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A STUDY ON CONSUMER BEHAVIOUR TOWARDS SOCIAL MEDIA: EVIDENCE FROM ILIFE TECHNOLOGIES, TRICHY

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ABSTRACT:

This article investigates how consumers interact with social media and how these interactions influence their purchasing decisions, with specific reference to iLife Technologies in Trichy. The research examines user behavior across various platforms such as Instagram, WhatsApp, and Facebook, while exploring the significance of factors like time spent, brand influence, and demographics. Findings reveal that while demographic variables show little effect, engagement levels and behavioral patterns are more predictive of consumer choices. The study emphasizes the need for personalized content and platform-neutral strategies.

Keywords: Social Media Marketing, Consumer Behaviour, Brand Trust, Purchase Decision, Engagement, iLife Technologies.

INTRODUCTION

In the digital age, social media has redefined the way consumers connect, communicate, and engage with brands. Platforms like Facebook, Instagram, YouTube, and WhatsApp have emerged as powerful tools not only for social interaction but also for marketing, branding, and customer engagement. Businesses today are investing heavily in digital marketing strategies to gain visibility, drive sales, and build long-term customer relationships. iLife Technologies, based in Trichy, is one such company leveraging social media to engage with its customer base.

This study focuses on examining how consumers behave on social media, what factors influence their purchasing decisions, and how social platforms affect trust and brand loyalty. It seeks to explore the effectiveness of various platforms in shaping consumer preferences and provides insights into how businesses can refine their social media strategies. The shift from traditional advertising to digital spaces has made it essential for brands to understand not just where their audience is, but how they interact, respond, and make decisions in the digital ecosystem.

OBJECTIVES OF THE STUDY

- **Primary Objective:** To study consumer behaviour towards social media at iLife Technologies in Trichy.
- **Secondary Objectives:**

1. To analyze factors influencing consumer engagement on social media.
2. To assess the impact of social media marketing on purchase decisions.
3. To evaluate the role of social media in shaping brand trust and consumer loyalty.

REVIEW OF LITERATURE

Wang, X., & Li, Y. (2020). "The Influence of User-Generated Content on Consumer Purchase Intentions in Social Media." *Electronic Commerce Research and Applications*, 39, 100909. This study investigates how user-generated content on social media platforms affects other consumers' purchase intentions and trust in brands.

Patel, R., & Joshi, A. (2020). "Effectiveness of Social Media Marketing Strategies on Consumer Behavior in the Electronics Industry." *Journal of Marketing Analytics*, 8(2), 123–135. This paper analyzes the effectiveness of various social media marketing strategies employed by electronics companies and their influence on consumer purchasing behavior.

Lee, Y., & Hong, S. (2020). "Consumer Trust in Social Media Advertising: An Empirical Study." *Journal of Business Research*, 117, 108–114. This empirical study examines factors that build consumer trust in social media advertising and how trust impacts purchasing intentions.

Kim, S., & Park, H. (2021). "The Impact of Visual Content in Social Media Marketing on Consumer Engagement." *Journal of Interactive Marketing*, 53, 50–62. This research explores how different types of visual content in social media campaigns influence consumer engagement and brand interaction.

RESEARCH HYPOTHESES

- H₀: Social media engagement is not significantly influenced by time, age, or content type.
- H₁: Social media engagement is significantly influenced by these factors.
- H₀: Social media marketing has no significant impact on consumer purchase decisions.
- H₁: Social media marketing significantly influences purchase decisions.
- H₀: Brand presence on social media does not influence trust and loyalty.
- H₁: It does influence trust and loyalty.

RESEARCH METHODOLOGY

- **Design:** Descriptive
- **Sample Size:** 105 consumers
- **Sampling Technique:** Convenience sampling
- **Data Sources:** Primary data via structured questionnaires; secondary data from journals, websites
- **Tools:** Chi-square test and percentage analysis using SPSS and Excel

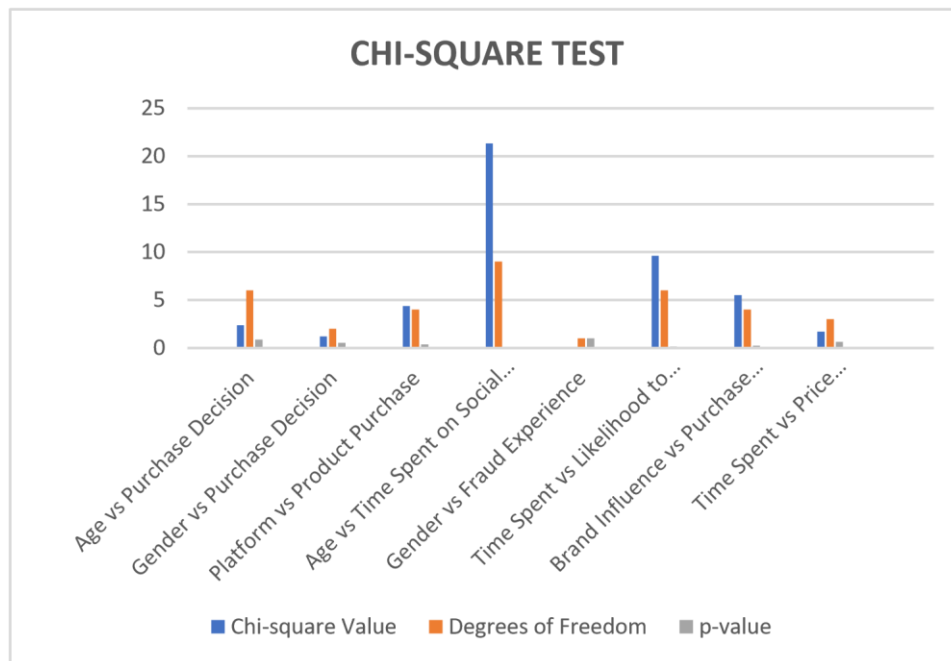
DATA ANALYSIS & INTERPRETATION

CHI-SQUARE TEST

SUMMARY TABLE

Table	Chi-square Value	Degrees of Freedom	p-value	Significance
Age vs Purchase Decision	2.356	6	0.884	Not Significant
Gender vs Purchase Decision	1.215	2	0.545	Not Significant
Platform vs Product Purchase	4.384	4	0.356	Not Significant
Age vs Time Spent on Social Media	21.339	9	0.011	Significant
Gender vs Fraud Experience	0.0	1	1.0	Not Significant
Time Spent vs Likelihood to Buy	9.614	6	0.142	Not Significant
Brand Influence vs Purchase Decision	5.514	4	0.238	Not Significant
Time Spent vs Price Affordability	1.708	3	0.635	Not Significant

SOURCE: PRIMARY DATA



INTERPRETATION

The chi-square test was employed to examine the association between various demographic and behavioral variables related to consumer behavior on social media. The results revealed the following:

- There was no significant association between age and purchase decision ($\chi^2 = 2.356$, $df = 6$, $p = 0.884$), indicating that consumer purchase behavior is not influenced by age.
- Similarly, gender and purchase decision ($\chi^2 = 1.215$, $df = 2$, $p = 0.545$) showed no significant relationship, suggesting that both male and female consumers make purchase decisions similarly.
- The relationship between social media platform used and type of product purchased ($\chi^2 = 4.384$, $df = 4$, $p = 0.356$) was also found to be not significant, indicating that the choice of platform does not strongly influence the type of product bought.
- However, a significant association was observed between age and time spent on social media ($\chi^2 = 21.339$, $df = 9$, $p = 0.011$). This implies that social media usage patterns differ significantly across different age groups, with younger individuals likely spending more time online.
- There was no significant association between gender and fraud experience ($\chi^2 = 0.0$, $df = 1$, $p = 1.0$), suggesting that both genders are equally exposed to or protected from online fraudulent activities.
- The association between time spent on social media and likelihood to buy ($\chi^2 = 9.614$, $df = 6$, $p = 0.142$) was not statistically significant, indicating that the amount of time spent does not directly affect the likelihood of making purchases.
- The influence of brand on purchase decision ($\chi^2 = 5.514$, $df = 4$, $p = 0.238$) was also found to be not significant, suggesting that brand presence on social media may not play a crucial role in purchase behavior in this context.
- Lastly, there was no significant relationship between time spent on social media and price affordability ($\chi^2 = 1.708$, $df = 3$, $p = 0.635$), indicating that price sensitivity does not vary with the amount of time users spend online.

DISCUSSION

While demographic variables like age and gender do not directly drive purchase behavior, engagement levels and interaction quality are more influential. Instagram leads in usage, but content effectiveness remains the key determinant of conversion. Brand influence appears moderate, suggesting a need for deeper emotional and functional branding.

FINDINGS

- Age and gender do not significantly influence purchasing behavior.
- Younger age groups (18–30) show higher engagement levels.
- All platforms show similar purchase patterns.
- Brand trust and fraud exposure are not dependent on demographics.

- High social media presence alone does not guarantee conversion.

SUGGESTIONS

- Focus on behavioral rather than demographic segmentation.
- Adopt consistent branding across platforms.
- Use interactive and influencer-driven content.
- Improve fraud awareness and transparency.
- Enhance affordability messaging with value-added offers.

CONCLUSION

The findings of this study highlight the dynamic nature of consumer behavior in the digital environment. While traditional demographic variables such as age and gender offer limited predictive value, the quality of engagement and content relevance play a central role in shaping consumer responses. Businesses like iLife Technologies must evolve their marketing strategies by focusing on user preferences, meaningful content, and authentic interaction. In today's highly competitive digital market, consumer loyalty cannot be earned by visibility alone, it must be built through trust, personalization, and consistent value. This research suggests that social media is not merely a platform for advertising but a strategic space for dialogue, influence, and brand development. As such, marketers must go beyond generic outreach to develop smarter, data-driven campaigns that genuinely connect with their audience.

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