

## **A STUDY ON IMPACT OF SOCIAL MEDIA PROMOTIONS ON CUSTOMER'S PURCHASE DECISIONS**

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### **ABSTRACT**

This study examines the impact of social media promotions on customer choices in a modern business setting. Using a descriptive research design, data were gathered from 275 respondents within a company through primary data collection. The study aimed to explore the relationship between social media promotional dimensions and customer preferences. Key findings highlighted a gender disparity, with 61% female respondents, and a youthful demographic, with 40% aged 21-25, showing a preference for social media engagement. The results reveal the complexity of customer decision-making, where visually appealing content and engaging responses are appreciated but not prioritized in purchasing decisions. The research underscores the need for businesses to customize their promotional strategies to match customer preferences, acknowledging the varied factors influencing decisions in the digital age.

### **INTRODUCTION**

In today's digital age, social media promotions are a cornerstone of marketing strategies. Platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube offer businesses unparalleled opportunities to connect with target audiences, build brand awareness, and drive engagement. Social media tactics include targeted advertising, influencer collaborations, organic content creation, and community engagement. This dynamic medium allows for real-time feedback, enabling businesses to adapt and optimize their promotional efforts swiftly.

The intersection of social media and the EdTech industry has revolutionized access to learning resources. Social media platforms are now vital for promoting educational content, transforming traditional teaching methods, and providing unprecedented opportunities for learners. EdTech companies use targeted promotions on platforms like Facebook, Instagram, Twitter, and LinkedIn to reach diverse audiences, engage users, and highlight their products' value. Social media also offers a cost-effective way for EdTech startups to gain visibility, foster community

engagement, and drive user acquisition. However, challenges such as developing effective content strategies, navigating algorithm changes, and addressing data privacy concerns persist.

## REVIEW OF LITERATURE

**Sathya N, Prabhavathi C (2023)** examine social media's influence on investment decisions, focusing on behavioral biases and risk perception. Through literature review and an online survey of investors using social media for investment information, they find that social media significantly impacts behaviors and perceptions, increasing biases like herding and overconfidence and shaping risk perception. The paper emphasizes managing social media for rational decision-making, providing insights for investors and policymakers to promote responsible social media use in investment practices. **Yuvasri S (2023)** investigates social media promotions' impact on the consumer purchase decisions of personal lifestyle products in India. Using a quantitative method, data were collected from Indian social media users. Findings reveal no significant gender association with content preference posted by marketers, but a positive correlation exists between annual income and the frequency of lifestyle product purchases. The study is limited to personal lifestyle products, recommending future research on other product categories. **Bhagowati, Darshana, and Dev Malya Dutta (2022)** explore how social media impacts pre-purchase selection of universities and management courses in Kolkata. Many universities now use social media to promote courses and attract students. Educators recognize the benefits of social media, with 75% of students spending about five hours daily on these platforms. Social media has become integral to business marketing, enabling global connections and discussions that expand knowledge bases, with its use rising significantly since 2011. **Gaurav K. and Ray A.S. (2020)** explore the impact of social media advertising on consumer buying behavior in the Indian E-commerce industry. Marketing has shifted from traditional to digital, driven by internet adoption. This shift changes how customers interact with brands, with social media playing a crucial role in the buyer's journey from need recognition to post-purchase behavior. The study highlights the importance of an online presence and digital marketing strategies in shaping modern market landscapes. **Jagadeesh Babu M.K., Saurabh Srivastava S.M. and Aditi Priya Singh M.B.S. (2020)** investigate social media marketing's impact on Millennial smartphone buying behavior in Bangalore. Using an exploratory approach, data from 165 respondents reveal Facebook as the preferred platform and YouTube as the most reliable. Millennials show strong positive perceptions of social media marketing, influencing buying

behavior regardless of demographics. Analysis was conducted using SPSS and AMOS, with the study limited to Bangalore. **Kumar V., Varma M., Sangvikar B., and Pawar A. (2020)** analyze how social media transforms consumer purchase behavior in India. Social media has changed business dynamics, making communication vital amid competition. Online platforms simplify product selection and purchasing, especially for younger demographics active on social media. The study explores online shopping ads' impact on purchase intentions and behaviors, highlighting the need for marketers to adapt strategies to evolving consumer preferences and ensure long-term satisfaction. **Bhuvaneshwari N, Jesuraj (2019)** investigate social media's role in complex purchase decisions, characterized by significant brand differences and high consumer involvement. A quantitative survey assesses how social media influences satisfaction during information search and alternative evaluation stages, improving satisfaction through the purchase decision and post-purchase evaluation. Conducted among internet-savvy consumers, the study excludes abandoned searches, focusing only on completed purchases to understand social media's impact on consumer satisfaction.

### **OBJECTIVE OF THE STUDY**

1. To examine the demographics of students reached through social media promotions.
2. To assess the most effective social media platform to create awareness among customers.
3. To identify the type of content that gains the most attention of the customers.
4. To analyze working with social media influencers benefits the brand's social presence.
5. To suggest measures to improve the brand's social media presence and engagement.

### **NEED OF THE STUDY**

This research aims to understand social media promotions' influence on Here and Now's customer purchase decisions. Operating in a competitive market, the brand relies on effective marketing strategies to differentiate and attract customers. Given social media's pervasive role, studying its impact on purchases offers insights into the most effective promotional tactics for driving sales. In an era where online interactions and recommendations significantly influence consumer behavior, this analysis helps optimize the marketing budget by focusing on high-ROI platforms and strategies. Additionally, understanding social media influencers aids in refining product development and customer engagement to better meet target audience preferences.

### **SCOPE OF THE STUDY**

The study on the impact of social media promotions on Here and Now's customer purchase decisions covers various dimensions. It will assess the effectiveness of platforms like Facebook, Instagram, LinkedIn, and YouTube in influencing consumer behavior. The study will analyze reach, engagement, and conversion rates of promotional campaigns to identify high-ROI channels. It will explore tactics such as targeted advertising, influencer collaborations, organic content, and community engagement. Additionally, the study examines the demographic and psychographic characteristics of the target audience and considers external factors like industry trends, competitor strategies, and technological advancements for a comprehensive social media landscape analysis.

### RESEARCH METHODOLOGY

This study uses a descriptive research design to understand the impact of social media promotions for the purchase decisions customers. Descriptive research allows for a detailed analysis of factors influencing consumer behavior within the social media context. Primary data is collected via a structured questionnaire targeting existing and potential customers. The questionnaire will gather information on respondents' interactions with social media platforms, engagement with promotional content, and its influence on purchase decisions. Convenience sampling is employed to select a diverse respondent group, ensuring representativeness. Statistical test Tools involves Chi-Square Test, Correlation Analysis, H Test (Kruskal-Wallis Test). Statistical software SPSS Version 16 is used for analysis, identifying patterns and relationships to optimize social media marketing strategies.

### DATA ANALYSIS

#### **Table showing comparative analysis of Age group and their preferred Social Media platform**

**Null Hypothesis (H0):** There is no significant difference between Age group and Social Media platform used mostly by the respondents.

**Alternative Hypothesis (H1):** There is significant difference between Age group and Social Media platform used mostly by the respondents.

Cross Tabulation

Age group	Social Media platform used mostly by the respondents					Total
	Instagram	Face book	YouTube	LinkedIn	Others	

(In years)							
Below 20	Count	19	8	7	4	2	40
	% of Total	7.3%	1.5%	.16%	3.0%	.14%	9.7%
20 - 25	Count	54	15	22	15	5	111
	% of Total	22.5%	9.5%	15.8%	11.5%	8.4%	76.7%
26 – 30	Count	8	21	24	10	1	64
	% of Total	2.9%	71.0%	16.5%	8.5%	1.5%	17.3%
31 - 35	Count	7	9	5	6	9	36
	% of Total	1.8%	7.50%	2.0%	1.5%	.4%	2.8%
Above 35	Count	2	13	6	3	0	24
	% of Total	.09%	8.70%	2.4%	1.5%	.0%	1.5%
Total	Count	90	66	64	38	17	275
	% of Total	32.7%	24.0%	23.3%	13.8%	6.2%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.774 <sup>a</sup>	16	.380
Likelihood Ratio	94.855	16	.290
Linear-by-Linear Association	19.327	1	.065
N of Valid Cases	275		

### Conclusion:

From the above analysis, it is found that p value (0.380) is lesser than 1.96 (0.05). Hence, we reject null hypothesis. Therefore, there is significant difference between Age group and Social Media platform used mostly by the respondents.

### Table showing analysis of Spearman Correlation

Correlation Spearman rho		Awareness and platform usage	Content analysis	Influencer promotions	Measures for improvement
Awareness and platform usage	Correlation Coefficient	1.000	.516	.166	.278
	Sig. (2-tailed)		.000	.005	.000
	N	275	275	275	275
Content analysis	Correlation Coefficient	.516	1.000	.467	.303
	Sig. (2-tailed)	.000		.000	.000
	N	275	275	275	275
Influencer promotions	Correlation Coefficient	.166	.467	1.000	.203
	Sig. (2-tailed)	.005	.000		.001
	N	275	275	275	275
Measures for improvements	Correlation Coefficient	.278	.303	.203	1.000
	Sig. (2-tailed)	.000	.000	.001	
	N	275	275	275	275

**Conclusion:**

The analysis reveals that awareness and platform usage are highly correlated (1.00) and positively correlated with content analysis (0.516). Influencer promotions (0.166) and measures for improvement (0.278) show positive but weak correlations. Content analysis is moderately correlated with awareness and platform usage (0.516) and influencers (0.467), while measures for improvement have the least correlations.

**Table showing Kruskal- Wallis H test**

**Null Hypothesis (H0):** There is no significant difference between type of ad content used – Long videos, Reels, Images, Testimonials and others.

**Alternative Hypothesis (H1):** There is significant difference between type of ad content used – Long videos, Reels, Images, Testimonials and others.

Type of Ad content used	N	Mean Rank
Long Videos	30	124.60
Reels	139	134.30
Images	66	148.58
Testimonials	22	162.00
Others	18	120.78
Total	275	

#### Test Statistics

	Content Type
Chi-Square	9.466
df	4
Asymp. Sig.	.040

#### Conclusion

From the above analysis, it is found that p-value 0.040 is lesser than 1.96 (0.05) hence, we reject null hypothesis. Therefore, there is significant difference between type of ad content used – Long videos, Reels, Images, Testimonials and others.

#### FINDINGS

The gender analysis indicates a majority of female respondents (61%), with significant representation from the 21-25 age group (40%) and predominantly students (46%). Most respondents earn between Rs 10,000 - 20,000 (31%) and prefer Instagram as their primary social media platform (33%). Spearman's correlation analysis shows high correlation within dimensions, while Kruskal-Wallis H test indicates significant differences in ad content preferences. Chi-square tests reveal significant associations between demographics and social media perceptions.

#### SUGGESTIONS

The brand should enhance influencer partnerships, focusing on authenticity and transparency to bolster credibility. Refining social media strategy through market research can optimize post frequency for better audience engagement. Improving visual appeal of posts can boost customer engagement. Clearer, more informative social media ads can address neutrality and persuade consumers effectively. Enhancing social media engagement by promptly addressing inquiries and fostering positive interactions can enhance customer satisfaction and loyalty.

## **CONCLUSION**

This study unveils the nuanced impact of social media promotions on customer choices. While some dimensions like Content Analysis and Measures for Improvement show consistent results, others like Awareness and Platform Usage, and Influencers Promotions yield varied outcomes. Neutrality prevails in respondents' attitudes towards post quality, graphic appeal, and response engagement, reflecting the complexity of digital-age decision-making. Although customers appreciate visually appealing content and engagement, their prioritization in purchasing decisions varies. The mixed outcomes emphasize the need for a nuanced understanding of social media's role in influencing customer preferences. Businesses must tailor promotional strategies accordingly, recognizing the multifaceted nature of digital landscape influences on decision-making.

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