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A study on influence of social media marketing on the youth buyer behavior with reference to Coimbatore city

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Abstract
Social media has given us great ways to protect and build our digital reputations. Today we have the ease of searching conversations, the ability to set alerts to help us monitor our names, the constant availability of learning opportunities and more ways to communicate and interact with others. The main objective of the study to know about the perception of customers towards social media and to identify whether social media networks can create brand awareness better than offline advertisements. Primary data is been collected from 102 respondents who are using social networking in Coimbatore region and percentage analysis was used as a tool to analyses the data. The conclusion is that the respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time and the respondent feel that the advertisement page I not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.

Keywords: Social media marketing, buyer behaviour, Coimbatore

Introduction
Social media has given a great way to protect and build our digital reputations. Today it have the ease of searching conversations, the ability to set alerts to help a monitor our names, the constant availability of learning opportunities and more ways to communicate and interact with others. All of these tools, which were not available just a few years ago, now make it possible to be proactive in maintaining, building and protecting the personal brand and help spread word-of-mouth about the books.

Social media comes up different perception that reveals that the digital networks are best suitable only for the communication and information sharing. Only few networks are suiting for marketing purpose rest are not an appropriate tool for marketing. The major use of digital networks are communication only.

According to the past studies through digital networks made easier the frequent communication, so it play vital role in the initial communication between the business and the customer. Once they connect each other it builds a strong bond in the relationship.

On the other hand, the business can create brand community page and start discussion with the staffs, friends, and relatives, this will lead to vocal member participation and furthermore it develops the relationship with the member and the brand. This communication between the brand and the online customer can able to understand the product and services provided by brand and became loyal customer for the brand. So this will illustrate us without the information sharing and initial conversation about the brand, there is no possibility for the serious engagement for the brand.

However, the dilemma struggling business planning for proper interaction with digital networks how to manage communication environment in the community then it will help to protect their brand image. Past studies also identified that perfect network should possess bonding and track out the lead head with prospective for utilize the member network properly and beneficial. Then that will be effective network for business or brand. To achieve the extreme Planning and execution should be clear.

Statement of the problem
Using the internet, social media, mobile apps, and other digital communication technologies

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has become part of billions of people's daily lives. For instance, the current rate of internet use among Indian is about 87% respondents and is closer to 100% respondents for demographic groups such as college-educated and higher-income adults. Younger people—the next generation of mass consumers—have similarly high levels. People also spend increasing time online. The main problem of the study is that whether the Social media is effectively used with online shopping to attract the youths. The respondents using social media have diversified information's but it has to be categorized according to age, qualification, occupation etc., and that has been taken as a problem towards the study.

Objectives of the study
- To study the role of social media networks in Coimbatore.
- To know about the perception of youths towards social media.
- To analyse about the awareness and level of satisfaction on service provided by social media.
- To identify whether social media networks can create brand awareness better than offline advertisements.

Scope of the study
The research study entitled "Influence of social media marketing on the youth buyer behavior with reference to Coimbatore city" is undertaken to know the impact of social media on the respondents' behavior. It also studies, the factors influencing the respondents to access social media sites and challenges faced by the respondents in social media. It provides various information required for the growth of the respondent's empowerment. The respondents behavior based on social media provides more information and positive impact which helps in growth of the respondents 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.

Reliability analysis
The Cronbach's Alpha for each factor is computed.

Table 1: Cronbach's alpha value

Factors	No. of items	Cronbach's alpha
Early adopters	7	.848
Access to Information	5	.874
Buying Behaviour	5	.890
Socio Economic Status	3	.841

As shown in Table, the values of Cronbach's Alpha are 0.848, 0.874, 0.890 and 0.841 respectively for Early Adopters, Access to Information, Buying Behaviour and Socio Economic Status were the value for all the dimensions taken for the study is more than 0.6 and it shows that the factors are reliable.

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.

Hypothesis
A suitable null hypothesis has been framed and tested in the relevant places.

Tools for analysis
The following tools used for analysis are,
- Percentage Analysis
- Chi-square analysis

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

Analysis and Interpretation

Table 2: Demographic variables of the respondents

Demographic variables	Particulars	Frequency	Percent
Gender	Male	65	63.73
	Female	37	24
	Total	102	100
Age	Below 18	55	53.92
	18-25	37	36.27
	26-35	6	5.88
	Above 35	4	3.92
	Total	102	100
Occupation	Self employed	11	10.78
	Student	52	50.98
	Employee	37	36.27
	Employer	2	1.96
	Total	102	100

Interpretation
The above table shows about demographic variables of the respondents were out of 102 respondents 63% are male and 24% are female. 53.92% are from the age group of below 36.27% are form the age group of 18-25, 5.88% are from the age group of 26-35, 3.92% are from the age group of above 35. 10.78% are self-employed, 50.98% are students, 36.27% employer, and 1.96% are employer.

Table 3: Preference on media for getting information

	Frequency	Percent
Social media	88	86.27
Traditional media	14	13.73
Total	102	100.00

The above table shows about the preference on media for getting information were out of 102 respondents 86.27% are getting information from social media, 13.73% are getting from traditional media.

Table 4: Type of social media having account

	Frequency	Percent
Face book	67	65.69
Twitter	32	31.37
YouTube	1	0.98
LinkedIn	2	1.96
Total	102	100.00

The above table shows about having account in social media were out of 102 respondents 65.69% are having account in face book, 31.37% are having in Twitter, 0.98% are having in you tube, and 1.96% are having in LinkedIn.

Table 5: Hours spent for social media

	Frequency	Percent
0-10 hours	33	32.35
11-20 hour	46	45.10
21-30 hour	19	18.63
More than 30 hour	4	3.92
Total	102	100.00

The above table shows about hours spent for social media were out of 102 respondents 32.35% said that they are spending 0-10 hours per week, 45.10% said that they are spending 11-20 hour per week, 18.63% said that they are spending 21-30 hour per week, 3.92% said that they spending more than 30 hours per week.

Table 6: Advertising on social media

	Frequency	Percent
Strongly agree	1	0.98
Agree	1	0.98
Neutral	4	3.92
Disagree	57	55.88
Strongly disagree	39	38.24
Total	102	100.00

The above table shows about acceptance of advertising on social media were out of 102 respondents 0.98% said that they strongly agree for advertising on social media, 0.98% agree, 3.92% are neutral, 55.88% disagree, and 38.24% strongly disagree on social media advertising.

Table 7: Acceptance on fast updates

	Frequency	Percent
Strongly agree	70	68.63
Agree	32	31.37
Neutral	0	0.00
Disagree	0	0.00
Strongly disagree	0	0.00
Total	102	100.0

The above table shows about acceptance on fast updates were out of 102 respondents 68.63% strongly agree, 31.37% agree, 0% are neutral, 0% disagree, and 0% strongly disagree on fast updates.

Table 8: Acceptance on reliability of information

	Frequency	Percent
Strongly agree	14	9.3
Agree	80	53.3
Neutral	12	8.0
Disagree	18	12.0
Strongly disagree	26	17.3
Total	102	100.0

The above table shows about acceptance of reliability of information were out of 102 respondents 9.3% said that they strongly agree for reliability of information, 53.3% agree, 8% are neutral, 12% disagree, and 17.3% strongly disagree

on reliability of information.

Table 9: Acceptance on visuals

	Frequency	Percent
Strongly agree	29	28.43
Agree	43	42.16
Neutral	21	20.59
Disagree	9	8.82
Strongly disagree	0	0.00
Total	102	100.0

The above table shows about acceptance on visuals on social media were out of 102 respondents 28.43% said that they strongly agree, 42.16% agree, 20.59% are neutral, 8.82% disagree, and 0% strongly disagree on visuals.

Table 10: Acceptance on easy to access

	Frequency	Percent
Strongly agree	29	28.43
Agree	42	41.18
Neutral	14	13.73
Disagree	17	16.67
Strongly disagree	0	0.00
Total	102	100.0

The above table shows about acceptance of easy to access were out of 102 respondents 28.43% said that they strongly agree for easy to access, 41.18% agree, 13.73% are neutral, 16.67% disagree, and 0% strongly disagree on easy to access.

Table 11: Awareness on reliability on social media

	Frequency	Percent
Highly aware	28	27.45
Aware	58	56.86
Neutral	11	10.78
Slightly unaware	5	4.90
Highly unaware	0	0.00
Total	102	100.0

The above table shows about awareness on reliability on social media were out of 102 respondents 27.45% said that they highly aware for awareness on reliability on social media, 56.86% are aware, 10.78% are neutral, 4.90% are slightly unaware, and 0.00% highly unaware on awareness on reliability on social media.

Table 12: Satisfaction on social awareness on different social medias

	Frequency	Percent
Highly satisfied	29	28.43
Satisfied	64	62.75
Dissatisfied	9	8.82
Highly dissatisfied	0	0.00
Total	102	100.0

The above table shows about satisfaction on social awareness on different social medias were out of 102 respondents 28.43% said that they are highly satisfied on social awareness on different social medias, 62.75% are satisfied, 8.82% are dissatisfied, 0% are highly dissatisfied.

Table 13: Comparison between age and acceptance on fast update**s**

Crosstab							
Count				**Acceptance on fast updates**			**Total**
		Strongly agree	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**	
Age	Below 18	19	12	3	3	3	40
	18-25	5	6	0	1	1	13
	26-35	32	19	12	7	9	79
	Above 35	4	3	2	3	6	18
Total		60	40	17	14	19	102

Null hypothesis H0: There is no relationship between age and acceptance on updates.
Alternative hypothesis H1: There is a relationship between age and acceptance on updates.

Chi-square tests			
	Value	**df**	**Asymp. sig. (2-sided)**
Pearson chi-square	16.428[a]	12	.172

The above table shows about the relationship between age and acceptance on updates were the significance level is at 0.173 which is higher than 0.05. While taking decision on age and acceptance on updates cannot be taken for the decision making process of the company.

Findings
- Maximum of the respondents are male in our survey.
- Most of the respondents are from the age group of below 18 in our survey.
- Maximum of the respondents are student in our survey.
- Most of the respondents are from social media in our survey.
- Maximum of the respondents are from face book in our survey.
- Most of the respondents are spending 11-20 hours per week in social media.
- Maximum of the respondents disagree on advertising in social media.
- Most of the respondents strongly agree on fast updates on social media.
- Maximum of the respondents agree on reliability of information.
- Most of the respondents agree on visuals.
- Maximum of the respondents agree on easy to access.
- Most of the respondent's engagement agree on engagement.
- Maximum of the respondents agree on advertisement page.
- Most of the respondents agree on encouraging friends towards the brand.
- Maximum of the respondents agree on creating brand awareness by social media.
- Most of the respondents are highly aware on awareness on social media.
- Maximum of the respondents are highly aware on awareness on traditional media.
- Most of the respondents are aware on advertisements in social media.
- Maximum of the respondents are highly unaware on fast updates on social media.
- Most of the respondents are aware of reliability on social media.
- Maximum of the respondents are satisfied about satisfaction on loyalty of brand advertised.
- Most of the respondents are satisfied about satisfaction on social awareness on different social medias.

- Maximum of the respondents are highly satisfied about satisfaction on effectiveness of social media.
- In weighted average method the factors above the average mean (2.95) are taken for the decision making process and the factors are Hours spent for social media, Advertising on social media, Acceptance on reliability of information, Acceptance on engagement, Acceptance on sharing advertisement page, Encouraging friends towards the brand, Creating brand awareness by social media, Awareness on advertisements in social media, Awareness on fast updates on social media, Satisfaction on loyalty of brand advertised, Satisfaction on social awareness on different social medias, and Satisfaction on effectiveness of social media.

Suggestions
- The survey revealed that most of the respondents are from Face book which shows that face book is the effective media to know about customers and the companies can choose this particular media for marketing their products.
- The respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time.
- The respondent feel that the advertisement page I not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.

Conclusion
The conclusion is that the respondents said that they don't have a feasibility of easy access which shows that the company has to design it much user friendly to satisfy the users in future period of time and the respondent feel that the advertisement page I not attractive and if the company tries to change as per the taste then the number of viewers can be increased in future period of time.

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