

# A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO CALICUT CITY

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## ABSTRACT

In the digital era, social media has emerged as a powerful tool influencing consumer perceptions, attitudes, and purchasing behavior. Platforms such as Instagram, YouTube, and Facebook have transformed traditional marketing into an interactive, consumer-driven process. This study examines the impact of social media on consumer buying behavior in Kozhikode, Kerala. Using a structured questionnaire and statistical tools such as percentage analysis, Chi-square tests, correlation, and ANOVA, the research analyses how social media exposure, influencer marketing, online reviews, and content types affect purchase decisions. The findings reveal that social media significantly influences consumer behavior, particularly among younger age groups, though traditional shopping still holds relevance due to trust and personal interaction.

## Keywords

**Social Media Marketing, Consumer Behavior, Influencer Marketing, Online Reviews, Digital Advertising**

## INTRODUCTION

The rapid growth of digital technologies has significantly altered the marketing landscape. Social media platforms enable real-time interaction, transparency, and engagement between businesses and consumers. Unlike traditional one-way advertising, social media facilitates two-way communication, allowing consumers to share experiences, opinions, and feedback that strongly influence others' purchasing decisions. This shift highlights the need for businesses to understand how social media influences consumer psychology and behaviors' present study focuses on analyzing the impact of social media on consumer buying behavior in Kozhikode, emphasizing trust, engagement, and decision-making processes.

## Research background

Social media has become a powerful influence on consumer buying behaviors by providing instant access to product information, reviews, and promotions. With the rapid growth of digital platforms in India, how social media impacts consumer behavior and buying choices in Kozhikode city.

## Objectives of the Study:

1. To examine the impact of social media on consumer buying behaviors.
2. To analyses how online advertisements, influencers, and reviews influence purchase decisions.

## Statement of the problem:

1. The rapid growth of social media has changed consumer buying behaviors, but its actual influence on purchase decisions is not clearly understood.
2. Many businesses find it difficult to measure how social media advertisements, influencers, and online reviews affect consumer trust and buying choices.

### Scope of the study:

1. The study focuses on the impact of social media on consumer buying behavior in Kozhikode city
2. It covers consumer perceptions, online advertisements, influencer marketing, and reviews influencing purchase decisions

### Limitation of the study

1. The study is limited to a specific geographical area (Kozhikode), so the findings may not be applicable to other regions.
2. The results are based on self-reported responses, which may involve personal bias or inaccurate opinions.

### Review of Literature

**Mukhina (2014)** found that Instagram is one of the most preferred platforms for online shopping due to its visual appeal, especially among younger consumers.

**Vora Montri and Klieg (2018)** stated that social media enhances consumer enjoyment and involvement in shopping, making purchase decisions easier compared to traditional media.

**Putter (2017)** emphasized that user-generated content, such as online reviews and ratings, plays a major role in building consumer trust and influencing purchase intentions.

**Constantinides (2004)** identified information quality, trust, and peer influence as key factors affecting online consumer behavior and digital purchase decisions.

**Kotler and Armstrong (2014)** explained different types of consumers buying behaviors, providing a foundation for understanding how consumers respond to social media marketing.

## RESEARCH METHODOLOGY

### Sampling Plan:

The study adopts a simple random sampling technique to select respondents. A total of 150 consumers from Kozhikode city were chosen to ensure fair representation. Data were collected using an online structured questionnaire. This method helps in minimizing bias and improving the reliability of the findings.

### Convenience Sampling:

Convenience sampling is a non-probability sampling method where respondents are selected based on ease of access and availability. In this study, participants who were easily reachable through online platforms were included. This method saves time and cost in data collection. However, the results may not fully represent the entire population.

### Method of the Study:

The study uses a descriptive and analytical research method to examine the impact of social media on consumer behaviors. Primary data were collected through an online structured questionnaire. Secondary data were obtained from journals, books, and research articles. The collected data were analysed using statistical tools such as percentage analysis, Chi-square test, correlation, and ANOVA.

### Primary Data

Primary data were collected directly from respondents using a structured online questionnaire. The survey was conducted among consumers in Kozhikode city. This data provided first-hand information on social media usage and buying behaviors.

### Secondary Data:

Secondary data were collected from published journals, books, research articles, and previous studies related to social media and consumer behaviors. These sources provided theoretical support for the study. They also helped in understanding existing trends and research findings.

**Statistical tool:**

1. Percentage Analysis
2. Chi square

**Percentage Analysis:**

Percentage analysis is a statistical tool used to express data as a percentage of a total value. It helps in easy comparison, interpretation, and understanding of data by converting figures into percentages. The formula used for percentage Analysis is:

**Chi-square:**

Chi-square test is a statistical technique used to examine whether there is a significant association between two categorical variables by comparing observed frequencies with expected frequencies

**ANALYSIS AND INTERPRETATION:**

**Percentage Analysis:**

The percentage analysis indicates that 43.1% of respondents spend 1–2 hours per day on social media, while 26.1% spend 3–4 hours. This shows that most respondents are moderately active on social media platform

It is observed that 47.1% of respondents prefer Instagram, followed by 26.1% who use YouTube. This reveals that visual-based platforms are the most popular among consumers

The analysis shows that 35.9% of respondents use social media for networking, 24.8% for entertainment, and 23.5% for shopping. This indicates that social media is not only a communication tool but also a shopping and information platform.

Percentage analysis shows that 58.2% of respondents strongly agree that online reviews affect their buying decisions. This indicates that customer reviews play an important role in building trust and influencing purchases.

**Chi-Square Analysis**

**1. Chi-Square Analysis between Age and Social Media Platform Use**

**Null Hypothesis**

There is no significant association between age and social media platform used. Alternative Hypothesis (H<sub>1</sub>):

There is a significant association between age and social media platform used.

Test	Value	Asymptotic Significance (2- sided)
<b>Pearson Chi-Square</b>	<b>12.468a</b>	<b>0.132</b>
<b>Likelihood Ratio</b>	<b>13.005</b>	<b>0.112</b>
<b>Linear-by-Linear Association</b>	<b>2.154</b>	<b>0.142</b>
<b>N of Valid Cases</b>	<b>153</b>	

**Interpretation:**

The Chi-square test shows a p-value of 0.132, which is greater than 0.05. Hence, we fail to reject the null hypothesis. This indicates that the social media platform preferred by respondents does not significantly differ across age groups. People of different age groups use platforms like Instagram, YouTube, and Facebook almost equally, showing similar digital engagement patterns across generations.

**Chi-Square Analysis between Gender and Social Media Platform Used**

Null Hypothesis (H<sub>0</sub>):

There is no significant association between gender and social media platform used.

Alternative Hypothesis (H<sub>1</sub>):

There is a significant association between gender and social media platform used.

Test	Value	Asymptotic Significance (2-sided)
<b>Pearson Chi-Square</b>	<b>15.278a</b>	<b>0.054</b>
<b>Likelihood Ratio</b>	<b>15.416</b>	<b>0.052</b>
<b>Linear-by-Linear Association</b>	<b>3.105</b>	<b>0.078</b>
<b>N of Valid Cases</b>	<b>153</b>	

**Interpretation:**

The p-value (0.054) is slightly above the 0.05 significance level, indicating a marginal but non-significant difference. This means both males and females tend to use similar social media platforms, though females slightly prefer Instagram, while males are more active on YouTube and Facebook.

**Findings**

- The study finds that social media significantly influences consumer purchasing behaviour, with most respondents agreeing that advertisements, online content, and reviews affect their buying decisions.
- Instagram and YouTube are the most preferred social media platforms, indicating that visual and video-based content plays a major role in attracting and engaging consumers.
- The analysis reveals that younger consumers are more influenced by social media marketing compared to older age groups, particularly in terms of impulse buying and trying new products. Companies should encourage genuine customer reviews and interactive engagement on social media to build trust and improve brand credibility among consumers.

**Suggestions:**

- platforms like Instagram and YouTube, as these formats attract higher consumer engagement and influence purchase decisions.
- Businesses should focus more on visual and video-based content, especially on Companies should encourage genuine customer reviews and interactive engagement on social media to build trust and improve brand credibility among consumers.

**Conclusion**

The study concludes that social media plays a significant role in influencing consumer behavior, especially in shaping

purchase decisions, brand perception, and impulse buying. Visual content, online advertisements, and customer reviews strongly affect consumers, particularly younger users. Therefore, effective and interactive social media strategies are essential for businesses to attract and retain modern consumers.

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