

A Study Of Customer Behavior In Regard To Digital Marketing With Special Reference To Chennai

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Abstract

Introduction: Nowadays, social media marketing is one of the most effective ways to reach out to potential clients. The means of social interaction is through social networking websites. This article examines the concepts of social media marketing and social media promotion, as well as other topics such as the development and benefits of social media in marketing, the aspect and importance of social media in marketing, and social media promotion strategies. It also provides an overview of social media marketing in Chennai.

Objectives: To Customer behaviour in regard to digital marketing with special reference to Chennai City and to investigate the impact of social media marketing on customer purchasing decisions.

Methods: Quantitative research techniques are tailored to the objectives of this study. Empirical data were collected by sending polls to individuals. This study describes how individuals process information on social media and make choices before making a sale.

Conclusion: In comparison to traditional media, the data show that people use social media to actively seek information. During a knowledge search, however, information exposure is selective and subjective. The findings indicate that social media usage increases customer satisfaction during the stages of data search and alternative

appraisal, with happiness magnified. The consumer progresses through the process toward the final buy decision and post-purchase review.

Introduction

Social media marketing is the use of social media to connect with your target audience to grow your brand, increase sales and increase website traffic. The practice of promoting the products and services of businesses through social media and social networking is called social media marketing (SMM). Marketing gives businesses a way to engage with existing customers and attract new ones, while also promoting the culture, mission or voice they want to convey. Data analytics solutions designed specifically for marketing campaigns allow marketers to monitor the results of their marketing campaigns. Currently, Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube and Snapchat are the most popular social media sites.

The process of creating content for social media platforms to promote your products and/or services, build a community with your audience, and generate traffic for your business is called marketing campaigns. The advertising industry is growing with the introduction of new features and platforms every day. Consumers also think about the product on social media. This content may be disseminated or shared by members of various social media sites. This is called viral marketing.

Customers from all over the world can be contacted through social media. It is used by most people because it is free and free for everyone to use. An important feature of social media is that users can change the posted information at any time if they believe it is genuine. Social media is known as a good user because it does not require special training or usage skills. Companies can keep their customers informed about the progress and updates of their products. This gives people more information about the product.

Most of the product information, such as clothing, advertising, can help people learn about food, cosmetics, housing, appliances, education and cycling. Consumer satisfaction with social media may differ from person to person. This type of marketing campaign can be both positive and negative for many people, such as consumers, businesses and individuals. Search engine marketing, online public relations, and online

advertising are some of the available marketing strategies. Collaborative and interactive advertising is also available. These include online searches, events, promotions, YouTube videos, emails, etc. may contain. A lot of information can be gathered by conducting a good survey of customers to understand how the marketing campaign works and what it affects.

Overview of Social Media Networks in the Country

The increase in the Internet population in India has also led to an increase in the use of social media, which allows people to communicate with friends, family and new users. Social media also provides a voice for the silent and a forum for the silent. WhatsApp (531.46 million active users), Instagram (516.92 million users), Facebook (492.7 million users), Telegram (384.06 million users) and Facebook Messenger (343,000 users).

92 million users) is among the top five social media sites in India. It has become a popular platform to connect with friends, family, business contacts and talented people as India's internet population grows and social media users increase. Social media provides a voice for the silent and a public forum to gather information and share ideas. WhatsApp (531.46 million active users), Instagram (516.1 million active users)

92 million users), Facebook (492.7 million users), Telegram (384.06 million users) and Facebook Messenger (343.92 million users) are the five largest social media platforms in India. The number of internet users in India increased to 692 million with an average of 2 million. The use of advertisements 36 hours a day makes social media an integral part of daily internet use.

Table 1: India's Social Media Statistics 2023

Total population in India	1.42 billion
Active social media users in India	0.467 billion
Number of Internet users in India	0.692 billion
Number of Mobile Internet users in India	0.627 billion
Average daily time spent using Internet	6 hours 23 mins
Average daily time spent using social Media	2 hours 50 mins

Source: Government of India Statistical hand book 2023

Table 1 shows that falling smartphone prices have led to an increase in mobile phone usage in India. Another factor contributing to the massive growth in social media adoption is the easy availability of ultra-high-speed internet at low cost. In 2023, the number of mobile internet users will reach 627

million. The increase in the use of YouTube and WhatsApp is due to the increased availability of high-speed internet connections. One of the reasons it has outperformed all its competitors and created a unique niche is that they continue to provide customers with a unique experience. The average daily time spent on the Internet is 6 hours and 23 minutes, of which 2 hours and 50 minutes are spent on social media.

Best Social Media Platforms in India 2023

Since almost everyone has access to at least one social media platform, it's easy to understand why social media marketing is a great option for organizations large and small. But not all platforms are created equal and India has its own unique advertising strategies that can help you connect with your target audience or talent. Let's take a look at the most famous social media sites in India, their popularity among Indian internet users and how you can use them to your advantage when selling your products or services.

Table 2: Top Social Media Platforms in India

Op Social Network Platforms In India	Percentage	Active Users (In Millions)
Instagram	74.70%	516.92
Facebook	71.20%	492.70
X (Twitter)	42.90%	296.87
LinkedIn	35.70%	247.04
Moj	29.50%	204.14
Pinterest	29.00%	200.68
Moj Lite +	26.20%	181.30
TikTok	21.40%	148.09
Skype	20.30%	140.48
Helo	19.40%	134.25

Source: Government of India Statistical hand book 2023

Table 2 shows that Instagram will be the most popular social media in India by 2023, with 74.70% of internet users participating. In India, Instagram has 516.92 million active users. Teens, especially teenagers, make up the majority of Instagram users.

Meta bought Instagram's parent company for \$1 billion. Besides being a source of income for manufacturers, it has also become a good selling point for businesses. Facebook holds the record for 71.20% of internet users in India, making it the second most popular platform with 492.7 million active online users. Facebook is most popular among Indian businessmen,

the political class and the general public and will continue to be a dominant force for years to come. Many big companies use Facebook to interact with their fans. Other social networks in India include X (formerly Twitter) (42.90% penetration), LinkedIn (35.7% penetration), Moj (29.0% penetration),

50% penetration), short videos produced locally in the community and on Pinterest (29% penetration). Another short video application with a high adoption rate was Moj Lite Plus (26.20%). TikTok (23.00% access), Skype (20.00% 30% penetration), followed by Helo (19.40% penetration).

Review of Literature

According to McKinsey (2010), in his study, Social Media has a significant influence on buyers, particularly first-time purchasers of a product. It has a greater impact on high-priced products since people want to conduct further research and form views before purchasing the item. This suggests that Social Media has an impact on buyers throughout the data search stage of purchasing a product. As a result, customers will use social media to request information about the product and services.

Mukhaini (2014) investigated the impact of social media use on shopper behavior. With the aim of finding out what kind of goods usually the use of social media, which are basically used about customers in Oman purchased. The results show that Instagram is the most suitable social media website for Omani customers to buy their desired product (fashion) online.

Lee, Ethel (2014) the investigation's purpose is to investigate why, when, and how internet-based life has influenced buyer decision-making.

Ram sunder's (2016) study, internet brands influence consumer preferences. One consumer's perspective of view will influence another consumer's purchase decision. Consumers are turning to the internet for more information in order to make purchasing decisions.

Voramontri and Klieb (2018) discuss the impact of social media on consumer behavior and indicate that social media users perceived decision making to be easier and more enjoyable when compared to those who used traditional information sources, such as television, radio, newspapers, and so on. Social media has enabled marketers to obtain and monitor consumer thoughts in real time by listening in on and participating in online discussions.

Varghese and Nandhini (2020) address the impact of demographic factors on customer purchasing intentions in their study. The essay also examines how clients use the internet. This is an opportunity for businesses to communicate with their customers on social media more frequently.

Need of the Study

Consumer satisfaction is influenced by social media usage during the stages of information search and alternative evaluation, with satisfaction increasing as the consumer progresses through the process toward the final purchase decision and post-purchase review. The use of social media allows marketers to interact with and engage potential customers wherever they are: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the more recent networks, such as TikTok. Marketers can engage their audience with a solid social media strategy and the ability to develop interesting content.

Statement of the Problem

Customers use marketing services from companies, therefore social media is critical in today's society. However, it also raises security dangers such as hacking and information theft. Understanding the impact of social media marketing on clients is critical for ensuring they use prudence while using these platforms.

Objectives of the Study

1. To Customer behavior in regard to digital marketing with special reference to Chennai City
2. To investigate the impact of social media marketing on customer purchasing decisions.

Hypothesis

1. There is no statistically significant association between gender and social media usage.

Research Methodology

Research Design: **Descriptive research design**

Sampling Techniques: **Convenience Sampling Techniques**

Sample Size: **100 Customers**

Source of Data: **Primary Data, Secondary Data**

Study Area: **Chennai City Only**

Period of Study: **2022 March to 2023 April**

Tools: **Percentage Analysis, Chi - square test**

Limitations of the Study

- The research is limited to a specific area of the Chennai district.
- The data gathered is all primary data provided by Chennai region respondents.
- There is the possibility of personal bias.
- Inaccuracy can lead to incorrect conclusions or suggestions.
- Young individuals came in greater numbers than senior persons for social media handles.
- Elders lack expertise of social media marketing and are unable to adjust to SSM in comparison to their traditional marketing experience.
- Due to limitations in time and other variables, the study was limited to 100 individuals.

Data Analysis and Interpretation

Table: 3 Age of the Respondents

S.No	Age	Numbers of Respondents	Percentage
1	15 to 25	35	35
2	25 to 30	30	30
3	30 to 35	20	20
4	Above 35	15	15
Total		100	100.00

Source: Primary Data

According to Table 3 of the aforementioned study, 35% of respondents are between the ages of 15 and 25, 30% are between the ages of 25 and 30, and 20% are between the ages of 30 and 35. 15% of responders are over the age of 35.

Table: 4 Gender of the Respondents

S.No	Gender	Numbers of Respondents	Percentage
1	Male	60	60
2	Female	40	40
Total		100	100.00

Source: Primary Data

According to Table 4 of the mentioned study, 60% of the participants are males while 40% are female.

Table 5 Usage of Social Media

S.No	Social Media	Numbers of Respondents	Percentage
1	Face Book	25	25
2	Twitter	15	15
3	Instagram	50	50
4	Pinterest	5	5
5	Others	5	5
Total		100	100.00

Source: Primary Data

According to the data in Table 5, 25 per cent of respondents use Facebook, 15 per cent use Twitter, and 5 per cent use LinkedIn. 50 per cent of respondents use Instagram on a daily basis. 5 per cent are active on Pinterest. Every day, 50 percent of individuals use Instagram.

Table :6 Purchase Decisions are Influenced by Social Media Advertisements.

S.No	Particulars	Numbers of Respondents	Percentage
1	Strongly Agree	67	67
2	Disagree	20	20
3	Natural	8	8
4	None of the above	5	5
Total		100	100.00

Source: Primary Data

Table 6 shows that 67 percent of respondents believe social media marketing influence their shopping decisions. Whereas 20% of respondents strongly agree that social media advertisements affect their purchase, 20% disagree. A majority of 66 percent of people believe that social media marketing may influence their purchase decisions.

Table : 7 Social Media Advertising Made it Easy For Business to Find Their Target Audience.

S.No	Particulars	Numbers of Respondents	Percentage
1	Strongly Disagree	10	10
2	Disagree	2	2
3	Natural	20	20
4	Strongly Agree	30	30
5	Agree	38	38
Total		100	100.00

Source: Primary Data

Table 7 shows that 38 percent of consumers agree that social media marketing makes it easier for businesses to find their target audience, but only 30 percent fully strongly agree and 20 percent are neutral. Only 2 per cent of respondents disagree. The majority of 38 percent of consumers believe that social media marketing makes it easier for businesses to find their target audience and that it is performing well.

Hypothesis

Gender and use of social media

Null hypothesis: There is no statistically significant association between gender and social media usage.

In order to determine the association between gender and social media use. The chi - square test is employed, and the results are displayed in the table below.

Table: 8 Chi - square test

	Value	Df	Sig
Chi square	100.000	2	.000
Likelihood	13.047	2	.001
No valid case	100		

The preceding table reveals that the calculated chi-square value is less than the table value, and the result is significant at the 5% level of significance. As a result, the hypothesis "Gender and use of social media" does not stand up. The investigation concludes that there is no substantial association between gender and social media use. As a result, the null hypothesis is accepted.

Recommendations

According to the findings of this survey, social media marketers in Chennai should improve their services in order to meet the growing demand for various items on the platform. It emphasizes the necessity of understanding the organization and having a sound plan for accomplishing corporate goals, avoiding ephemeral solutions, and adhering to a set marketing schedule in order to prevent losing potential clients.

Conclusion

The study was carried out to determine the impact of social media on the purchasing habits of Chennai residents. The

study concluded that respondents' purchasing behavior in a social media context is heavily influenced by social media sites and applications. Without a doubt, social media has had a significant impact on both consumers and businesses. According to the data, people are quite picky when making a purchase. The consumer is now the monarch, able to obtain all information about a product or service just by speaking with one another.

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