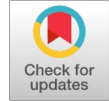


# Impact of Social Media on Buying Decision in Chennai

S.Kiruti Ratchaya, Sreeya B



**Abstract**— *The purchasing choice process is the basic leadership process utilized by shoppers with respect to showcase exchanges previously, amid, and after the buy of a decent or administration. It tends to be viewed as a specific type of a cost-advantage investigation within the sight of numerous alternatives. Basic cases incorporate shopping and choosing what to eat. Basic leadership is a mental develop. The study used 1450 respondents for the purpose of understanding the buying decision . Chi-square , independent t test and correlation are the various tests used in this research . The research shows than male and female have different perspective regarding social media advertisement. If the income level is increased then the customers are not bothered purchase decision. Most of the social media product advertisement is for teens only . Marital status does not create impact on the effect of advertisement in purchase decision.*

**Key words :** social media , buying decision , advertisements, communication , media .

## I. INTRODUCTION

Now a days, social media is one of the most influencing means of communication from children to aged persons , everyone uses social media . The number of social media users keeps on increasing . Every social media advertises products which influences the consumers. There is also a lot of demographic variation on the effect of being influenced by social media to by products . Despite these variation social media is prevalent and meaningful . consumers are increasingly moving away from traditional advertising media and actively seeking out to social media platforms to search information related to different products because they regard it reliable and convenient which helps them in better decision making and results in less wastage of time .The aim of the study is to find the impact of social media in buying decision .The objectives of the study are , to know whether social media affects the public , to analyse about to what extent the public's purchase decision is influenced by the reviews in social media , to investigate the association between the effect of advertisement in purchase decision and marital status and to study the association between social media product advertisement and age of respondent .

## II. LITERATURE REVIEW

**Xia wang , Case Study of Lagos State University Students (2018)**The examination researches peer correspondence through internet based life sites ; singular level tie quality . Study information 292 members who occupied with peer correspondence about through online networking .**Gulzar Asma ; Maqbool Misbah (2018)**The goal of this examination is to feature the preferred standpoint that organizations pick up by viable utilization of online life showcasing.**Adnan Veysel Ertemel ; Ahmed Ammora (2016)**This investigation has been intended to answer fundamental inquiry concerning the sole of web based life publicizing on purchaser purchasing conduct in extremely dynamic field industry .**Mredu Goyal (2016)**The investigation plans to comprehend the effect of online life on purchaser conduct in eatery industry in Jaipur city . the information introduced here is gathered to survey which was appropriated among different customers of various age gathering.**Peter Roesler(2015)**The examination concentrated on how internet based life influences purchasers from various age ranges and races.**Dr. Tom Trittip(2015)**Current cases in promoting, item/benefit arranging, mark administration, advertising division, situating system and estimating and dissemination procedure will be coordinated with the ideas and hypotheses all through the course. **Ionas Elisabeta ; Ivona Stioca (2014)**The paper manages effect of online networking on purchaser behavior.The conclusions are built up as far as the univariate and bivariate investigation. The investigation incorporates shopper profile that utilizations interpersonal organizations.**Sarah Smith (2014)**This examination considers the effect of internet based life on web based shopping in light of a purchaser study. The obvious advantages of web based life is examined .**Dokyn Lee ; Kartick Hosanagar ; Harikesh S Nair (2014)**This article breaks down the impact of brands internet based life association on the buy choice procedure of shoppers.**Abhinav (2014)**The examination endeavors to distinguish the part and the effect of web based life on buyer purchasing choice. The exploration clarifies on how people are choosing the data via web-based networking media before a buy.**Katja Hutter (2014)**The research found that informative content like mention of prices and product features . the results inform content design content code large scale textual data for future study on natural language data such as advertising content or product review. **Ethel Lee (2014)**The goal of the exploration is to clarify why, when, and how internet based life has affected on shopper choice process.

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III. METHODOLOGY

For the purpose of this study descriptive research is used to portray accurately the the impact of social media on customers buying decision. Convenient sampling method is used to collect the samples. 1450 samples is the sample size. Dependent variables are age, gender, marital status and monthly income. Independent variables are purchase decision, social media and products advertisement .

IV. ANALYSIS AND DISCUSSION RESULTS

*Null hypothesis :*

There is no significant difference between social media advertisement and gender .

*Alternate hypothesis :*

There is significant difference between social media advertisement and gender .

**Table 1: Effect of Social Media and Gender**

Gender	N	Mean	Std. deviation	Std. Error Mean	
window shopping	Male	721	3.69	1.148	.043
in malls	Female	729	3.51	1.026	.038

Source: Primary data

**Table 2: Independent Sample t test: Effect of Social Media and Gender**

	Value	df	p-value
Independent Sample t test	3.181	1448	0.001

Source: Primary data

Using Independent sample t test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant difference between social media advertisement and gender. It shows than male and female have different perspective regarding social media advertisement.

*Null hypothesis :*

There is no significant relationship between purchase decision and income of the respondent .

*Alternate hypothesis :*

There is significant relationship between purchase decision and income of the respondent .

**Table 3: Correlation – Income and Purchase Decision**

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Purchase Decision	0.044	0.095*

\* Correlation is significant at the 0.05 level

Source: Primary data

Correlation analysis is used to test the relationship between income of the respondent and comparison of price during purchase decision. Since  $p < 0.05$ , null hypothesis is rejected at 5% level of significance. There is significant correlation between the income of the respondent and purchase decision. It infers that if the income level is increased then the customers are not bothered purchase decision.

*Null hypothesis :*

There is no significant association between social media products advertisement and age of the respondent .

*Alternate hypothesis :*

There is significant association between social media products advertisement and age of the respondent .

**Table 4: Chi Square test: Customers of Social Media and Age**

	Value	df	p-value
Pearson Chi-Square	24.016	9	0.004

Source: Primary data

Using Chi square test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant association between social media product advertisement and age of the respondent . majority of the respondents agree that social media product advertisement is for teens only .

*Null hypothesis :*

There is no significant association between effect of advertisement in purchase decision and marital status .

*Alternate hypothesis :*

There is significant association between effect of advertisement in purchase decision and marital status .



**Table 5: Chi Square test: Effect of advertisement in purchase decision and Marital status**

	Value	df	p-value
Pearson Chi-Square	2.544	2	0.280

Source: Primary data

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted . Therefore, there is no significant association between effect of advertisement in purchase decision and marital status. It shows that marital status does not create impact on the effect of advertisement in purchase decision .

### V. CONCLUSION

Contemplating and examining purchasers' conduct towards utilizing Social Media is an imperative issue since the obtaining can be a huge procedure for the two customers and organizations. This exploration underpins organizations to comprehend their customers' introduction, desire, necessities and interests toward using particular Social Media. Furthermore, organizations will comprehend what kind of data ought to be accommodated a specific item. Additionally, organizations will perceive which SM are for the most part utilized by customers. By this exploration, organizations and customers comprehend the significance of Social Media. It would be a superior plan to suggest organizations about the best Social Media to be used so they can profit from them to upgrade the buying procedure and items to fulfill buyers' needs. At long last, buyers are urged to buy specific items web based utilizing proper Social Media.

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