

**Impulse Buying Behaviour towards Social Media Marketing in Coimbatore
District**

**Thesis submitted in
Partial Fulfilment of the
Degree of Master of Philosophy (M.Phil)**

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DECLARATION

DECLARATION

I hereby declare that the dissertation entitled Impulse buying behaviour towards social media marketing in Coimbatore district is submitted in partial fulfilment of the requirements for the award of the **Degree of Master of Philosophy (M.Phil)**, under the supervision and guidance of **Dr.(Mrs) P.Deivanai** M.Com, MBA, M. Phil., Ph.D., PGDCA, PGDED, Assistant Professor (SS) Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043, and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in this university or any other University or other similar institutions of Higher learning.

PLACE:-COIMBATORE

DATE:- 12.01.2021.



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This is to certify that the project entitled,

Impulse Buying Behaviour towards Social Media Marketing in Coimbatore District

Is a bonafide record of work done by

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SYNOPSIS

Synopsis

Life is difficult to consider without media. Media is one of the important major factors for social change. Social Media Marketing (SMM) imposes its influence on society and culture. The SMM uses social media platforms to connect the brand building and help to increase sales and drive website traffic. Its evolution has deeply transformed the communication landscape picture. The SMM sites such as Face book, Whatsapp, Twitter, LinkedIn, MySpace and blogs play important roles in promote the different brands for companies and maintain direct relationships with their customers as well. Companies have built entire departments who design and control social media according to their companies' requirements and promotional activities. Social media is different from traditional media because it is generated by users of these websites and the users have more control over it and they also generate content by themselves. The Present study attempts to examine the factors influence on impulse buying behaviour towards Social Media Marketing (SMM). The required data were collected from both primary and secondary sources. The study adopts Convenience Sampling Method. The sample size is restricted to 246 customers of Coimbatore district. The customers are classified on the basis of age, gender, income, occupation, family type and qualification. The Primary data were collected from the respondents and are carefully classified, edited and tabulated for this analysis. The different tools used for the analysis are Likert five point scales, weighted average method, Chi-square, Garrett Ranking method, Analysis of variance and factor analysis. They are calculated on the basis of percentage analysis. The result of the analysis shows that social media marketing helps to promote the brand among the customers and how the provided factors influence to impulse purchase behaviour.

CHAPTER-I

INTRODUCTION

In today's modern world way of communication is evolving massively. Social media have been a convenient way for all age groups to interact. The internet and particularly social media, has altered the media communications between buyers and marketers. The internet has characteristics such as the ability to store vast amounts of data in different locations-efficient search engines, data management and delivery-the ability to operate in software-like physical environment-comparatively lower prices. Using the net and the influence of numerous social media platforms, business people can now reach consumers worldwide at just one click. The internet technology that helps the consumer to search the product on the web allows the consumer to view the assessment and ranking of the product before he buys it. Users now use the machine to make use of internet marketing. Market buying decision by group contact is affected by the social media. The web platform is a new way to grow the business. Social networking modifies the way sellers and buyers interact. E-trade affects the consumer in his decision to buy. Social media contact is a modern medium for sharing product and service information. Analyse of consumer behaviour, since most of our practice of selling goods and services. Social media are an important way of promoting, selling and surveying goods. Social networking is now an effective promotional marketing device. It is also crucial to consider how social media influences consumer impulse buying behaviour. There are 300 more social networking sites and 150 crore members in worldwide, as mentioned in Wikipedia, (www.en.wikipedia.org). Social networking at the basic level is a web community in which reflect themes. The main reason why people are visiting these websites today is that big paradigms have been transferred by millions of people due to the advent of social networking sites. The social networking sites can easily make friends and create teams which are attractive, commercial, etc. The transfer of photos, sharing views on culture, film, sports, education and day to day activities and events is very straight forward.

Social networking sites bring old friends together and help keep broken links. Wisdom increases in cultural, social and economic aspects via social networking sites. The last reason why social networking sites are being created is their usability. Anyone can have an account with anyone and connect with him. Most content is personal data, photos, interest etc, Shared on social network sites.

Social Media Marketing (SMM)

The first and foremost purpose of social media is to communicate; people were communicating even before communication tools were fancied. Social media has become a part of life, opinions, society and enterprise everywhere people continue to use emerging technology for networking, socializing, collecting and disseminating information. Social networking had been around in one way or another since the 1970s. since the early days, the look and feel has greatly altered, the concept of communication remains the same. Today's technology allows for a larger interaction and communication period through similar to its roots; social media allows people to broadcast to the lots. Social media can be a boon for brand equity, consumer loyalty, and business performance. It is referred to as the set of online communications of various inputs, interactions, messages, website sharing and so on, which could be community based or individual. Different experts in social media describe different points on, the meaning of social media such as,

- An online social networking network operated by the web.
- A two-way means of contact.
- A medium which enables knowledge to be generated and shared
- A web-based technology-supported platform.
- Face book, and social gaming sites such as Forums and Virtual book marking.

Social media is where people can share their views. It can be considered as "Give and Get back environment" and the interactions is based on the exchange of content in free of cost. In another way people use social media as "two way platform" for sending and receiving information. Social media holds the place of middle men and connect the sellers and buyers directly. Post", "tag", "blog", "Share", "comment", "post your review" are some of the technical terms used in various social media applications to communicate between the manufacturer and the consumer. Information can be shared, new usage of the products can be known with this. Social media platforms such as online forums, blogs, scrolling advertisements, pop-up advertisements, blogs, and online communities hold the important place in marketing activity.

Importance of Social Media Marketing:

Social media marketing is an easiest way to attract the targeted consumers. In other way social media marketing can also be defined as the promoting channel of a particular product and the company. With this new approach marketing activities of firms have been increased gradually. Number of social media sites are there and they have different unique features of its own. Whenever we think about social media Face book is the very first thing comes to all of our mind, the other most commonly used are Twitter, LinkedIn etc. Social networking sites help users maintain their current relationships with friends and families, and connect comfortably and efficiently with them. While it was assumed that the role of social networking sites will reinforce real-world relationships, users instead loosen the means of friends and extend their networks to outsiders and strangers.

Online networks categorisation: Social networking sites may be categorized with different roles in an extraordinarily diverse way. Digizen, a corporation categorizes the social network, based on various features. Social network built on profiles: This is focused on the profile pages of the consumer. Definitions for social networks focused on accounts are: www.facebook.com and www.myspace.com. The user-developed webpage includes a variety of ways in which they typically contribute to all other areas-usually text, embedded content, links to other content. Some sites allow users to post video links in their profile pages from different sites. Social network built on content: User profile plays a key role in building connections with others. But when compared with content uploading, they have a very small role. The material is mainly in the form of images, and these photographs are discussed by other social network users. Media networks with a white logo: They give their users an ability to create and be part of groups that means that users can build their own customized small website connected to the social network that is important to their subject area. Wet paint is a group-based forum where users are members of this community and are able to produce content on their topic of interest and to interact with others whose topic of interest is the same. These types of categories do not necessarily fall under the social networking overview, but they do play the part of social networking through localized online and offline conversation.



Figure 1.1 Importance of social media marketing

Social media which is doing the marketing helping businessmen to understand their consumers by understanding their likes and dislikes. It can also help various firms to understand different types of activities. Some of them are listed below:

- ❖ Improved brand loyalty
- ❖ Brand recognition
- ❖ Brand authority
- ❖ Low selling price
- ❖ Conversion ratio
- ❖ Chances to convert

The user has to sign for his or her personal information to be a part of the social media network. Social networking sites subscribers can be graded as,

- **Friends:** Friends are called social networking website users who know the person and consider them as friends, and can share things like photos, blogs, facts, and much more.
- **Mates:** Mates are those who might be named by others as friends, given the fact that they are not far-famous and trustworthy. It indicates that mates are shown as friends, but they are not in the group where something can be shared.

- **Fasters:** They aren't going to disclose their original network identities to anyone. They're completely different from friends and they want to hide, no one can imagine who they are and what they need.
- **Prosecutors:** Prosecutors are social media users who will say they are individuals who engage in deceitful monetary or social media platforms that cause damage on other people. In this situation, there are other participants who exploit the information that is posted on blogs, such as information on Face book and many other social networking platforms.

Impulse Buying Behaviour:

The term impulse buying behaviour can be clearly explained when the consumer feels very urge to buy a product without any intention to buy. Impulse buying is thought of as a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process prevents the thoughtful and deliberate consideration to search alternative information and choices. This is also called as “an unplanned purchase” which is characterized by the immediate possession the main factor of impulse buying depends upon the mood of the consumer or the emotional state of the consumer.

Hawkins Stern's Impulsive Buying Theory

The theory got its name from the proposer, Hawkins stern who had put this forward in 1962. The theory offered a fresh perspective on consumers' buying behaviour as most of the contemporary consumer behaviour theories like Maslow's need Hierarchy theory of motivation (1943) and Engel, Kollat and Blackwell (1968) which believed that consumers always make rational and well-planned buying decisions (Dutta and Mandal, 2018). Stern argued such perspective and proclaimed that consumers indulge in impulsive buying behaviours under the influence of external forces. The theory argued that marketers can convince consumers under a recent survey conducted in the context of American consumers claiming that 80percentage of the respondents of respondents buy on spur-of-the-moment while shopping online (Johnson, 2018). The digital marketers are skilfully blending technology with their marketing goals to encourage impulse buying by the target audience (carter, 2018). An important contribution of Hawkins stern's model is the categorization of impulse buying behaviour (Shapiro, 2015). The model suggests *four kinds* of impulse buying.

Types of Impulse Buying

The following are the various types of impulse buying behaviours,

* **Pure Impulsive Buying:** A purchase that breaks the normal planned shopping pattern. This category is strongly connected to emotions and the impulsiveness is very high. It occurs because of a want to escape or because the product is a novelty. The consumer is not looking for the product at all but feels a strong emotional want. Low price is a common trigger to this category. It is also called classic impulse buying.

* **Suggestion Impulsive Buying:** On seeing a new product for the first time, a need develops in the shopper that can only be satisfied by buying the product. This purchase can turn out to be a rational or functional purchase decision but the purchase is not planned because the consumer has no previous knowledge about the product. That is why visualization in the store is the key factor for the purchase.

* **Reminder Impulsive Buying:** When a product suddenly reminds the consumer that they need it because they are out of it back home. There already exists an unconscious need for the product which implies that the consumer has previous knowledge about the product. The reminder impulse can also remind them about a particular advertisement or information previously noticed by the consumer, which now makes the consumer take the opportunity of purchasing. The difference between reminder impulse buying and suggestion impulse buying is that the product is known to the consumer in the former but not in the latter situation.

* **Planned Impulsive Buying:** When entering a shop, the consumer has in mind to buy a product but the choice of brand, size or price, etc. has not been determined. Special offers and other stimuli, such as salespersons, influence the decision inside the shop. The actual decision is made at the point of purchase

Factors which leads to impulse buying

- ❖ **Store ambience:** In the relaxing mindset of the consumer, most consumers are distorted by internal environmental factors. In fact, “the stimulus” is the driving forces behind consumer purchases. Marketers concentrate on consumer meditation for drive purchase through promoting external stimuli as consumers show pleasure as an inducement for advertisements. Displays of the window, Visual merchandising, level of income, credit card, nature of buyer, in-store

displays, Store apparent characteristics, unexpected cheaper prices, discounts/sales/prices, in-store shopping environment.

- ❖ **Price as a factor that triggers impulse buying behaviour:** Marketers make use of several strategies in order to trigger impulse buying behaviour among consumers. The pricing decision, according to stern, is the most important trigger of an impulse buying decision. This is because it makes the consumer spend than they originally planned. However, it is may not be applicable for expensive items such as automobiles. It is most common in products which have a low shelf life, marginal need for the consumer, smaller size and ease of storage.
- ❖ **Marginal need for an item with short shelf life triggers impulse buying:** Items that perish quickly or have a short life need to be purchased frequently by consumers. Since consumers have to purchase it repeatedly, they spend less time in planning to buy it and hence purchase them when they encounter them (stern,1962). This refers to the degree of need for an item. Many convenience goods such as daily staples, milk, bread and sugar for which regular purchases are made. However, some times are non-convenience goods and hence there is a marginal need for them. The consumer postpones purchasing these items until there is greater degree of need for it, hence these purchases are likely to be less planned and more impulsive (chhabra,2010)
- ❖ **Mass distribution and self-service:** The more places a product is available, the more chances the consumer will buy it. Since impulse buying is not planned, marketers make the product available at multiple locations so that there are more chances of a consumer buying it (stern, 1962).
- ❖ Self-service option gives the consumer the opportunity to freely explore their options and buy more quickly. Since there are many products readily available for the consumer, they are more likely to buy products impulsively. Hence marketers prefer to make their product available more at self-service locations (Iyer and Ahlawat,1987).
- ❖ Some other factors which influence consumer buying behaviour were personal factors, psychological factors, Social factors and cultural factors.

Personal factors

Age: First and foremost thing which affect the consumer behaviour is age for example when consumer is younger age he may prefer trendy cloths where as office goers prefers the formal way of dressing.

Gender: When comes to the choice of colours in dressing gender plays an important role for example women prefer colours like purple, pink, where as men prefer black, blue and so on.

Education: Based on the Education buying behaviour may change some people prefer to spend on books, personal care products etc.,

Income level: Buying behaviour differs according the income level of consumers. Person belong to high income group will spend more and vice versa.



Figure 1.2 Factors affect consumer behaviour

Social Factors

Social factors like which affect the consumer behaviour like

Reference groups: It consists big or small team of members include co-workers, friends and relatives etc.,

Family: Contribution of family members plays a major role when compared to others. Family members influence mostly the buying behaviour of the consumers.

Psychological Factors

There are some psychological factors which affect the consumer behaviour like

Learning: Learning means changing the behaviour of the individual when a consumer performs online by product or by way of performance and when he is satisfied he will always follow different social media marketing

Attitude: An individual's attitude also plays an important role in the purchase decision of an product.

Beliefs: It's a person talking about a product/item. If there is strong belief in a product/person/thing/method/then it will impact the consumer's behaviour in buying the product.

Cultural Factors

Culture: Culture in the sense the taste and preference of the people from different regions all over the world. It is main factors which affect the consumer behaviour. For example, the culture and tradition of people change from north Indian people to south Indian people. Also it differs from one country to another Subculture is also important factors which affect the consumer behaviour

Stages In Consumer Buying –Decision Process

The various stages involved in consumer buying decision process are,

- The problem recognition stage: the identification of product a client desires.
- The search for info: Which suggests search for data bases or external data sources for information on the merchandise
- The possibility of different options: which means whether or not there's higher or cheaper product offered.
- The choice to purchase the merchandise and
- The actual purchase of the product

Given below is the diagrammatic model of various stages in consumer buying behaviour

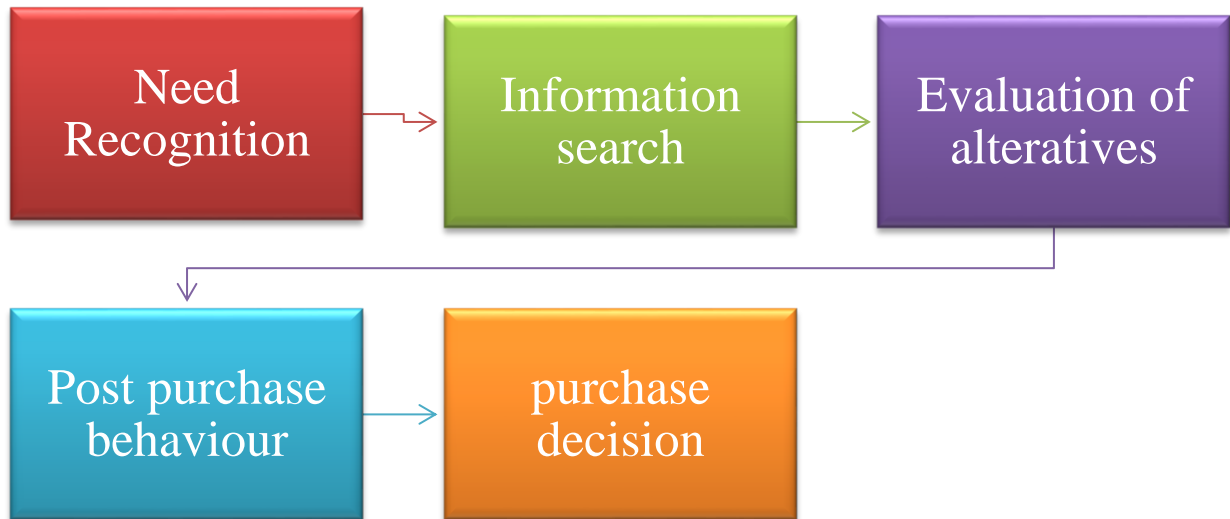


Figure 1.3 Stages in Consumer Buying –Decision Process

This shows the complete process that a client can possibly, whether recognizably or not, go through after they move to buy a product. When creating a purchase decision, social media influence take part a necessary role. When a consumer decided to purchase, then he/she prepares a list of options for deciding the proper product. Even though e commerce sites a are offering various tools for browsing, searching for the product, proving product specifications, it is continuous to be a difficult task for the consumer. Nearly eighty percent of users of the internet are not using the e-commerce sites because they could not find the right product which they need. Individuals are looking for reviews, recommendations are ranking from the existing consumers and from trusted people which includes workers in the organisations, members from family, relatives and friends. Most of the times these trusted people may be out of reach of discussion. Social media sites provide quick access to the friends, relatives and trusted people through web and also permits the consumer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also. In any way the most important part of any organization is consumer. Without consumer there is no value any firm and business organization. It is the duty of business organization whether

online or offline to build the relationship with consumers. There are various points which clearly explain why there is a need to maintain consumer relationship.

Consumer impulse buying Behaviour through Social Media Marketing

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services (consumer-Behaviour – Issues and concepts).By this definition we can say that buying of goods/services is not only thing that creates attention in consumer behaviour but the process has started earlier than the goods have been acquired or bought. This process gives rise to internal and external research. The next step appears to be the decision making process step for purchasing and using of goods, then finally comes the post purchase behaviour which is equally important since it provides some clues to the companies regarding the success of the product. Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decision is based on assumptions about consumer behaviour.

1.1 Statement of the Problem

Impulse buying is an unplanned decision to buy a product or service. It disrupts the normal decision making models in consumers' brains. According to the studies conducted by most of Indian researchers majority of the impulsive buying has been made on the products like FMCG, Apparels and others. Impulse buying behaviour is a widely recognized phenomenon occurs in the mindset of consumer during purchase. As reviewed in literature impulsive buying is important phenomenon. So far various models and research have tried to explain the impact of some cognitive and affective factors on impulse buying behaviour through social media marketing. Other researchers have studied impact of demographics factors or consumer related factors. Hence, this study intends to relate several of these scattered factors to give a seamless understanding of the factors leading to the impulsive buying behaviour through social media marketing. The purpose of this research is to answer the following questions with respect to the influence of social media.

1. How influence social media to motivate impulse buying behaviour.
2. How promote the product through social media marketing.
3. How insist the social media to purchase product through impulse buying behaviour.

4. What are the problems faced by customer in purchasing product through social media.

1.2 Objectives of the Study

The Main objectives of the study are to find out the Impulse Buying Behaviour towards Social Media Marketing (SMM). Based on the main objectives, the following secondary objectives have been framed.

- ❖ To study the socio economic profile of the consumer through impulse buying behaviour based on Social Media Marketing (SMM).
- ❖ To analyse the factors affecting impulse buying behaviour of consumers through Social Media Marketing (SMM).
- ❖ To assess the promotional tools utilisation of social media marketing.
- ❖ To analyse consumers' perception and attitude of impulsive buying behaviour through Social Media Marketing (SMM).
- ❖ To examine the problems faced by the consumers to purchase of products through Social Media Marketing (SMM).

1.3 Limitations of the Study

- The sample size is restricted only 246, so the implication of the samples was very limited.
- The results were based on the information collected from the respondents in Coimbatore district. So, it may be a chance of bias.
- The selection of respondents only purchased products through social media marketing based.

1.4 Chapter Scheme

Chapter – I

The first chapter deals with the Introduction of the study, Statement of the problem, objectives of the study and limitations of the study.

Chapter -II

The Second chapter presents the review of Literature from previous models of studies and analysing the gap based on previous studies relating to impulse buying behaviour through Social Media Marketing (SMM).

Chapter -III

The Third chapter focused on research methodology adopted in this study it also includes research design, Sources of data, Research sampling, Sample size, Area of the study, Statistical tools used to analyze the collected data and definition of the concepts.

Chapter IV:

The fourth chapter illustrates the analysis and interpretation of the study.

Chapter V:

The Chapter five presents the Summary of findings, suggestions and conclusion.

CHAPTER-II

REVIEW OF LITERATURE

INTRODUCTION

A literature review is a report of the information found in the literature related to a selected area of the study. It is a process of reading, analyzing, evaluating and summarizing scholarly materials about a specific topic. It should give a theoretical base for the research and help the researcher to determine the nature of research. A literature review is more than the search for information, and goes beyond a descriptive annotated bibliography. Hence review of literature is important for any type of research to know the methodology followed and analysis made, identify the research gap in particular. The present chapter shows that what has already been completed related to Social Media Marketing and what work needs to be done. Recent research indicated that duplication of research does not occur. The researcher must classify particular problems from the literature different types of research have been carried out on several aspects of social media marketing. This chapter presents the brief reviews of earlier study based on “Impulse buying behaviour towards Social Media Marketing (SMM) in Coimbatore District”. The collection of reviews has been made from various part of the studies undertaken by academic journals, magazines and publications, working papers, books, websites etc., Based on this, the collected reviews are divided into six categories under,

- ❖ Consumers buying behaviour
- ❖ Impulsive buying behaviour
- ❖ Social Media Marketing
- ❖ Social Media Advertising
- ❖ Marketing Tendency

❖ Marketing Content

Abdul Ghafoor Kazi, et.al., (2019) in their study entitled “The impact of social media on impulse buying behaviour in Hyderabad sindh Pakistan” discussed about the increased impulse behaviour of customers with the objective of analyse the factors which affecting the impulse buying in Hyderabad city. The researchers followed explanatory research study methods. 160 responses were collected in this study. Correlation, ANOVA and coefficient were used .This study concludes by describing the significant relationship between the trust and the impulse buying behaviour of the customers. Online retailers should understand the need and importance of Social media which encourages the impulse buying behaviour of the customers.

Achille (2008) in his study titled “Social Media -an effective tool in marketing” indicates that due to reviews and recommendations posted in various social media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

Alireza Mohammad pour et.al., (2014) in their research work “Impact of social media marketing on online buying with respect to brand capital” The study aims to find the impact of social media marketing on online buying behaviour of customers with respect to brand capital using path analysis technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behaviour of consumers. The results indicated that social media had significant impact on brand name. Social media marketing had significant indirect positive impact on online shopping behaviour of consumers. The results conform the role of brand marketing in concurrence with media and online buying behaviour of consumers.

Ali shufran et al. (2017) in their study “Customers’ behaviour towards social media marketing: an empirical study” discussed the perception towards social media marketing practices used by marketers, descriptive and exploratory research was carried out. The main objectives of the study include to know about the consumers buying behaviour. How social media influence the consumers to purchase

products. To answer the above said objectives, 200 samples were used descriptive statistics, one way ANOVA, cluster analysis, conclusion was the majority of the respondents have given importance to social media is creating strong desire for the product in the mind of the customer.

Al-Dhuhli et al. (2013) In their research paper entitled “A comparative study of online-offline purchases towards consumers” states that Social Media have given lots of opportunities to customers in adapting completely different aspects in life. Face book, Twitter and Instagram have contend vital roles in increasing consumers' on-line purchases. Though Asian nation and alternative Arabian countries face shortage in utilizing these sites with efficiency, we tend to still have substantial proof of its use. This paper aims to know that customers are principally influenced by on-line buying; reasons that tempt client to get on-line, styles of product that are principally purchased using Social Media and kinds of Social Media that are principally employed by customers in Oman. To realize these objectives, we tend to conducted 2 primary analysis ways, form and interview to analyze the impact of Social Media sites on users’ dynamical behaviour who aim to get on-line. The findings show that Instagram has created vital change in consumers' purchasing decisions towards selecting product. This study has several implications on each theory and observe.

Alok R. Saboo et.al., (2015) in their study “Social media activities that boost the attractiveness of brand among consumers” The researchers convey that, according to social identity theory, consumers work effortlessly to increase the attractiveness of the teams people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying behaviour. Statistical analysis were performed with thirty-six music artists over seventy-three weeks and the results shows how the buying behaviour of consumer is influenced by social media activities.

Aragoncillo.L et al. (2018) in their study “Impulse buying behaviour: an online- offline comparative and the impact of social media”, This paper aims to explore the phenomenon of impulse buying in the fashion industry. The online and offline channels are compared to determine which is perceived as leading to more impulsive buying. Findings are limited by the sampling plan, the study compares the impulse buying phenomenon in both the physical store and the interne. Moreover, the influence of social

networks on impulse buying is also explored. This result confirms the potential of social media to affect shopping behaviour. Furthermore, this research offers the first step for the validation of a scale that effectively measures the influence of social media on impulse buying behaviour.

Arun chitharanjan (1994) in his research work “Analysing the impact of social media marketing and online advertisements on consumer behaviour” researcher tries to investigate that in spite of having huge infrastructure why Apple Inc has not been able to market their products effectively, critical understanding of varied concepts is the main objective. Quantitative technique is adopted for this study. To conclude it is to be found that consumer has been under going online advertisement using social media marketing and this stated that business must carry out appropriate advertisement using such media channels.

Asad ahmad et.al., (2016) in their study “Factors influencing consumer’s attitudes towards social media marketing”, tells about the different kind of factors which affects the attitude of the consumer .Main Goal of the researcher is to find out the attitude of the consumer towards social media marketing. How social media influence consumer to purchase products online. The tools used in this study like economic factor analysis, confirmatory factor analysis. Data were collected and analysed to find out the conclusion. To conclude this analysis has discovered the proposed model very finely and the attitude of the consumers is a positive way towards all the social media networks.

Ates Bayazit Hayta (2013) in his research work entitled” social media marketing boon or bane” aims to grasp the influence of social media in today’s life and brings new view and to see the consequences of social media networks on shopping behaviours of shoppers. The sample consisted of a around 600 young shoppers between the age limit of 18-24 years who use social media marketing and have account in any of the social networks. Interview technique was used to confirm the study. The primary data collected through structured form consists of inquiries about demographic data of teenagers, the length and aim of teenagers to use net and social media. In the Questionnaire, 5-point scale was applied to confirm the link between buying behaviours of teenagers and social media. The Cronbach’s Alpha scale was employed to find the connection between shopping behaviours of shoppers and social media and the result was 0.965. The result of the study implies that social media technique produce a vital impact on buying behaviours of shoppers with respect to age and academic qualification.

Aysen Akyuz (2000) Investigated “Determinant Factors influencing impulse buying behaviour of Turkish Customers in Super market setting” the main aim of this study is to identify the determinants influencing Turkish consumers’ impulse buying behaviour in super markets. Sample of 450 respondents were collected for the study. statistical tools like percentage analysis, chi –square, factor analysis were used for analysis of data collected. While some independent variables such as sales promotion and credit card usage found to be the affecting factors of impulse buying. The conclusion of the study came as variables such as income level is found to have no relation with impulse purchasing.

Beatty and Ferrell (1998) underwent a study on “Buying impulsiveness is a distinctive personal trait” that represents individual’s tendency to think and to act in a distinctive, identifiable way. The main objective of the study includes the major factors which influence impulse purchase among the consumers. Highly impulsive buyers are more likely to react to spur-of- the moment buying stimuli, they are more open to unexpected buying ideas; they are triggered by physical proximity to a desired product and are dominated by emotional attraction to the product as well as the immediate gratification. To conclude, the individual persons mindset creates the buying urge of any product that the consumer came across.

Bion Aldo Syarief et.al., (2015) In his study “Role of social media among the college students in President university” This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at president University. A sample of 140 students of President University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, Likert scale were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

Celine (1995) in her paper titled “Social media marketing benefits for businesses why and how should every business create and develop its social media sites?” analyse the benefits of social media marketing for business and the main techniques used to achieve these benefits. Types of social media channel. The main sources of information used were from the internet articles and blogs on social media marketing. To conclude it is strongly believe that a small-scale internal social presence is much more profitable than a large-scale outsourced one. Also, social media return on investment is definitely about experience and insights, rather than about fans number.

Charles-Henri et.al., (2012) In their study entitled "Influence of social media in consumer buying decision process" explains how social media influence on the buying decision process of consumer and also how it differ at each stage of buying decision process. A structure form and two semi-structured interviews is used to gather data for the study. Responses were collected from a group of 398 people. The study finds that Social Media varies at every stage of buying decision. As the buyer dig deep to get more information about the product, the influence of Social Media is reduced. The study highlights that there are possibilities for the sellers to hold the influence of Social Media in buying decision.

David H. Silvera, et.al., (2008) in their experiment on "Impulse buying: the role of affect, social influence, and subjective well being" to examine predictors of impulse buying. The present research empirically tests a theoretical model of impulse buying. Findings include that the cognitive facet of impulse buying, associated with a lack of planning in relation to purchase decision, is negatively associated with well-being. This study validated and extends the verplanken et al. Model by examining the relationship between impulse buying and other psychological constructs.

Dania Shakaib Farid, et.al., (2018) in their research work "Effects of personality on impulsive buying behaviour: Evidence from a developing country" study about the impulsive buying behaviour how it affects the personality of the buyers. Objectives of the study are to know about the consumer impulse purchase behaviour and how it affects the consumer personality in the time of purchase. The sample collected for this study is limited to 486 respondents. Statistical tools like Reliability analysis, KMO model, factor analysis, regression analysis were used in this study.

David H. Silvera, et.al., (2008) in their study has examined "The predictors of impulse buying and noted that moderate levels of impulse buying" can be pleasant and gratifying. Moreover, research suggested that chronic, high frequency impulse buying has a compulsive element and can function as a form of escape from negative affective states, depression, and low self-esteem. Results also indicated that the cognitive facet of impulse buying, associated with a lack of planning in relation to purchase decision, is negatively associated with subjective wellbeing, The affective facet of impulse buying, associated with feeling of excitement and an over powering urge to buy linked to negative affect and susceptibility to interpersonal influence. The level of impulsiveness in positive mood is significantly higher than the level of impulsiveness in negative mood.

Dr. Parul Deshwal (2016) in his study “Online advertising and its impact on consumer behaviour”, explained about the core concept of online advertising, the researcher has focused on in-store retailing and impulse purchase is based on varying conceptual taxonomies of different perspectives, benefits and disadvantages of online advertising, effect of online advertising in customers, advertising opportunities in India. 276 respondents were collected through the interview schedule. Statistical tools like chi-square, reliability analysis, correlation were used to analyze the data collected. Finding of the study says since, online advertising had been increased in these recent days, the consumers buying pattern also changed massively.

Diana Tont (2016) in her thesis “Social media marketing: a gateway to consumer’s Wardrobe A study based on high-street fashion brands Zara, H&M, River Island”, Social media has revolutionised the way brands and consumer interact: from a monologue to creating active conversations and engagement through a variety of platforms. sample of 480 responses were collected from various group of people. Thus, social media allows brands and consumer to connect on a more intimate level by humanising and by satisfying the functional and emotional needs of the consumers. In this aspect, the following question surfaces: how do high-street fashion brands use social media platform to further development of personal relationships with consumers.

Ethel Lee (2013) in his study ”Effect of social media in consumer buying behaviour” The study aims at clarifying why, when and how the social media affected the consumer buying behaviour. The study was conducted during May 2013 in Turku. Quantitative analysis technique is tailored for the aim of this analysis. Primary data was collected through questionnaire. This analysis offers clarification on how consumers are involved in the process of gathering required information through social media before procuring a product. The findings provide that consumers actively take part in the search of information for a product on social media when compared to mass media, the search is more subjective and selective and subjective.

Forbes et.al., (2013) “Influence of social media in decision making process” made an analysis with a study of around 240 sample consumers on their purchases in relation to the type of the product bought and its costs. The collected data were analysed with the statistical tools like reliability analysis and ranking. The conclusion shows that the purchase decision is influenced by the suggestion of the consumer on-line friends. The study reveals that fifty-nine percent of the sample uses Face book and

used public media to receive product information from contacts or friends. These result shows that there is an influence on shopping behaviour by social media.

Francis piron (1991), in his study “Defining Impulse Purchasing”, shared about the concept of impulse buying, various reviews of existing definitions, dimensions of impulse definition. The main objectives of the study include knowing about the factors which leads to impulse purchase or unplanned purchase. Sample of 259 respondents were chosen for this study. Collected samples were analysed with the help of statistical tools like SPSS .With the results found from the analysis further conclusions were made. Finally, the definition proposed in this paper improves upon the previous definition as it offers both discernment and flexibility.

FundeYogesh et.al., (2014)”Social media an way bridge to consumer and manufacturer” In their article state that Social media has reformed the ways of information sharing and communication. In India, the growth of social networking and social media websites provides businessmen a new alternative to contact customers. The researchers in this article make an attempt to find the influence of social media on shopping decision of consumers. The article analyzes the impact on different stages and usage pattern of shopping process. The research also insists that the social media is mostly used for getting information about the product and quality. The study also indicated that the reviews and opinions in social media have an effect on the buying decision process.

G.Periyasamy, P.Vijayalakshmi (2017) undertook a study on “E-marketing and E-Retailing” it includes both direct and response marketing and indirect marketing elements and uses a range of technologies to help sell your goods or services. Sample of 167 responses were collected and analysed in this study. Collected samples were analysed with the help of statistical tools like chi-square, correlation, Regression. This paper includes the advantages of e-marketing. Internet marketing strategies, benefits of E-retailing, success factors for E-retailing. This paper concludes by e-retailing in India can be a success if the E-retailers change their business models and understand their consumer more because consumer are the real kings.

Garima Gupta (2013) in her paper “Influence of social media on product Buying” analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers

purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

Ghulam shabbier khan Niazi, et.al., (2002) in their Work "Effective Advertising and its Influence on consumer Buying Behaviour" reviewed the relationship between environmental response and emotional response. The research investigates the relationship between the variables involved. Respondents were limited to 390 only. Findings of the study show the moderate relationship between the independent and dependent variables. It shows that consumer purchase those brands from which they are emotionally attached. This study reports new results in the field of buying behaviour of consumer's response.

Gokhan Aydin (2016) in his study "Attitudes towards Digital advertisements: Testing Differences between social media Ads and Mobile ads", state the differences between the attitude of the persons towards the social media and mobile ads, Face book ads was used as an substitute for the ads through social media and ads which we saw through mobile comes under the mobile ads. Sample of 365 responses were collected for this study. Comparative sample techniques were used, factor analysis, independent t-test were used. To conclude the overall attitude towards Face book ads and mobile ads were both found to be unfavourable in the analysis carried out.

Jojo joy Sulaipher (2017) in their study" Consumer perception towards social media marketing techniques in rural areas", states the importance of social media. The objective of the study includes to study the influence of social media marketing among rural consumers. 100 responses were collected for this study. Tools used for data analysis includes Mean, sample test, ANOVA. With the results found from the study the conclusion were made. To conclude males are more exposed and influenced by the social media compared to women. The users irrespective of rural and urban use social media for making the buying decision.

Kalpanadevi, kiruthika (2017) attempted their exploratory research on "Impact of web Advertising on buying Behaviour" The objective of the study is to understand the core concept of web advertising, with addition to the concept of web advertising, its advantages, disadvantages, the effect of web advertising on consumer behaviour. The sample of 450 respondent were collected for the study.

Statistical tools like percentage analysis, correlation, regression were used. The conclusion of the study results outlets for broadcast based advertising in the future. An alternative if targeted Advertising.

Muhammad Bilal Ahmad, et.al.,(2007) conducted an research work on “Factors affecting Impulsive buying behaviour with mediating role of positive mood: An Empirical Study” the objective of the study includes the factors which leads to impulse buying behaviour. sample of 530 responses were collected for this study. Collected data were analysed with statistical tools like percentage analysis, correlation, and regression. This research paper will prove beneficial for marketing practitioners and researchers by developing a comprehensive knowledge and understanding about customer’s impulse buying behaviour and its relationship with its determinants.

Kannan, Vinayagamoorthy (2013) examined “A study on influencing impulse buying behaviour” to find the variables that effects the impulse buying behaviour ,The impact of various impulse buying factors like sales and promotions etc. This study is based on the primary data. 345 responses were collected and analysed using SPSS Software .It is found from this study that since income of the people increase more and more people are moving towards the western culture along with that the impulse buying of the commodities is on a great increment mainly due to price strategies.

Kathiravan (2017) in his study on “Effectiveness of Advertisements in social media”, tried to find out the effectiveness of advertisements in social media. The main objective of the study includes effectiveness of social media. Sample of 470 respondents were collected in this study. The data collected were then analysed using one way ANOVA technique in his study. It is found that Face book text ad has moderately agreed with informative, attention, credibility, entertainment and relevant news. To conclude entertainment and attention is less impact for the text advertisement.

Lama Khawaja (2018) in her study, “Factors influencing consumer buying behaviour toward impulse buying” Revealed the factors influencing consumer-buying behaviour toward impulse buying. The main objective of the study includes finding out the factors which influence the consumer buying behaviour towards impulse buying. Face-to-face interview has been scheduled for 300 respondents. Simple and multiple regressions were used for data analytics. The results indicate that demographic factors influences positively in the impulse behaviour. This study proposed that will attract consumers for an impulsive behaviour.

Lakshmanan, Rabiya Basariya (2017), in their study “The role of social media on enhancing advertising effectiveness”, evidenced the effectiveness advertising through social networking sites. Face-to-face interview has been scheduled for 500 respondents. The data collected was then analysed using the various statistical measures like percentage analysis, correlation, Regression. Methods to measure the effectiveness of advertising were discussed. the study concludes that social media provides new opportunities , user-friendly and clients can adapt well.

Le wang, Flora Ampiah,(2006) in their study “The influence of Pop-up Advertising on Consumer purchasing Behaviour A case study of social media users in Ghana”. The study therefore explores the influence of online advertising, especially pop ups and on the purchase behaviour of social media users. The sample of 390 responses was collected for the research study. The findings reveal that social media users perceive online ads, especially on pop-up ads as effective. Based on the findings the study recommended, among other things, that advertisers should design pop-up ads that are user friendly and less intrusive.

Manoj bansal, satinder kumar, (2018) underwent a research work on “Impact of social media marketing on online impulse buying behaviour” examined the role of social media marketing factors and their impact on impulse buying behaviour. Quantitative research was made. Regression analysis tool is used to test the impact on one factor because of another. One way ANOVA also used to check the mean differences. The conclusions were established in terms of the univariate and bivariate analysis. It is clearly stated that the social media marketing factors impact on impulse buying directly now a days. Unplanned purchase increases due to social media and up to 40 percent extra expenses increase due to the social media factors.

“**Mohammed Fahmi Alzyoud**” (2018) in his study “Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers”, Aims at examining the role that social media marketing played among individuals in Jordan; precisely females and how it increased their impulsive purchasing of items through a social media platform. Through the qualitative approach, and using the questionnaire as a tool, the researcher distributed the tool on total of (400) female individuals forming had an influence on impulsive purchasing behaviour among shoppers noting to the variable of variety seeking which presented through the social media platforms. The research however recommends a deeper investigation of how the impulsive and instant purchasing behaviour was

influenced by social media and the social media touched the behaviour of the customer into a different scheme.

Mohammad mazibar rahman, Mamunar Rashid, (2018), attempted their exploratory research on “Social media advertising response and its effectiveness: case of south Asian teenage customers”. The study selected four popular social networking sites which indicated the highest Asian visitors surveyed with a questionnaire. The questionnaire was circulated among 450 respondents. Furthermore, the collected data were analysed with the help of statistical tools .The result identifies variation in predictors of users buying decisions and provides some indications for using and developing social media platform for advertisement describes how to reach more user response in a regular time frame with the ultimate success of purchasing goal.

Nancy Fernandez, (2019) in her study “Effectiveness of social networking sites in marketing” analyzed the best use of social networks. With the main objectives to find out the effectiveness of social media. Sample of 340 responses were collected for this study. Data collected were then analysed. With the help of primary and secondary data .The data collected were then analyzed with the help of statistical tools like percentage analysis, chi square test, correlation, regression, one sample t-test. Various social media apps also added to the study. The study concluded by the advertising for low-involvement products can be more important than the high-involvement product.

Neti.S, (2009) in her study, “Social media and its role in marketing” state the factors such as the size of social media platforms, brand transparency, reach of audience, as well as other benefits as compelling reasons for companies to begin looking at social media as a marketing tool. This article gives detailed information about various different marketing strategies in creating different types of ads. The main weakness of this article is that it is very bias towards social media marketing, as it only outlines the benefits and success stories of companies. In conclusion, social media marketing in continuing to be a very relevant and useful method for attracting new consumers as well as strengthening customer loyalty towards for a brand or company.

Oren Bulka (2014) underwent an research work on “Social media marketing: how social media give power and to companies on the internet” with the objective of knowing understanding social media and Network effects, how we use social media, social media as a department, social media strategies. 290 respondents were collected through an structured questionnaire in an interview schedule of 15 minutes

to a person. Data collected were then analysed using statistical tools. Researcher used, traditional academic research-regarding news articles, investigating various social media theorists, and reading books about social media.

Goyal et. Al. (2008) in their study, “Influence of social media on buying behaviour of customers” conducted a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behaviour than advertisements or different promotional devices. In fact, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. There is a significant stronger impact on shopper behaviour when the social media is used as a positive outreach to share information.

Parmar et.al (2008) in their study “Factors influencing impulse buying behaviour”, Researcher picked the factors of impulse buying behaviour. Consumers and promotional Approaches were taken, consumers are more likely to buy impulsively when they see free products and price discounts offers. A set of structured forms were distributed to the respondents and used for the analysis of this study. Further the collected data were analysed using the tools. Hence, The study concluded that consumer impulse buying behaviour is favourable. Consumers can be attracted to a store for purchase by settling up a well-designed window displays but by insertion up a proper placement of products, packaging and displays of products along with a better presentation of products and store.

Pietro et.al ,(2012) in their study entitled “social media and buying decision of consumers-an Exploratory research” Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer’s suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

Prof. Assoc. Dr. Elenica Pjero et.al., (2015) underwent a research on the title “Effect of social media and buying behaviour in Albania reality sector” conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behaviour of customer. Group of 560 respondents were taken in this study. The researchers discussed the growth and adaptability of Social

Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behaviour of consumers

Qazi mohammad ahmed (2018) in their research work, “The impact of consumer beliefs on consumers’ attitude: A social media advertising perspective”, states the consumers attitudes towards the social media advertising. How social media influence the consumers attitude towards social media. Convenience sampling technique was used. Sample of 480 respondents were collected through a structured questionnaire framed. Collected samples were then analysed with the help of statistical tools like Correlation, regression and ANOVA were used for test results. This research paper provides strategic guidelines to the policy makers and marketing managers over how they can build engaging promotional content through social media.

Rajiv Kaushik, (2012) underwent an research work on “Impact of social media on Marketing”, he examined Evolution of social media, impact of social media advertising, concerns and criticism of social media. The samples of 430 respondents were collected fir the study and the collected data were then put together for the further analysis. Analysis had been made with the help of the statistical tools like correlation, percentage analysis, Likert scaling techniques. with the findings of the study further conclusions were made . To conclude as the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to large extent.

Rebecca Hodge (2004) in her study “Factors influencing Impulse buying during an online purchase Transaction” revealed the reasons for impulse buying, categories of impulse purchases, online impulse buying, this study follows the real time (live) purchase data. The results shows that the more a consumer spends, the more likely they are to make an impulse purchase. Although household income also had a significant effect on the likelihood to purchase as expected, it was surprising that this effect had a negative relationship. This indicated that as the consumer’s household income increases, they are less likely to make an impulse purchase.

Ronals E. Goldsmith, et al. (2015) conducted a research work on “Consumer response to websites and their influence on advertising activeness” the main objective of the study was to test the effects of viewing websites on internet advertising. For that a set of 348 respondents were chosen and collected data from them. After that the collected data had been analysed with the usage of statistical tools like percentage analysis, ranking. With the findings of the study the conclusion were framed as finally, the

consumers appeared to like TV and magazine ads more than the ads they recalled seeing on the internet. The findings present a complex picture of internet advertising that should be useful to online advertisers

Rubathee Nadaraja, Rashad Yazdanifard (2014) Conducted an research work on “Social media marketing: Advantages And Disadvantages”, in which the authors state various advantages of social media advertising like, cost related, social interaction, interactivity, customer service etc, disadvantages leads to time intensive, trademark and copyrights Issues, User generated content etc.,. To conclude, the field is still so fresh that it is difficult to evaluate the qualification of social media “Experts” who offer their services online. SO, before a company step into the field of social media marketing they have to complete full research on social media practices.

Ruzica kova znidarsic (2017) in their research work on “Impulsive consumer behaviour” Investigated consumer behaviour is determined by numerous factors, a particular challenge for marketing science and practice is to research impulse consumer behaviour in shopping. the main goal of this research is to find out the various factors which influence the consumers to buy impulsively. For that the interview schedule had been organised by the researcher for 15 minutes to the respondents and collected data from them. To conclude that this article address some of the factors that cause consumer’s impulsive or impulsive-driven behaviour, and also to point out some possible directions of thinking.

Satinder kumar, et al. (2009), Determined a study on “Understanding online impulsive buying behaviour of students” they examined the factors affecting the online buying behaviour of the consumers. The data was collected through structured questionnaire. The results of the study will be helpful to the online firms which want to increase the online impulse buying behaviour of the consumers.

Scott jiffy et al. (2007) examined a research paper on “Factors influencing impulse buying during an online purchase” this study examines the factors that lead to an increased willingness by on-line consumers to purchase impulse items. There were 349 respondents chosen for this particular study. Based on the respondents demographic profile data collected had been analysed and founded the results. Consistent with mental accounting and the psychophysics of prices, we find that people’s purchase of the impulse items increases with the total amount spent on other items. We also find donation to the impulse item, thereby providing a reason to purchase, increase the frequency of the impulse purchase.

Shilpa. H. Chheda (2014) conducted a research work on "Impact of social media marketing on performance of micro and small businesses", the main goal of this research report is to study how micro and small businesses can leverage social media. And how to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise tier awareness as successfully as any large business. The report also discloses the influence of social media on consumers' online buying decisions.

shakeel ahmad sofi et al. (2016) in their study "Role of intrinsic factors in impulsive buying decision: An empirical study of young consumers" state the effect of various intrinsic factors on consumer decision making at the time of purchase, about 650 respondents were asked questions and collected data. With the data collected various tests like Reliability Cronbach's, half split and inter rate were performed to find out answers for the research questions. With the findings the researcher state the conclusion of the study as the Impulsiveness can be affected with framed budget in place, high self esteem and through reduced isolation.

Shalaka ayarekar (2015) made an experimental study on "Impact and effectiveness of social media advertising on young working women's buying behaviour with reference to consumer electronics- A study of selected cities in Maharashtra and Gujarat". With the objectives of knowing social media usage, impact of social media advertising. In this study the researcher adopted random sampling method to analyse the data collected through the questionnaire. Data collected had been analysed using various statistical tools. She concluded that there is an strong positive association between the appealing factor of social media advertising with the consumer buying behaviour.

Shweta Choudhary (2014) experimented a research work on "Study of impulse buying behaviour of consumers". This research is a conceptual study which focuses on understanding the impulse buying behaviour of the customers, as well as the factors responsible for that. Difference between impulsive and compulsive buying has been added. Personal characteristics contributing to impulsive buying and drawbacks of impulsive buying were discussed. It can be concluded that Indian customers are most of the time emotionally driven to any products and it has paved the way for retailers to take on various promotional tactics for attracting customers.

S.Sivasankaran, (2017) in his paper titled "Digital marketing and its impact on buying behaviour of youth" defined the changing preferences of the youth by the influence of digital marketing. This study was made with the both secondary and primary data, Random sampling technique were used. The

respondents were the younger generation people between the age group of 15-25 years .This study finds booming in the digital marketing industry with 30 Percentage of growth rate. various statistical tools had been used to analyse the data .Thus, the study concludes by the digital marketing has higher influence in the buying behaviour of the youth in their decision making , purchasing power, buying behaviour etc.,

Smriti Tripathi (2009) Conducted study on “Impact of Social media on Generation Y for buying fashion Apparel”, This paper aims to dig deeper into the impact of social media on buying behaviour of generation Y at the same time finding the factors influencing the buying of fashion apparel on social media platform. For that the researcher adopted the random sampling method to collect the respondent ideas. In this paper the researcher has made an attempt to review previous studies to present the trends, factors and the benefits of social media platform for buying fashion apparel by generation Y customers. This paper concludes that the social media had created a huge impact among the younger generation people to make changes on their wardrobe.

Teena Bagga et.al., (2013) explored a research work on” online buying behaviour of consumers” The study analyses the inner and outer factors of consumer’s online buying behaviour. A structured questionnaire form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer’s buying behaviour. The conclusion of the study includes these seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Uchechi cynthia ohajion (2015) proposed a research work on “Advertising on social media and benefits to Brands” The purpose of this conceptual paper is to examine the various tools that companies may use in their advertising aspect to increase their services and quality for their customers and increase profit. Both primary and secondary data collection is used in this research. This study also seeks to provide insights on the social media use of Generation Y consumers in Malaysia. Hence, it is found from the data collected there is possibility of benefits to both the consumers as well as to the marketers in purchasing through online. The study concludes that, social media marketing is helpful for both the marketers as well as the consumers.

Vidha Pradhan (2001) in his research paper “Study on Impulsive Buying Behaviour among Consumers in Super Market in Kathmandu Valley” the researcher tried to study about the factors affecting impulse buying behaviour of consumers in super markets. It also aims to verify the relationship between the factors and buying behaviour of customers. Sample of two hundred and thirty five respondents were collected and analysed for this research .The findings suggest that majority of supermarket goers buy impulsively only. However, the same factors coupled with certain demographic variables may or may not have the same impact on impulsive buying behaviour of the same customers.

Vivek bajapai (2012) in their research work, “Social media marketing: strategies & its impact” examined the strategies of social media marketing at present. It also aims to verify the relationship between the factors and buying behaviour of customers the respondents were collected through a structured form of interview schedule with two hundred and fifty seven consumers who purchase products through social media. The survey was conducted both in online and offline online means, through mail etc., Data collected was then analysed and as a result it can also help in building a strong and effective buying to the consumers.

Yichuan Wang et.al., (2015) in their study, found that Social media platforms has contributed to the growth of recent business developments in e-commerce and also modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers’ purchases. Word of mouth content in social media has an effect on consumers’ intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and also helps in information sharing of product with others on social commerce sites.

Now many users use social networking sites, as are business used when they both connect with one another. With the advent of the marketing of social media including blogs, on-line forums, social media etc., and social media many customers wanting to buy products as well as services are able to enjoy an exceptional location. Because of the introduction of social media marketing companies benefit from traditional marketing services. The customers’ preferences have changed in modern times, they want goods of quality at low prices and social networking sites are the best way of understanding consumer behaviour. There is no question that knowing consumers actions is not an easy task. Nevertheless, social

media has certain features that change consumer's minds like information sharing, net conversation. Image sharing, and much more.

Research Gap of the Study

A research gap is a question or a problem that has not been answered by any of the existing studies or research within the previous study field. The research gap exists there is a concept or new ideas that hasn't been studied at all. The present study of past literature revealed that have been done focusing on impulse buying behaviour or Social Media Marketing. Enough work has been done on relationship between social media advertisement and consumer buying behaviour but still there is a gap for the impact of social media advertisements on impulsive buying intention. There is a lack of hypothetical clarifications between social interactions and consumer impulse buying behaviour relationships in online social communities. Moreover these online social communities role remains unknown in online impulse buying influence. The present study concentrated on impulse buying behaviour towards social media marketing. There were limited researches carried out to analyze the study.. Hence, the current study is expected to fill the research gap.

. CHAPTER – III

RESEARCH METHODOLOGY

Research is an art of scientific investigation, involving the gathering of data, to solve a problem or contribute to knowledge about a theory or practice. Research is the honest desire to understand something coupled with an energetic search to find the answer. The present chapter explains the methodology adopted to find out the solution to the problems. This chapter includes research design, period of the study, methods used for collecting data and tools for analysis.

3.1 Research Design

The **Descriptive research design** is formulated throughout the study. The survey method has been followed for this study. Questionnaires were constructed to gather the primary data from the customers, consisting of close ended multiple alternative questions.

3.2 Sources of Data

This study was based on primary data and Secondary data.

Primary data

The required primary data has been collected through the questionnaire consisting of multiple choice questions.

Secondary data

The secondary data was collected from various books, journals, research papers and websites.

3.3 Research Sampling

Sampling is the part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purpose of statistical inference. Each observation measures one or more properties of an observable entity enumerated to distinguish objects or individuals. This research is based on probability sampling. The present study adopted the convenience sampling method to collection of primary data (questionnaire).

3.4 Sample size

Sample size depends on the research methodology selected, degree of accuracy required for the study, extend to which there is variation within the population with regard to key characteristics of the study, likely response rate and the time and money available. The sample size for the study is 246 to be collected from customers.

3.5 Period of the Study

This study were covers the period of October to April 2020

3.6 Area of the Study

This study is based on the Coimbatore district. Coimbatore district is also known as Kovai is a major city in the Indian state of Tamil Nadu. It is one of the fastest growing tier-II cities in India and a major hub for textiles, industries, commerce, education, information technology, healthcare and manufacturing in Tamil Nadu. It is often referred to as the “Manchester of south India” due to this

cotton production and textile industries. Coimbatore is also referred to as the “Pump city” and it supplies nearly half of India’s requirements of motors and pumps. The city is one of the largest exporters of jewellery. So the majority of people used social media. This study identified the respondents from Coimbatore district.

3.7 Tools of Analysis

The raw data collected and carefully classified, edited and tabulated for the present analysis. The analysis was done based on percentage analysis, Likert scale and also the chi – square test was used for calculation.

Percentage Analysis

Percentage analysis used to show the distribution of the respondent based on variables. The Percentage analysis is the simple frequency and descriptive analysis over the selected factors. It describes about the distribution pattern of the respondents/responses and it assists to find out the effective frequency among the respondents.

$$\text{Percentage of the respondents} = \text{Number of respondents} / \text{Total number of respondents} * 100$$

Chi-Square-Test

It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it “can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical population and actual data when categories are used”. This is also used to (i) Test the goodness of fit (ii) Test the significance of association between two attributes, and (iii) Test the homogeneity or the significance of population variance.

Factor Analysis

A factor analysis is used to resolve a large set of measured variables in terms of relatively few categories, know as factors. The principle component analysis was applied to arrive at the variable having Eigen value greater than one were selected for analysis. Communality is calculated to show how

much of each variable is accounted for by the underlying factors taken together. This technique was applied to arrive at the factors influence of impulse buying behaviour through social media marketing

Reliability Analysis (Cronbranch's alpha)

Reliability is the precision level at which an instrument (scale) will be in assessing a dimension. The more the overlap of response in both occasions the higher is its reliability. Experts have provided standards for reliability levels but in general the commonly acceptability or reliability level is 0.6 or more.

Likert Scale Analysis

Likert analysis are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and those whose score is low. Likert five point Scale is applied to find out the level of Satisfaction of the consumer to purchase of products through SMM based on impulse behaviour.

CHAPTER-IV

ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The main goal of any researcher is to analyze data and to get answers for the research questions outlined in the objectives of particular study. An attempt has been made in this chapter to analyze impulse buying behaviour towards Social Media Marketing (SMM). This chapter deals with the analysis and interpretation of the collected primary data. Analysis of data helps in getting answers for the questions with the splitting of responses into different units, and using various statistical tools by testing, combining, classifying and presenting the data with statistical techniques. Data were collected, classified into quantitative and qualitative base, quantitative data includes the Name, gender, Age, level of income, amount spend on purchase of products. Likert scaling techniques was adapted in scoring procedure. Analysis has been made in this chapter with help of percentage analysis, chi-square test, and Reliability analysis. Hence, this chapter deals with the analysis and interpretation on the project titled “Impulse buying behaviour towards social media marketing in Coimbatore district”. The results and data analysis presented the following tables.

Socio-Economic Profile of the Respondents

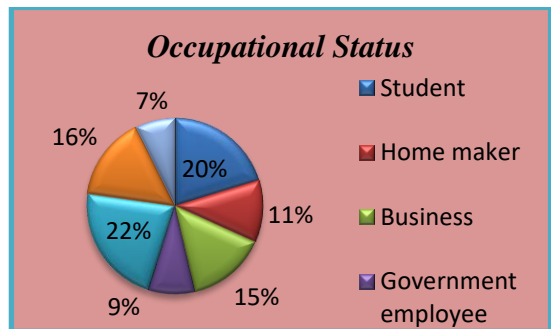
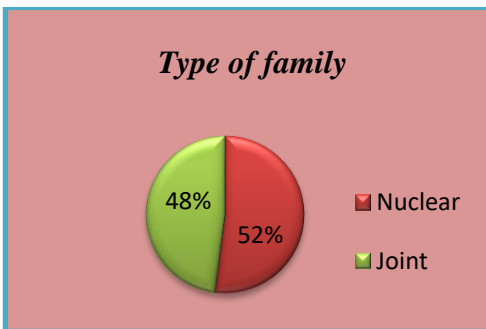
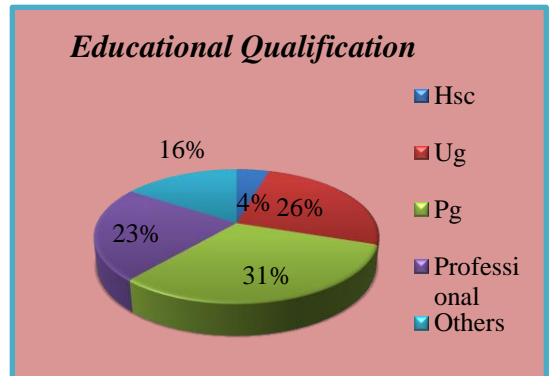
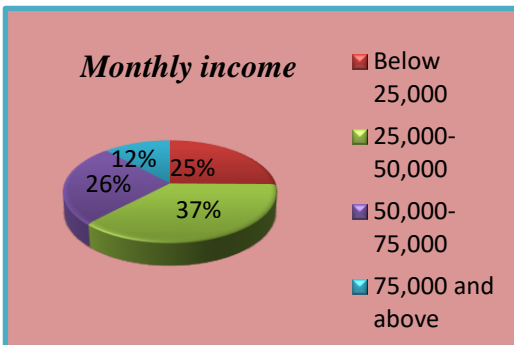
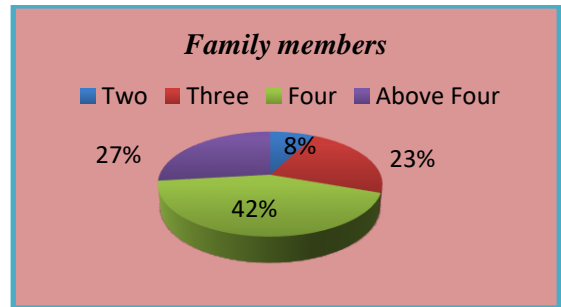
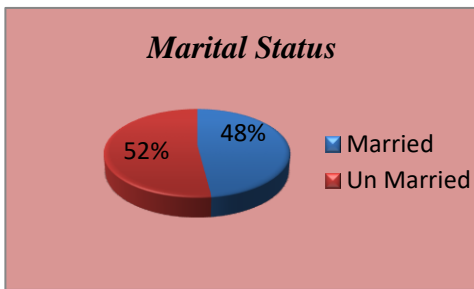
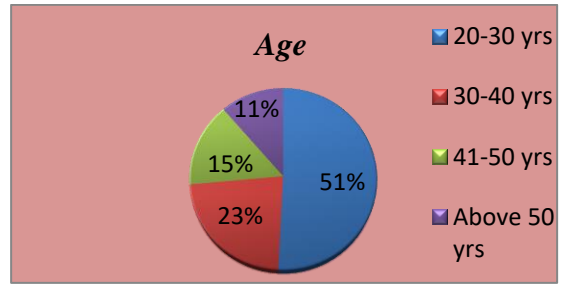
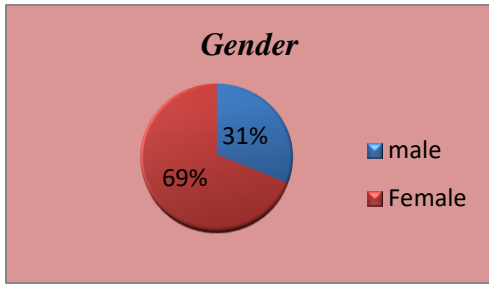
The socio economic profile plays an important role on every research to find out the characteristics of the respondents' purchase behaviour. The socio Economic profile of the respondents is identified in terms of age, Gender, Educational Qualification, Occupation, Monthly Income, Marital status, Family members, Type of Family. The following table 4.1 clearly explain about the Socio economic profile of the respondents.

Table 4.1
Socio-Economic Profile of the Respondents

Socio-Economic Profile					
Factor	No of Respondents	Percentage (%)	Factors	No of respondents	Percentage (%)
Gender			Marital status		
Male	77	31.30	Married	118	47.96
Female	169	68.69	Un Married	128	52.03
Total	246	100.00	Total	246	100.00
Age			Monthly Income		
20-30 yrs	125	50.81	Below 25,000	62	25.20
30-40 yrs	56	22.76	25,000-50,000	91	36.99
41-50 yrs	37	15.04	50,000-75,000	64	26.01
Above 50 yrs	28	11.38	75,000 and above	29	11.78
Total	246	100.00	Total	246	100.00
Family Members			Occupation		
Two	19	7.72	Student	50	20.32
Three	56	20.76	Home maker	28	11.38
Four	105	42.68	Business	36	14.63
Above Four	66	26.82	Government employee	21	8.53
Total	246	100.00	Private employee	55	22.35
Educational Qualification			Agriculture		
Higher Secondary	11	4.47	Others	18	7.31
Under graduate	63	25.60	Total	246	100.00
Post Graduate	77	31.30	Type of family		
Professional	56	22.76	Nuclear	128	52.03
Others	39	15.85	Joint	118	47.96
Total	246	100.00	Total	246	100.00

Source: Primary data

Exhibit 4.1 Socio Economic Profile of the respondents



It is clear from the table 4.1, the total sample respondents 246 taken for the present study, among the 246 the majority of 68.69 Percentage of the respondents were Female and remaining 31.30 Percentage of the respondents were male.

Followed by the marital status of the respondents, the majority of 52.03 Percentage of the respondents were Un married and the next majority of 47.96 percentage of the respondents were married.

It is observed from the table 4.1, that the majority of 50.81 percentage of the respondents belongs to the age group of 20-30 years. And the next majority of 22.76 percentage of the respondents who has coming under the age group in-between 31-40 years. The next majority of 15.04 percentage of the respondents comes under the category in between 41-50 years. The remaining of 11.38 Percentage of respondents belongs to the category of 50 years and above.

The above table indicates the family income (Monthly) of the respondent who has purchased products through social media marketing. Out of 246 respondents. The majority of 36.99 Percentage of respondents' monthly income in between Rs.25,000-50,000. Wherein the present study shows that 26.01 Percentage of respondents' monthly income in between Rs.50,000 – 75,000 and 25.20 Percentage of the respondents monthly income is Below Rs.25,000. The remaining of 11.78 Percentage of the respondents monthly income is 75,000 and above.

It is revealed from the table 4.1 based on the educational qualification, the majority of 31.30 percentage of the respondent completed their post graduate level. Followed by 25.60 percentage of the respondents completed their under graduate level. 22.76 percentages of the respondents who have pursued Professional courses and 15.85 percentage of the respondents comes under the category of other qualifications. 4.47 percentage of the respondents studied up to Higher secondary level.

It is depicted from table 4.1 the majority of 42.68 percentage of the respondents have four members in a family. 26.82 percentage of the respondents has family of above four member category.20.76 Percentage of the respondents has family of three members category. Finally with the 7.72 percentage of the respondents of respondents have two members in family.

It is also depicted from the above table that 52.03 percentage of the respondents belong to the nuclear family and the 47.96 percentage of the respondents belong to the joint family category.

In Occupation category the majority of 22.35 percentage of the respondents were private employee. 20.32 percentage of the respondents are students. Business persons are 14.63 percentage of the respondents. Agriculture persons 15.44 percentage of the respondents. Home maker 11.38 percentage of the respondents. Government employee 8.53 percentage of the respondents, Others category come under 7.31 percentage of the respondents.

Factors influence on Impulse buying behaviour through Social Media Marketing

Consumers impulse buying to social media marketing which is given below in the table 4.2. The table depicts that the consumers opinion about the past experiences and consumers impulse buying behaviour through Social Media Marketing (SMM)

Table 4.2
Factors influence on Impulse buying behaviour through SMM

Past Experience on Purchase of products through Social Media Marketing		
Particulars	No of respondents	Percentage (%)
Yes	181	73.57
No	65	26.42
Total	246	100.00
Consumer impulse Buying Behaviour		
Particulars	No of respondents	Percentage (%)
Always	42	17.07
Frequently	63	25.60
Rarely	102	41.46
Never	39	15.85
Total	246	100.00

Source: primary data

The table 4.2 depicts that the majority of 73.57 percentage of the respondents had past experience on purchasing of product through social media marketing based on impulse buying nature and rest of the 26.42 percentage of the respondents who has not having any previous experience. It also shows that the majority of 41.46 percentage of the respondents who has rarely purchased products in social media marketing based on impulse nature. Followed the next majority of 25.60 Percentage of respondents frequently purchased the products through social media marketing based on impulse nature. The next majority of 17.07 Percentage of the respondents always purchased products through social media marketing based on impulse nature. This indicated that around 15.85 Percentage of the respondents were not aware and not having any experience to purchase of products in Social media marketing.

Products Purchased by Consumer through Social Media Marketing (SMM)

Buying behaviour is one of the important components to every purchase. The different categories of products purchased by consumers through Social Media Marketing based on impulse nature. The list of products such as electronic items, home decor, groceries, mobile phones & tablets, beauty products, toys and baby products ,fashion, stationary, sports equipments, others. This following table 4.3 shows that the Products Purchased by Consumer through SMM

Table - 4.3
Products Purchased by Consumer through SMM

Particulars	No of Respondents	Percentage (%)
Electronic items	13	5.28
Home décor	14	5.69
Groceries	22	8.94
Mobile phones & tablets	32	13.00
Beauty products	42	17.07
Toys and baby products	32	13.00
Fashion	43	17.47
Stationary	25	10.16
Sports equipments	13	5.28
Others	10	4.06
TOTAL	246	100.00

Source: Primary Data

It is revealed from the table 4.3 that the consumer purchased products with the help of social media marketing based on impulse nature. The majority of 17.47 Percentage of the respondents purchased fashion products with the help of social media marketing based on impulse nature. Followed by 17.07 percentage of the respondents purchase Beauty products. The next majority of 13.00 Percentage of the respondents purchased toy, baby products, mobile phones and tablets, respectively. 10.16 percentage of the respondents obtain stationery items. 8.94 percentage of the respondents purchase Groceries. 5.69 percentage of the respondents acquire home decor items 5.28 percentage of the respondents buy electronic items through social media marketing. The next majority of 5.28 Percentage of the respondents purchased Sports equipments and remaining 4.06 Percentage of the respondents procure some other things.

Source of awareness to know about Social Media Marketing

Social media plays an enormous role in sharing information, there are certain way through consumers can get the information about the social media websites. The details of source of awareness to know about social media marketing given below in the table 4.4

Table 4.4

Source of awareness to know about Social Media Marketing (SMM)

Particulars	No of respondents	Percentage (%)
Company's website	17	6.91
Internet advertisement	79	32.11
Past experience	40	16.26
Newspaper and magazines	30	12.19
Friends and relatives	71	28.86
Pop-up advertising	9	3.65
TOTAL	246	100.00

Source: Primary data

It is revealed from the Table 4.4 that, Out of 246 respondents the majority of 32.11 percentage of the respondents aware about the information through internet advertisement. Followed by 28.86 percentage of the respondents aware about the information through relatives and friends. The next majority of 16.26 percentage of respondents know about their pervious purchase experiences. The next majority of 12.19 percentage of the respondents receive information from magazines and Newspapers. 6.91 percentage of the respondents came to know about social media through company's website. The remaining of 3.65 Percentage of the respondents know about the information through pop up advertising.

Spending behaviour of consumer through SSM based on Impulse buying

Impulse purchase means un planned purchase, the following table 4.5 analysis the monthly spending behaviour of the respondent based on impulse nature. The different categories of amount spend to purchase of products through SMM on impulse such as in between Rs.1000-2000, Rs.2001-3000, Rs3001-4000 and Above Rs. 4000.

Table 4.5

Spending behaviour of consumer through Impulse Buying

Particulars	No of Respondents	Percentage (%)
Rs.1000 – 2000	108	43.90
Rs.2001- 3000	58	23.57
Rs.3001-4000	35	14.22
Above Rs.4000	45	18.29
TOTAL	246	100.00

Source: Primary Data

Table 4.5 reveals that the Majority of 43.90 Percentage of the respondents spent amount in between Rs.1000-2000 in a month based on impulse buying behaviour base. The next majority of 23.57 Percentage of the respondents Purchased goods in between Rs.2001-3000. The next majority of 18.29 Percentage of the respondents spent to purchase of products above Rs.4000. Finally 14.22 Percentage of the respondents spent to purchase of products in between Rs.3001- 4000 based on impulse purchase behaviour

Reason to purchase of products through Social Media Marketing

The Consumer purchased products through Social media marketing for the following reasons. The reasons are, Time saving, low cost, Offers & discounts, More Varieties. The following table 4.6 explain the Reason to purchase of products through Social Media Marketing.

Table 4.6

Reason to purchase of products through Social Media Marketing

Particulars	No of Respondents	Percentage (%)
Time saving	98	39.83
Low cost	74	30.08
Offers & discounts	39	15.85
More varieties	35	14.22
TOTAL	246	100.00

Source: Primary Data

It is depicted from table 4.6 that the majority of 39.83 percentage of the respondents consider social media marketing to purchase of products for the purpose of time saving. The next majority of 30.08 percentage of the respondents purchased products for low cost. The next majority of 15.85 percentages of the respondents purchased products for the purpose of offers and discounts. The remaining of 15.85 percentages of the respondents purchased products for the purpose of more varieties.

Motivational factors influences to purchase of products through SMM

Promotional tool is an important factor to motivate the products among the customers. Motivational factors are free gifts, loyalty points, coupons, price discounts, Discount on payment, occasional offers and exchange policy are carried out by various firms. The table 4.7 explain below

Table 4.7

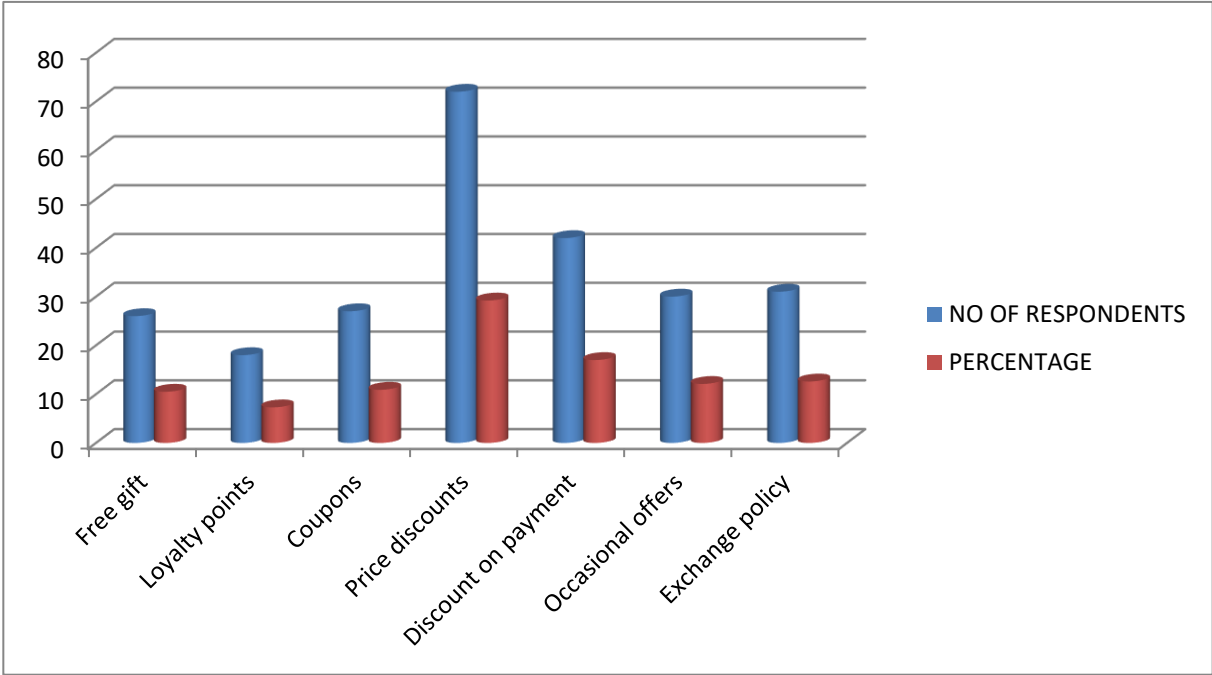
Particulars	No of Respondents	Percentage (%)
Free gift	26	10.56
Loyalty points	18	7.31
Coupons	27	10.97
Price discounts	72	29.26
Discount on payment	42	17.07
Occasional offers	30	12.19
Exchange policy	31	12.60
TOTAL	246	100.00

Source: Primary data

The table 4.7 discovered that the majority of 29.26 Percentage of the respondents motivated by free gifts and offers. The next majority of 17.07 Percentage of the respondents who has motivated by discounts on payments. Followed by 12.60 percentage of respondents motivated by exchange policy. The next 12.19 percentage of the respondents motivate by occasional offers. The next majority of 10.97 Percentage of the respondents motivate by coupons. 10.56 percentage of the respondents motivate by free gifts. 7.31 Percentage of the respondents motivate by loyalty points.

Exhibit 4.7

Motivational factors influences to purchase of products through SMM



Source: Primary data

Platforms preference of respondents through Social Media Marketing (SMM)

Social media platform has vital role playing to development of each business activities. Social media has become a powerful platform to offering product to the customers. The important Social media platforms such as, Whats app, Face book, Linked in, Instagram, Telegram, Twitter, Messenger, Line, Youtube, Redit, We chat, Viber,Pinterest, Snap chat, Quora. The following table 4.8 shows platforms preference of the respondents.

Table 4.8
Platforms preference of respondents through Social Media Marketing (SMM)

Factors	No of Respondent	Percentage(%)
Whatsapp	75	30.48
Linked in	28	11.38
Instagram	20	8.13
Face book	30	12.19
Messenger	10	4.06
Line	1	0.40
Twitter	2	0.81
YouTube	36	14.63
Reddit	3	1.21
Telegram	19	7.72
We chat	2	0.81
Viber	1	0.40
Snap chat	12	4.87
Pinterest	4	1.62
Quora	3	1.21
Total	246	100.00

Source: Primary data

It is depicted from the table 4.8 whats app is used by many people commonly as a communication tool .The majority of 30.48 percentage of respondents purchased Products through whats app advertising. The next majority of 14.63 percentage of respondents purchased products based on you tube advertising, 12.19 Percentage of the respondents purchased product through Face book advertising. 11.38 Percentage of the respondents purchased product through Linked in platform. 12.19 Percentage of respondents purchased products through Instagram platform.7.72 percentage of respondents purchased products through Telegram platform. 4.87 percentage of respondents purchased product through messenger and snap chat platform. 1.62 percentage of respondents purchased products through Reddit platform.1.21 percentage of respondents purchased product through Quora and Pinterest platform.

Table 4.9 Categories of products purchased through SMM based on Impulse buying behaviour

Electronics items			Fashion items			Furniture's Items		
Name of the item	No of items	Percentage (%)	Name of the item	No of items	Percentage (%)	Name of the item	No of items	Percentage (%)
Laptops & Tablets	14	5.69	Men's clothing	15	6.09	Furniture	22	8.94
Head phones	39	15.85	Women's clothing	50	20.32	Kitchen & Dining	33	13.41
Smart wearable's (smart watches etc.,)	37	15.04	Kids wear	27	10.97	Home furnishings (Bed spread, mat, pillow covers etc.,)	39	15.85
Data storage	13	5.28	Watches	54	21.95	Small furniture	25	10.16
Mobile accessories & Mobile protection	34	13.82	Shoes & sandals	32	13.00	Décor & lighting	22	8.94
Laptop accessories & computer peripherals	22	8.94	Bags & clutches	25	10.16	Hardware & tools	51	20.73
Personal styling Devices (Hair Drier)	20	8.13	Trolley & backpacks	12	4.87			
Health care devices	16	6.50	Coolers	20	8.13			
Gaming & Speakers	12	4.87	Jackets	11	4.47			
Mobiles & cameras	24	9.75						
Smart home accommodation (google alexa)	15	6.09						
TOTAL	246	100.00		246	100.00		192	100.00

Personal care products			Home Appliances			Toys and Baby products		
Name of item	Number of item	Percentage (%)	Name of item	Number of item	Percentage (%)	Name of item	Number of item	Percentage (%)
Skin care	16	6.50	Essential appliances	27	10.97	Gaming toys	26	10.56
Make-up	36	14.63	Washing machines	20	8.13	Party supplies	22	8.94
Hair care	33	13.41	Refrigerators	28	11.38	Stationery	47	19.10
Premium beauty	13	5.28	Air conditioners	17	6.91	Feeding & nursing	14	5.69
Men's grooming	18	7.31	Kitchen appliances (induction, mixer, grinders)	40	16.26	School supplies	26	14.63
Fragrances	32	13.00	Home appliances (water purifier, iron box etc.)	32	13.00	Return gifts	19	7.72
Daily essentials	25	10.16	Television sets	25	10.16	Diapers & potty training	11	4.47
Glam offers	6	2.43				Baby bath & grooming	21	8.53
Lipsticks	16	6.50				Baby bedding & activity gear	10	4.06
Creams & lotions	15	6.09						
Total	210	85.31		159	76.81		196	83.70

Source: Primary data

The term impulse buying behaviour clearly explained when the customer feels very urge to buy a product without any intention to buy. It is otherwise called as “an unplanned purchase” which is characterized by the immediate possession that main factor of impulse buying depends upon the mood of the customer or the emotional state of the customer.

The table 4.9 explain that due to the motivation, the respondent purchase the following products under the six category, Electronics items, Fashion items , Furniture’s items, Personal care products, Home appliances, Toys and baby products.

The table 4.9 depicts that the majority of 15.85 percentage of the respondents purchased headphones under the Electronics category. Followed by the majority of 15.04 percentage of the respondents purchase smart wearable’s. The next majority of 13.82 Percentage of the respondents purchase mobile accessories and protection. 9.75 percentage of the respondents purchase mobile phones and cameras. Majority of 8.94 Percentage of the respondents procure laptops accessories and computer peripherals respectively.

The table 4.9 explains that maximum of 21.95 Percentage of the respondents purchase watches under the category of Fashion. The next majority of 20.32 Percentage of the respondents procure women clothing. Followed by 13.00 percentage of the respondents purchase shoes and sandals. 10.16 Percentage of people purchase bags& clutches. Coolers were purchased by 8.13 percentage of the respondents respectively.

It is observed from the above table 4.9 Hardware & tools were purchased by 20.73 percentage of the respondents under the category of Furniture items. Followed by 13.41 percentage of respondents purchased kitchen and dining. Small furniture is procured by 10.16 Percentage of respondents. Furniture, Decor & lighting were purchased by 8.94 Percentage of the people.

The above table 4.9 reveals that Majority of 14.63Percentage of the respondents purchase Make-up items under the category of personal care products. Followed by 13.41 percentage of the respondent purchase hair care products. The next majority of 13.00 percentage of the respondents purchase Fragrances. Daily essentials were purchased by 10.16 percentage of the respondents. Men’s grooming were purchased by 7.31 percentage of the respondents respectively.

It is revealed from the table 4.9 that majority of 16.26 percentage of the respondents purchase Kitchen Appliances under the category of Appliances. Followed by 13.00 Percentage of the respondents purchase home appliances includes iron box, purifier etc., Refrigerators comes under the category of 11.38

Percentage. Essential Appliances comes with 10.97 percentage. Television sets has the 10.16 percentage of the respondents respectively.

It is examined from the table 4.9 the majority of 19.10 percentage of the respondents purchase Stationery items under the category of toys and baby products. Followed by 14.63 Percentage of the respondents purchase school supplies Products. Gaming toys were brought by 10.56 Percentage of the respondents. The next majority of 8.94 percentage of the respondents comes purchase party supplies. Baby bathing and grooming were purchased by 8.53 percentage of the respondents respectively.

Consumers' opinion about products purchased through SMM

Product Quality, price, design, variety of products, offers are some important basic factors which creates Impulse Buying intention among the consumers. The following table explain the Consumers' opinion about products purchased through SMM

Table - 4.10
Consumers' opinion about products purchased through SMM

Variables	No of respondents(246)					Total score	Mean score	Rank
	SDA (1)	D (2)	N (3)	A (4)	SA (5)			
I get on time delivery of goods purchased through SMM	37	64	52	34	59	752	3.05	XII
Accurate and reliable information helped me make my purchase decision easier	13	42	59	64	68	870	3.53	IV
I pay attention to advertisement shown in social media	10	54	59	59	64	851	3.45	IX
I search require and related information's through advertisements shown in social media	21	39	62	64	60	841	3.41	X
Advertisements shown in social media are reliable and honest	15	60	53	47	71	837	3.40	XI
I am willing to make Impulsive buying based on Advertisements shown in social media that conveyed information	16	33	58	70	69	881	3.58	III
Advertisements in social media inform me about the latest products available on the market	15	46	56	62	67	858	3.48	VI
Social media advertisements are convenient source of information	15	43	63	60	65	855	3.47	VII
I am familiar with a new brand through social media advertisements	7	42	49	69	79	909	3.69	II

Secured payments encourages more people buy through social media applications	16	48	54	63	65	851	3.45	VIII
Websites help me id searching and selecting the products while online.	15	49	48	63	71	864	3.51	V
Website design helps me in searching the products easily.	18	38	39	55	96	911	3.70	I

Source: Primary data

It is stated from the Table 4.10 that “Website design helps me in searching the products easily” stands First rank with the mean score of 3.70. Followed by,” I am familiar with a new brand through social media advertisements” stands second rank with the mean score of 3.69.“I am willing to make Impulsive buying based on Advertisements shown in social media that conveyed information” stands Third rank with mean score of 3.58.” Accurate and reliable information helped me make my purchase decision easier” Stands Fourth rank with the mean score of 3.53.” Websites help me id searching and selecting the products while online” Stands fifth rank with the mean score of 3.51. “Advertisements in social media inform me about the latest products available on the market” stands Sixth rank with the mean score of 3.47.“Social media advertisements are convenient source of information” stands Seventh rank with the mean score of 3.47. “Secured payments encourage more people buy through social media applications” stands Eighth rank with the mean score of 3.45.” I pay attention to advertisement shown in social media” stands Nineth rank with the mean score of 3.45.”I search require and related information’s through advertisements shown in social media” stands Tenth rank with the mean score of 3.41. “Advertisements shown in social media are reliable and honest” stands Eleventh rank with the mean score of 3.40. ” I get on time delivery of goods purchased through SMM” stands Twelfth rank with the mean score 3.05.

Respondent's opinion about Motivational factors

Offers and discounts, Replacement, Prize, Quality, Brand, and Image are some of the factors which create impulse purchase intention to the consumers. In that note the factors which are shown below in the ranking table.

Table - 4.11
Respondent's opinion about Motivational factors

S No	Variables	Number of respondents (246)					Total score	Mean score	Rank
		5	4	3	2	1			
1	Replacement of products	410	98	99	78	113	798	3.24	IV
2	Offers & Discounts	175	268	226	140	120	929	3.77	I
3	Prize	145	192	151	158	140	786	3.19	V
4	Quality	105	172	207	108	52	736	2.99	VI
5	Brand image	245	216	133	124	132	850	3.45	II
6	Design	175	240	147	136	124	822	3.34	III

Source: Primary data

Table 4.11 shows that the motivational factors are important factors to promote the products among the customers. Ranks were assigned on computing the responses. The top six ranks were assigned by the respondent's motivational factors to influence of impulse buying behaviour. In order to obtain responses five point Likert scale was used. Based on the analysis the respondent opinion offers and discounts scored I place with the mean score of 3.77. Quality scored second place with mean score of 3.45. Respondent's opinion given third place goes to design of the products with the mean score of 3.44. Replacement of products scored fourth place with the means score of 3.24. Price and Quality scored fifth and sixth place with the score of 3.19 and 2.99 respectively.

Respondents' opinion about Impulse buying Intention

Excitement on seeing the product, marketing increase impulse buying, comments support impulse buying decision, Easy delivery supports impulse buying, brand of item changes the behaviour of consumer into impulse buyer, and Discounts increase the number of buyers in social media. The following table explain respondents' opinion about the impulse buying intention

Table - 4.12
Respondents opinion about Impulse buying Intention

Variables	Number of respondents (246)					Total score	Mean Score	Rank
	5	4	3	2	1			
Excitement on seeing products	180	158	162	107	158	765	3.17	V
Marketing increase impulse buying	154	168	169	193	196	880	3.43	II
Comments support impulse buying decision	123	152	216	212	139	839	3.21	III
Easy delivery supports impulse buying	189	154	194	123	143	803	3.20	VI
Brand of item changes the behaviour of consumer into impulse buyer	205	162	148	208	193	916	3.51	I
Discounts increase the number of buyers in social media	210	166	181	147	140	844	3.11	IV

Source: Primary data

Table 4.12 shows the rank of the impulse buying intention by respondents whom use online purchase often. Brand of item takes the first rank with the mean score of 3.51. Marketing of the products increase impulse buying gets the second rank with the mean score of 3.43. Comments and reviews about the products motivate the purchasing intention of buyers takes the third rank with the mean score of 3.21. Discounts and offers increases the impulse buying intention holds fourth place with the mean score of 3.20. Excitement on the very first sight of seeing the products improves the impulse buyers takes the fifth rank with the mean score of 3.17 percentage of the respondents. Finally, easy delivery is also another main reason to increase impulse buying motive occupies the sixth place with the mean score of 3.11

Classification of socio economic profile and spending behaviour of the respondents

The determination of inter relationship between socio economic factors and their Spending behaviour influence to access the social media marketing. The Chi-square test has been applied between socio economic profile and the motivational factor of the respondents to find out the relationship between the socio economic factors does classifies the motivational factors. The chi-square test has been applied with 5 percentage level of significance.

Test of Hypothesis

H₀: The Socio Economic factors of the respondents have no significant relationship between Spending behaviour of the respondents.

H₁: Socio Economic factors of the respondents have significant relationship between Spending behaviour of the respondents.

Table 4.13
Classification of Socio Economic Profile and spending behaviour of the respondents

Personal Factors	Chi-Square	Degree of freedom	Pearson P-value	Significant Non- Significant
Age	32.556	9	.000	Significant
Gender	15.662	3	.001	Significant
Education qualification	18.823	12	.093	Non-Significant
Occupation	55.923	18	.000	Significant
Family income	29.944	9	.000	Significant
Marital Status	13.838	3	.003	Significant
Nature of Family	20.074	9	.017	Non-Significant

Source: Primary data

Table 4.13 explains that the personal factors of the respondents have no significant influence on the Spending behaviour of the respondents. It is found from the above table shows that the hypothesis results is accepted in age, gender, occupation, family income and marital status is significant. It is concluded that education qualification and nature of family is non-significant because hypothesis value is rejected.

Classification of relationship between socio economic profile and motivation factors

The determination of inter relationship between socio economic factors and their motivation factors influence to access the social media marketing. The Chi-square test has been applied between socio economic profile and the motivation factor of the respondents to find out the relationship between the socio economic factors does classifies the motivation factors. The chi-square test has been applied with 5 percentage level of significance.

Test of Hypothesis

H₀: The Socio Economic factors of the respondents have no significant relationship between Motivation factors of Social Media Marketing.

H₁: Socio Economic factors of the respondents have significant relationship between Motivation factors of Social Media Marketing.

Table 4.14
Classification of relationship between socio economic profile and motivation factors

Personal Factors	Chi-Square	Degree of freedom	Pearson P-value	Significant Non- Significant
Age	3.798	6	.001	Significant
Gender	7.014	4	.000	Significant
Education qualification	4.835	8	.775	Non-Significant
Occupation	9.405	8	.003	Significant
Family income	6.318	8	.612	Non- Significant
Marital Status	5.097	4	.278	Non-Significant
Nature of Family	.838	2	.001	Significant

Source: Primary Data Significant (P values <0.05); Not Significant (P Values > 0.05)

Table 4.14 explains that the personal factors of the respondents have no significant influence on the motivation factors of social media marketing. It is found from the table 4.14 that the hypothesis results is accepted in age, gender, occupation and nature of family is significant. It is concluded that education qualification, Family income, Marital status is non-significant because hypothesis value is rejected.

Table- 4.15
Respondents' impulse buying behaviour through Social Media Marketing
(Analysis of variances)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.060	3	5.687	6.544	.000 ^a
	Residual	210.306	242	.869		
	Total	227.366	245			

The variables analyse based on the products purchased through social media influence and the benefits of using social media in view compared to traditional media, the dependent variable is the income of the family. Table 4.15 shows analysis of variances, regression value is 6.544 so the calculated value is correct. The mean square value is 5.687, Sum of squares is 17.060, Residual value is 210.306.

Histogram for consumer purchase behaviour

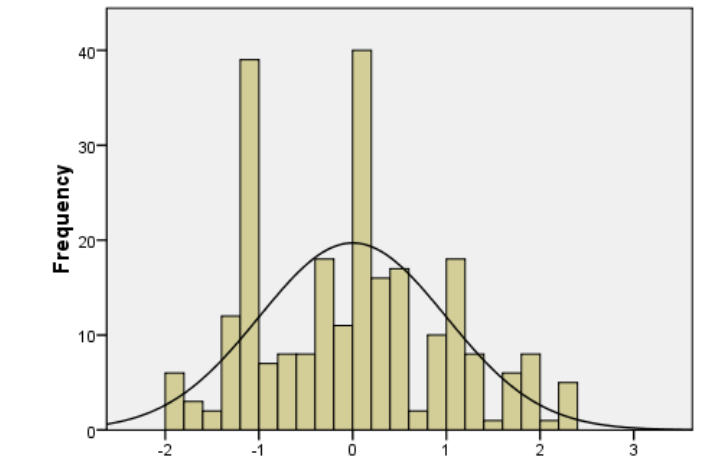


Table 4.15 indicates that the adjusted R^2 model is 0.869, showing that the independent variables – products purchased through social media, cause an explained variance of 86.9 percent in the dependent variable – number of earning members in family .The F-statistic value of 6.554 for model was found to be significant.

Table- 4.16

Respondents' impulse buying behaviour through Social Media Marketing (Regression)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.064	.93222

Table 4.16 explains the regression table, in that r value is .274, value of r square is .075, adjusted r square value is .064, standard error of estimate value is .93222. Since the computed value of regression is .075, Table value at 0.5 level of significance is 3.325. Therefore, the Table value is less than the calculated value, Null hypothesis is rejected and alternate hypothesis is accepted.

Correlation

Correlation is used to find out the relationship between the variables. There are two types of correlation positive and negative. It lies between -0.1 to + 0.1

Table 4.17

**Factors influence to preference of products purchased through
Impulse buying behaviour of the customers**

Correlations			
		Marital status	Products you purchase by influence of social media ads
Marital status	Pearson Correlation	1	-.039
	Sig. (2-tailed)		.545
	N	246	246
Products you purchase by influence of social media ads	Pearson Correlation	-.039	1
	Sig. (2-tailed)	.545	
	N	246	246

Source: Primary data

From the above table 4.17 it is observed that the Pearson value for correlation is one (+1). Hence, it is inferred that there is a positive relationship between the marital status and the products purchase by the influence of the social media advertisements.

**Factors influence of social media marketing based on impulse buying behaviour
(One sample t-test)**

A one sample t-test is used to test whether a population mean is significantly different from some hypothesized value. The mean of a variable to be compared should be substantively interpretable. It can be used to determine if two sets of data are significantly different from each other, and is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic is known.

Table 4.18
**Factors influence of social media marketing based on impulse buying behaviour
(One sample t-test)**

Impulsive Buying Statements	Mean	Std. Dev	t value	p- value	Remarks
I carefully plan all my purchases	2.64	1.081	-4.777	0.000	Significant
I end up spending more money than I originally set out to spend.	2.10	0.964	-13.135	0.000	Significant
I often buy things spontaneously	2.72	1.039	-3.880	0.000	Significant
After I make an impulse purchase, I regret most of the times.	3.10	1.042	1.357	0.176	Non significant

Source: Primary data

The statements in table.4.18 are intended to test whether a person is an impulsive buyer or not. The statements ‘I carefully plan all my purchases’, ‘I end up spending more money than I originally set out to spend’ and ‘I often buy things spontaneously’ have their p-value less than 0.05 referring that these statements are significant to impulsive buying. On the other hand, the statement ‘After I make an impulse purchase, I regret most of the times’ has a p-value of 0.176 which is greater than 0.05. Thus, this statement is insignificant to impulsive buying behavior.

Table.4.19

Factors affecting impulsive buying behaviour through social media marketing (One sample t-test)

Factors	Mean	Std. Dev	t value	p-value	Remarks
Product Category	2.93	0.845	-1.046	0.297	Insignificant
Financial Independence	3.08	0.986	1.184	0.238	Insignificant
Availability of cash	2.60	1.191	-4.810	0.000	Significant
Mood of consumer	2.37	0.885	-10.023	0.000	Significant
POS terminal/ATM Facility	3.22	1.103	2.819	0.005	Significant
Price	2.86	0.803	-2.377	0.018	Significant
Store Layout	2.61	0.788	-6.882	0.000	Significant
Availability of time	2.30	0.946	-10.467	0.000	Significant
Product Promotion	2.65	0.708	-6.832	0.000	Significant
Store Environment	2.43	0.766	-10.474	0.000	Significant
Reference Group	2.36	0.712	-12.618	0.000	Significant

Source: Primary data

From the table. 4.19 It is revealed that an average of the factor ‘product category’ has p-value of 0.297 and an average of the factor ‘financial independence’ is 0.238 which is greater than 0.05. This refers that there is no significant relationship between product category and impulsive buying as well as financial independence and impulsive buying.

The most familiar measure of dependence between two quantities is the Pearson product-moment correlation coefficient, or “Pearson’s correlation coefficient”, commonly called “the correlation coefficient”. It is obtained by dividing the covariance of the two variables by the product of their standard deviations. The Pearson correlation is defined only if both of the standard deviations are finite and non-zero. If the variables are independent, Pearson’s correlation coefficient is 0, but the converse is not true because the correlation coefficient detects only linear dependencies between two variables.

Table 4.20
Factors affecting impulsive buying behaviour through SMM (Correlation matrix)

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11
x1	Pearson Correlation	1	0.481	0.241	0.334	0.398	0.452	0.193	0.258	0.178	0.328	0.332
	p-value		0.000	0.001	0.000	0.000	0.000	0.006	0.000	0.012	0.000	0.000
x2	Pearson Correlation		1	0.251	0.254	0.274	0.254	0.079	0.260	0.111	0.341	0.461
	p-value			0.000	0.000	0.000	0.000	0.267	0.000	0.118	0.000	0.000
x3	Pearson Correlation			1	0.128	0.285	0.389	0.356	0.252	0.235	0.394	0.384
	p-value				0.072	0.000	0.000	0.000	0.000	0.001	0.000	0.000
x4	Pearson Correlation				1	0.402	0.415	0.061	0.188	0.239	0.300	0.260
	p-value					0.000	0.000	0.394	0.008	0.001	0.000	0.000
x5	Pearson Correlation					1	0.567	0.351	0.368	0.362	0.381	0.259
	p-value						0.000	0.000	0.000	0.000	0.000	0.000
x6	Pearson Correlation						1	0.441	0.327	0.348	0.358	0.342
	p-value							0.000	0.000	0.000	0.000	0.000
x7	Pearson Correlation							1	0.472	0.302	0.226	0.303
	p-value								0.000	0.000	0.001	0.000
x8	Pearson Correlation								1	0.140	0.249	0.272
	p-value									0.048	0.000	0.000
x9	Pearson Correlation									1	0.124	0.193
	p-value										0.080	0.006
x10	Pearson Correlation										1	0.309
	p-value											0.000
x11	Pearson Correlation											

												1
	p-value											

Source: Primary data

The correlation is performed among the eleven factors as shown in the table.4.20 the highest p-value is 0.567 obtained from a correlation performed between x5 and x6. Similarly, the moderate p-value is 0.302 obtained from a correlation performed between x7 and x9. And, the lowest p-value is 0.061 obtained from a correlation performed between x4 and x7. Since the p-values of all factors are greater than 0.05, there is no significant relationship between Store layout and product promotion, store environment and availability of money and price and store environment.

Social Media websites influenced by impulse buying behaviour (one sample Binominal Test)

The social media marketing stimulation factors influence to purchase of products As a collection of data was obtained and motivate the people to purchase products through SMM opportunities based. The present study using population proportion approach resulting in two possible outcomes namely factors were stimulate to purchase products and factors were not stimulate to purchase products a dichotomous distribution was assumed. So, hypothesis was tested with one sample binomial test “ at 5% level of significance to see if there was a preferred SMM ” used by the customers while buying Products through impulse nature. Since, one sample binomial test is a non-parametric test; assumptions about distributions were not made. Following hypotheses were set for the test:

H_0 : There is no relationship between social media websites influenced by impulse buying behaviour

H_1 : There is a relationship between customer’s impulse buying behaviour and motivational factors influence to purchase of products through social media marketing.

Table 4.21
Social Media websites influenced by impulse buying behaviour (One-sample Binomial Test)

	Factors			Percentage (%)
1.	Whats app	One-sample Binomial Test)	.000 (significant)	Null Hypothesis rejected
2.	Linked in	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
3.	Instagram	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
4.	Face book	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
5.	Messenger	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
6.	Line	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
7.	Twitter	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
8.	YouTube	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
9.	Reddit	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
10.	Telegram	One-sample Binomial Test	.002 (significant)	Null Hypothesis rejected
11.	We chat	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
12.	Viber	One-sample Binomial Test	.001 (significant)	Null Hypothesis rejected
13.	Snap chat	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected
14.	Pinterest	One-sample Binomial Test	.004 (significant)	Null Hypothesis rejected
15.	Quora	One-sample Binomial Test	.000 (significant)	Null Hypothesis rejected

The table 4.21 exhibits that the significance value of less than .05 obtained for all the social media communication web sites indicates that there was a preferred digital platforms of communication to purchase products based on impulse buying behaviour, where by social media websites emerged as the most preferred channel of communication while buying products

Research model of content marketing Tendency (Validity and reliability test)

Content Marketing

Content marketing is a systematic and strategic marketing approach concentrate on creating and distributing valuable, significant, and dependable content to attract and retain clearly defined audience and, ultimately, to drive profitable customer action. Content marketing is a one type of marketing it focused creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interests to focused customers. Indeed, content marketing heavily involves social media. And, of course, in social media, marketers use content to get their messages across.

Impulse buying Tendency

All of the respondents have different taste and preference of behaviour and lifestyle as well as the tendency to buy impulsively The tendency to impulse buying can be defined as the level at which consumers have a tendency to impulsively purchase products in certain product categories. Further, it has been argued that the influence of the tendency to stimulate to purchase generally relies on suspicion

Impulse Buying Behaviour

Impulse Buying Unplanned purchases can occur when consumers see a product that can affect their psychological side and then impulse to buy it. However, an unplanned purchases not always followed by abrupt desires or strong positive feelings, that are usually related to impulsive buying behaviour

Test of Hypothesis

- H1: Social media communication (SMC) there is a positive effect on impulse Buying tendency.
- H2 : Content marketing has a positive effect on impulse buying tendency
- H3 : Social media communication (SMC) has a positive effect on impulse buying.
- H4 : Content marketing has a positive effect on impulse buying.
- H5 : Impulse buying tendency has a positive effect on impulse buying.
- H6 : Social media communication (SMC) and content marketing (digital marketing) have a Positive Effect on impulse buying

Table 4.22
Research model of content marketing Tendency
(Validity and reliability test)

Construct	items	Co-efficient of Correlations	R Table	Cronbach Alpha
Social Media Communication (SMM)	1	0.679	0.683	0.786
	2	0.832	0.683	
	3	0.712	0.683	
	4	0.753	0.683	
	5	0.8.25	0.683	
Content Marketing	1	0.782	0.683	0.912
	2	0.812	0.683	
	3	0.743	0.683	
	4	0.823	0.683	
	5	0.756	0.683	
Impulse Buying Tendency	1	0.821	0.683	0.871
	2	0.842	0.683	
	3	0.861	0.683	
	4	0.821	0.683	
	5	0.8.67	0.683	
Impulse Buying	1	0.769	0.683	0.898
	2	0.892	0.683	
	3	0.812	0.683	
	4	0.793	0.683	

Source: Primary data

For the purpose of the study validity and reliability test runs to study the factor structure. Out of 19 items, all variables are stated valid and reliable. As for the reliability test, the results provided decent confirmation of measurement choice. Cronbach's alpha for the four constructs ranged between .786 and .912. The lowest is social media marketing and the highest is impulse buying tendency.

Research & validity of Hypothesis

	Test of Hypothesis	P/F value	Out come
H ₁	Social media communication (SMC) there is a positive effect on impulse buying tendency	.023	Not Supported
H ₂	Content marketing has a positive effect on impulse buying tendency	.002	Supported
H ₃	Social media communication (SMC) has a positive effect on impulse buying	.109	Not Supported
H ₄	Content marketing has a positive effect on impulse buying.	.104	Not Supported
H ₅	Impulse buying tendency has a positive effect on impulse buying	.089	Not Supported
H ₆	Social media communication (SMC) and content marketing (digital marketing) have a positive Effect on impulse buying	.000	Supported

As H₁ revealed that there is a social media marketing (SSM) has a positive effect on impulse buying tendency, it has been confirmed a negative correlations with a significance level at (.023) . it point outs a negative relationship. Therefore, H₁ is not supported.

As H₂ exhibits that, there is a Content marketing has a positive effect on impulse buying tendency, it has been confirmed a positive correlations with a significance level at (.002). it is point outs a positive relationship. Therefore, H₂ is supported.

As H₃ explain that, there is a s Social media communication (SMC) has a positive effect on impulse buying, it has been confirmed a negative correlations with a significance level at (.109). it point outs a negative relationship. Therefore, H₃ is not supported.

As H₄ revealed that there is a Content marketing has a positive effect on impulse buying. it has been confirmed a negative correlations with a significance level at (.104). It point outs a negative relationship. Therefore, H₄ is not supported.

As H₅ depicts that there is Content marketing has a positive effect on impulse buying. it has been confirmed a negative correlations with a significance level at (.089). it point outs a negative relationship. Therefore, H₅ is not supported.

As H₆ exhibits that, there is a Social media communication (SMC) and content marketing (digital marketing) have a positive Effect on impulse buying, it has been confirmed a positive correlations with a significance level at (.000). It is point outs a positive relationship. Therefore, H₆ is supported.

CHAPTER-5

Findings, Suggestions and Conclusion of the Study

- ❖ Majority of 68.69 Percentage of the respondents were Female
- ❖ Majority of 52.03 Percentage of the respondents were Un married
- ❖ Majority of 50.81 Percentage of the respondents belongs to the age group of 20-30 years.
- ❖ Majority of 36.99 Percentage of respondents' monthly income in between Rs.25,000-50,000.
- ❖ Majority of 42.68 Percentage of the respondents have four members in a family.
- ❖ Majority of 31.30 Percentage of the respondent completed their post graduate level.
- ❖ Majority of 22.35 Percentage of the respondents were private employees.
- ❖ Majority of 52.03 Percentage of the respondents belong to the nuclear family type.
- ❖ Majority of 73.57 Percentage of the respondents had past experience on purchasing of product through social media Marketing based on impulse buying nature.
- ❖ Majority of 17.47 Percentage of the respondents purchased fashion products with the help of social media marketing based on impulse nature.
- ❖ Majority of 43.90 Percentage of the respondents spending behaviour to purchase of products in between Rs.1000-2000 in a month based on impulse purchase behaviour.
- ❖ Majority of 39.83 percentage of the respondents consider social media marketing to purchased products for the purpose of time saving.
- ❖ Majority of 29.26 Percentage of the respondents motivated by free gifts and offers.
- ❖ Majority of 30.48 percentage of respondents purchase Products through whatsapp advertising.
- ❖ Majority of 15.85 percentage of the respondents purchased headphones under the Electronics category.
- ❖ Maximum of 21.95 Percentage of the respondents purchase watches under the category of Fashion
- ❖ Hardware & tools were purchased by 20.73 percentage of the respondents under the category of Furniture items
- ❖ Majority of 14.63 Percentage of the respondents purchase Make-up items under the category of personal care products.

- ❖ Majority of 16.26 Percentage of the respondents purchase Kitchen Appliances under the category of Appliances.
- ❖ Majority of 19.10 percentage of the respondents purchase Stationery items under the category of toys and baby products
- ❖ It is found that websites design helps to Know about the availability stands First rank with the percentage score of 3.70 on the customers opinion on purchase through SMM
- ❖ The respondent opinion about the motivational factors, offers and discounts scored I place with the mean score of 3.77
- ❖ The respondent opinion about the impulse buying intention “Branded items” scored the first place with the mean score of 3.51.

Testing of Hypothesis

The personal factors of the respondents have no significant influence on the Spending behaviour of the respondents. It is found from the analysis, the hypothesis results is accepted in age, gender, occupation, family income and marital status is significant. It is concluded that education qualification and nature of family is non-significant because hypothesis value is rejected.

The personal factors of the respondents have no significant influence on the motivation factors of social media marketing. It is found from the analysis, the hypothesis results is accepted in age, gender, occupation and nature of family is significant. It is concluded that education qualification, family income, Marital status is non-significant because hypothesis value is rejected.

The Analysis of variance (ANOVA) indicates that the adjusted R^2 model is 0.869, showing that the independent variables – products purchased through social media, cause an explained variance of 86.9 percent in the dependent variable – number of earning members in family .The F-statistic value of 6.554 for model was found to be significant.

The one sample t-test reveals that an average of the factor ‘product category’ has p-value of 0.297 and an average of the factor ‘financial independence’ is 0.238 which is greater than 0.05. This refers that there is no significant relationship between product category and impulsive buying as well as financial independence and impulsive buying.

Correlation Matrix - The highest p-value is 0.567 obtained from a correlation performed between x5 and x6. Similarly, the moderate p-value is 0.302 obtained from a correlation performed between x7 and x9. And, the lowest p-value is 0.061 obtained from a correlation performed between x4 and x7. Since the p-values of all factors are greater than 0.05, there is no significant relationship between Store layout and product promotion, store environment and availability of money and price and store environment.

One-sample Binomial Test- point out that the significance value of less than .05 obtained for all the social media communication web sites indicates that there was a preferred digital platforms of communication to purchased products based on impulse buying behaviour

The validity and reliability test exhibits that, there is a Social media communication (SMC) and content marketing (digital marketing) have a positive Effect on impulse buying, it has been confirmed a positive correlations with a significance level at (.000). It is point outs a positive relationship. Therefore, Hypothesis is supported.

Suggestions:

- It is found that 14.63 percentage of the respondents purchase beauty products in online so, it is suggested to make sure about the quality of the product before purchase.
- It is suggested that consumers had to plan their budget before purchase of any product to proper usage of money
- It is suggested that consumers should know about the usage and benefits of product before purchase of that product.
- It is recommended that to make safer payment options to avoid any in convenience at the time of payment.
- Purchase of stationary products in online can be avoided to cut down the additional expenses which the respondents are facing.
- It is suggested that while purchasing through whatsapp the respondents should know about the seller and the product details fully before purchasing of the product.
- Maximum of 15.85 percentage of the respondents purchased head phones through social media marketing. Hence, it is suggested that to avoid the purchase of electronic items because, the return back possibilities is not there.

Conclusion:

From the study it has been identified that large number consumer have been accessing to such social media channels for fulfilling the personal or professional needs. Research showed that effective social media marketing has the potential of laying down affect on the behaviour of consumer. Hence, it is essential for the organization to develop their media marketing in such a way that they are able to gain potential objective of affecting the behaviour of consumer by carrying out advertising using such a channel. It has been identified that satisfaction level of consumer are seen to be high with respect to social media advertising undertaken by consumer.