

A STUDY ON FACTORS INFLUENCING ONLINE SHOPPING THROUGH SOCIAL MEDIA ADVERTISEMENT WITH SPECIAL REFERENCE TO TIRUCHIRAPALLI

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Abstract

Social media advertising is one of the innovative and fastest ways to reach the product and services to the customers. Facebook, whatsapp, Twitter, Vimeo, LinkedIn, Instagram and Snapchat are ever increasing in popularity. It becomes natural forums for people to share opinions, information and ideas. More and more, Social media advertising also used to place where people are interacting with brands. Social media consent to brands selected incredibly targeted in their campaign communications. In-depth targeting options allow you to advertise to only the demographics you want to reach. It is also very easy to track success rates and adjust campaign targeting accordingly and in real time. This present study discuss about the influencing of advertisement in Social Media with respect to age group of respondents.

Keywords: *Social Media Advertising, Online Shopping, consumer decision making, , brand, influencing etc.,.*

I. INTRODUCTION

Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently use. "Social media advertising is defined as a form of digital advertising that serves paid ads to your target audience using social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and Pinterest". In this primer, we look at the basics of social media advertising, how much social media ads cost, their benefits, and five best practices to help you run successful social media ad campaigns (**Indrajeet Despande, 2020**).

Growth of social media advertising in India

At present, India is the second-biggest client of Facebook and YouTube on the earth and if this pattern is to be accepted, traditional marketing mediums like TV, Print will soon initiate social media marketing as being each brand's pack of marketing cards.

Facebook

Facebook has more than 2 billion active users per month and is one of the best media to connect with friends and family through videos, posts, chats, etc. Marketing through Facebook builds trust and it

motivates the users to site sign up instead of selling directly. The model of marketing through Facebook includes sharing videos, posts on a page, promotion of page, location, interest and demography based targeting and paid model for boosting pages and ads.

WhatsApp

There are months active users on WhatsApp exceeds 1300 million as it allows free instant messaging (personal and group) with more privacy. It is suitable for E-commerce, banks, individual service providers, travel and tourism companies. It maps users' behavioral data by using it as a data repository by Facebook. These are then used by businesses to focus on relevant products to leads. Partnerships with various businesses are allowed to communicate directly with users.

LinkedIn

LinkedIn is a business networking site that has approximately 500 million users monthly and includes professionals and corporate to connect with each other through job postings and professional knowledge intimating. This platform is apt for corporate clients, B2B and small to medium-sized companies to MNCs. Marketing models include boosting the post and top menu bar ads.

Twitter

Twitter is a micro-blogging site to connect with the world through tweets below 140 words and videos. It allows freedom of expression of reviews on present issues and has approximately 328 million active users per month. This platform is good for skilled B2C and B2B professionals. Brand image can be boosted with conversation and posts can be targeted using hashtags.

Instagram

Instagram has more than 700 million active users per month and it is used for photo sharing and is linked with Twitter, FB, and Flickr. This is accurate for local businesses, B2C, travel companies, lifestyle brands for visual contents, and showcasing the company's picture through pictures.

YouTube

This is one of the best video sharing platforms for local business, entertainment business, and B2C companies which have 1.5 billion monthly active users. Marketing models include entertaining and educative videos to enhance engagement and if the view is more, you will get more money.

Quora

It is a social forum to ask questions and exchange answers for that with 100-200 active users monthly. This will fit for education institutes, skilled professionals, teachers and professors as it can establish authority over a subject through knowledge sharing.

Google+

There are 440 million active users in India. It helps to post and share blogs, follows a community and connects with friends. This is quite good for local businesses, B2B, B2C, and SMEs. Marketing models on Google+ include sharing content to drive more traffic, networking through Google hangouts.

II. LITERATURE REVIEW

A various types of research studies have been conducted on various aspects of on impact of social media advertising, which is relevant for this research.

Gil Appel, Lauren Grewal, Rhonda Hadi & Andrew T. Stephen (2020), suggested In reviewing the social media ecosystem and considering where it is heading in the context of consumers and marketing practice, we have concluded that this is an area that is very much still in a state of flux. The future of social media in marketing is exciting, but also uncertain. If nothing else, it is vitally important that we better understand social media since it has become highly culturally relevant, a dominant form of communication and expression, a major media type used by companies for advertising and other forms of communication, and even has geopolitical ramifications.

W.Akram and R.Kumar (2018) concluded that the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students.[8] Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day .Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities.

Social networking has changed the way people communicate, share information, and interact socially. It allows individuals to connect and socialize with others, regardless of location. As the popularity of social networking increases, new applications for the technology are often being observed. A new trend is the social internetworking of machines. The ultimate goal in this evolution is creating the Internet of Things (IoT) and social networks among machines

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Matthew N. O. Sadiku, Adedamola A. Omotoso, Sarhan M. Musa¹ (2019) suggested that Social networking has changed the way people communicate, share information, and interact socially. It allows individuals to connect and socialize with others, regardless of location. As the popularity of social networking increases, new applications for the technology are often being observed. A new trend is the social internetworking of machines. The ultimate goal in this evolution is creating the Internet of Things (IoT) and social networks among machines

A. Pourkhanian , Kh. Abdipoura , B. Bahera and M. Moslehpoura,b (2019), mentioned analyzing and illustrating the scientific products of the world for 14 Years in the fields of social media and business. The increasing growth of studies began in 2014. However, in 2018, its steep growth stalled. We are likely to consider this because of the review of subcategories and the exclusion of the word business from the keywords. A large variety of keywords, and of course low density, points to the broadness of the subject. Therefore, it should be dealt with in more depth. This issue can be further explored from two dimensions: Social networking platform and companies by industry. Country collaboration map shows that the United States and China are pioneer in this topic.

III. RESEARCH METHODOLOGY

Statement of the problems

There are always two sides to the coin. Likewise it also has some positive as well some negative points. If it has some positive aspect of social and economic impact on society, then it does have some negative impact also. Advertisements are sandwiched between programs on television, interspersed with popular songs on the radio, scattered among news features in the daily paper, popped up everywhere online and displayed on mobile. Consumers are continuously bombarded with advertisements, choked with messages, confusing our sense of balance and peace.

How do demographic factors have an influencing customer's opinion for social media advertisements?

Scope of the study

The scope of social media advertising in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top business, admitted that 15-20 percent of their marketing budget is allocated for social media advertising. India is encountering development in the number of mobile users regardless it contains just 16 percent of the nation's aggregate populace with access to the web. In addition, it is assessed that India's web clients will end up noticeably the world's biggest web base, after China and the US. Based on this concept the present paper discuss about the influencing social media advertising towards Helps to knowing my needs, Provide information about product/services, Availability of various options, Compare the product through advertisement, Availability of schemes and offers, Quality of product and Feeling of high status etc.,

Objectives of the study

1. To study about the social media advertising in India
2. To analysis the factors influencing of social media advertising in Tiruchirapalli Tamilnadu.
3. To Analyse the Online Shopping Behavior of Various Demographies
4. To Study the Effectiveness of Social Media Advertisements

Research design

The present study is descriptive in nature by using primary data which is collected through questionnaire.

Sample size

Sample size for the study comprises 512 respondents from Tiruchirapali.

Statistical tools for analysis

The researcher has used percentage analysis and one- way ANOVA test for analysis and interpretation of the data.

Table 1

General Demographic profile of the respondents

S. No	Profile	Classification	Total No. Respondents	Percentage
1.	Gender	Male	394	77.0
		Female	114	22.2
		Transgender	4	.8

		Total	512	100
2.	Age	18-25	31	6.1
		26-32	95	18.6
		33-39	59	11.5
		40-46	142	27.7
		47 and above	185	36.1
		Total	512	100

Source: Primary data

The above table 1 indicates the demographic profile of the respondents. The gender wise distribution shows the 77.0 percent of sample of respondents (394) are male, 22.2 percent of sample of respondents (114) are female and .8 percent of sample of respondents (4). Thus, it can be interpreted that the highest percent of gender is male.

The age wise distribution shows the 6.1 percent of the respondents (31) are in the age group between 18 - 25 years, 18.6 percent respondents (95) falls in the age group between 26-32 years, 11.5 percent of the respondents (59) from between 33- 39, 27.7 percent of the respondents (142) from between 39-46 and 31.6 percent of the respondents (185) are in the age group between 47 and above. Thus, it can be interpreted that the highest percentage of age group between 47 and above years and lowest percentage of age group between 18-25 years.

Table 2

One – way ANOVA test

Null Hypothesis: There is no significant mean difference between Age Group and Factors Influencing the Social Media Advertising among the respondents

Alternative Hypothesis: There is significant mean difference between Age Group and Factors Influencing the Social Media Advertising among the respondents

ANOVA						
Influencing Factors		Sum Squares	df	Mean Square	F	Sig.
Helps to knowing my needs	Between Groups	6.479	4	1.620	1.764**	.135

	Within Groups	465.675	507	.918		
	Total	472.154	511			
Provide information about product/services	Between Groups	18.880	4	4.720	5.936**	.000
	Within Groups	403.149	507	.795		
	Total	422.029	511			
Availability of various options	Between Groups	12.307	4	3.077	3.259**	.012
	Within Groups	478.692	507	.944		
	Total	490.998	511			
Compare the product through advertisement	Between Groups	7.808	4	1.952	2.531**	.040
	Within Groups	391.059	507	.771		
	Total	398.867	511			
Availability of schemes and offers	Between Groups	3.639	4	.910	1.067*	.372
	Within Groups	432.140	507	.852		
	Total	435.779	511			
Quality of product	Between Groups	20.044	4	5.011	4.830**	.001
	Within Groups	526.011	507	1.037		

	Total	546.055	511			
Feeling of high status	Between Groups	20.236	4	5.059	4.494**	.001
	Within Groups	570.756	507	1.126		
	Total	590.992	511			

Significance at 1 percent level

The one way ANOVA is used for the sample of 512 to confirm the significant difference among the social media advertising age groups with respect to independent variables. Independent variables such as Helps to knowing my needs, Provide information about product/services, Availability of various options, Compare the product through advertisement, Availability of schemes and offers, Quality of product and Feeling of high status viz., 18-25 years, 26-32 years, 33-39 years, 40-46 years and above 46 years. Frequency distribution, mean, standard deviation, F ratio, p value and significant are calculated.

Age of the social media advertising user has influence on the independent variables, Helps to knowing my needs (F=1.764 and p=.135), Provide information about product/services (F=5.936 and p =0.000), Availability of various options (F=3.259 and p=.012), Compare the product through advertisement (F=2.531 and p=.040), Availability of schemes and offers (F= 1.067 and p=.372), Quality of product (F=4.830 and p=.001), and Feeling of high status (F =4.494 and p=0.001). Hence, the p values are less than 0.05; so the null hypotheses are rejected at 5 percent level of significance. From this one way ANOVA result, it is found that age of the social media advertising user has significant differences with the independent variables towards influencing of advertisements in social media.

The social media advertising users of five different age groups show significant difference through the variables such as Helps to knowing my needs, provide information about product/services, Availability of various options, Compare the product through advertisement, Availability of schemes and offers, Quality of product and Feeling of high status. It is noted that one way ANOVA result moderately influence the variables Helps to knowing my needs, Provide information about product/services, Availability of various options, Compare the product through advertisement, Availability of schemes and offers, Quality of product and Feeling of high status with respect to age of the social media advertising opinion towards effectiveness of advertisements in social media.

Table 3

Friedman t-Test

Test Statistics^a

N	512
Chi-Square	681.693
df	6
Asymp. Sig.	.000
a. Friedman Test	

The Chi-square value $\chi^2 = 681.693$

**=Significant at 1 % level of influencing online shopping in media advertisement

Since the above table 3 revealed that the p-value is 0.000 which is less than standard p-value .005. Null hypothesis (H_0) rejected and alternative hypothesis (H_1) has been accepted. Hence it is concluded that there is a significant association between various modes of influencing online shopping in social media.

Findings

- It is found that the majority of the respondents are male (394).
- It is observed that the maximum of the respondents (185) are in the age group of above 47.
- It is noted that one way ANOVA result moderate level which helps to knowing my needs, Provide information about product/services, Availability of various options, Compare the product through advertisement, Availability of schemes and offers, Quality of product and Feeling of high status with respect to age of the social media advertising users towards influencing of advertisements in social media.
- It is concluded that there is association relationship between factor influencing online shopping and social media advertisement.

Conclusion

This present study concluded that customers expect to provide more schemes and offers to sustain their customer in future. The service sources thus need to expand their services in such a way that they meet the expectations of the customers at preferred levels. This is why social media advertising is no longer considered to be on probation, but instead it has become an important part of the business world. Besides, social media advertising can reach larger amount of viewers because there are millions and billions of people is using social media in this modern century. With all these, social media advertising shows it is effectiveness and could be the first choice of the marketers uses to advertise. All Age groups are invariably using the Social Media and Online Shopping.