there is no relationship between occupational status and kind of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
OCCUPATIONAL STATUS	18.185	6	.021*	S	Rejected

It has been divulged from the chi-square test that the p-value (.021) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H₀) has been rejected and the alternative hypothesis (H₁) has been accepted. From the analysis it has been concluded that there is a relationship between occupational status and kind of products purchased through advertisements of social media.

TABLE 1.5
ANNUAL INCOME AND KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENTS
OF SOCIAL MEDIA SITES (TWO-WAY TABLE)

Annual income		KIND OF PRODUCTS PURCHASED THROUGH ADVERTISEMENT			TOTAL
		LOW	MEDIUM	HIGH	
Less than Rs.2,00,000	No. of respondents	21	12	19	52
	Percentage	42.9%	26.1%	35.8%	35.1%
Between Rs.2,00,000 to Rs.4,00,000	No. of respondents	13	16	14	43
	Percentage	26.5%	34.8%	26.4%	29.1%
Between Rs.4,00,000 to Rs.6,00,000	No. of respondents	9	10	12	31
	Percentage	18.4%	21.7%	22.6%	20.9%
More than Rs.6,00,000	No. of respondents	6	8	8	22
	Percentage	12.2%	17.4%	15.1%	14.9%
TOTAL	No. of respondents	49	46	53	148
	Percentage	100.0%	100.0%	100.0%	100.0%

The above table states that overall opinion on kind of products purchased through advertisement with regards to annual income. The high level of opinion on kind of products purchased through advertisement is high among the respondents who earn Less than rs.2,00,000 (35.8 per cent) and low among the respondents who earn More than Rs.6,00,000 (3.8 per cent). Medium level of opinion on kind of products purchased through advertisement is high among the respondents who earn Between rs.2,00,000 to rs.4,00,000(34.8 per cent) and low among the respondents who earn More than Rs.6,00,000 (17.4 per cent). Low level of opinion on kind of products purchased through advertisement is high among the respondents who earn Less than Rs.2,00,000 (42.9 per cent) and low among the respondents who earn More than Rs.6,00,000 (12.2 per cent). In order to find the relationship between Annual income and overall opinion on kind of products purchased through advertisement, a chi-square test has been employed below.

CHI-SQUARE TEST

Null Hypothesis (H₀) there is no relationship between annual income and kind of products purchased through advertisements of social media.

Pearson Chi-Square	Calculated Chi-square Value	DF	P. value	S/NS	Remarks
ANNUAL INCOME	13.33	6	.041*	S	Rejected

It has been divulged from the chi-square test that the p-value (.041) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H₀) has been rejected and the alternative hypothesis (H₁) has been accepted. From the analysis it has been concluded that there is a relationship between annual income and kind of products purchased through advertisements of social media.

(II) MULTIPLE REGRESSION ANALYSIS

Multiple regression co-efficient measures separately the relationship between two variables in such a way that the effects of other related variables are eliminated, In other words, it measures the relation between a dependent variable and a particular independent variable by holding all other variables constant. Thus, each multiple regression co-efficient measures the effect of its independent variable on the dependent

variable. Multiple regression analysis of level of preference towards cause related marketing products (Y) was performed with variables and Age(X_1), Gender (X_2), Educational Level (X_3), Occupational status(X_4), Annual income of your family (X_5), Sources of information (X_6), Mode of use (X_7), Experience (X_8), Time spent (X_9), and How often click social media sites (X_{10}) the following regression model is fitted for performance:

$$X = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots$$

Where b_1, b_2, \dots and b_9 are partial regression coefficients; b_0 -constant the results are presented in the following table.

TABLE 2.1
MULTIPLE REGRESSION ANALYSIS OF THE SELECTED VARIABLES WITH LEVEL OF SATISFACTION TOWARDS MAKING THE ONLINE PURCHASE

	Standardized Coefficients BETA	t	P.value	S/NS
(Constant)		7.620	.000	
Age	-.128	-1.668	.097	NS
Gender	.034	.573	.567	NS
Educational qualification	.079	1.126	.261	NS
Occupational status	.108	1.314	.190	NS
Annual income of your family	.111	1.779	.076	NS
Sources of information	.012	.194	.846	NS
Modes Of Use	.141	2.168	.031	S
Experience	-.065	-1.028	.305	NS
Time spent	-.001	-.022	.982	NS
How often click social media sites	.140	2.248	.025	S
R²				0.520
ANOVA				3.085
SIG				.001

SOURCE: PRIMARY DATA **p < 0.01, *p < 0.05 S-Significant NS- Not significant

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.803	10	1.280	3.085	.001
	Residual	112.893	272	.415		
	Total	125.696	282			

**p < 0.01, *p < 0.05 S-Significant

It is clear that, the Adjusted R Square value of model accounts for 52 per cent of variance – a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely

Mode of use ($t = -2.168$, $p = 0.03$, $p < 0.05$), and How often click social media sites ($t = -2.248$, $p = 0.025$, $p < 0.05$). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model ($F = 3.085$, p value- 0.00, $p < 0.01$). This model is statistically significant.

TABLE 2.2
MULTIPLE REGRESSION ANALYSIS OF THE SELECTED VARIABLES WITH FACTORS
INFLUENCING WHILE MAKING ONLINE PURCHASE THROUGH SOCIAL MEDIA
WEBSITES

FACTORS	Standardized Coefficients BETA	T	P.VALUE	S/NS
(Constant)		10.417	.000	
Age	-.107	-1.409	.160	NS
Gender	-.042	-.734	.463	NS
Educational	-.137	-1.985	.048	S
Occupational status	.192	2.384	.018	S
Annual income of your family	.002	.039	.969	NS
Sources of information	.031	.522	.602	NS
Modes of use	.204	3.181	.002	S
Experience	-.110	-1.770	.078	NS
Time spent	-.109	-1.792	.074	NS
How often click social media sites	-.098	-1.595	.112	NS
R²				0.530
ANOVA				4.412
SIG				0.000**

SOURCE: PRIMARY DATA **p < 0.01, *p < 0.05 S-Significant NS- Not significant

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	24.553	10	2.455	4.142	.000
	Residual	161.221	272	.593		
	Total	185.774	282			

**p < 0.01, *p < 0.05 S-Significant

It is clear that, the Adjusted R Square value of model accounts for 53 per cent of variance – a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely Educational Level ($t = -1.985$, $p = 0.048$, $p < 0.05$), Occupational status ($t = -2.384$, $p = 0.000$, $p < 0.01$) and Mode of use ($t = -3.181$, $p = 0.002$, $p < 0.01$). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model ($F = 4.412$, p value- 0.00, $p < 0.01$). This model is statistically significant.

TABLE 2.3
MULTIPLE REGRESSION ANALYSIS OF THE SELECTED VARIABLES WITH PRODUCT
ADVERTISEMENT VIEW BY E-CONSUMERS

Model		Standardized	T	P.VALUE	S/NS
		Coefficients			
		Beta			
1	(Constant)		5.837	.000	
	Age	-.052	-.687	.492	NS
	Gender	.144	2.512	.013	S
	Educational qualification	-.013	-.187	.852	NS
	Occupational status	.038	.470	.639	NS
	Annual income of your family	-.008	-.133	.895	NS
	Sources of information	.033	.552	.582	NS
	Modes Of Use	-.102	-1.609	.109	NS
	Experience	.198	3.200	.002	S
	Time spent	-.177	-2.944	.004	S
	How often click social media sites	.146	2.400	.017	S
	R²				0.560
	ANOVA				4.584
	SIG				0.000**

SOURCE: PRIMARY DATA

**p < 0.01, *p < 0.05 S-Significant NS- Not significant

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.382	10	2.638	4.584	.000
	Residual	156.530	272	.575		
	Total	182.912	282			

**p < 0.01, *p < 0.05 S-Significant

It is clear that, the Adjusted R Square value of model accounts for 56 per cent of variance – a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely Gender (t- 2.512, p- 0.013, p < 0.05), Experience (t -3.200, p - 0.002, p < 0.01), Time spent (t - 2.944, p - 0.004, p < 0.01) and how often social media sites (t -2.400, p- 0.017, p < 0.01). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F- 4.4584, p value- 0.00, p < 0.01). This model is statistically significant.

1.10 FINDINGS

The following are some of the important findings of this study:

I) ANALYSIS OF VARIANCE

- There is a relationship between age and kinds of products purchased through advertisements of social media.
- There is a relationship between gender and kinds of products purchased through advertisements of social media.

- There is a relationship between educational qualification and kind of products purchased through advertisements of social media.
- There is a relationship between occupational status and kind of products purchased through advertisements of social media.
- There is a relationship between annual income and kind of products purchased through advertisements of social media.

II) MULTIPLE REGRESSION ANALYSIS

- **Multiple regression analysis of the selected variables with level of satisfaction towards making the online purchase -**

It is found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F-3.085, p value- 0.00, $p < 0.01$). The model is statistically significant.

- **Multiple regression analysis of the selected variables with factors influencing while making online purchase through social media websites -**

It is found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F-4.412, p value- 0.00, $p < 0.01$). The model is statistically significant.

- **Multiple regression analysis of the selected variables with product advertisement view by e-consumers -**

It is found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F-4.4584, p value- 0.00, $p < 0.01$). The model is statistically significant.

1.11 SUGGESTIONS

Social media has added value to today's marketing is by bridging up the post-purchase word of mouth with the consideration stage of the buyer decision process, which has extended purchase funnel. Specifically, thanks to the word of mouth and user-generated contents on social media, the "talks" are ready to generate an experiential data for prospects; however, the findings have shown that the word of mouth would be insufficient for the influence due to unwillingness to share the knowledge via social media. within the perspective of marketers, this pitfall may function a bottleneck in association with marketing via social media; thus, marketers should identify the rationale of this particular negative feelings among consumers and initiate consumers to participate within the conversations.

1.12 CONCLUSION

Increasing use of social media worldwide has led to the assumption that this is often a valuable tool in supporting consumer engagement. Companies are continually looking to new methods for reaching consumers and for shaping consumer behaviours, including brand loyalty and intention to buy for . To conclude, from the findings of this research, it can be observed that consumers in Coimbatore are actively utilizing social media platforms as a tool in validating of the purchase decisions; however, consumers are deemed to be inactive in sharing their word of mouth to others with the available social media platforms. The social networks have a role in influencing the behavior of consumers in the virtual environment, particularly

when the degree of exposure of messages and the relation created between the variety of data given and therefore the consumer who is close to make a sale .

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