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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE SATISFACTION OF SOCIAL MEDIA ADVERTISEMENTS ON YOUNG CUSTOMERS BUYING BEHAVIOURS <i>SUSINDAR KANDASAMY</i>	1
2.	A STUDY ON CONSUMERS PERCEPTION ON E-RETAIL STORES WITH SPECIAL REFERENCE TO ERNAKULAM CITY <i>AISWARYA KRISHNAN, ANILA.C & JAYASHANKAR.J</i>	4
3.	OPPORTUNITIES AND CHALLENGES IN CASHLESS TRANSACTIONS: A STUDY OF FISHER WOMEN IN UNORGANISED SECTOR <i>MALLIKA A SHETTY</i>	14
4.	INDIA & TAX TREATIES <i>SABARINATH T.V.</i>	18
5.	EFFECTS OF THE MANDATORY ADOPTION OF IFRS ON EARNINGS MANAGEMENT IN QUOTED MANUFACTURING COMPANIES IN NIGERIA <i>AGBEYE, SEYI JOHN</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	27

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A STUDY ON THE SATISFACTION OF SOCIAL MEDIA ADVERTISEMENTS ON YOUNG CUSTOMERS BUYING BEHAVIOURS

SUSINDAR KANDASAMY
SENIOR TAX ACCOUNTANT (CHARTERED ACCOUNTANT)
TEYS
AUSTRALIA

ABSTRACT

One of the most important advantages of the use of social media is the online sharing of knowledge and information among the different groups of people. It is practically impossible to design a marketing strategy without considering social networks. Increasingly, consumers are looking at websites, as well as the habits and behaviors of peers before making a decision on a purchase or in selecting a type of entertainment. Social networking breaks down barriers between individuals and builds communities. The study was to analyze the satisfaction of social media advertisements on young customers buying behaviors. Internet has proven to be a lucrative communication channel linking the customers and the organizations. As results, for marketers had emerged as a impressive network or channel to interact with young consumers through social media tools. Social media revolution, it is more than obvious that social media like Facebook, Twitter, Orkut, MySpace, Skype etc., are used extensively for the purpose of communication. The study group consisted of a total of 100 young consumers between the age group of 18-24 years who use social media platforms and have an account in any of the social networks. Random sampling method was used to determine the study group.

KEYWORDS

marketing strategy, young consumers, social media tools.

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INTRODUCTION

Today, while large-scale businesses use social media with the purposes of drawing attention, standing out amongst other competitors and creating brand commitment, small-scale businesses can target to use social media opportunities effectively in order to make their names and create brand awareness. Consumers started to use Internet and web tools more today thanks to the rapid development of technology and communication channels. The most important one of these tools is social media. Consumers access to information that they need about goods and services to be purchased by means of social media to a great extent. It is clear that today especially the popular social networks of social media elements such as Facebook and Twitter have been great consumer markets. Consumers' satisfaction or dissatisfaction reported on social networking sites offer important opportunities for businesses to predict the buying decisions of other consumers. Businesses should closely follow, understand and efficiently use social media in order to have a sustainable competition advantage. For this purpose, the development of strategies and policies specific to social media environments is crucial for the business world.

REVIEW OF LITERATURE

Forbes and Vespoli (2013) investigates consumers who made a purchase of an item based on the recommendation of a peer or contact via social media results indicate that consumers are buying either very inexpensive, or very expensive items, and are doing so based on recommendations from people they would not consider "opinion influencers or leaders". In addition, results indicate a slow shift from more traditional forms of social media like Facebook to quicker types of social media like Twitter. Numerous respondents indicated their desire for information now, not even a day or two old, and this research indicates a shift towards that form of social media which is consistent with general themes of today's social media.

The concept of customer-oriented marketing from 1980 on with focus on customer satisfaction has been the main subject of investigations on marketing and the starting point for transition from transaction-oriented marketing to relation-oriented marketing. The main philosophy of relation oriented marketing considers as entity that creates a current of income for the firm and where long-term relationships is considered a fundamental part of the long-term net assets list of the firm (Berger, et al 2002) in managerial view the main focus of relation-oriented marketing is on the profitability potential of individual customers and profits made by creating relation with customers (hyun, 2009:18).

METHODOLOGY

The study group used in this study is made up of young consumers in Chennai city. The study group is very large; the study sample consists of 100 students from different studies (Arts & Science). These students, who are within the age range of 19-24 years of age, and visit social media as members or users, were selected by a random sampling method. In order to determine the effect of social media on consumer buying behavior, questionnaires prepared by the researcher were conducted using a face-to-face interviewing technique. Secondary data was collected from journals, reports, books, records, magazines and internet.

OBJECTIVES OF THE STUDY

1. To study the satisfaction of social media advertisements on young Customers buying behaviors.
2. To measure the awareness of social marketing in the young customers of Chennai.

ANALYSIS & INTERPRETATION OF DATA

Regression Analysis of Overall Satisfaction of Social Media Advertisements

In this study, the dependent variable is Overall Satisfaction of social media advertisements and Independent variables are factors of satisfaction such as Delivery of Goods and Feedback, Trust and Accessibility are discussed as follows:

Dependent variables	: Satisfaction of Social Media Advertisement (Y)
Independent variables	1. Delivery of Goods and Feedback (X ₁)
	2. Trust and Accessibility (X ₂)
Multiple R value	: 0.392
R Square value	: 0.154
F value	: 8.832
P value	: <0.001**

TABLE 1: VARIABLES IN THE MULTIPLE REGRESSION ANALYSIS

Variables	Unstandardized Coefficients		Standardized Coefficients	t value	P value
	B	SE	Beta		
Constant	22.080	4.907	-	4.500	<0.001**
X ₁	0.718	0.213	0.333	3.376	0.001**
X ₂	0.241	0.188	0.127	1.284	0.202

Note: ** Denotes Significant at 1% level

The multiple correlation coefficient is 0.392 measures the degree of relationship between the actual values and the predicted values of the Satisfaction of Social Media Advertisements. Because the predicted values are obtained as a linear combination of Delivery of Goods and Feedback (X₁), Trust and Accessibility (X₂) the coefficient value of 0.392 indicates that the relationship between Satisfaction of Social Media Advertisements and the two independent variables is quite strong and positive.

The Coefficient of Determination R – square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.154 simply means that about 15.4% of the variation in Satisfaction of Social Media Advertisement is explained by the estimated SRP that uses Delivery of Goods and Feedback (X₁), Trust and Accessibility (X₂) as the independent variables and R square value is significant at 1% level.

The multiple regression equation is given below:

$$Y = 22.080 + 0.718X_1 + 0.241X_2$$

Here the coefficient of X₁ is 0.718 represents the partial effect of Trust and Accessibility on Satisfaction of social media advertisements, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction of social media advertisements would increase by 0.718 for every unit increase in Trust and Accessibility and this coefficient value is Significant at 1% level.

The coefficient of X₂ is 0.241 represents the partial effect of Delivery of Goods and Feedback on Satisfaction of social media advertisements, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction of social media advertisements would increase by 0.241 for every unit increase in Delivery of Goods and Feedback and this coefficient value is not significant at 5% level.

TABLE 2: CHI-SQUARE TEST FOR ASSOCIATION BETWEEN LEVEL OF SATISFACTION OF SOCIAL MEDIA ADVERTISEMENTS AND LEVEL OF EFFECTIVENESS OF SOCIAL MEDIA ADVERTISEMENTS ON COSMETICS OF WOMEN STUDENTS

Level of Satisfaction of Social Media Advertisements	Level of Effectiveness Social Media Advertisements			Total	Chi-Square value	P value
	Low	Moderate	High			
Low	14 (43.8%) [66.7%]	13 (40.6%) [27.7%]	5 (15.6%) [15.6%]	32 (100.0%) [32.0%]	38.951	<0.001**
Moderate	3 (8.3%) [14.3%]	27 (75.0%) [57.4%]	6 (16.7%) [18.8%]	36 (100.0%) [36.0%]		
High	4 (12.5%) [19.0%]	7 (21.9%) [14.9%]	21 (65.6%) [65.6%]	32 (100.0%) [32.0%]		
Total	21 (21.0%) [100.0%]	47 (47.0%) [100.0%]	32 (32.0%) [100.0%]	100 (100.0%) [100.0%]		

Notes:

1. The value within () refers to Row Percentage
2. The value within [] refers to Column Percentage
3. ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence concluded that there is association between level of satisfaction and effectiveness of social media advertisement on cosmetic of women students. Based on the row percentage, 43.8% of women students have low level of satisfaction with low level of effectiveness, 15.6% of women students have low level of satisfaction with high level of effectiveness, 12.5% of women students have high level of satisfaction with low level of effectiveness, 65.6% of women students have high level of satisfaction with high level of effectiveness. Hence low level of satisfaction of social media advertisement on cosmetics of women student’s leads with low level of effectiveness and high level of satisfaction of social media advertisement on cosmetics of women students leads with high level of effectiveness.

FINDINGS

From the above data analysis by applying Statistical Technique **Regression** analysis and **Chi-Square Test** it can be stated that there is between Social media marketing the consumer behavior and awareness regarding social media marketing, that customers are aware regarding various social media marketing strategies is satisfied. It is evident that social media is the right place to communicate with consumers and so businesses should immediately use social media tools effectively for marketing communication. The groups and sites used by people who make comments should be explored and other brands that these people are interested in should be analyzed.

Considering that consumers research products/services on social media, businesses should share their introductory information related to their products/services, brands and companies on social media. Each minute that the consumer is not satisfied, s/he will write more and more negative comments. As negative brand comments are indexed by Google, it will be more difficult to save the image of the brand within an online environment. For this reason, an immediate response can prevent loss of reputation which otherwise, can take months to repair.

CONCLUSION

Social media marketing is an extremely powerful marketing tool that not every business knows how to use properly yet. It is still very new and it needs to be implemented through a real and concretely defined strategy. Social media such as Face book, twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost firm of marketing and allows organizations to engage in direct and end -user contact. It is found to be positive and all objectives are satisfied with the collected data. Social media is a satisfaction tool of marketing. Now a days due to usage of internet by large population and positively related with consumer purchase reaction. Frequency of spreading the message is also very fast and economical via social media.

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