A Study On Perception On Buying Products Through Social Media Among College Students In Coimbatore City

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Abstract- Social media plays a significant role in the lives of individuals, particularly among the younger generation. College students, engrossed in platforms like WhatsApp, Facebook, and Instagram, find their major decisions influenced by these apps. Companies recognize this trend and leverage social media for marketing, effectively using it for the sale and distribution of goods and services. Presently, social media ads have a substantial impact on reaching the younger demographic. This study aims to explore the influence of social media advertisements on the buying behavior of college students in the Coimbatore district.

Keywords- Social media adverts, buying behavior, online shopping.

I. INTRODUCTION

Nowadays social media have become an integral part of modern life. social media platforms like Facebook, Instagram, Twitter, YouTube, and WhatsApp among others have millions of users and continue to expand on a daily basis. Social media marketing is a crucial component of their communications strategies for marketing online item purchasing, also known as e-commerce. In the demonstration of purchasing labour and products on the web more and more people are choosing to shop for their needs online due to the convenience and growing availability of the internet. Online entertainment assist associations with speaking with their clients in bidirectional or intuitive in nature. These connections assist advertisers with deciding clients' needs and comprehend what their market could resemble consumers can estimate products, make recommendations to contacts or friends and share any purchase through social media according to the relationship between social media and consumer decision-making, social media influences consumers attitudes towards advertising, brands, and purchasing intentions. In advertising, social media can be used by businessesand brands to connect with customers. brands and services take advantage of the fact that the majority of customers search for and purchase goods through social media.

II. REVIEW OF LITERATURE

1. **Shweta Singh (2022)** The study investigated the impact of Facebook marketing on consumer clothing purchase expectations, emphasizing Facebook's dominance in virtual entertainment communication. Findings revealed a significant influence on individuals and businesses, with likes and shares identified as key marketing components.

2. **Sony Varghese (2021)** "Impact of social media on consumer buying behavior". This study is about wealth of data available, Consumers exhibits careful decision making. Beyond mere product awareness and sales, social media marketing focuses on cultivating enduring relationships between consumers and corporations. Customers are now can connect with one another, discuss concerns, and offer feedback thanks to this shift, which has an impact on perceptions both online and offline. Web-based entertainment essentially forms brand insights because customers effectively contribute through online discussions, prompting advertisers to comprehend its influence on direction.

3. **Aji. P Nadhila V & Sanny L (2020)** "Effect of social media marketing on Instagram towards purchase intention". This paper explores whether social media marketing activities (SMMA) conducted by companies brands positively influences brand equity, e-WOM distribution on social media & customers purchase intention. They aim is to investigate (SMMA'S) impact on customers purchase intention, drawing on previous studies to benefit readers & researcher industries, research data from 114 Instagram users in Indonesia war collected through online questionnaire survey.

4. **Sithara Rajan K (2020)** "A study on consumer buying behavior on social media in online shopping". This study is identifying the web-based entertainment plays a crucial role in contemporary consumer activities. Social media platforms, including Facebook, Twitter, Instagram and You tube.

5. **Yu. xiolic and chunlin yuan (2019)** "How consumers brand experience in social media can improve brand

perception and consumer equity". This study aims to explore the variables influencing consumers social media brand experiences and how they impact customer lifetime value (CLV) and customer equity. The variable of products attributes, brand experience, brand attachment, brand trust, customer equity and CLV are all included in the conceptual model that is put forth.

6. **Amit Bhatnagar, SanjogMisra and Raghav Rao (2019)** "An attempt to study the disk convenience and internet shopping behavior". They discovered that age, years on the Internet, gender (apart from products specifically related to a given gender) and marital status had no bearing on consumer behavior.

III. STATEMENT OF THE PROBLEM

The introduction of the Internet and the public's acceptance of it have significantly changed how businesses market their goods and services and the routes by which they communicate with their clientele. This is evident in the way they currently market and communicate their brands and products, which is turning into a difficult endeavor. Consumers are inundated with promotional events and commercials. Customers' inclination to become excited about promotional events is waning, and they are starting to push back against the attempts of certain businesses to market them. It is now well documented that traditional mass media's efficacy is rapidly declining as the Internet quickly expands throughout the world economy. The present study was focused to understand the buying behavior of the college students in Coimbatore district through social media adverts.

IV. OBJECTIVE OF THE STUDY

- To investigate some of the factors that influence college students online shopping.
- To know the impact of using Facebook, Instagram, YouTube on the purchased decision on social media.
- To study the fraudulent experiences while buying products online.

V. RESEARCH METHODOLOGY

The study's research design is descriptive in nature. A framework of approaches and strategies selected by researchers to integrate different research components in a reasonably logical way to effectively address the research problem is known as research design. It offers guidance on how to carry out research with a specific methodology. Data is gathered from primary and secondary data sources.

5.1.1 SOURCE OF DATA:

PRIMARY DATA: The primary Data were collected based on the structured questionnaire.

SECONDARY DATA: Secondary Data for the study has been collected from the Articles, Websites and Old Reports.

5.1.2 SAMPLING TECHNIQUE: Purposive sampling is the type of sampling that was employed in this investigation. Judgmental sampling is another name for a purposive sample technique. In this case, the individuals in the research population who ought to be contacted for answers are determined by the researchers. The purpose of this sampling technique was to collect the students' responses.

5.1.3 SAMPLING SIZE:The primary data set encompasses responses obtained from 126 consumers utilizing a questionnaire methodology.

5.1.4 AREA OF THE STUDY: This study investigates the social media engagement patterns of students in Coimbatore city, with a primary focus on the Students participants.

5..1.5 TOOLS FOR ANALYSIS:The utilization of sampling methods facilitates the collection and analysis of primary data through the application of essential statistical tools are,

- Simple percentage analysis
- Analysis of Variance (ANOVA)

VI. LIMITATION S OF THE STUDY

- This study relied on self-administered questionnaires as its primary data source aiming to decrease the chance of partial information.
- The research is specifically oriented towards the younger age group.
- A sum of 126 participants contributed their insights to this research.

VII. ANALYSIS AND INTERPRETATIONS

1.SIMPLE PERCENTAGE ANALYSIS

TABLE 7.1.1: DEMOGRAPHIC INFORMATION

CATEGORIES	HIGH RESPONDENTS AREA	NO OF RESPONDENTS	PERCENTAGE
Age	18 – 20	53	42%
Marital status	Unmarried	104	83%
Family location	Urban	64	51%
Education Qualification	Degree	83	66%
Occupation	Students	107	85%
Monthly Income of Family	20000 to 50000	46	37%

INTERPRETATION:

The above table represents the demographic profile of respondents out of 126 respondents, 42% of respondents are related to Age – 18-20, 85% of respondents are related to occupation – Student, 51% of respondents are related to family location – Urban area, 66% of respondents are related to education qualification,83% of respondents are related to marital status, 37% of respondents are related to Monthly income – 20000 to 50000.

TABLE-7.1.2: TO INVESTIGATE SOME OF THE FACTORS THAT INFLUENCE COLLEGE STUDENTS ONLINE SHOPPING

CATEGORIES	HIGH RESPONDENTS AREA	NO OF RESPONDENTS	PERCENTAGE
Which social media platform have the most impact on the purchasing decision	Instagram	65	52%
What factors	Recommend	34	27%
influence your decision to buy products in social media	ations from friends		
What influence your product purchase decision the most	Product quality	58	46%
How much do you typically spend when buying a product	500- 2000	61	48%

INTERPRETATION:

The above table-1.2 represents, 52% of respondents are related to have the most impact on the purchasing decision in social media platform – Instagram, 27% of respondents are related to factors influence customers decision to buying products in social media – Recommendations from friends, 46% of respondents are related to influence customers product purchase decision the most – Product quality,48% of respondents are related to customers spend when buying a product – 500 to 2000.

TABLE 7.1.3 TO KNOW THE IMPACT OF USING FACEBOOK, INSTAGRAM, YOUTUBE, ON THE PURCHASED DECISION ON SOCIAL MEDIA.

CATEGORIES	HIGH RESPONDENT AREA	NO OF RESPONDENTS	PERCENTAGE
What kind of product or services you inclined more to consider purchasing through social media ads	Costumes or clothing	51	40%
To what extend do you have confidence in information gathered from social media platforms	Agree	52	41%
Express your level of preference for social media marketing	Somewhat preferred	46	37%

INTERPRETATION:

The above table-1.3 represents, 40% of respondents are related to product or services customer inclined more to consider purchasing through social media ads – Costumes or Clothing, 41% of respondents are related to confidence in information gathered from social media – Agree, 37% of respondents are related to level of preference of social media marketing – Somewhat preferred.

CHART 7.1.4: SIMPLE PERCENTAGE ANALYSIS FOR THE ASSESSMENT OF PRODUCTS PURCHASED TO THROUGH SOCIAL MEDIA
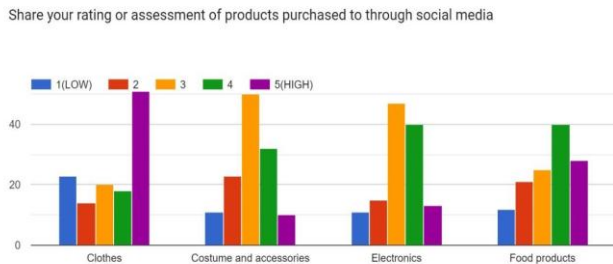
INTERPRETATION:

The above chart represents clothes, costumes and accessories are most preferred to purchase compared to electronic and food products through social media.

TABLE 7.1.5: TO STUDY THE FRAUDELENT EXPERIENCES WHILE BUYING PRODUCTS ONLINE.

CATEGORIES	HIGH RESPONDENTS AREA	NO OF RESPONDENTS	PERCENTAGE
If yes, what is a common type of online fraud encountered when you purchase the products	Phishing scams and fake websites	30	34%
Challenges encountered during purchasing process	Quality concerns	41	33%
Have you ever faced any issues in buying products to social media	Yes	91	72%

INTERPRETATION:

The above table-1.4 represents, 34% of respondents are related to common type of online fraud encountered when customers purchase the products – Phishing scams and fake websites, 33% of respondents are related to challenges encountered during purchasing process through social media – Quality concerns, 72% of respondents are related to have customers ever faced any issues in buying products to social media –Yes.

ANOVA

TABLE 7.1.6: ANOVA FOR THE RELATIONSHIP BETWEEN TIME SPEND AND PURCHASE PRODUCT THROUGH SOCIAL MEDIA.

S. NO	QUESTIONS	VERY FREQUENTLY	OCCASIONALLY	RARELY	NEVER
1.	On average how, much time do you spend social media on each day	35	40	34	17
2.	How often do you purchase product through social media	20	66	38	2

Anova:

Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	2	55	27.5	112.5
Column 2	2	106	53	338
Column 3	2	72	36	8
Column 4	2	19	9.5	112.5

ANOVA

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1965	3	655	4.5884413	0.087589	6.591382
Within Groups	571	4	142.75			
Total	2536	7				

INTERPRETATION:

The Anova analysis has been made for the relationship between time spend and purchase product through social media.

TABLE 7.1.7: ANOVA FOR THE ORGANIZE THE FOLLOWING ELEMENTS IN ORDER OF THE INFLUENCE OR YOUR DECISION TO SHOP ONLINE.

S.NO	Elements (Questions)	Strongly agree	Agree	Neutral	Disagree
1	Affordability	74	31	19	2
2	Quality	20	75	26	5
3	Wide range and products	30	33	60	3
4	Discount and offers	30	39	41	16
5	Customers services	17	50	49	10

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	5	171	34.2	529.2
Column 2	5	228	45.6	
Column 3	5	195	39	278.5
Column 4	5	36	7.2	33.7

ANOVA

Source of Variation	SS	df MS		F	P-value	F crit
Between Groups	4264.2		1421.4	4.875321557	0.013544	
Within Groups	4664.8		291.55			3.238872
Total	8929	19				

INTERPRETATION:

The Anova analysis has been made for the organize the following elements in order of the influence or your decision to shop online.

VIII. FINDINGS

- Respondents belong to the age group 18-20 contribute more to the project with 42%.
- The unmarried respondents with 83%.
- The majority of the respondents are from urban location with 51%.
- The majority of the respondents with 66%.
- The majority of the respondents with 85% from students.
- Respondents belongs to the monthly income of family 20000 to 50000 with 37%.
- The major respondents have the most impact on the purchasing decision in social media platform with 52%.
- Majority of 48% respondents spend social media on each day 500- 2000.
- The majority of the 27% respondents have followed influencers due to recommendations from friends.
- Majority of the respondents with 46% from product quality.
- The major respondents choose costumes and clothing with 40%, due to customer inclined more to consider purchasing through social media ads.
- The majority level of respondents is confidence in information gathered towards social media with 41% from Agree.
- The majority of the respondents prefer towards social media marketing with 37% from somewhat preferred.
- The majority of 34% respondents have a problem in online fraud from the phishing scams and fake websites.
- Majority of 33% respondents choose quality concern problem faced while purchasing.

- 72% of respondents faced some issues in buying products through social media.
- To analyze the anova for the relationship between time spend and purchase product through social media.
- To analyze the anova for the organize the following elements in order of the influence or your decision to shop online.

IX. SUGGESTIONS

The perception of purchasing products via social media varies based on individual perspectives. Some find it convenient, benefiting from time and cost savings, thanks to advanced algorithms presenting relevant products. Social media acts as a one-stop-shop, aiding informed decisions. However, safety concerns arise, with mistrust stemming from past fraudulent activities.

To enhance buying perception:

- **Prioritize Transparency**: E-commerce on social media should provide clear information on products, pricing, shipping, and returns for a seamless customer experience.
- **Educate on Safety:** Businesses must educate customers on secure shopping practices, including password management and avoiding potential risks like clicking on suspicious links.
- **Excel in Customer Service:** Great customer service, addressing queries and providing personalized recommendations, can elevate perceptions of purchasing through social media.
- **Accurate Product Presentation:** High-quality visuals and detailed, accurate product descriptions build trust by accurately representing product quality.
- **Encourage Reviews:** Soliciting and showcasing customer reviews enhances trust and credibility, positively influencing purchasing decisions.

Research suggestions:

- **Social Media Marketing's Impact on College Student Purchasing:** Investigate how social media marketing influences college students' purchasing decisions, considering ad exposure, influencer credibility, and perceived product value.
- **College Students' Attitudes toward Social Media Marketing:** Examine general perceptions of social media marketing among college students, including factors like intrusiveness, credibility, and trust in companies.
- **Social Media's Role in Brand Loyalty among College Students:** Explore how social media marketing builds brand loyalty among college students, analyzing engagement, authenticity, and influence on word-of-mouth marketing.
- **Effectiveness of Social Media Platforms for College Marketing:** Compare the efficacy of different platforms (Instagram, Twitter, Facebook) for marketing to college students, examining engagement, click-through, and conversion rates.

X. CONCLUSION

Investigating college students' views on social media marketing can offer valuable insights into their attitudes and behavior. The study's findings can assist companies and marketers in adapting strategies to effectively connect with and engage this demographic. Analyzing the factors shaping college students' perceptions of social media marketing enables the development of more focused campaigns, ultimately enhancing customer engagement and loyalty. In summary, this research has noteworthy implications for the marketing field, offering key insights into the digital-age behavior of college students.

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