



A STUDY ON THE EFFECTS OF SOCIAL MEDIA MARKETING ON WOMEN CUSTOMERS IN THOOTHUKUDI DISTRICT

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Abstract:

The "period of e-commerce" is a term that is widely used to describe the 21st century. The community that has grown up online because of connectivity. Social media has significantly altered the way we communicate. It links social networking site users, enabling them to keep close contacts. In this study, descriptive research and random sampling were both used.

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Introduction

The "period of e-commerce" is a term that is widely used to describe the 21st century. The community that has grown up online because of connectivity. Social media has significantly altered the way we communicate. It links social networking site users, enabling them to keep close contacts. Marketers can now attract and retain clients thanks to recent developments in digital and social media. Due to websites like Facebook, LinkedIn, Twitter, and others that make it simple for companies to engage with customers, social media marketing has become increasingly popular.

Statement of the problem

The use of laptops, mobile phones, and tablets is rapidly rising as a result of the increasing internet usage in developing countries like India. Websites for social media also contribute significantly to the global dissemination of knowledge. The gradual drop in mobile phone costs, the advent of 3G and 4G, and the presence of Wi-Fi in cities all contribute to the success of social networking websites. Social media usage was 3.6 million in 2017; by 2025, it is expected to increase to 4.41 billion. Women play a big part in society, and the use of social media websites has increased rapidly. Thanks to this study, we can now observe how social media marketing affects female



consumers, particularly in the Thoothukudi district.

Scope of the study

This study aids the marketer in comprehending the elements impacting the customer's purchasing decision by understanding the customer's performance, trust, and involvement on social media. This explains the possibilities open to users and the challenges they may run into while making purchases using social media. The three talukas in the Thoothukudi district—Thoothukudi, Tiruchendur, and Kovilpatti—are the subject of this study.

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 Cyber café	6	20
	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

Objectives of the study

- ❖ To better understand the socioeconomic backgrounds of the respondents and to identify the factors influencing social media-based internet shopping.
- ❖ To research the relationships among various social media platforms

Research Methodology

Descriptive information and a random sample were employed in this inquiry. The sample size for the study is 30, and the data were collected via a questionnaire.



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

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Inference

It can be deduced that out of the thirty respondents, 36.7 percentages are in the age group of 21–30 years of age, 30 percentages are in the age group of 31–40 years of age, 23.3 percentages are in the age group of Below 15–20 years of age, and 10 percentages are in the age group of Above 41 years of age.

From a total of 30 respondents, 46.7 percent have completed their bachelor's degree, 33.3 percent have finished their high school education, and 10 percent have both a diploma and a postgraduate degree.

According to the table that was just shown, 33.3 percent of respondents are employed in organisations that are part of the private sector, 20 percent of respondents are currently enrolled in educational institutions, 16.7 percent of respondents own a business and are employed by the government sector, and 13.3 percent of respondents are housewives.

46.7 percent of respondents say that the reason for joining social media is because the name of the group is impressive. 30 percent of respondents say that they join social media because they received an invitation from a close friend, and 23.3 percent of respondents say

that they join social media because the message or the video is impressive.

It can be deduced that 33.3 percent of respondents access social media in their own homes, 26.7 percent of respondents access social media in their own schools, colleges, or other educational institutions, 20 percent of respondents access social media in cyber cafés, 16.7 percent of respondents access social media in their places of employment, and 3.3 percent of respondents access social media in the homes of friends, relatives, or neighbours.

It has been discovered that 43.3% of respondents access social media on their tablet, 26.7% of respondents do so on their mobile phone, 20% of respondents do so on their personal computer, and 10% of respondents do so on their laptop.

30 percent of respondents say that the purpose of using social media is for communication and information search. Twenty percent of respondents say they use social media for sharing their status updates; 13.3 percent of respondents say they use social media to learn about their friends and classmates; and 6.7 percent of respondents say they use social media for playing games.

It has been observed that 56.7 percentage of respondents visit their social

media on a daily basis, 30 percentage of respondents visit their social media between 5-6 times per week, 10 proportion of respondents

visit their social media between 3-4 times per week, and 3.3 percentage of respondents visit their social media between 1-2 times per 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 Groups	10.306	3	3.435	3.857	.021
	Within groups	23.160	26	.891		
	Total	33.467	29			

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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	Between Groups	6.182	3	2.061	2.221	.110



identity theft	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			
	Between Groups	5.185	3	1.728	3.689	.025
Risk of not getting what / paid for	Within groups	12.182	26	.469		
	Total	17.367	29			
	Between Groups	9.951	3	3.317	5.860	.003
Not skilful with internet	Within groups	14.716	26	.566		
	Total	24.667	29			
	Between Groups	18.383	3	6.128	7.592	.001
Lack of trust-worthiness of vendors	Within groups	20.984	26	.807		
	Total	39.367	29			
	Between Groups	21.527	3	7.176	14.198	.000
Incomplete compared to traditional shopping	Within groups	13.140	26	.505		
	Total	34.667	29			
	Between Groups	16.955	3	5.652	8.537	.000
Not being able to touch/see the real product	Within groups	17.212	26	.662		
	Total	34.167	29			
	Between Groups	14.807	3	4.936	6.242	.002
More expensive than those sold retail stores	Within groups	20.560	26	.791		
	Total	35.367	29			
	Between Groups	10.107	3	3.369	4.719	.009
I have undergone bad experience	Within groups	18.560	26	.714		
	Total	26.667	29			

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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:

- ✓ Marketers who use social media may provide their customers with a wide range of products and services, as well as warranties and guarantees for each and every item they sell.
- ✓ Marketers who use social media have the ability to provide their customers with privacy and security options.
- ✓ Companies involved in social media can frequently alter their websites to reflect the most recent trend

Conclusion:

The findings of this study make it abundantly clear that using social media networks for the purpose of information exchange, the enhancement of communication, and the acquisition of new knowledge has a substantial impact on the websites of social media networks. Because of this, it is absolutely necessary for companies and those who establish brands to take marketing through social media seriously. In order for a firm to be prosperous in the years to come, it is essential to market the appropriate kind of goods at the appropriate time and area, all while preserving a cordial relationship with the customer.

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