



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Impact of Social Media Marketing on Consumer Behavior and Business Performance in Associated Cement, Coimbatore

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ABSTRACT

Social media marketing has revolutionized the way businesses interact with consumers. In today's digital age, platforms like Facebook, Instagram, Twitter, and LinkedIn have become essential tools for companies to engage with their audience, promote products, and influence consumer behaviour. The cement industry, traditionally considered a heavy industrial sector, is not immune to this digital transformation. In this article, we explore the impact of social media marketing on consumer behaviour and business performance, with a specific focus on Associated Cement in Coimbatore.

INTRODUCTION

Social media marketing involves using social platforms to create content that promotes a company's products or services, engages with customers, and fosters brand awareness. The primary goal is to build relationships with consumers, which can lead to increased sales, loyalty, and overall business performance.

REVIEW OF LITERATURE

- **Chrisniyanti, A., & Fah, C. T. (2022).** This study aims to investigate the impact of social media marketing activities (SMMAs) on purchase intention of skincare products among Indonesian young adults. The secondary objective of this study is to investigate the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase.
- **Chakraborty, A., Meher, D., Sanga, D., Makhijani, H., & Goel, R. (2023).** Social media marketing returns consumers to the centre of the business universe, giving entrepreneurs a new set of tools to communicate with clients and integrate them into brand names in novel ways. At the core, marketers must understand how social media has impacted consumer buying behaviour. In contrast to conventional media, social media marketing is the contemporary aesthetic of marketing so it focuses on opening horizons for marketing companies to advertise a product or service. Consumer habits and gratification have previously become important assets for any organisation wishing to create a market role to increase cash flow.

SCOPE OF STUDY

- The scope of the study is confined with The Associated Cement Companies Ltd, Coimbatore. The goal of this paper is to research empirically the role of social media in consumers' decision-making processes.
- Taking the objectives of the research into account, conducting the study from the viewpoint of the consumer would be the ideal approach. The researcher conducts this study to help consumers identify reasons regarding how social media changed their buying decisions. The use of social media channels by companies has given them a platform to spread the awareness of new and existing products or services among consumers.

STATEMENT OF PROBLEM

The introduction of the social media has changed the way of organizations to promote their products and services as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products, which has become a challenging task.

Basically, the promotional focus of some organizations is on the conventional mass media advert style, which includes commercial TV, radio jingles and advertisements in print formats such as newspapers and magazines along with billboard placements. It is now on record that as the social media is fast advancing across the global marketplace, the effectiveness of traditional mass media is fast on the decline. It is on this background that this study needs to be carried out in order to determine the rate at which social media can contribute to the consumer buying behavior

LIMITATIONS OF THE STUDY

- The time period was limited and the study has to be conducted within a short span.
- The data provide by the Consumers need not always true because their perception can change based on new experience. Some people also will not say that really want to say.
- As consumer perception keeps changing, the findings of the study may not hold good in the long run
- It backs reliability and accuracy became the Consumers are not ready to disclose the actual problem faced by them.

RESEARCH OBJECTIVES

Primary Objective

- To study on impact of social media marketing on consumer behaviour and business performance with special reference to The Associated Cement Companies Ltd, Coimbatore

Secondary Objectives

- To study on which social media consumers mostly using.
- To study which stage of consumer buying decision has been affected by social media.
- To determine how trust social media for consumer buying decision.
- To analyse how the social media influences and feedbacks affects the consumer buying behaviour.

RESEARCH METHODOLOGY

Research methodology encompasses the set of techniques, tools, and methods used to gather, organize, and analyze data, ensuring the rigor and validity of the research. It involves the established procedures and protocols followed in research, including data collection, data processing, and the ethical considerations that underpin the entire research process.

RESEARCH DESIGN

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design. Descriptive research design is used in this study.

Sources of Data Collection

Primary Data

Primary data collection methods can be divided into two groups: quantitative and qualitative.

Secondary data

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION

Step1:

Null hypothesis (H₀):

There is no significance relationship between educational qualification of the respondents and influenced by social media for buying decision.

Alternative hypothesis (H₁):

There is significance relationship between educational qualification of the respondents and influenced by social media for buying decision.

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Step 2:**Level of significance at 5%****Step3:**

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS * INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION Crosstabulation							
Count							
		INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Illiterate	3	1	3	4	5	16
	Under Graduate	6	3	7	1	7	24
	Post Graduate	11	9	10	5	5	40
	Professional	7	8	11	6	3	35
	Others	2	1	1	0	1	5
Total		29	22	32	16	21	120

Step 4:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.500a	16	.562
Likelihood Ratio	15.564	16	.484
Linear-by-Linear Association	3.672	1	.055
N of Valid Cases	120		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .67.			

Step 5:

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.328	.562
N of Valid Cases		120	

RESULT:

It is insignificant or false in the rejection region. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .67. Significance value is 0.562. Hence, we accept the null hypothesis at 5% level of significance and conclude that, there is no significant relation between educational qualification of the respondents and influenced by social media for buying decision.

SUGGESTIONS

- The company must utilise various social media platforms to create awareness about the brands and its products.
- The social media platform must be designed to ensure userfriendly one in order to utilise by all sort of consumers irrespective of educational qualification.
- The company must provide social media advertisements to bring attention of various consumers.
- The company must maintain the social media platform as to make the information trustworthy one

Conclusion

The impact of social media marketing on consumer behaviour and business performance is undeniable. For companies like Associated Cement in Coimbatore, leveraging social media can lead to increased brand awareness, better customer engagement, and enhanced sales performance. By embracing social media as a tool for building relationships with customers and prospects, the company can position itself as a modern, responsive, and customer-centric brand. However, to maximize the benefits, it is crucial for the company to create relevant and engaging content, address customer concerns promptly, and continuously monitor the effectiveness of its campaigns

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