

A Study on the Influence of Social Media in Digital marketing on Purchase intention of To FMCG Products

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Article History: Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 28 April 2021

Abstract

Social Media is New Platform for promoting the brand, Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising .Social media has rapidly climbed the rungs of the popularity ladder amongst ordinary people during the last few years, so it is very likely that social media will soon surpass all other functional areas of marketing. The Social media is changing traditional marketing communication. Consumers are increasingly using social media to search for information and turning away from traditional media such as television, magazines, radio. etc. The main emphasis in this research is to identify and get insight into the main features of social media ads influencing consumer's intention to buy. The aim of this research paper was to further understand the area in a measurable way by carrying out empirical research into consumer motivation to shop online. Purchase intentions can be define as an individual's conscious plan to make an effort to purchase a brand. Purchase intention is an important index for evaluation consumer behavior. The purpose of this study is to investigate the influential factors on Customers' purchase intention towards social media marketing and how the attitude influences the social media usage pattern.

Keywords : Social Media, Digital Marketing, Purchase intention, Consumers, etc

Introduction

Marketing through social media is the latest and popular trend in the market. Traditional marketing tools Such as TV, newspaper, magazines have been very expensive and cover a limited targeted market. The social media has entirely changed that approach towards marketing. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, Great marketing on social media can bring remarkable success in our business, creating devoted brand advocates and even driving leads and sales.Digital marketing has become one of the most popular buzzwords in the last couple of years. Everybody is talking about digital marketing and professionals praise it's the way to grow an online business. Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards. The main difference between digital marketing and traditional marketing is that digital marketing campaigns are executed exclusively through digital channels and this gives marketers more control, tools, and data to analyze the effectiveness of a campaign. Digital marketing has a number of channels and these can be separated into online marketing channels.Social networking websites Social media helps

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the people to establish communication with each other and build a good relationship with others. It enables the firms to directly communicate with their customers. This strategy makes the consumers to feel more better than the traditional methods of selling and advertising. Social media permits the users to share information, post comments on products which others can see and repost them to others. When a message is shared by many users of social media it reaches more individuals. When a information about product or service are shared more through social media 13 websites it brings huge traffic to the product or service. If the information retweeted is positive and from a original source then there are more chances that the users of social media becomes a prospective customer for that product.



Review of Literature

- **According to Evans (2008)**, “Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants”. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriate or informed choice at the end. Furthermore, Social Media changes over time as it allows people to generate the content in a participative way whenever they want to add any additional piece of information
- **Andreas M. Kaplan & Michael Haenlein (2009)** examined how the concept of Social Media is on top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be very limited understanding of what the term “Social Media” exactly means; this article intends to provide some clarification.

They begin by describing the concept of Social Media, and discuss how it differs from related concepts such as Web 2.0 and User Generated Content. Based on this definition, they then provide a classification of Social Media which groups applications currently subsumed under the generalized term into more specific categories such as collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, they present 10 pieces of advice for companies which decide to utilize Social Media.

- **Wankel, C. (2009)** discussed how the millennial generation of students are digital natives coming to higher education with extensive experience in social media. Business and other organizations are expecting their recruits to have high proficiency in these technologies also. This article is an overview of the use of the main social media in teaching. “Face book”, “blogs”, “YouTube”, “Twitter”, “MySpace”, and Second Life are discussed with examples of how they can be used to foster robust collaboration among learners in management education. The movement to richer media such as video blogs (vlogs) is also assessed

Objectives of the study

1. To identify the factors influencing the purchase intention of Customers in social media
2. To study the personal factors influencing purchase intention of customers in Social Media
3. To analyze the factors influencing FMCG Products among the customers in the study area.
4. To analyze the impact of social media on customer purchase intention.

Scope of the Study

- This study helps to respondent to convey the feelings regarding motivational techniques to enrich the Social Media in Digital Marketing.
- It helps the society in general regarding the determinants of purchase intension of Customers social media in Digital marketing .
- Many progressive business owners are dabbling in social media Marketing .
- The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks..

RESEARCH DESIGN

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. customer satisfaction and opinion about this study is used Descriptive Research Design in nature. The information are collected from the respondents in Turkey Social Media app with help of different statistical tools, for describing the relationship between variables, pertaining the Purchase intention of customers on social media.

METHOD OF DATA COLLECTION

The collection of data is considered to be one of the important aspects in research methodology. There are two types of data that exists.

- Primary data
- Secondary data

PRIMARY DATA

Primary data are those which are collected afresh and for the first time, and thus happen to be original in character. For collecting primary data methods are used.

SECONDARY DATA

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Secondary data consists of information that already exists somewhere collected for some other purpose. In this study the secondary data collected from company manuals, catalogue, websites and magazines, etc.

Sample Design

A sample is a smaller representation of a larger whole. When some of the elements are selected with the intention of finding out something about the population from which they are taken, that group of elements is referred as a sample, and the process of selection is called Sampling.

- The respondents of the study are part of population of online customers in Social Media. Each Customer is considered to be the sampling unit.
- The sampling size is confined only for 300 customers for among various cater of position in their jobs. Stratified random sampling is adopted to get insight about the study.

Factors influencing purchase intention of customers on Social Media

- Brand preference
- Product price
- Advertisement
- eWOM
- Income
- Commitment
- Customs
- Substitutes

Sampling Unit

The main emphasis in this research is to identify and get insight into the main features of social media ads influencing consumer's intention to buy. An in-depth study of literature was done to identify the features of influencing purchase intention. Therefore, the relationship of various features and purchase intentions are also worth studying.

Reliability Analysis

The aim of the pilot study is to check the feasibility and reliability of the Questionnaire which was used as a main tool for collecting primary data. Reliability Analysis was done for the eight factors separately and consists of 53 items. For this purpose of study was conducted with 100 sample respondents of customers' purchase intention on Social Media. The obtained information was systematically transferred into the data spread sheet with suitable numerical coding and necessary modifications were incorporated after the pilot study as suggested by sample respondents.

	Particulars	Number of Respondents	Cronbach's Alpha
The	Customers	100	0.901

Cronbach's Alpha criterion was applied to test the reliability. The value was determined as 0.901 (90.1%) information collected from the online Customers. The quality of the Questionnaire was ascertained and the test showed high reliability. The variables considered for the analysis are satisfied the normal probability distribution.

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum	
	Lower Bound	Upper Bound	Lower Bound	Upper Bound	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Substitute Male	256	3.8170	.64186	.04012	3.7380	3.8960	1.00	5.00
Female	44	3.9123	.74849	.11284	3.6848	4.1399	1.71	5.00
Total	300	3.8310	.65808	.03799	3.7562	3.9057	1.00	5.00
Product price Male	256	3.4824	.66373	.04148	3.4007	3.5641	1.00	5.00
Female	44	3.8258	.58948	.08887	3.6465	4.0050	2.83	5.00
Total	300	3.5328	.66369	.03832	3.4574	3.6082	1.00	5.00
Commitment Male	256	3.6198	.66958	.04185	3.5374	3.7022	1.50	5.00
Female	44	3.8485	.76488	.11531	3.6159	4.0810	1.83	5.00
Total	300	3.6533	.68780	.03971	3.5752	3.7315	1.50	5.00
Customs Male	256	3.3856	.52055	.03253	3.3215	3.4497	1.57	4.57
Female	44	3.4935	.57923	.08732	3.3174	3.6696	1.43	4.57
Total	300	3.4014	.52992	.03059	3.3412	3.4616	1.43	4.57
Brand Preference Male	256	3.0137	.69235	.04327	2.9285	3.0989	1.00	4.88
Female	44	3.3239	.67197	.10130	3.1196	3.5282	1.63	5.00
Total	300	3.0592	.69701	.04024	2.9800	3.1384	1.00	5.00
E WOM Male	256	2.6773	.92653	.05791	2.5633	2.7914	1.00	5.00
Female	44	3.0455	.93894	.14155	2.7600	3.3309	1.20	5.00
Total	300	2.7313	.93592	.05404	2.6250	2.8377	1.00	5.00
Income Male	256	3.0469	.83080	.05193	2.9446	3.1491	1.00	5.00
Female	44	3.3701	.78326	.11808	3.1320	3.6083	1.29	5.00
Total	300	3.0943	.83067	.04796	2.9999	3.1887	1.00	5.00
Advertisement Male	256	4.0502	.53215	.03326	3.9847	4.1157	1.00	5.00
Female	44	4.2045	.57507	.08669	4.0297	4.3794	2.57	5.00
Total	300	4.0729	.54043	.03120	4.0115	4.1343	1.00	5.00

From the above table, it can be concluded that the customer Purchase intention very strongly agree for the social media factors . (Mean=3.82), in Digital Marketing.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599(a)	.358	.341	.76932

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From the above table it is found that $R = .559$, $R^2 = .358$. It implies that the Social Media factors create 35.8% Variance over the Purchase intention. These leads to the computation of regression fit as shown in the following ANOVAs table.

ANOVA (b)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	96.206	8	12.026	20.319	.000(a)
Residual	172.231	291	.592		
Total	268.437	299			

Based on this data, it is found that $F = 20.319$, $P = .000$ are statistically significant at 5% level. Therefore it can be concluded Social media FMCG factors and Purchase intention perfectly from the regression fit. There is significant difference between purchase intention and Social media variables. These leads to the verification of customer influence as shown in the following co-efficient table.

Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.625	.044		81.586	.000
Brand preference	.322	.045	.339	7.218	.000
Product price	.237	.045	.249	5.290	.000
Advertisement	.320	.045	.336	7.145	.000
eWom	-.026	.045	-.027	-.578	.564
Income	.100	.044	.106	2.251	.025
Commitment	.146	.045	.154	3.278	.001
Substitues	.126	.045	.133	2.832	.005
Customs	.109	.045	.113	2.406	.017

Conclusion

Social media marketing is growing very fast and has huge potential, however but is still in a budding stage in India. People have embraced Social media and technologies to such an extent like smart phone, laptops, tablets, personal computers etc. Marketers are always interested in grabbing the attention of the consumers. The researcher concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income could be more likely to engage in Internet shopping. Social media marketers should be trustworthy and safeguard the adolescents from all the issues to which they may be exposed to when shopping online. Twitter and Face book can be used by marketers to immediately reach the adolescent consumers.

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