



IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER BEHAVIOUR WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT :

Social media marketing has transformed the way businesses engage with customers, influencing their purchasing behavior and brand perception. This study explores the impact of social media marketing on consumer behavior in Coimbatore City, analyzing how digital engagement affects awareness, trust, purchase decisions, and brand loyalty. With the increasing penetration of platforms like Facebook, Instagram, and YouTube, businesses in Coimbatore leverage social media for promotions, customer interactions, and personalized marketing.

The study employs a quantitative research approach, collecting data from consumers in Coimbatore through surveys and analyzing their responses. Findings suggest that factors such as influence endorsements, online reviews, interactive content, and targeted advertisements significantly shape consumer preferences. Additionally, social media marketing enhances brand recognition and engagement, leading to higher conversion rates and customer retention.

This research provides insights into how businesses in Coimbatore can optimize their social media strategies to maximize customer engagement and sales. It also highlights the challenges, including trust issues and information overload, that marketers must address. The study concludes that social media marketing is a powerful tool in shaping consumer behavior, making it essential for businesses to develop innovative and customer-centric digital marketing strategies.

INTRODUCTION

Social media marketing has revolutionized how businesses connect with their customers, reshaping consumer behavior and decision-making processes. With the increasing penetration of the internet and smartphones, social media platforms like Facebook, Instagram, Twitter, and LinkedIn have become essential tools for marketing strategies. In cities like Coimbatore, known for its dynamic business environment and tech-savvy population, social media marketing plays a pivotal role in influencing customers' preferences, purchasing habits, and brand loyalty.

One of the primary ways social media marketing impacts customer behavior is by providing instant access to product information and reviews. In Coimbatore, where customers often rely on peer recommendations and social proof, platforms allow businesses to showcase customer testimonials, user-generated content, and reviews, creating trust and credibility. This has changed how customers evaluate products and services, making informed decisions within seconds.

Another significant influence is the personalized advertising made possible through data analytics and artificial intelligence. Social media platforms analyze user behavior to deliver targeted ads based on interests, preferences, and past interactions. This level of customization has a profound effect on customers in Coimbatore, encouraging impulse purchases and fostering a sense of relevance between consumers and brands.

Moreover, the interactive nature of social media has bridged the gap between businesses and consumers. Platforms allow companies in Coimbatore to engage directly with their customers through comments, messages, and live sessions. This real-time interaction builds stronger relationships, enhances brand loyalty, and ensures that customers feel valued. Additionally, influencer marketing has gained popularity in the city, where local influencers play a critical role in shaping customer opinions.

Statement of the Problem

Social media marketing has transformed the way businesses interact with customers, influencing their purchasing decisions, brand perceptions, and engagement levels. In Coimbatore, a rapidly growing urban hub with a strong digital presence, businesses increasingly rely on social media platforms like Facebook, Instagram, YouTube, and WhatsApp to promote their products and services. However, the extent to which social media marketing impacts customer behavior in Coimbatore remains unclear.

OBJECTIVES OF THE STUDY

- 1) To analyze the influence of social media marketing on customer purchasing decisions in Coimbatore City.
- 2) To examine the role of different social media platforms (e.g., Facebook, Instagram, YouTube, WhatsApp) in shaping consumer preferences.

- 3) To evaluate customer perception and satisfaction regarding social media marketing campaigns.

Research methodology

Research designs

This study adopts a descriptive research design to analyze how social media marketing influences customer behavior, brand perception, and purchasing decisions in Coimbatore.

Primary Data:

1. Collected through structured questionnaires, surveys, and interviews with consumers and business owners in Coimbatore.
2. Target audience: Social media users who engage with brands online.

Secondary Data:

1. Gathered from research papers, industry reports, case studies, and company websites related to social media marketing and consumer behavior.

Sampling Method & Sample size

A **convenience sampling method** will be used to select survey respondents from different demographic backgrounds. The sample size is expected to be **122 respondents** to ensure reliability and generalizability.

Tools Used For Analysis

Simple percentage analysis is used to determine the proportion of responses for each category

$$\text{percentage} = \frac{\text{frequency of respondents}}{\text{Total respondents}} \times 100$$

Scope of the study

The scope of this study focuses on analyzing the impact of social media marketing on customer behavior in Coimbatore city, considering factors such as brand awareness, purchase decisions, customer engagement, and loyalty. It examines how various social media platforms like Facebook, Instagram, WhatsApp, and YouTube influence consumer preferences and buying patterns across different demographics, including students, professionals, and entrepreneurs. The study also explores the effectiveness of marketing strategies such as influencer collaborations, paid promotions, and interactive content in shaping customer perceptions. Additionally, it assesses industry-specific trends in sectors like retail, fashion, food, and education, highlighting both the benefits and challenges of social media marketing in a digitally evolving marketplace.

Limitations of the Study

While this study on the **Impact of Social Media Marketing on Customer Behavior in Coimbatore City** provides valuable insights, it also has certain limitations:

- The study is limited to **Coimbatore City** and may not fully represent consumer behavior in other cities or regions.
- The research relies on a **limited sample size (e.g., 122 respondents)**, which may not reflect the behavior of the entire population.
- Participants may provide **socially desirable answers** instead of their actual opinions.
- The study primarily considers **social media users**, excluding those who rely on traditional marketing channels.

Despite these limitations, the study provides valuable insights into how social media marketing influences customer behavior in Coimbatore. Future research can expand the scope by including larger samples, different cities, and diverse industries for a more comprehensive understanding.

REVIEW OF LITERATURE

1. Sony Varghese and Mansi Agrawal (2021)

Conducted a study on “Impact of Social Media on Consumer Buying Behavior”. The objective of the study was to understand how social media influences consumer purchasing behavior and how organizations can use social media to improve their brand value. Data was collected from 200 respondents by using a structured questionnaire and by using convenient sampling methods. It was found that social media positively impacts consumer behavior which

increases the likelihood of purchasing products that are promoted through discounts and influences. According to the study, consumers who are influenced by social media tend to spend four times more than their normal purchases. The attraction towards the products is so strong that they end up buying them on the same day using social media. Companies should prioritize online marketing methods to effectively attract and engage a larger customer base, resulting in increased brand awareness. The study concluded that social media is the most effective platform to generate more leads and sales if the quality of content is high.

2. Duangruthai Voramontri, Leslie Klieb (2018),

The goal of this paper is to research empirically the role of social media in consumers' decision-making process for complex purchases that are characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The model uses information search, alternative evaluation, and purchase decision stage. With such vast information freely available on social media, it is up to businesses to harness it positively to improve their product offerings, their customer relationship management, and their profitability.

3. Perumal Prasath and Archana Yoganathen (2018)

Conducted a study on "Influence of social media marketing on consumer buying decision-making process". The purpose of the study was to determine the relationship between Social Media Marketing (SMM) taken as an independent variable and the Consumer Buying Decision Making process (CBDM) taken as a dependent variable. A web-designed questionnaire was utilized for this research purpose. The convenient sampling method was used to gather data from 220 respondents. The conclusions of the study were established in terms of the univariate and bivariate analysis. The study found that there is a statistically linear and positive relationship between SMM and CBDM. Consumers rely heavily on social media to make informed decisions about their purchases. This indicates that the buying behavior of consumers can be predicted with social media marketing. Marketers must have solid business goals and deep knowledge of their organization to achieve a good SMM plan.

ABOUT SOCIAL MEDIA

WhatsApp, Twitter, Instagram, YouTube, and Facebook are some of the most influential social media platforms that have shaped digital communication. Facebook was launched in 2004 by Mark Zuckerberg and quickly grew from a college networking site to a global social media giant. YouTube followed in 2005, founded by former PayPal employees, offering users a platform to upload and watch videos—now it's the largest video-sharing site in the world. Twitter, created in 2006, introduced the concept of microblogging with its 140-character limit, revolutionizing real-time news and public conversations. Instagram launched in 2010 as a photo-sharing app with a clean, visual focus and was acquired by Facebook in 2012. WhatsApp was founded in 2009 as a simple, ad-free messaging app and became widely popular for its end-to-end encryption and ease of use; it was acquired by Facebook in 2014. Each platform has evolved over time, adding features and expanding its user base, making them central to how billions of people communicate and consume content daily.

FACTOR	RESPONSE COUNT	PERCENTAGE	RANK	REMARK
Product Reviews & Ratings	79	64.8%	1	Extremely Preferable
Discounts/Offers	29	23.8%	2	Highly Preferable
Brand Reputation	25	20.5%	3	Moderately Preferable
Social Media Influencer Recommendations	24	19.7%	4	Neutral
Visual Appeal of Advertisements	5	4.1%	5	Slightly Preferable

Table 4.1.9 "Key Motivating Factors for Purchasing Products Seen on Social Media"

(Source: Primary Data)

Interpretation: From the above table, out of 122 respondents, 64.8% prioritize *product reviews and ratings* in their purchasing decisions. 23.8% are influenced by *discounts and offers*, while 20.5% consider *brand reputation*. Additionally, 19.7% rely on *social media influencer recommendations*, and 4.1% are impacted by the *visual appeal of advertisements*. This suggests that *customer feedback and perceived value* play a crucial role in shaping consumer choices.

The data on *Key Motivating Factors for Purchasing Products Seen on Social Media* reveals that *product reviews and ratings* (64.8%) are the most influential factor, ranking *first* as "extremely preferable."

Findings

- The key finding from this demographic data is that the majority of respondents fall within the *18-25 age group* (45.1%).

- The data on *Respondent's Gender Distribution* reveals that the majority of respondents are *male* (54.1%).
- The data on *Respondent's Educational Qualification* shows that the majority of respondents are *undergraduates* (73.8%).
- The data on *Respondent's Occupation* reveals that the majority of respondents are *private sector employees* (52.5%).
- The data on *Respondent's Monthly Income Level* shows that the majority of respondents (37.7%) fall within the ₹40,000–₹60,000 income range.
- The data on *Frequency of Social Media Usage* indicates that the vast majority of respondents (78.7%) use social media *daily*.
- The data on *Impact of Social Media Advertisements on Purchasing Decisions* reveals that a significant majority of respondents (82%) acknowledge that social media advertisements influence their purchasing decisions. (**yes**)
- The data on *Most Influential Social Media Content for Buying Decisions* highlights that *influencer promotions* (41.8%) are the most impactful, ranking *first* as "extremely preferable."
- The data on *Key Motivating Factors for Purchasing Products Seen on Social Media* reveals that *product reviews and ratings* (64.8%) are the most influential factor, ranking *first* as "extremely preferable."
- The data on *Essential Steps to Research a Product Before Buying It from Social Media* reveals that the most preferred method is *reading online reviews* (54.9%), ranking *first* as "extremely preferable."
- The data on *Top Social Media Platforms That Influence Purchasing Decisions the Most* shows that *Instagram* (82.0%) is the most influential platform, ranking *first* as "extremely preferable."
- The data on *Most Engaging Content Types on Social Media Platforms* shows that *influencer reviews* (47.5%) are the most engaging, ranking *first* as "extremely preferable."
- The data on *following brands or businesses on social media* shows that the majority of respondents, 72.1%, follow them *sometimes*,
- The data on *how often respondents engage with brand posts (likes, comments, shares, inquiries)* reveals that the majority, 61.5%, engage *occasionally*.
- The data on *satisfaction with advertisements on social media* shows that the majority (48.4%) *hold a neutral stance*.
- The data on *key factors that make a social media advertisement appealing* reveals that the majority of respondents, 57.4%, find *discounts/offers* most appealing.
- The data on *whether respondents have ever felt misled by a social media advertisement* reveals that the majority, 62.3%, have experienced this *once or twice*,
- The major finding of the data is that the majority, 46.7% of respondents, stated that a brand's response to customer queries on social media **does not affect their perception**.
- The major finding from the data is that a *slight majority* (54.1%) of respondents would not recommend a product or service based on social media marketing.

Suggestions

- To accurately understand the impact of social media marketing on customer behavior in Coimbatore, it is crucial to gather comprehensive data. A well-structured survey should include respondents from different demographics, such as age groups, gender, income levels, and occupations. Additionally, collecting data through multiple channels—such as online surveys, focus groups, and interviews—can provide a more detailed understanding of customer perceptions. A comparative study of engagement on different social media platforms like Instagram, Facebook, and YouTube can further highlight which platforms influence purchase decisions the most.
- The study should focus on how social media interactions translate into actual purchasing decisions. Many consumers engage with brand content through likes, comments, and shares, but not all of them make purchases. Analyzing the correlation between engagement levels and purchase intent can provide deeper insights. Additionally, since a significant percentage of consumers (62.3%) in the study have felt misled by advertisements, it is essential to explore how transparency, authenticity, and credibility in social media marketing impact consumer trust and brand loyalty.
- Businesses in Coimbatore should optimize their marketing strategies based on consumer preferences. The data shows that Instagram is the most influential platform (82%), making it a priority for targeted advertising. Additionally, influencer promotions (41.8%) and product reviews (64.8%) play a major role in purchasing decisions. Companies should collaborate with trusted influencers and encourage user-generated reviews to enhance credibility. Providing attractive offers and discounts, which 57.4% of respondents find appealing, can also help in converting social media engagement into sales.
- One of the challenges highlighted in the findings is that many consumers do not fully trust social media advertisements, with 54.1% unwilling

to recommend products based on social media marketing alone. To address this issue, brands should focus on building trust through transparent marketing practices, showcasing real customer testimonials, and promptly responding to consumer queries. Since 46.7% of consumers feel that brand responses do not influence their perception, businesses should improve their engagement strategies by providing personalized and value-driven interactions.

- To gain a deeper understanding of social media marketing's long-term impact, future research should track behavioral trends over time. A comparative study with other cities can help determine whether Coimbatore's consumer behavior is unique or part of a larger trend in India. Additionally, studying the impact of different content formats—such as video ads, influencer collaborations, and interactive posts—can provide insights into the most effective marketing techniques. Understanding these evolving patterns will help businesses refine their social media marketing strategies to drive better engagement and conversions.

Conclusion

Social media marketing has significantly influenced customer behavior in Coimbatore, reshaping how businesses engage with their audience and how consumers make purchasing decisions. The widespread use of platforms like Facebook, Instagram, and WhatsApp has enabled local businesses to reach a larger customer base, drive brand awareness, and boost sales. Customers in Coimbatore, particularly younger demographics, rely heavily on social media for product discovery, reviews, and recommendations. Influencer marketing, targeted ads, and visually engaging content (such as reels and stories) play a crucial role in shaping purchase intent. Additionally, festival-based promotions and regional language content enhance customer engagement.

However, challenges such as misinformation, fake reviews, and digital disparities among different customer groups need to be addressed for social media marketing to be fully effective. Businesses must focus on personalized marketing strategies, transparent communication, and customer trust-building to maximize the benefits of social media marketing in Coimbatore. Overall, social media has transformed the way businesses connect with consumers, making it an essential tool for influencing customer behavior in the city.

BIBLIOGRAPHY

Here's a suggested bibliography format for your study on the impact of social media marketing on customer behavior in Coimbatore. Depending on your citation style (APA, MLA, Harvard, etc.), you may need to adjust the format accordingly.

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