The Impact of Social Media on Consumer Buying Behavior in the Guruvayur Municipality of Thrissur District

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ABSTRACT

As consumers allocate more of their time to social media, it inevitably affects their purchasing decisions and preferences in item selection. The process of a consumer's purchasing behavior is influenced by various factors, such as personal, psychological, social, and more. Through social media platforms, consumers can conveniently order goods and satisfy the needs of themselves and their families. These factors hold significant weight in shaping a customer's purchasing behavior. In order to comprehend the factors that affect the purchasing behavior of social media users, primary data was collected.

Key Words: Consumer, Buying Behavior, social media

INTRODUCTION

Due to its user-friendly features, social media has become a popular tool that enables people to connect with each other across distances, making the whole world available at our fingertips. Social media refers to online communication media that allow community-based input, interaction, and content sharing. It includes different types of platforms such as websites and applications dedicated to forums, social networking, social bookmarking, etc.

Organizations use social media marketing as one of the popular channels to communicate their brands. It involves the use of social media platforms and websites to promote a product or service. Social networking websites provide an opportunity for individuals, businesses, and organizations to interact with each other and build relationships online. Through social networking sites, companies can stay in touch with individual followers. Over the years, some examples of popular social networking websites include Facebook, Instagram, Twitter, LinkedIn, WhatsApp, and YouTube. By making use of these platforms, companies can reach wider audiences than traditional print/TV/radio advertisements, often at a fraction of the cost.

Statement of Problem
The advent of the internet has brought about a notable shift in consumer attitudes. Nowadays, the majority of people utilize technology in multiple ways, and social media has become an important factor in modern society. The conventional methods of marketing have become obsolete, as people rely more on online methods to fulfil their requirements. Social media platforms and apps have gained immense popularity in recent times. In addition to being a marketing platform, social media is also viewed as a creative marketing approach. As a result, it is crucial to examine the impact of social media on consumer purchasing behaviour.

Scope of the Study
The study was conducted among consumers residing in the Guruvayur municipality of Thrissur District in Kerala. A sample of 120 consumers was conveniently selected to participate in the study.

Research questions
    1. What are the determinants which influence the buying behaviour of consumers?
    2. Which is the most preferred social media by the customers?

Objective of the study

1. To determine the factors influencing buying behaviour of consumers.
2. To understand the most preferred social media app by consumers.

RESEARCH METHODOLOGY

The research is both descriptive and analytical, and involves gathering primary and secondary data through a structured questionnaire. A group of 120 consumers from Guruvayur municipality in Thrissur District of Kerala were selected using convenience sampling.

DATA ANALYSIS

The collected data was analyzed using methods such as percentage analysis, ranking, Likert scale, and t-test, and was presented in the form of tables and charts.

Table No. 1, Reliability Test

(Source: Primary data)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.851	0.852	12

Interpretation: The table above shows that the alpha value is 0.851, which is considered good reliability among the variables as any value above 0.70 is deemed reliable. Therefore, the 12 variables exhibit good consistency and internal reliability among them.

Table No. 2, Test of Normality of Buying Behaviour

One-Sample Kolmogorov-Smirnov Test		
		Buying Behaviour
N		120
Normal Parameters[a,b]	Mean	3.6076
	Std. Deviation	.70887
Most Extreme Differences	Absolute	.113
	Positive	.071
	Negative	-.113
Kolmogorov-Smirnov Z		1.237
Asymp. Sig. (2-tailed)		0.094
a. Test distribution is Normal.		
b. Calculated from data.		

(Source: Primary data)

The above tabledepicts that, one sample Kolmogorov- Smirnov test shows the test value is higher than the required (Sig.050), hence the data possess the normality in the collected variable under the study.

Table No. 3 - Explorative Factor Analysis Table (EFA)

Rotated Component Matrix			
Variables	Component		
	Factor1	Factor 2	Factor 3