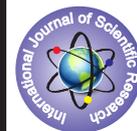


AN ANALYSIS OF IMPACT OF SOCIAL MEDIA SITES ON E-CONSUMERS PURCHASING



Commerce

KEYWORDS: Social Media, Purchasing Behaviour, Online Purchase, Consumer Satisfaction

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INTRODUCTION

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the consumer and wider society.[1] Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general. The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption and evaluation activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

OBJECTIVES OF THE STUDY

1. To know the level of e consumer satisfaction in buying cosmetics
2. To know the impact of using social media sties on e consumers.

HYPOTHESES OF THE STUDY

Ho: There is no significant impact of using social media sites in online purchase and the socio economic demographic variables of the respondents.

Ho: All the respondents satisfied with online purchase through social media sites.

SAMPLING METHOD

The researcher has selected 250 respondents by convenient sampling method. The sample has taken from in and around Namakkal district.

TOOLS USED

The researcher has used Chi square and Anova for the study.

E-CONSUMERS SATISFACTION

In this section the researcher has analysed the e consumers satisfaction through chi square analysis. The researcher has taken age, gender, educational qualification as economic variables for the present analysis.

SOCIO ECONOMIC VARIABLES AND LEVEL OF SATISFACTION IN ONLINE PURCHASE

Ho: All the respondents satisfied with online purchase through social media sites.

Variables	Chi square	Sig.
Age and level of satisfaction in online purchase	15.415 ^a	.001
Gender and the Level of Satisfaction in online purchase	15.145 ^a	.000
Educational qualification and the Level of Satisfaction in online purchase	25.012 ^a	.000
Occupational Status and the level of satisfaction in Online Purchase	42.143 ^a	.000
Educational qualification and the Level of Satisfaction in online purchase	11.321 ^a	.005

The table above intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 15.415 with its p value .001 lower than 5% significant level. Hence, the null hypothesis is rejected, and all the respondents were not satisfied with online purchase through social media sites. It also intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 15.145 with its p value .000 lower than 5% significant level. Hence, the null hypothesis is rejected. The table also intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 25.012 with its p value .000 lower than 5% significant level. Hence, the null hypothesis is rejected. The table also intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 42.143 with its p value .000 lower than 5% significant level. Hence, the null hypothesis is rejected. The table above relatives the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 11.321 with its p value .005 lower than 5% significant level. Hence, the null hypothesis is rejected.

AGE OF THE RESPONDENTS AND THE FACTORS INFLUENCED IN THE USAGE OF THE SOCIAL MEDIA SITES

Ho: There is no significant difference between the factors influenced in the usage of Social Media Sites and the age of respondents.

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Simplified search engines	Between Groups	.221	1	.221	1.152	.284
	Within Groups	429.229	249	.121		
	Total	480.000	250			
Eye catching	Between Groups	.002	1	.002	.003	.958
	Within Groups	538.451	249	.203		
	Total	538.453	250			
New information	Between Groups	20.524	1	20.524	31.441	.000
	Within Groups	501.239	249	.154		
	Total	521.812	250			
Social caring	Between Groups	.059	1	.059	.111	.183
	Within Groups	219.815	249	.352		
	Total	219.824	250			
Amusement	Between Groups	2.228	1	2.228	21.445	.000
	Within Groups	258.112	249	.332		
	Total	215.395	250			
Communique	Between Groups	.382	1	.382	.922	.323
	Within Groups	299.148	249	.391		
	Total	300.030	250			

Sharing	Between Groups	1.584	1	1.584	3.501	.012
	Within Groups	341.110	249	.453		
	Total	348.245	250			
Gain new acquaintances of people	Between Groups	2.291	1	2.291	11.180	.001
	Within Groups	533.210	249	.192		
	Total	541.551	250			
Make professional and business contacts	Between Groups	.243	1	.243	.295	.582
	Within Groups	129.112	249	.822		
	Total	129.905	250			
Advertisement	Between Groups	2.450	1	2.450	3.255	.022
	Within Groups	521.481	249	.253		
	Total	528.931	250			

Source: Primary data

The table represents the ANOVA calculation and its results. It is inferred from the table that the factors New information, Amusement, gain new acquaintance of people has their p value lesser than 5% significant level. Hence, the null hypothesis is rejected for these factors and there is a significant difference between the factors influenced in the usage of Social Media Sites and the age of respondents. The other factors namely Simplified search engines, Eye catching, Social caring, Communique, sharing, make professional and business contacts and advertisements has their p values greater than 5% significant level and hence the null hypothesis accepted, where there is no significant difference between the factors influenced in the usage of Social Media Sites and the age of respondents.

GENDER OF THE RESPONDENTS AND THE FACTORS INFLUENCED IN THE USAGE OF SOCIAL MEDIA SITES

Ho: There is no significant difference between the factors influenced in the usage of Social Media Sites and the gender of respondents.

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Simplified search engines	Between Groups	2.838	3	.941	1.514	.209
	Within Groups	422.112	242	.125		
	Total	480.000	250			
Eye catching	Between Groups	10.224	3	3.425	4.954	.002
	Within Groups	528.180	242	.191		
	Total	538.453	250			
New information	Between Groups	15.582	3	5.194	2.839	.000
	Within Groups	501.231	242	.113		
	Total	521.813	250			

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Social caring	Between Groups	1.402	3	.419	1.335	.212
	Within Groups	218.412	242	.351		
	Total	219.824	250			
Amusement	Between Groups	1.250	3	2.250	1.141	.000
	Within Groups	258.145	242	.339		
	Total	215.395	250			
Communication	Between Groups	4.038	3	1.341	3.424	.011
	Within Groups	295.992	242	.382		
	Total	300.030	250			
Sharing	Between Groups	2.515	3	.855	1.890	.130
	Within Groups	345.180	242	.452		
	Total	348.245	250			
Gain new acquaintances of people	Between Groups	12.880	3	5.910	8.195	.000
	Within Groups	523.121	242	.185		
	Total	541.551	250			
Make professional and business contacts	Between Groups	1.029	3	2.021	2.482	.010
	Within Groups	123.821	242	.812		
	Total	129.905	250			

Advertisement	Between Groups	5.918	3	1.989	2.152	.048
	Within Groups	522.919	242	.250		
	Total	528.931	250			

Source: Primary data

The table represents the ANOVA calculation and its results. It is inferred from the table that the factors Eye catching, New information, Amusement, Communique, gain new acquaintance of people and advertisement has their p value lesser than 5% significant level. Hence, the null hypothesis is rejected for these factors and there is a significant difference between the factors influenced in the usage of Social Media Sites and the gender of respondents. The other factors namely Simplified search engines, Social caring, sharing, make professional and business contacts and advertisements has their p values greater than 5% significant level and hence the null hypothesis accepted, where there is no significant difference between the factors influenced in the usage of Social Media Sites and the gender of respondents.

ANNUAL INCOME OF THE RESPONDENTS AND THE FACTORS INFLUENCED IN THE USAGE OF SOCIAL MEDIA SITES

Ho: There is no significant difference between the factors influenced in the usage of Social Media Sites and the Annual Income of the respondents.

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Simplified search engines	Between Groups	1.901	3	2.302	3.212	.011
	Within Groups	423.094	242	.119		
	Total	480.000	250			
Eye catching	Between Groups	3.222	3	1.024	1.533	.205
	Within Groups	535.231	242	.201		
	Total	538.453	250			
New information	Between Groups	3.988	3	1.329	1.911	.118
	Within Groups	512.825	242	.128		
	Total	521.813	250			
Social caring	Between Groups	.445	3	.148	.420	.238
	Within Groups	219.429	242	.353		
	Total	219.824	250			
Amusement	Between Groups	2.191	3	.232	2.125	.091
	Within Groups	213.198	242	.345		
	Total	215.395	250			
communiqué	Between Groups	5.011	3	1.122	4.330	.005
	Within Groups	295.014	242	.381		
	Total	300.030	250			

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Sharing	Between Groups	.318	3	.123	.219	.848
	Within Groups	342.822	242	.455		
	Total	348.245	250			
Gain new acquaintances of people	Between Groups	.093	3	.031	.044	.988
	Within Groups	541.458	242	.209		
	Total	541.551	250			
Make professional and business	Between Groups	14.281	3	4.929	1.121	.000
	Within Groups	115.119	242	.805		
	Total	129.905	250			
Advertisement	Between Groups	4.299	3	1.100	2.128	.095
	Within Groups	524.138	242	.251		
	Total	528.931	250			

Source: Primary data

The table represents the ANOVA calculation and its results. It is inferred from the table that the factors Simplified search engines, Communique and make professional and business contacts has their p value lesser than 5% significant level. Hence, the null hypothesis is rejected for these factors and there is a significant difference between the factors influenced in the usage of Social Media Sites and the

monthly income of respondents. The other factors namely Eye catching, New information, Social caring, Amusement, gain acquaintance of people, sharing and advertisements has their p values greater than 5% significant level and hence the null hypothesis accepted, where there is no significant difference between the factors influenced in the usage of Social Media Sites and the monthly income of respondents.

Conclusion

Consumer satisfaction helps to leading indicator of consumer repurchase intentions and loyalty, point of differentiation, reduces customer churn, increases customer lifetime value, reduces negative word of mouth, cheaper to retain customers than acquire new ones. So the every company has to concentrate on consumer behaviour. The company has to conduct periodic research work and analyse the consumer preference and satisfaction to implement new strategies to improve consume satisfaction.

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