



## IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF ONLINE SHOPPERS IN COIMBATORE

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### ABSTRACT:

This research examines consumer attitude towards online shopping in Coimbatore with a specific emphasis on the role played by social media. With e-commerce increasingly revolutionizing global retail, knowing consumer preferences, levels of satisfaction, and issues at hand is vital. The study investigates the prime motivating factors including discounts, ease, and assortment, while also bringing into perspective issues of product quality and difficulty in returns. A total of 121 respondents offered responses based on a structured questionnaire, showing that the majority of customers prefer sites such as Amazon and Flipkart and shop for fashion and apparel products. The results indicate that price and discounts have a major impact on satisfaction, with a considerable number of respondents impacted by social media ratings and recommendations. This research also reveals gender differences in satisfaction and emphasizes the increasing importance of digital trust and brand openness in online buying decisions. The study offers useful insights to businesses seeking to increase customer participation in the online marketplace.

### INTRODUCTION:

Online shopping, also known as e-commerce, refers to the process of buying goods or services over the internet. This modern shopping method allows consumers to browse and purchase products through websites, mobile apps, or other digital platforms, eliminating the need for physical stores. Since its introduction in the 1990s, online shopping has revolutionized how people shop, offering convenience, broader product selection, and often better prices. Today, it is a dominant force in global retail, with major platforms like Amazon, eBay, and Alibaba leading the way, while millions of smaller businesses also thrive by embracing e-commerce.

In addition to convenience, online shopping has created new opportunities for businesses. Small businesses, for example, can now reach a global audience with lower overhead costs compared to maintaining a physical store. The rise of online shopping has also led to innovations in areas such as personalized shopping experiences, data-driven marketing, and the use of artificial intelligence to recommend products. However, online shopping is not without its challenges. Issues such as product returns, data privacy concerns, and environmental impacts due to packaging and transportation are part of the ongoing conversation about the future of e-commerce. Despite these concerns, the widespread adoption of online shopping is clear, and it is expected to continue growing as technology improves and consumer habits evolve.

### OBJECTIVES:

- To know the consumer behavior towards online shopping reference to Coimbatore.
- ➤ To know which gender is satisfied more to do online shopping.
- ➤ To know the various factors which motivate a consumer to make shopping through online.

### AREA OF THE STUDY:

This study was based on impact of social media on consumer behaviour of online shoppers with reference to Coimbatore city.

### SOURCE OF DATA:

#### ► PRIMARY DATA:

Primary data is a data which is collected from the various people from Coimbatore city through questionnaires.

#### ► SECONDARY DATA:

Secondary data is a data which is collected from other sources like websites, etc...

**1.5.3 SAMPLE DESIGN:****► SAMPLE UNIT:**

The sample unit in this study is taken from the customers with reference to Coimbatore city.

**► SAMPLE SIZE:**

In this study the sample size is taken from 121 respondents from Coimbatore city through questionnaires.

**TOOLS FOR ANALYSIS:**

The following tools will be used for data analysis:

**Simple Percentage Analysis:**

This tool calculates percentages to provide a straight forward comparison of different E-Commerce marketing strategies, like social media marketing, SEO, content marketing, email campaigns, etc.

**Formula:**

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

**REVIEW OF LITERATURE:**

(Michael Putter, 2017) conducted research on the Impact of social media on consumer buying intention and concluded that social media helps consumers to create rapport and interactions with brand-specific content. Social Mechanism and other posts on social media also in turn influence the buying decisions.

(Elisabeta Ioanas, Ivona Stoica, 2014) conducted research on social media and its impact on Consumers Behaviour and concluded that a large number of people who buy online and are influenced by social media are people aged 25-29. They are also the group of people who tend to buy online due to door delivery. The study also concluded that the products influenced most and bought online are electronics and clothing.

(Nadia Nowsin, Imran Hossain, Tapas Bala, 2020) conducted research on the Impact of social media on Consumer Buying Behaviour and concluded that Consumers are very easily attracted to Online platforms, and the E-commerce companies share strategies to attract consumers through social media. Hence, this affects their buying choices.

**Results and Discussion:****WHICH ONLINE SHOPPING PLATFORMS DO YOU USE THE MOST?**

ONLINE PLATFORMS	NO.OF.RESPONDENTS	PERCENTAGE
AMAZON	54	44.6%
FLIPKART	31	24.6%
MYNTRA	10	8.3%
MEESHO	19	15.7%
NYKAA	3	2.5%
TIRA	1	0.8%
LFAB	1	0.8%
CARREFOUR AND LULU APP	1	0.8%
AJIO	1	0.8%
<b>TOTAL</b>	<b>121</b>	<b>100%</b>

**INTERPRETATION**

From the above table it is clear that 44.6% of the total respondents are shopping in amazon, 24.6% of the total respondents are shopping in flipkart. 8.3% of the total respondents are shopping in myntra, 15.7% of the total respondents are shopping in meesho. 2.5% of the total respondents are shopping in nykaa. And less than 1% of the total respondents are shopping through tira, lfba, lulu app and ajio.

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**FINDINGS :**

1. Out of the total respondents 53.7% are age between 18 to 25.
2. Majority of the respondents 61.2% are male.
3. Most of the respondents 44.6% are students.
4. Most of the respondents 37.2% are earning below 10000 in a month
5. Most of the respondents 38% are shopping occasionally

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**SUGGESTION:**

Online shopping is really convenient, but there are a few tricks to make it a smoother and safer experience. Here are some tips to remember:

- 1. Research Before Buying**

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- Read Reviews: Always read customer reviews and ratings for products and sellers. They provide you with a good idea of the quality and reliability of the product.
- Compare Prices: Compare prices using comparison tools or apps to get the best deal, particularly when buying high-ticket items.
- Check for Alternatives: At times, a product is offered by various brands or vendors at varying prices. Don't take the first one you encounter!

- 2. Look for Discounts & Deals**

- Promo Codes: Look for promo codes on sites such as Honey, RetailMeNot, or even Google the product and add "promo code."
- Sign Up for Newsletters: Some retailers offer you a discount for simply signing up for their newsletter.
- Flash Sales: Monitor seasonal or limited-time sales. Numerous websites have special deals that last only a few days or a couple of hours.

- 3. Check Return Policies**

- Return/Exchange Policies: Always check the store's return policy, particularly for apparel, electronics, and other products that may not be as anticipated.
- Shipping Fees: Some shops offer free returns; others do not. Pay attention to these fees, particularly for huge or heavy items.

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**Conclusion:**

Finally, shopping online is all about convenience, variety, and bargain-hunting, but a little strategy and caution can help you reap the benefits. If you know what you're looking for, shop around for the best price, check for returns, use safe payment modes, and keep your personal info under wraps, you can shop without worry and avoid mistakes. With proper planning, online shopping can be a satisfying and pleasant experience, saving you money and time and delivering the world's products to your doorstep.

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**REFERENCES:**

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2. Chaffey, D. (2019). Digital Marketing: Strategy, Implementation, and Practice (7th ed.). Pearson Education. This text covers digital marketing strategies, including online shopping tactics, consumer behavior, and optimizing the online retail experience.
3. Brynjolfsson, E., & Smith, M. D. (2000). Frictionless Commerce? A Comparison of Internet and Conventional Retailers. Management Science, 46(4), 563-585.This study explores the advantages and challenges of online shopping compared to traditional brick-and-mortar stores.