



# **A Comparative Study on Impact of Social Media on Consumer Buying Behaviour of Tata Steels and Jindal Steels with Special Reference to Coimbatore District**

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## **ABSTRACT**

This research project aims to conduct a comparative analysis of the impact of social media on consumer buying behavior with respect to Tata Steel and Jindal Steels in the Coimbatore district. The study investigates how social media platforms influence consumers' purchasing decisions, their perceptions of the brands, and the effectiveness of social media marketing strategies employed by both companies. By examining these aspects, the project aims to provide insights into the role of social media in shaping consumer behavior within the steel industry.

Keywords: Comparative analysis, Social media, Consumer buying behavior, Tata Steel, Jindal Steels, Brand perception, Marketing strategies, Coimbatore district

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## **1. Introduction of the study**

India became the world's second largest crude steel producer in the World. The growth in the Indian metal region has been pushed through home availability of uncooked substances including iron ore and cost-powerful labour. Consequently, the metal region has been a main contributor to India's manufacturing output.

Social media has revolutionized the way we communicate, interact and conduct business. In recent years, it has emerged as a powerful tool for businesses to connect with their customers and influence their buying behavior. In this comparative study, we will examine the impact of social media on consumer buying behavior of two leading steel manufacturing companies in India, Tata Steel and Jindal Steels'

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## **2. Statement of the problem**

The scope of the study would include analyzing the social media platforms used by Tata Steels and Jindal Steels, identifying their target audience, and the type of content shared on their social media pages.

Additionally, assessing the level of engagement on their social media accounts and the impact it has on consumer buying behaviour would also be investigated.

The study will follow a quantitative approach, as data will be collected through surveys, questionnaires, and web analytics tools. The sample population will consist of consumers who have purchased steel products from either Tata Steels or Jindal Steels.

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## **3. Objectives of the study**

- To understand the customer buying behaviour of Tata Steel and Jindal steels.
- To identify the various factors influencing the social media while purchasing on Tata Steel and Jindal steels.
- To study customer attitude towards price policies of Tata Steel and Jindal steels.

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#### 4. Scope of the study

The scope of the study would include analyzing the social media platforms used by Tata Steels and Jindal Steels, identifying their target audience, and the type of content shared on their social media pages. Additionally, assessing the level of engagement on their social media accounts and the impact it has on consumer buying behaviour would also be investigated. The scope is to provide a comprehensive analysis of the social media marketing strategies employed by these two companies and their impact on consumer behaviour, and to provide valuable insights for businesses looking to leverage social media for their marketing efforts.

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#### 5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools
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##### 5.1 Area of Research

The area of the study is about Coimbatore.

##### 5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Tata steels and Jindal steels of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related in India.

##### 5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

- Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies. Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

##### 5.4 Sample Size

Information has been collected from 119 respondents of Coimbatore city comprising both male and female.

### 5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data :

- Simple Percentage Analysis

## 6. Review of Literature

- ✓ **Samiloglu Damirgunes (2022)** pointed that even the profitability is constantly positive, inaccurate working capital management procedures may lead to bankruptcy of the firm. They suggest that current, acid test, and cash rate measures of liquidity ratios are incompetent cannot provide detailed and accurate information about working capital Management effectiveness.
- ✓ **Nandi (2022)** attempted to examine the influence of working capital management on corporate profitability. An attempt had been undertaken for measuring the sensitivity of return of investment (ROI) to Changes in the level of working capital leverage (WCL) of the studying company.
- ✓ **Cheakraborty (2022)** evaluated the relationship between working capital and profitability of 25 selected companies of particular industry. Inadequacy of working capital may lead to the firm to insolvency, whereas excessive working capital implies idle funds, which earn no profits. Therefore, efficient management of working capital is an integral part of the overall corporate strategy to improve corporate profitability.
- ✓ **Singh and Pandey (2022)** said that working capital management is the management of current assets and current liabilities. Maintaining high inventory levels reduces the cost of possible interruption in the production process or of loss of business due to the scarcity of products, reduces supply costs and protects against price fluctuations.

## 7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper they didn't analyse about difference between various demographic factors with customer satisfaction .In this study I made a survey about difference between satisfaction level of consumers about bike and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analysed in my research.

## 8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to them as of collected data .The purpose of it is to identify,transform,support decision making and bring a conclusion to search. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage method

### 8.1 Table showing the steel product of the respondent

S.NO	Steel product	No. of. Respondent	Percentage
1	Tata steel	60	50
2	Jindal steel	28	24
3	Sail steel	18	15
4	Others	13	11
	Total	119	100

SOURCE: PRIMARY DATA

INTERPRETATION

It is noted that 50% people purchase Tata steels,24% purchases Jindal steels,15% purchases Sail steels and 11 % purchases others in the past..

### 8.2 Table showing the influence of the respondent

S.NO	Influence	No. of. Respondent	Percentage
1	Price	21	18
2	Quality	57	47
3	Brand reputation	27	23
4	Availability	14	12

	Total	119	100
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SOURCE: PRIMARY DATA

#### INTERPRETATION

It is noted that 18% of respondents are based on price, 47% based on quality, 23% on brand reputation and 12% are availability which influence their purchase decision.

#### 8.3 Table showing the purchase of the respondent

S.NO	Purchase	No. of. Respondent	Percentage
1	Weekly	26	22
2	Monthly	85	29
3	Quarterly	32	27
4	Yearly	26	22
	Total	119	100

SOURCE: PRIMARY DATA

#### INTERPRETATION

It is noted that 22% people purchase steel products daily, 29% uses monthly, 27% uses quarterly and 22% of people uses yearly.

#### 8.4 Table showing the type of steel of the respondent

S.NO	Type of steel	No. of. Respondent	Percentage
1	Steel and plates	26	22
2	Pipes and Tubes	38	32
3	Structural steel	39	33
4	Wire and cable	16	13
	Total	119	100

SOURCE: PRIMARY DATA

#### INTERPRETATION

It is noted that 22% of respondents uses sheet and plates, 32% uses pipes and tubes, 33% uses structural steels and 13% uses wires and cable.

### 9. Findings and Suggestions

- Majority 65% male respondents are more than the male respondents in this study.
- Majority 39% People falls under the category above 45
- Majority 45% respondents are under graduate in this study
- Majority 45% of the occupation is business.
- Majority 50% of the people purchased Tata steels in the past
- Majority of 47% decision of purchase is based on price
- Majority 29% of respondents buys steels monthly
- Majority 33% of people purchases the structural steel.
- Majority 43% of people purchase through distributors and dealers
- Majority 44% of people says the overall customer service of Tata Steel and Jindal steels are good
- Majority 33% of people uses social media weekly
- Majority 40% make a purchase based on social media content.
- Majority 31% of people choose social media content as very important and neutral
- Majority 45% of respondents chooses product or service quality other than social media
- Majority of 42% respondents are somewhat satisfied with their buying
- Majority 42% of people would like to recommend to their friends or colleagues.
- Majority 37% respondents says that social media has influenced the overall buying behaviour of consumer.

- Majority 30% of people had already purchased both Tata steels and Jindal steels.
- Majority 45% of respondents chooses the price of steel products when making are somewhat important.
- Majority of respondents are somewhat fair perceive with the polices of Tata Steel and Jindal steels
- Majority of 45% respondents believe that there is no competitive pricing.
- Majority of brand reputation has been considered when comparing the prices of Tata Steel and Jindal steels.

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### Suggestions

- The company should focus in the sales and trade promotion
- The company should give discount for dealer as a part of sales promotion
- The company can concentrate on providing credit faculty to the dealers
- Improve advertsiement of Jindal steels
- Improve commission late.

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### Conclusion

The study reveals that social media has a positive impact on consumer awareness, brand loyalty, and purchase decision-making process for both Tata Steel and Jindal Steels. However, there are certain differences in the strategies adopted by the two companies. Tata Steel focuses more on engaging with its consumers through social media, while Jindal Steels uses social media to showcase its products and services.

Furthermore, the study also indicates that social media marketing can be an effective tool for companies to gain a competitive advantage in the industry. The companies that effectively use social media to engage with their customers are likely to have a better chance of success in the long run

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### ANNEXURE

1. Name
2. Gender
  - Male
  - Female
3. Age
  - Below 18 years

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- 18-30 years
  - 31- 45 years
  - Above 45 years
4. Educational Qualification
- School student
  - Under Graduate
  - Post Graduate
  - Others
5. Occupation
- Student
  - Employee
  - Business
  - Others
6. Which any's steel products have you purchased in the past?
- Tata Steels
  - Jindal steels
  - Sail steels
  - Others
7. Which factors influence your decision to purchase steel products from Tata steels or Jindal steels?
- Price
  - Quality
  - Brand reputation
  - Availability
8. How frequently do you purchase steel products?
- Weekly
  - Monthly
  - Quarterly
  - Yearly
9. What are the common types of steel products that you purchase?
- Sheet & Plates
  - Types & Tubes
  - Structural steel
  - Wire& Cable
10. Which channel do you prefer for purchasing steel products?
- Directly from Manufacturer
  - Through Distributors & Dealers
  - Online platform
  - Other
11. How do you rate the overall customer's services of Tata steels& Jindal steels?

- Excellent
- Good
- Average
- Poor

12. How often do you use social media?

- Daily
- Weekly
- Monthly
- Rarely

13. How likely are you to make a purchase decision based on social media content?

- Very likely
- Somewhat likely
- Neutral
- Unlikely

14. What kind of content on social media attracts to the most towards purchasing a product?

- Discount & Promotion
- Product or service reviews and ratings
- Informative and educational content
- Interactive and engaging content

15. How important is social media content in your purchasing decision - making process?

- Very important
- somewhat important
- Neutral
- Somewhat unimportant

16. What are factors other than social media influence your purchasing decision?

- Price
- Product or service quality
- Brand reputation
- Customer service

17. How satisfied are you with the social media content of Tata steel and Jindal steel?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

18. Would you recommend Tata steel or Jindal steel to a friend or colleague based on their social media presence?

- Yes
- No
- Maybe

19. How do you think social media has influenced the overall buying behaviour of customers in the steel industry?

- Significantly increased
- Somewhat increased
- No significant increase
- Decrease

20. Can you tell me about your prior knowledge or experience with Tata steel or Jindal steel products?

- I have purchased Tata steel products
- I have purchased Jindal steel products
- I have purchased products from both companies
- I have not purchased products from either company

21. How important is the price of steel products when making a purchasing decision?

- Very important
- Somewhat important
- Not very important
- Not at all important

22. How do you perceive policies of Tata steel and Jindal steels?

- Fair
- Somewhat fair
- Somewhat unfair
- Unfair

23. Do you believe that Tata steel or Jindal steel offer competitive pricing compared to other steel companies in the market?

- Yes, they offer competitive pricing
- No, they do not offer competitive pricing
- I am not sure

24. What factors do you consider when comparing prices of Tata steel or Jindal steel products?

- Quality of product
- Brand reputation
- Availability of product
- Other factors