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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER'S BUYING DECISIONS**R. LOGU****RESEARCH SCHOLAR, ST. JOSEPHS ARTS & SCIENCE COLLEGE, CUDDALORE; &****ASST. PROFESSOR****SIGA COLLEGE OF MANAGEMENT & COMPUTER SCIENCE****VILLUPURAM****ABSTRACT**

In today's scenario, social media became a very useful tool in buying behavior decision making. It is influencing consumer in a dynamic manner. Now consumer is taking help of social media regarding purchasing of any product. Social media like face book, twitter Skype are going to play a very important role in consumer buying behavior decision making. Social media introduced a new, complex and uncontrollable element in consumer behavior presenting a new challenge to both the academia and the marketers. This study is an attempt to identify their role and describe their impact on consumer buying decision. Social media becomes powerful and cost free approach to promote product to consumer. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 50 respondents through questionnaire by direct survey method.


KEYWORDS

social media, social media marketing, social media advertisement.

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1. INTRODUCTION

 Social media is best Community Press is now the trend. In addition, for companies it symbolizes a marketing and promotion opportunity that transcends the standard middleman and connects companies directly with clients. This is why nearly every organization on the planet-from giants like Starbucks and IBM to the local ice cream shop-are exploring social media promotion projects. Last season, companies were uncertain about social media. Now it's here to stay and details mill rapidly implementing social media promotion. Much like email and websites first empowered companies, social media is the next promotion trend. Social media promotion is promotion using social systems, social systems, weblog promotion and more. It's the newest "buzz" in promotion.

2. LITERATURE REVIEW**2.1. SOCIAL MEDIA MARKETING**

The 21th century as the technology world, social networking sites have providing the place where different companies can increase their marketing campaigns and catch wide range of consumers. According to Hansen, Shneiderman, and Smith (2011), the technology of social media has created radically a new ways of interacting the retailers and consumers.

According to Harris (2009) there are indisputably hundreds of social media platforms (e.g. Social networking sites, discussion groups, blogs, wikis, podcasts, streaming videos). As Chi (2011), said that social media marketing described as a "connection between brands and consumers, while social media marketing is providing a way to consumers for social interaction and centered networking."

As Hesse *et al.* (2009) said that now consumers are expecting to gain 24-hour access to information by online applications and many other digital ways, they are also expecting 24-hour customer service as well as self-serve options through online sources. Now consumers want to leave the traditional system for getting information and want to utilize latest technology.

As Chi (2011), said that social media marketing described as a "connection between brands and consumers, while social media marketing is providing a way to consumers for social interaction and centered networking." Social media has gained the position as a primary source for choosing a product by the consumers (Cocktail Analysis, 2012; Fleishman-Hillard, 2012).

(Kotler *et al.*, 2010; Armstrong and Kotler, 2011) said that the rapid development in the social media application has gained overwhelming majority in the Marketing practices. Companies market performance and the products of the companies influenced by the huge quantity of data and information, which are generated by users on internet (Kietzmann *et al.*, 2011). By Social media analytics, companies gain competitive advantages by assessing the competitor's strategies, suppliers performance and consumer behavior, Fan and Gordon (2014).

2.2 FACTORS INFLUENCING THE SOCIAL MEDIA ADVERTISEMENT

The factors that influencing the Social Media advertisement are as follows:

- Positive reviews and comments
- Slogans and visuals
- Attractiveness
- Trustworthiness

3. PROBLEM STATEMENT

In the recent years, social media marketing has emerged as a new marketing tool. The main aim of the every organizations is to increase the profitability by using the effective marketing strategies. Every firm use different social media for marketing like Facebook, twitter and other media. Internet is in the access of almost every person who is using a mobile phone as the introduction of 3G/4G services. Therefore, this rapid growth of internet is an indicator towards using internet as a marketing tool and its nice opportunity for any firm to change the consumer buying behavior through social media marketing.

4. OBJECTIVES OF THE STUDY

1. To find out the Knowledge of people about the Social Media.
2. To find the differences between marketing on social media and through mass media.
3. To understand the impact of social media on consumer behavior.

5. METHODOLOGY OF RESEARCH

For getting better understanding of the influence of social media on consumer behavior, the nature of study is quantitative.

5.1. POPULATION OF STUDY

The respondent of this study was 50.

5.2. RESEARCH INSTRUMENT

The research instrument use in this study was structured questionnaire adopted from previous researches.

5.3. SAMPLING TECHNIQUE

The Questionnaire was posted in social medias and Emails, and data's are collected.

5.4. DATA COLLECTION

The data was collected through structured questionnaire. 50 questionnaires, which were properly filled. Questions were asked on three point Likert scale stating "1" as agree and "3" as disagree.

6. ANALYSIS**1. SEARCHING OF INFORMATION ABOUT THE PRODUCT IN SOCIAL MEDIA**

TABLE 1			
S. No	Searching	No. of Respondents	%
1	Agree	28	56
2	Neutral	14	28
3	Disagree	8	16
Total		50	100

CHART 1

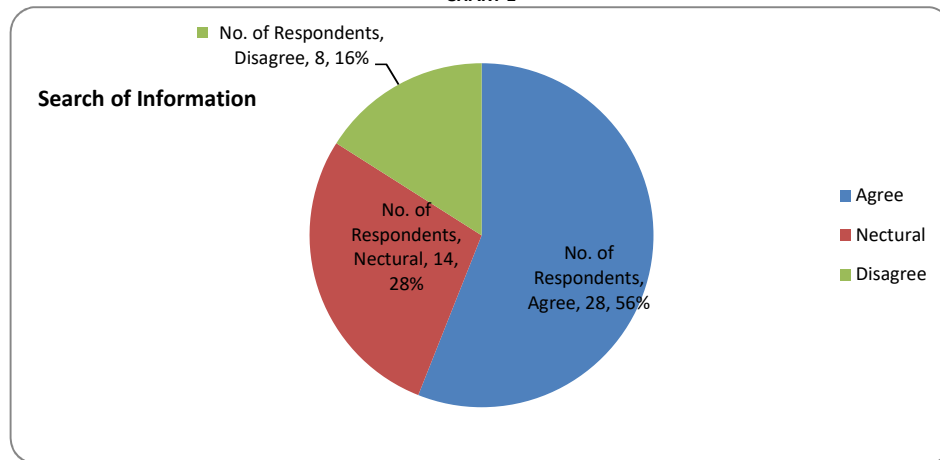
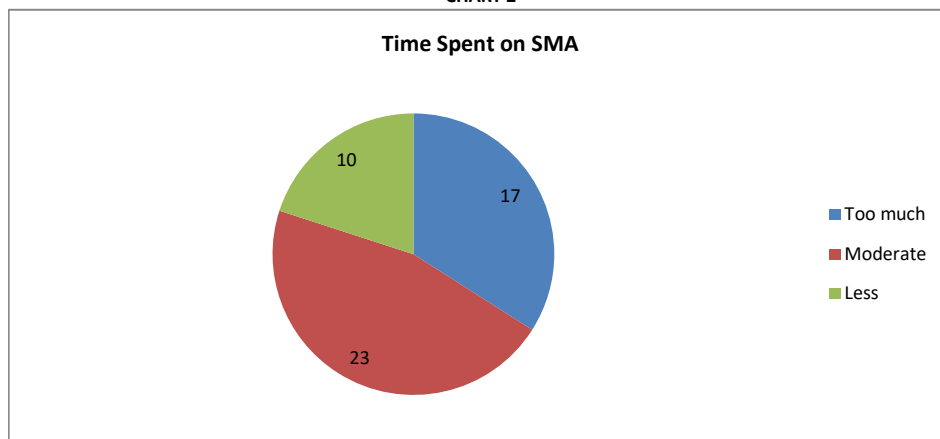
**2. TIME SPENT ON SOCIAL MEDIA ADVERTISEMENT**

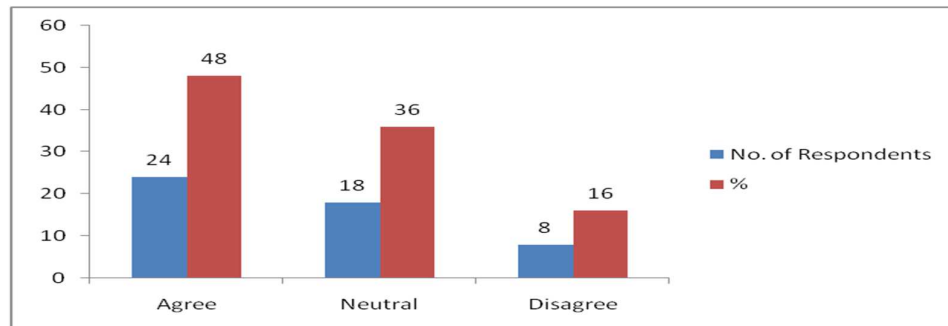
TABLE 2			
S. No	Time spent	No. of Respondents	%
1	Too much	17	34
2	Moderate	23	46
3	Less	10	20
Total		50	100

CHART 2



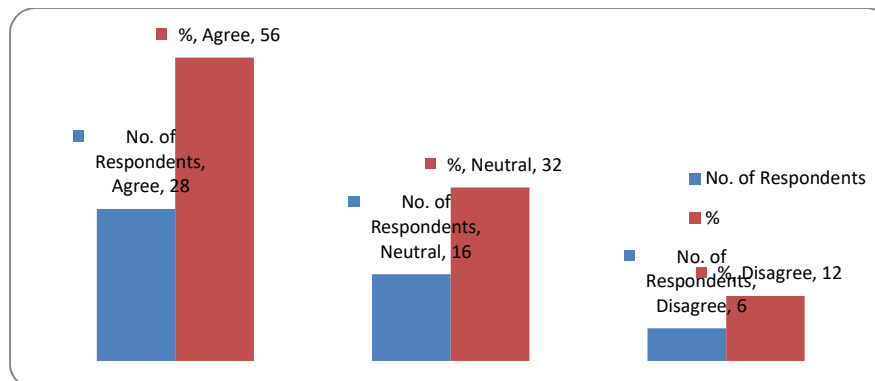
3. POSITIVE REVIEWS & COMMENTS ABOUT THE PRODUCT IN SOCIAL MEDIA PUSH TO MAKE BUYING DECISION

TABLE 3			
S.No	Positive Reviews	No. of Respondents	%
1	Agree	24	48
2	Neutral	18	36
3	Disagree	8	16
Total		50	100



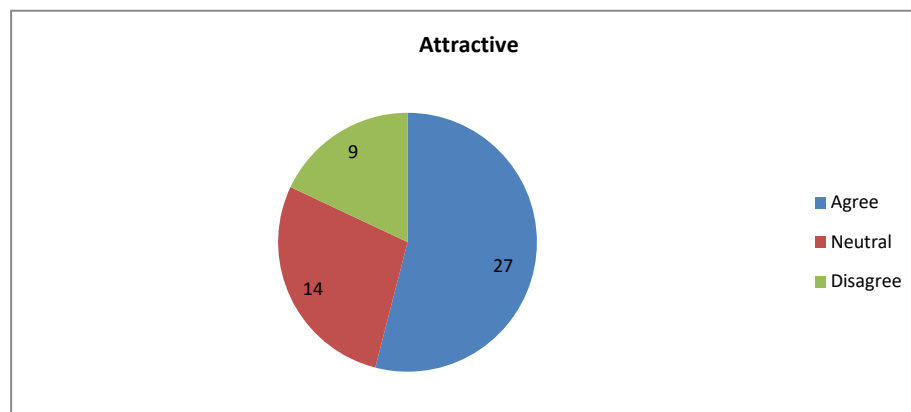
4. SLOGANS & VISUALS ABOUT THE PRODUCT IN SOCIAL MEDIA PUSH TO MAKE BUYING DECISION

TABLE 4			
S.No	Slogans & Visuals	No. of Respondents	%
1	Agree	28	56
2	Neutral	16	32
3	Disagree	6	12
Total		50	100



5. SOCIAL MEDIA ADVERTISEMENT IS MORE ATTRACTIVE THAN THE MASS ADVERTISEMENT

TABLE 5			
S. No.	Attractive	No. of Respondents	%
1	Agree	27	54
2	Neutral	14	28
3	Disagree	9	18
Total		50	100



6. SOCIAL MEDIA ADVERTISEMENT IS MORE TRUSTWORTHINESS THAN THE MASS ADVERTISEMENT

TABLE 6			
S.No	Trustworthy	No. of Respondents	%
1	Agree	14	28
2	Neutral	18	36
3	Disagree	18	36
Total		50	100

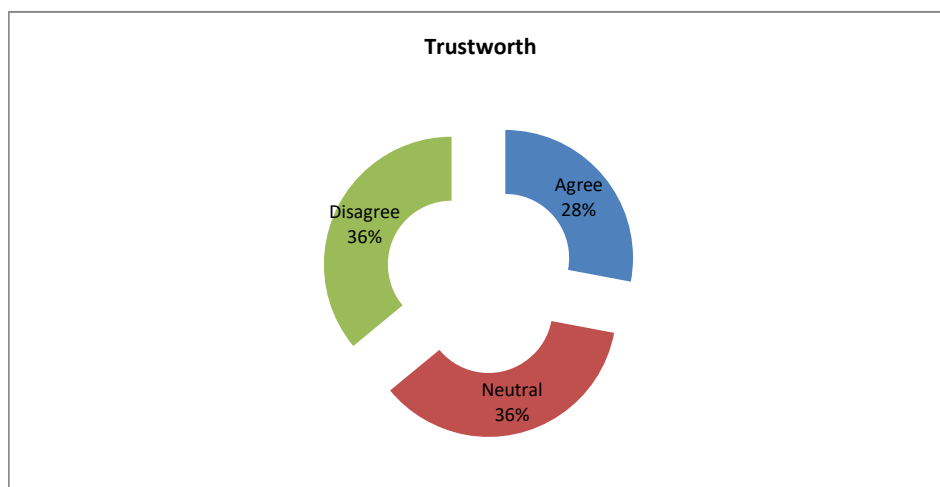
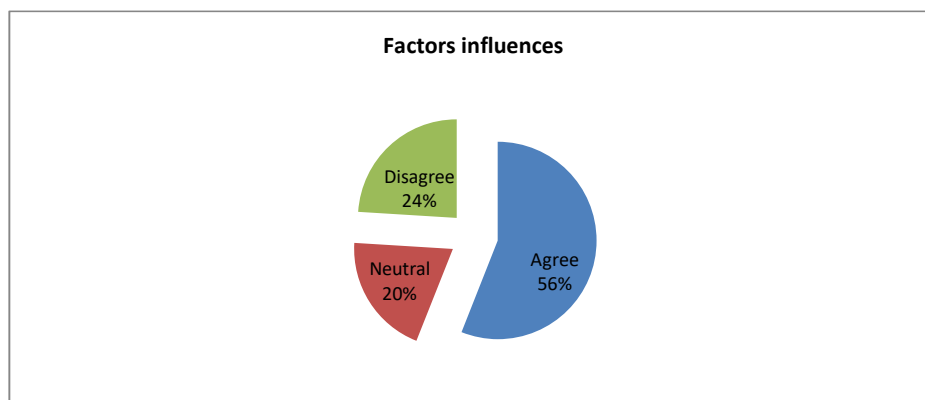
**7. FACTORS OF SOCIAL MEDIA ADVERTISEMENT INFLUENCES CUSTOMER BUYING DECISION**

TABLE 7			
S.No	Trustworthy	No. of Respondents	%
1	Agree	28	56
2	Neutral	10	20
3	Disagree	12	24
Total		50	100

**7. FINDINGS**

- Majority of the respondents were searching for the information about the product/services in Social media
- Majority of the respondents were spending moderate time on searching the information on Social Media About the Product/services
- Majority of the respondents feels that Positive reviews & Comments about the product in Social Media push to make buying decision
- Majority of the respondents feels that Slogans & Visuals of the product in Social media push to make buying decision
- Majority of the respondents feels that Attractive factor of the product in Social media push to make buying decision
- Majority of the respondents feels that Trustworthy factor of the product in Social media push to make buying decision
- All the factors of social media advertisement influences the customer buying decision is agreed by majority of the respondents

8. CONCLUSION

The main aim of the research was to explain social media's influences on consumer decision making process. To satisfy the study Research questions were framed to find down the subject and to help the researcher to identify the explanations of the problem. To begin with, social media has brought profound changes to both consumers. Consumers seek their opinions about products via social media. Social media has changed the world of advertisement from the Mass Media advertising. It is agreed that social media is more informative. Interactive and more reliable that Mass media marketing tools. Consumers analyze the past performance of product through social media by checking likes and dislikes about the product. Networking through social media lets consumers express their opinions, ideas, and suggestions, and share their knowledge and experiences with other users. This feature aids marketers in appealing to potential customers at affordable price and electronically.

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APPENDIX**QUESTIONNAIRE**

1. You Use Social Media for searching the information about the product /service.
○ **Agree** ○ **Neutral** ○ **Disagree**
2. Opinion about your time spent on Social media Advertisement on searching the information.
○ **Too much** ○ **Moderate** ○ **Less**
3. Do you think that Positive reviews & Comments about the product in Social Media push to make buying decision?
○ **Agree** ○ **Neutral** ○ **Disagree**
4. Do you think that Slogans & Visuals about the product in Social Media push to make buying decision?
○ **Agree** ○ **Neutral** ○ **Disagree**
5. Social Media Advertisement is more attractive than the Mass advertisement.
○ **Agree** ○ **Neutral** ○ **Disagree**
6. Social Media Advertisement is more Trustworthiness than the Mass advertisement.
○ **Agree** ○ **Neutral** ○ **Disagree**
7. Factors of Social media advertisement influences customer-buying decision.
○ **Agree** ○ **Neutral** ○ **Disagree**

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