

A STUDY ON IMPACT ON PURCHASING BEHAVIOUR IN SOCIAL MEDIA SITES AMONG THE E – CONSUMERS OF MADURAI DISTRICT

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Abstract

Advertising on Social Networking Sites The best way to make use of informal organizations is to capitalize on their advertising potential and use them to advertise your own business rather than just making money off of them. We talk about the relevant aspects of systems administration, such as the companion center, search, security, support, and backing. There are a number of different ways to make profiles in informal communities private. They can also report customers and hinder them. A great feature of a reputable informal organization is simply allowing customers to update their pictures and post profiles. Additional features include things like music areas, video transfers, and gatherings. An informal community's objective is to establish connections and meet new people. The best places to send long-distance letters let people find different people in a safe and easy-to-use environment. Common pursuit capabilities include searching for information by name, city, school, and email address. Interpersonal organization's objectives are crystal clear. Although this market is still in its infancy, interpersonal organization probably provides a more effective means of communicating with individuals. The expert has used this establishment to investigate the sufficiency of businesses by examining customer dynamic cycles and objections raised by online media.

Keywords: Social Media, Advertisement, Consumer decision making process

INTRODUCTION

The choices a buyer makes when making purchases are significantly influenced by the people they know and trust. Additionally, many online customers will typically wait for early adopter reviews before making a purchase decision in order to reduce the likelihood of making a second purchase. On electronic social networks, which are well-supported by E-commerce organizations, customers can share their own experiences by writing surveys, rating reviews written by others, and conversing with trusted individuals. They serve as a starting point for customers on the Internet and boost traffic to retail locations. Customers' social connections have recently been the subject of data collection by online businesses. They might be able to use this to better understand and take advantage of the social impact of customers' purchases to build relationships with them and boost sales. Utilizing a method to estimate the social impact of a Web-based business site's customers has numerous advantages. A variety of high-quality, individualized product reviews are provided by reliable sources to encourage online customers to make a purchase. Second, a company that sells products may be better able to predict market trends because it can get immediate and detailed responses from customers. Thirdly, an Electronic business site can distinguish high-influence evaluation trailblazers and increment the practicality of promoting in view of a relational association that incorporates appraisal pioneers.

RESEARCH METHODOLOGY

250 respondents have been chosen by the researcher. The Purposive Sampling Method has been used by the researcher. The respondents who purchased only through a single channel were purposefully chosen by the researcher. The Madurai District serves as the study's focus. Through a structured questionnaire, the researcher has gathered information. In the current study, chi square and factor analysis were utilized by the researcher.

E-Consumers Satisfaction

In order to evaluate the success or failure of e-commerce, it is essential to be able to measure customer satisfaction with online shopping. Internet businesses must be able to identify and comprehend the values of their current and potential customers in order to achieve this. As a result, it's critical to examine how satisfied customers are. The researcher used Chi square to determine the level of customer satisfaction.

Age 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	17.747 ^a	.007

The Chi-Square calculations are shown in the table above. The result of having a Pearson Chi-Square Value of 17.747 and a p value of .007 that was less than the 5% significant level is shown in the table. Therefore, the null hypothesis is rejected, and all respondents expressed dissatisfaction with social media-based online shopping.

Gender and Level of Satisfaction

Variables	Chi square	Sig.
Gender and the Level of Satisfaction in online purchase	18.344 ^a	.000

The Chi-Square calculations are shown in the table above. The table shows the aftereffect of having the Pearson Chi-Square worth 18.344 with its p esteem .000 lower than 5% huge level. As a result, the null hypothesis is not true.

Educational Qualification and the Level of Satisfaction

Variables	Chi square	Sig.
Educational qualification and the Level of Satisfaction in online purchase	29.016 ^a	.000

The Chi-Square calculations are shown in the table above. The result of having a Pearson Chi-Square Value of 29.016 and a p value of .000 below the 5% significance level is shown in the table. As a result, the null hypothesis is not true.

Occupational Status and the Level of Satisfaction in Online Purchase

Variables	Chi square	Sig.
Occupational Status and the level of satisfaction in Online Purchase	52.258 ^a	.000

The table above intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 52.258 with its p value .000 lower than 5% significant level. Hence, the null hypothesis is rejected.

Annual Income and the Level of Satisfaction

Variables	Chi square	Sig.
Educational qualification and the Level of Satisfaction in online purchase	17.268 ^a	.008

The table above intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 17.268 with its p value .008 lower than 5% significant level. Hence, the null hypothesis is rejected.

Factors Influencing E Consumer Behaviour through Social Media Sites

The perception of e consumer's behaviour through social media sites with the help 28 variables in Likert's Five Point Scale. The application of Principal Component Factor Analysis is presented below:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Approx. Chi-Square	Sig.
.766	4892.209	.000

The sampling adequacy value of 0.766 and the Chi-Square value of 4892.209 for Bartlett's Test of Sphericity are found to be statistically significant at the 5% level in the table KMO and Bartlett's test. This indicates that the sampling distribution is also normal to explain the characteristics of the population and that the 28 variables pertaining to e consumers influencing behavior using social media sites are sufficient to demonstrate its concept.

The following Community table explains the variances in the perception of beneficiaries:

Community Table- Factors Influencing E Consumers Behaviour through Social Media Sites

Variables	Initial	Extraction
ECB1	1.000	.650
ECB2	1.000	.661
ECB3	1.000	.534
ECB4	1.000	.633
ECB5	1.000	.531
ECB6	1.000	.455
ECB7	1.000	.668
ECB8	1.000	.599

Variables	Initial	Extraction
ECB9	1.000	.409
ECB10	1.000	.602
ECB11	1.000	.643
ECB12	1.000	.591
ECB13	1.000	.430
ECB14	1.000	.543
ECB15	1.000	.548
ECB16	1.000	.491
ECB17	1.000	.495
ECB18	1.000	.683
ECB19	1.000	.630
ECB20	1.000	.575
ECB21	1.000	.671
ECB22	1.000	.678
ECB23	1.000	.424
ECB24	1.000	.555
ECB25	1.000	.633
ECB26	1.000	.689
ECB27	1.000	.608
ECB28	1.000	.501

From the above table it is found that the variance of the 28 variables influencing e consumer's behaviour of using social media sites ranges from 0.409 to 0.689. This implies that the beneficiaries' perception regarding the usage of social media sites from 40.9 percent to 68.9 percent. The upper limit of the variance is statistically significant and as the implication of properly segregated predominant factors as expressed in the table below:

Total Variance Explained- Factors Influencing E Consumer's Behaviour through Social Media Sites

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.127	25.452	25.452	3.176	10.981	10.981
2	2.382	8.508	33.960	2.638	9.433	20.414
3	1.629	5.817	39.777	2.550	9.119	29.533
4	1.512	5.402	45.179	2.139	7.670	37.203
5	1.269	4.531	49.709	2.049	7.339	44.542
6	1.182	4.223	53.932	1.798	6.768	51.310
7	1.030	3.678	57.610	1.758	6.300	57.610
8	.998	3.564	61.174			
9	.924	3.300	64.474			

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
10	.845	3.017	67.491			
11	.786	2.806	70.298			
12	.746	2.665	72.963			
13	.733	2.618	75.581			
14	.689	2.461	78.042			
15	.632	2.257	80.299			
16	.611	2.182	82.480			
17	.575	2.052	84.532			
18	.524	1.873	86.405			
19	.508	1.814	88.218			
20	.489	1.745	89.963			
21	.451	1.611	91.575			
22	.390	1.395	92.969			
23	.380	1.356	94.326			
24	.372	1.328	95.653			
25	.341	1.218	96.871			
26	.322	1.152	98.023			
27	.292	1.044	99.067			
28	.261	.933	100.00			

From the above table it is found that the 28 variables are reduced into 7 major factors with Eigen values 3.176, 2.638, 2.550, 2.139, 2.049, 1.798 and 1.758 are statistically significant. This clearly indicates the very existence of 7 major factors with their respective variable loadings as expressed in the table given below:

Rotated Component Matrix- Factors Influencing E Consumer Behaviour through Social Media Sites

Variables	Component						
	1	2	3	4	5	6	7
ECB26	.772						
ECB25	.740						
ECB24	.716						
ECB27	.700						
ECB28	.568						
ECB11		.765					
ECB10		.730					
ECB12		.703					
ECB13		.521					
ECB9		.500					

ECB21			.763				
ECB20			.701				
ECB22			.680				
ECB23			.559				
ECB18				.709			
ECB19				.638			
ECB17				.618			
ECB4					.720		
ECB5					.611		
ECB3					.580		
ECB6					.524		
ECB1						.682	
ECB8						.629	
ECB7						.590	
ECB2						.529	
ECB15							.709
ECB14							.610
ECB16							.469

From the above table it is clear that there are seven factors to be considered for using the social media websites by the e consumers.

The first factor consists of five variables: ECB26: Safety; ECB25: Data manipulation; ECB24: Security; the first factor can therefore be referred to as "Faith." The following five variables make up the second factor: ECB11, short for "convenience;" ECB10: sites for doing searches; ECB12: The second aspect is referred to as "Utilization" for this reason: information organization. The third component comprises of four factors: ECB21: after-sale service; ECB20-Communication; ECB22: Time to respond and ECB23: Network. Therefore, "Customer Relationship Management" may be used to describe the third component. There are three factors in the fourth element: ECB18 - Make new companions; consequently, the fourth component can be alluded to as "Relationship Foundation." The following four variables make up the fifth factor: ECB19: Establish business and professional connections; ECB17: Advertisement; ECB04: Form; Attractiveness, ECB03 In light of ECB06-Specification and ECB05-Words used, the fifth factor can be referred to as "Demonstration." ECB01-Delivery is one of the four variables that make up the sixth factor; ECB08: The Positive ECB07-Cash Worth and ECB02-Advancement; consequently, the sixth component ought to be referred to as the "Advertising Blend System." The seventh component consists of three factors: ECB15: Including photos; ECB14: Thoughts to Share and ECB16: Invitations. As a result, "Updates" can be used to refer to the seventh factor. It is possible to deduce, based on the findings of the previous analysis, that these factors have an impact on consumers' behavior when they use social media websites.

1. Faith;
2. Utilization;
3. Relationship Management for Customers;
4. Establishing a relationship;
5. Demonstration;
6. Combine Marketing and
- 7 Strategy Updates

CONCLUSION

Organizations that need to focus on further developing their image's picture can make the most of the new open doors introduced by virtual entertainment by focusing on this. In addition, both new and established brands would make use of social media to become more competitive in the market and gain momentum with their clients in order to please them. Social media could be used to quickly reach the user-friendly interactive system and learn about customers' unique requirements in a way that is easy for customers to understand and adapt to. A lot of customers started talking about brands while the data was being analyzed, which made them an indirect advertising force for the brand. Despite this, some businesses are of the opinion that making extensive use of social media would make it more difficult for them to enhance the image of their brands. For instance, by taking a gander at virtual entertainment pages, web journals, and discussions, we can see that, in spite of the way that these organizations are not the foundation of specialist co-ops, they got better criticism in regards to their utilization of these organizations and media.

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