

IMPACT OF SOCIAL MEDIA MARKETING ON WOMEN CUSTOMER WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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Abstract:

The 21st century is often referred to as e-commerce era. Internet communication has changed the world into a global village. Social media has essentially modified the means of communication. It link people using social networking sites which permit them to stay close. In this study descriptive research and random sampling has been used.

Introduction:

The 21st century is often referred to as e-commerce era. Internet communication has changed the world into a global village. Social media has essentially modified the means of communication. It link people using social networking sites which permit them to stay close. The latest development in digital and social media enable the marketer to attract the new customer and retain customer. Social media marketing has become more famous with the website such as Facebook, LinkedIn, Twitter etc. which allow organization to smoothly reach the user.

Statement of the problem:

The abundant use of internet in the developing countries like India leads to a rapid growth in the usage of laptop, mobile phone and tablet. At the same time social media website plays a major role in gaining and sharing the knowledge in all parts of the world. Stable decrease in the cost of mobile phone and uplift of data speed due to the arrival of 3G and 4 G and the presence of Wi Fi primary in urban areas plays a major role in social media sites. Around 3.6 million people were using social media network and it is expected to project 4.41 billion in 2025 Women plays a major role in the society and the usage of social media website has been rapidly increased. So this study help us to see the impact of Social media marketing on women customer with special reference to Thoothukudi district.

Scope of the study:

This study assist the marketer to grasp the factor affecting the customer buying decision on social media by knowing their performance, trust and engagement. This illuminate the chance

available and the challenges faced during purchasing through social media. This study cover 3 talukas in thoothukudi district namely Thoothukudi, Tiruchendur and Kovilpatti.

Objectives of the study:

- To Know about the Socio economic background of the respondents.
- To identify the factors influencing online shopping through social media
- To examine the relationship of various social media websites

Research Methodology:

Descriptive data and random sampling has been used in this study. The sample size used in this study is 30 and questionnaire has been used to collect the data.

Data Analysis and Interpretation:

Percentage analysis:

Factor	Classification	Frequency	Percentage
Age	Below 15-20 Years	7	23.3
	21-30 Years	11	36.7
	31-40 Years	9	30
	Above 41 Years	3	10
	Total	30	100
Academic Qualification	School education	10	33.3
	Diploma	2	10
	Under-graduation	14	46.7
	Post-graduation	3	10
	Total	30	100
Occupation	Government employee	5	16.7
	Private sectors	10	33.3
	Business	5	16.7
	House Wife	4	13.3
	student	6	20
	Total	30	100
Reason for joining Social media	When the invitation comes from a close friend.	9	30
	When the name of the group is expressive	14	46.7
	When message and / or video is expressive	7	23.3
	Total	30	100
Place of Accessing	Usually access social media	6	20
	Cyber café		
	Office	5	16.7
	Home	10	33.3
	School / College / Institute	8	26.7
Friend's/relative's/neighbor's place	1	3.3	

	Total	30	100
Mode of Access	Personal computer (PC)	6	20
	Laptop	3	10
	Tablet /Phablet	13	43.3
	Mobile phone	8	26.7
	Total	30	100
Purpose of using social media	Knowing about friends & classmates	4	13.3
	Interactive communication	9	30
	Information search	9	30
	Sharing status	6	20
	Play games and participate in contests	2	6.7
	Total	30	100
Frequency of visit social media	Daily	17	56.7
	5-6 times a week	9	30
	3-4 times a week	3	10
	1-2 times a week	1	3.3
	Total	30	100

Inference:

It is inferred that out of 30 respondents 36.7 percentages of respondents are in the age group of 21- 30 years of age, 30 percentages of respondents are in the age group of 31- 40 years of age, 23.3 percentages of respondents are in the age group of Below 15- 20 years of age, 10 percentages of respondents are in the age group of Above 41 years of age.

Out of 30 respondents 46.7 percentage of respondents have completed their undergraduate degree, 33.3 percentage of respondents completed their school education, and 10 percentage of respondents completed their Diploma and Post Graduate degree.ove table

From the above table 33.3 percentage of respondents are working in the private sector organization, 20 percentage of respondents are student, 16.7 percentage of respondents are having Business and working in Government Sector and 13.3 percentage of respondents are house wife.

46.7 percentage of respondents state the reason for joining social media because of the name of the group is impressive, 30 percentage of the respondents join the social media when the invitation comes from the close friend and 23.3 percentage of the respondents state the reason for joining social media when the message or video is impressive.

It is inferred that 33.3 percentage of respondents access social media in their home, 26.7 percentage of respondents access social media in their School/ College/ Institute, 20 percentages of respondents access social media in cyber café, 16.7 percentage of respondents access social

media in office and 3.3 percentage of respondents access social media in friend's relative or neighbor place.

It is noted that 43.3 percentages of respondents access social media through tablet, 26.7 percentage of respondents access social media through mobile phone, 20 percentage of respondents access social media through Personal computer and 10 percentage of respondents access social media through laptop.

30 percentage of respondents state that the purpose of using social media for communication and information search, 20 percentage of respondents using social media for sharing status, 13.3 percentage of respondents using social media for knowing about their friends and classmate and 6.7 percentages of respondents using social media for playing games.

It is noted that 56.7 percentage of respondents daily visit their social media, 30 percentages of respondents visit 5-6 times in a week, 10 percentage of respondents visit 3- 4 times in a week and 3.3 percentage of respondents visit 1-2 times in a week.

One Way Anova:

The relationship between age and factor affecting purchase decision.

		Sum of Square	Df	Mean Square	F	Sig
Delivery time	Between Groups	9.786	3	3.262	2.854	.057
	Within groups	29.714	26	1.143		
	Total	39.500	29			
Reputation of the company	Between Groups	8.751	3	2.917	5.154	.006
	Within groups	14.716	26	.566		
	Total	23.467	29			
Guarantees and warrantees	Between Groups	1.748	3	.583	.753	.530
	Within groups	20.118	26	.774		
	Total	21.867	29			
Privacy of the information	Between Groups	5.954	3	1.985	3.476	.030
	Within groups	14.846	26	.571		
	Total	20.800	29			
Goods description	Between Groups	7.964	3	2.655	2.949	.051
	Within groups	23.403	26	.900		
	Total	31.367	29			
Security	Between Groups	8.848	3	2.949	3.812	.022
	Within groups	20.118	26	.774		
	Total	28.967	29			
Price	Between	10.306	3	3.435	3.857	.021

	Groups					
	Within groups	23.160	26	.891		
	Total	33.467	29			

From the above table it state that there is no significant difference between age and factor determining purchase through social media excepts guarantee and Warrantee (.530). This shows that women purchase through social media irrespective of their ages.

The relationship between age and factor which keep away from online shopping

		Sum of Square	Df	Mean Square	F	Sig
Waiting time for receiving the product	Between Groups	4.651	3	1.550	3.170	.041
	Within groups	12.716	26	.489		
	Total	17.367	29			
Risk of credit card transactions	Between Groups	7.391	3	2.464	3.788	.022
	Within groups	16.909	26	.650		
	Total	24.300	29			
Risk of identity theft	Between Groups	6.182	3	2.061	2.221	.110
	Within groups	24.118	26	.928		
	Total	30.300	29			
Difficulty in returning product / items	Between Groups	3.621	3	1.207	1.993	.140
	Within groups	15.746	26	.606		
	Total	19.367	29			
Risk of not getting what / paid for	Between Groups	5.185	3	1.728	3.689	.025
	Within groups	12.182	26	.469		
	Total	17.367	29			
Not skilful with internet	Between Groups	9.951	3	3.317	5.860	.003
	Within groups	14.716	26	.566		
	Total	24.667	29			
Lack of trust-worthiness	Between Groups	18.383	3	6.128	7.592	.001
	Within	20.984	26	.807		

of vendors	groups					
	Total	39.367	29			
Incomplete compared to traditional shopping	Between Groups	21.527	3	7.176	14.198	.000
	Within groups	13.140	26	.505		
	Total	34.667	29			
Not being able to touch/see the real product	Between Groups	16.955	3	5.652	8.537	.000
	Within groups	17.212	26	.662		
	Total	34.167	29			
More expensive than those sold retail stores	Between Groups	14.807	3	4.936	6.242	.002
	Within groups	20.560	26	.791		
	Total	35.367	29			
I have undergone bad experience	Between Groups	10.107	3	3.369	4.719	.009
	Within groups	18.560	26	.714		
	Total	26.667	29			

The table has highly significant value for risk of identity theft (.110), difficulty in returning the product (.140) and have no significant difference in waiting time for receiving the product (.041), risk of credit card transaction (.022), risk of not getting the actual product (.025), not skillful in internet (.003), lack of trust worthiness of vendor (.001), incomplete when compare to traditional shopping (.000), not being able to touch the real product (.000), more expensive than retail store (.002) and past bad experience (.009).

Implication of the study:

- Social media marketer can provide wide range of product and services and they can assure Guarantee and Warrantees for all the product sold
- Social media marketer can provide security and the privacy aspects for their customer.
- Social media marker can update their website frequently with latest trend

Conclusion:

The study clearly suggest that access of social media network for gaining knowledge, sharing information, improving communication plays a major role in influencing social media network website. For this reason it is vital for every company and the brand builders to take the social media marketing seriously. Organization should promote the right kind of product at the

right time, right place and to maintain a healthy relationship with the customer for determining the future success of the organization.

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