INTENTION AND EXUBERANCE LEVEL OF ONLINE BUYING BEHAVIOR OF SOCIAL MEDIA MARKETING IN VELLORE CITY

R.Praveen [1]; Dr.A.Jothiselvamuthukumar[2]

[1]Doctoral Research Scholar, Department of Business Administration,

Annamalai University, Chidambaram, Tamilnadu.

[2]Assistant Professor, Department of Business Administration, Annamalai University,

Chidambaram, Tamilnadu

Abstract

Buyer gets products not only to accomplish their contemporary needs but also for some reasons and circumstances. Such unplanned purchasing is called impulse buying. Impulse buying describes the behaviors of buyers or shoppers who purchase directly lacking preplan. Social media marketing plays a momentous role in online purchasing nowadays. The aim of the study is to stumble onthe exuberance and intention level of online buying behavior of social media marketing in Vellore City. The main objective of the study is to identify the Intention Level and exuberance level of online buying behavior of social media marketing. Judgment sampling method was used to collect the data. The size of the sample is 180 respondents in Vellore city. The primary data was collected questionnaire from the respondents of Vellore City. For analyzing the primary data, statistical tools such as, Percentage Analysis, Reliability Statistics, Factor analysis, T-test, F- test, Chi-Square Test and One Sample T Test were used with the help of SPSS Software version21.0. There is no significant association between the exuberance level of online buying behavior of social media marketing and their demographic variables.

Key Words: Intention, Exuberance, Online and Social Media Marketing.

1.1 Introduction

Before the social media boom, marketers thought social media business marketing was just another fad that would soon likely pass, something in the vein of pyramid and networking scams. But when Facebook started attracting attention from the year 2004, more and more social media business marketing strategies were developed. Today, this

marketing tool has allowed start-ups and established companies to gain attention without having to spend millions of dollars on advertisements.

Social media marketing, netizens in the 1970s and 1980s spent most of their time on social networks like dating sites and online forums. Six Degrees, Livejournal, and Friendster were the earliest form of Social Medias.The dot-com bubble of 1995 – 2002 was a critical event that allowed the internet to become a viable marketing tool. It began with search marketing, prompting brands to create websites to establish an online presence. As Google, Yahoo and MSN's search engines evolved, companies turned to SEO strategies to remain at the top of search results.When web 2.0 sites – blogs in particular – increased in popularity, marketers began to recognize the potential of content marketing. Inbound marketing, where more value is added for the customer and business is earned, starts replacing age-old "buy, beg or bug" outbound marketing strategies.

In 2003 – 2004, the arrival social media sites like Facebook, LinkedIn and My Space initiates the shift of internet users from multiplayer online games into social networking sites. Eventually, businesses picked up on the positive effects of a social media business site presence on e-commerce and started creating their own social media business profiles on the popular networking sites.In the years that followed, customer's favorable attitude towards social media marketing slowly changed business marketing preference from the more aggressively-proactive outbound marketing to the more reactive inbound marketing.Nowadays, over 90% of marketing executives utilize social media as part of their marketing strategies, and successful businesses utilize social media business marketing for branding, lead generation, customer retention, research and e-commerce.

1.2 Review of Literature

Amos et al., (2014) in their study, unplanned purchases can occur when consumers see a product that can affect their psychological side and thenimpulse to buy it. However, an unplanned purchaseis not always followed by abrupt desires or strong positivefeelings, that are usually related to impulsive buying behavior dividedimpulsive

buying behavior into four types; pure impulse buying, reminder impulse buying, suggestive impulsebuying, and planned impulse buying.

Barger A. Victor et al. (2016) analyzed that instudy titled ―Social media and consumerengagement: a review and research agenda‖. Themotivation behind this article is to proceed with thisexchange by evaluating late writing on purchasercommitment and proposing a structure for futureresearch. The paper audits the promoting writing viaweb-based networking media, giving carefulconsideration to purchaser arrangement.Accordingly, there is five experience weredistinguished including brand, item, customer

substance and online life factors. Web based life asa field of enquiry is becoming yet much iscompelling hotspot for making buyer commitmentand productive buyers.

Prabu and Anthoni, (2019) in their article, "Identification of Influencing Factors: Does the Social Media Sites Affect the Education of College Students? The study focused SMS site has both positive as well as negative effects. Students tend to spend much of their time in SMS and they lose their sleep and this may result in their lagging back in their academic performance also. Sometimes when the students log on to Social Media Sites, they go for unnecessary information and they develop unwelcome relationships too.

Ioanas and Stoica (2014),examined the effect ofinternet based life on shopper conduct with targetslevel of certainty of purchaser in buying item on theweb, recognize the buyer profile, customer mentality,classes of the item and so forth. The investigationfound that brand advancement and relationship arecorrelative and substitutable procedures towardsthe holding between organization items andshoppers inclinations utilizing internet based life.

1.3 Research Gap

The researcher reviewed more than thirty various relevant literatures. Most of the researchers have covered impact and awareness level of social media sites usage in Vellore City. Whereas no research done in social media marketing in Vellore City. The

research gap found in the various aspects of literature attempted to focuses Intention Level and satisfaction level of online buying behavior of social media marketing in Vellore City.

1.4 Statement of the Problem

The change in the behavior among individuals in general and women in impressive stemmed from the fact that social media is a now a platform in which every individual has the right and the frankness to perform any bustle according to their mood and need. With the appearance of social media as a marketing tool the shopping and purchasing behavior of individuals changed and the idea of purchasing became more apparent and usable among them. The research looks at both the haul and thrust factors, centre of attention on the following research questions:

1. What is the intention level of online buying behavior of social media marketing usage in Vellore City?
2. What are satisfaction levels of online buying behavior of social media marketing usage in Vellore City?

1.5 Objectives of the Study

1. To study the intention level of online buying behavior of social media marketing usage in Vellore City.
2. To analyze exuberance level of online buying behavior of social media marketing usage in Vellore City.

1.6 Hypotheses of the Study

1. There is no significant difference between socio- economic profiles of the respondents with regard to intention level of social media marketing.
2. There is no significant association between socio- economic profiles of the respondents and exuberance level of social media marketing.

1.7 Methodology

a) Study Area-Vellore City

b) Type of Research -Both Qualitative & Quantitative Research

c) Research Approach- Online buying consumer in Social media marketing

d) Data Collection Method- Both Primary and Secondary Data

e) Sampling Method-Non-Probability, Judgment Sampling

f) Sample Size-Sample size is 180 Respondents

1.8Tools for Analysis

      This study has been analyzed Percentage Analysis, Reliability Statistics, Factor Analysis, Independent Sample t -Test, F -Test and Chi-SquareTest, Friedman Test and correlation with the help of SPSS software.

1.9 Analysis and Interpretation of Data

Reliability Statistics

Item-Total Statistics					
Intention Level of SMM	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**	**Cronbach's Alpha**
To improve brand Awareness	39.29	49.092	.412	.747	
To cost –effective way	39.92	49.860	.336	.754	
Engaging and interacting Customers	39.70	48.423	.378	.749	
To improve brand loyalty	40.72	48.179	.315	.758	
To provide healthier customer satisfaction	40.73	46.836	.408	.746	
To provide brand authority	40.52	46.519	.420	.745	**0.763**
To learn about Competitors	40.04	45.864	.551	.730	
To increase Return on Investment(ROI)	39.98	46.363	.476	.738	
To enhance public relations	39.76	48.163	.406	.747	
To drive sales & Leads	39.89	48.520	.327	.756	
To increases industry collaboration	39.62	48.539	.359	.752	

It helps green marketing initiatives	39.60	47.839	.421	.745	

Source: Primary Data

Inferences

All the intention levels are tested with reliability statistics chrobach's Alpha Value 76.3% relevant variables.

1.10 Factor Analysis- Intention Level

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Bartlett's Test of Sphericity	Approx. Chi-Square	589.015
	Df	66
	Sig.	.000

Source: Computed Data

Form the table it can be noted that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.740 and Bartlett's test to Sphericity approximate Chi-Square value is 589.015 which are statistically significant at 5% level.

1.11 Rotated Component Matrix for Intention Level

Rotated Component Matrix			
Component	Brand Constrain	Brand Reflection	Brand Efficient
To increases industry collaboration	.778		
To enhance public relations	.749		
It helps green marketing initiatives	.663		
To drive sales & Leads	.651		
To increase Return on Investment(ROI)	.611		
To provide healthier customer satisfaction		.839	
To provide brand authority		.810	

To improve brand loyalty		.701	
To learn about Competitors		.503	
To cost –effective way			.781
To improve brand Awareness			.748
Engaging and interacting Customers			.522
Extraction Method: Principal Component Analysis			

From the above table, it can be noted that five variables together form factor which can suitably be named as "**Brand Constrain**", the second factor is formed with four variables which can be named as "**Brand Reflection**"andthe lastfactor is formed with three variables which can be named as "**Brand Efficient**".

1.12 Gender Vs Intention Level of SMM(Independent Sample t- Test)

	Gender	N	Mean	t- Value	P- Value	H0
Brand Constrain	Male	119	3.81	.741	0.460	**Accepted**
	Female	61	3.91			
	Total	**180**				
Brand Reflection	Male	119	2.50	.346	0.729	**Accepted**
	Female	61	2.46			
	Total	**180**				
Brand Efficient	Male	119	4.01	.681	0.003	**Rejected**
	Female	61	3.92			
	Total	**180**				

Source: Primary Data

Inferences

The above table shows that the P values are (**0.460, and 0.729**) more than 0.05, therefore the null hypotheses is not rejected at 5% level of significance. Hence it is concluded that there is no significant difference between male and female of the respondents with regard to brand constrain and brand reflection intention level of social media marketing.

Whereas the P value is 0.003 less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between male and female of the respondents with regard to brand efficient intention level of social media marketing.

1.13 Age Vs Intention Level of SMM (One Way ANOVA)

	Age	N	Mean	Std. Deviation	F- Value	P- Value	H0
Brand Constrain	Below 30	33	3.99	.783	.553	0.647	Accepted
	31-40	26	3.92	.928			
	41-50	66	3.79	.813			
	Above 50	55	3.79	.868			
	Total	180					
Brand Reflection	Below 30	33	2.38	.741	.473	0.001	Rejected
	31-40	26	2.41	.868			
	41-50	66	2.55	.726			
	Above 50	55	2.53	.789			
	Total	180					
Brand Efficient	Below 30	33	3.93	.706	.056	0.983	Accepted
	31-40	26	4.00	1.007			
	41-50	66	3.98	.727			
	Above 50	55	3.99	.731			
	Total	180					

Source: Primary Data

Inferences

The above table shows that the P values are (**0.647, and 0.983**) more than 0.05, therefore the null hypotheses is not rejected at 5% level of significance. Hence it is concluded that there is no significant difference between different age group of the

respondents with regard to brand constrain and brand efficient intention level of social media marketing.

Whereas the P value is 0.001 less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between different age group of the respondents with regard to brand reflection intention level of social media marketing.

1.14 Marital Status VsIntention Level (Chi-Square Test)

Marital Status	Overall Intention Level			Total	Chi-Square Value	P-Value
	Low	Average	High			
Married	21	38	14	73	3.108^a	0.001
	(28.8%)	(52.1%)	(19.2%)	(100.0%)		
Unmarried	25	49	33	107		
	(23.4%)	(45.8%)	(30.8%)	(100.0%)		
Total	**46**	**87**	**47**	**180**		
Hypothesis	Rejected					

Source: Primary Data

Inferences

The above table shows that the P value is 0.001 less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between different age group of the respondents with regard to overall intention level of social media marketing.

1.15 Reliability Statistics- Exuberance Level of SMM

Exuberance Level of SMM	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Value
Purchasing at the comfort	70.31	113.763	.489	.817	0.828

Pleasurable feelings of Purchasing	70.94	115.701	.390	.821
Delivery of items attracts	70.68	113.416	.424	.819
Feelings of satisfaction	71.81	115.402	.288	.827
The ease of use in the website	71.73	112.955	.388	.821
Increase the chances of more customers	71.51	112.302	.400	.821
Colors, designs, themes and platform influence	71.01	111.383	.503	.815
Instructions and technical support	70.91	112.194	.436	.818
Secured payments encourages	70.65	114.870	.402	.820
Cash on delivery encourages	70.85	114.304	.351	.823
Return encourages	70.57	114.033	.389	.821
Sales and discounts encourage	70.55	112.450	.467	.817
It changes the purchasing behavior	70.34	113.810	.404	.820
Easy delivery	70.33	115.089	.395	.821
Support increase the impulse purchasing	70.48	114.591	.482	.817
Comments and reviews	70.86	114.258	.429	.819
It provide insights	71.01	115.075	.326	.824
More than one brand increase	70.85	113.424	.412	.820
Variety seeking-based shopping	71.09	114.878	.317	.825
Low brand loyalty	70.70	115.519	.380	.821

Source: Primary Data

Inferences

All the exuberance levels are tested with reliability statistics chrobach's Alpha Value 82.8% relevant variables.

**1.16 Factor Analysis- Exuberance Level**

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.864

Bartlett's Test of Sphericity	Approx. Chi-Square	925.891
	Df	190
	Sig.	.000

Source: Computed data

Form the table it can be noted that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.740 and Bartlett's test to Sphericity approximate Chi-Square value is 589.015 which are statistically significant at 5% level.

1.17 Scree Plot- Exuberance Level
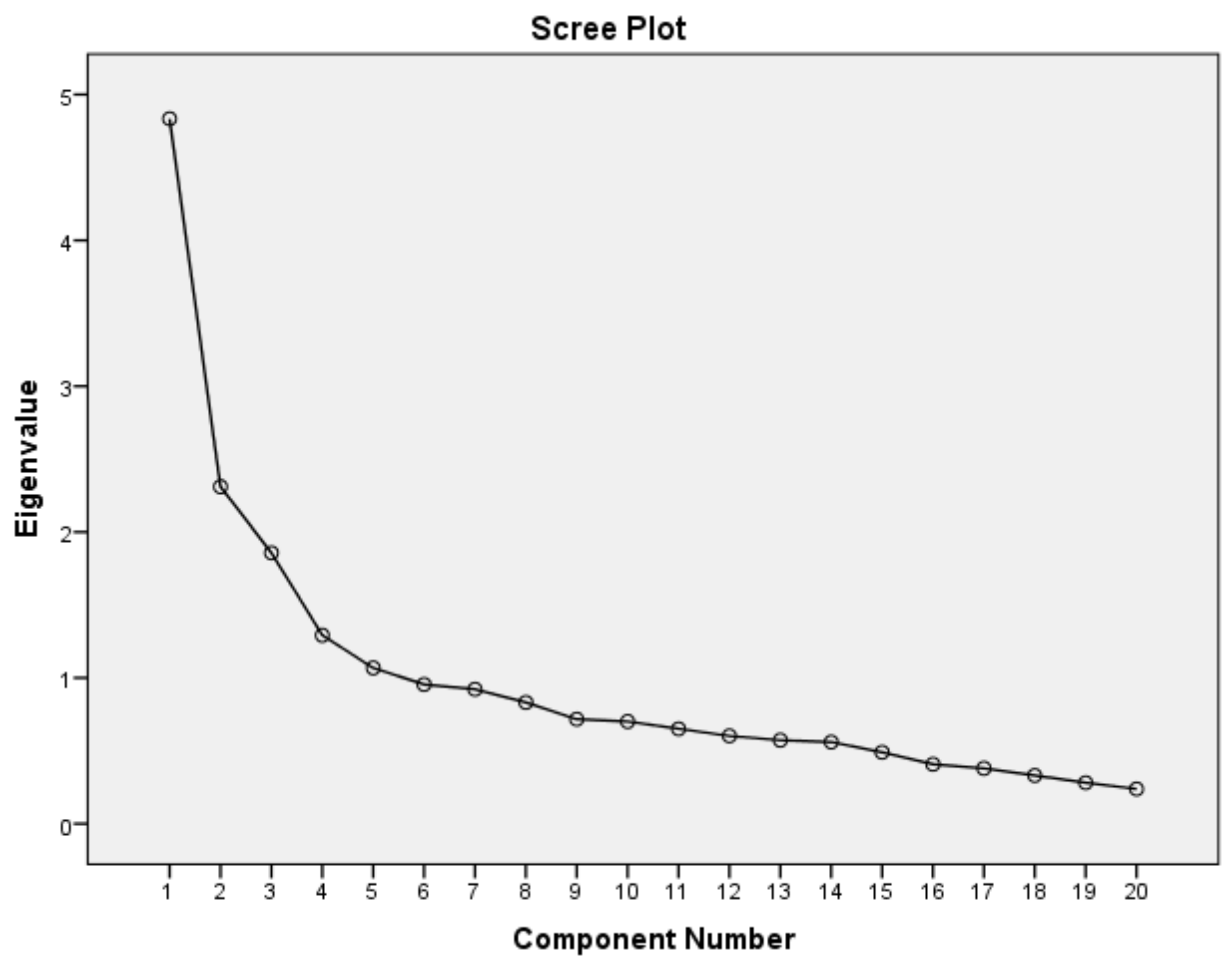
1.18 Rotated Component Matrix- Exuberance Level

Rotated Component Matrix					
Exuberance Level	**Discounts**	**Reviews**	**Expectation**	**Strategy**	**Reassure**
It changes the purchasing behavior	.679				
Delivery of items attracts	.598				
Return encourages	.597				
Sales and discount encourage	.557				
Secured expense encourages	.551				
Low brand loyalty	.532				
Comments and reviews		.754			
It provide insights		.734			
Support increase the impulse purchasing		.609			
Variety seeking-based shopping		.608			
More than one brand increase		.595			
The ease of use in the website			.832		
Increase the chances of more customers			.785		
Feelings of satisfaction			.733		
Cash on delivery encourages				.781	
Instructions and technical support				.601	
Colors, designs, themes and platform influence				.536	
Pleasurable feelings of Purchasing					.715
Easy delivery					.664
Purchasing at the comfort					.512
Extraction Method: Principal Component Analysis.					

From the above table, it can be noted that six variables together form factor which can suitably be named as "**Discounts**", the second factor is formed with five variables which can be named as "**Reviews**", the third factor is formed with three variables which

can be named as "**Expectation**", the fourthfactor is formed with three variables which can be named as "**Strategy**"andthe lastfactor is formed with three variables which can be named as "**Reassure**".

1.19 Correlation- Overall Exuberance Level

Correlations						
Overall Exuberance Level		Discounts	Reviews	Expectation	Strategy	Reassure
Discounts	Pearson Correlation	1	.297**	.151*	.506**	.210**
	Sig. (2-tailed)		.000	.004	.000	.008
	N		180	180	180	160
Reviews	Pearson Correlation		1	.193**	.179*	.353**
	Sig. (2-tailed)			.009	.016	.000
	N			180	180	160
Expectation	Pearson Correlation			1	.247**	.282**
	Sig. (2-tailed)				.001	.000
	N				180	160
Strategy	Pearson Correlation				1	.393**
	Sig. (2-tailed)					.000
	N					180
Reassure	Pearson Correlation					1
	Sig. (2-tailed)					
	N					
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Primary Data

Inferences

The above table shows that the P- Values are (0.001, 0.009, 0.001, 0.001 and 0.008) less than 0.05. Hence it is concluded that there is no significant relationship between the overall exuberance level and the social media marketing online buying consumers.

1.20Friedman Test- Exuberance Level

Exuberance Level	N	Mean	Std. Deviation	Mean Rank	Rank	Chi-Square	P-Value
Discounts	180	4.01	.735	3.62	2		
Reviews	180	3.73	.783	2.91	4		
Expectation	180	2.91	1.082	1.83	5	148.283	0.001
Strategy	180	3.66	.900	2.99	3		
Reassure	180	4.06	.871	3.65	1		
Hypothesis				Rejected			

Source: Primary Data

Inferences

From the above table shows that the exuberance level ranking on the basis of Friedman test. The reassure exuberance occupied first place, the second place discounts, third place involved strategy, on the fourth place engaged reviews and the last place occupied expectation. The P- value is less than 0.05. There is no relationship between the overall exuberance levels with regarding social media marketing consumers.

1.21Suggestions

❖ Based on the brand efficient intention level is not fulfilling the male and female consumers in the social media marketing. So the social media marketing companies are to fulfill the purpose level.

❖ Based on the brand reflection intention level is not influenced the different kind of age group consumers in the social media marketing. It should be considered the purpose level of social media marketing.

❖ Based on the overall exuberance level of the social media marketing consumers are not satisfied on the basis of online buying impulse. It must rectify the issues.

❖ The companies fit into place online consumers and recommend them the occasion for discussion along with themselves via social media podium.

1.22Scope for Further Research

It is also suggested to further the knowledge of social media users by including other variables such asbrand loyalty and brand image, comparative study between two or more other geographical areas in social media marketing.

1.23 Conclusion

This study analyzed intention and exuberance level of online buying behavior of social media marketing in Vellore City. The objective of the study is to identify the intention level and exuberance level of social media marketing. All the findings are made by the results. The intention and exuberance on impulse buying,it also found that social media marketing and content marketingsimultaneously have a positive intention as well as exuberance towards impulse buying. The suggestions are to be fulfilled by the companies; definitely it will be helpful for the social media marketing consumers.

References

- Al-Zyoud, F(2018) "Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers" Journal of Business and Retail Management Research (JBRMR), Vol. 13 ,2018.

- Bansal,M and Kumar,S (2018) "Impact of Social Media Marketing on Online Impulse Buying Behaviour" Journal of Advances and Scholarly Researches in Allied Education Vol. XV, Issue No. 5, July-2018, ISSN 2230-7540.

- Barger, V., Peltier J.W. and Schultz D.E. (2016).―Social media and consumer engagement: Areview and research agenda‖. *Journal ofResearch in Interactive Marketing*, 10(4), pp.1-35.

- Chaiprasit, C. (2014), "Shopping on Social Networking Web Sites: Female Consumers' Intentions to Shop on Facebook in Bangkok Area", [online] http://utcc2.utcc.ac.th/utccijbe/_uploads/InProcess/201511/SHOPPING%20ON%20SOCIAL%20NETWORKING%20WEB%20SITES.pdf [Accessed 19 Aug. 2017].

- Chen, J., Su, B. and Widjaja, A. (2016), "Facebook C2C social commerce: A study of online impulse buying", *Decision Support Systems, vol. 83*, pp.57-69.

- Childers, T.L., Carr, C.L., Peck, J., & Carson, S. (2001), "Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing, vol. 77,* no. 4, pp.511-535.

- Chiu, C.-M., Chiu, C.-S., & Chang, H.C. (2007), "Examining the integrated influence of fairness and quality on learners' satisfaction and Web-based learning continuance intention", *Information Systems Journal, vo. 17,* no. 3, pp.271–287.

- Crafts, C. (2012), "Impulse Buying on the Internet*"*, Master of Science, Louisiana State University.

- Crosby, L.A., Evans, K.R., & Cowles, D. (1990), "Relationship quality in services selling: An interpersonal influence perspective", *Journal of Marketing, vol. 54,* no.3, pp.68–81.

- Dawson, S., & Kim, M. (2009), "External and internal trigger cues of impulse buying online. Direct Mark", Int. J, vol. 3, pp.20–34.

- DeLone, W.H., & McLean, E.R. (2004), "Measuring e-commerce success: Applying the DeLone& McLean information systems success model", *International Journal of Electronic Commerce, vol.9,* no. 1, pp.31–47.

- Hennig-Thurau T., Gwinner K., Walsh G. &Gremler D., (2004), "Electronic Word-of-Mouth Via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing*, *vol. 18*, no.3, pp. 38–52.

- Hausman, A. (2000), "A multi-method investigation of consumer motivations in impulse buying behavior", J. Consum. Mark, vol. 17, pp.403–417.

- Jeffrey, S.A., and Hodge, R., (2007), "Factors influencing impulse buying during an online purchase", *Electronic Commerce Research, vol. 7*, no.3, pp.367-379.

- Johar, J. (2015), "The Influence of Situational Variables on Consumer Choice Behavior, And Its Impact on Marketing Strategy'. *Proceedings of the 1984 Academy of Marketing Science (AMS) Annual Conference*, pp.471-471.

- Kahn, B.E. (1995), "Consumer Variety-Seeking among Goods and Services: An Integrative Review", *Journal of Retailing and Consumer Services, vol. 2, no.*3, pp.139-148.

- Perlman, B. (2012). Social Media Sites at the State and Local Levels: Operational Success and Governance Failure. State & Local Government Review, 44(1), 67-75.

- Kathiravan, C., Kanthiah Alias Deepak, R., Suresh, V., &Mahalakshmi, P. (2019). Role of product cause fit in cause related marketing campaign decisions. International Journal of Engineering and Advanced Technology, 8(5 Special Issue 3), 406–413. https://doi.org/10.35940/ijeat.E1087.0785S319

- Kathiravan, C., Dinesh, S., Mahalakshmi, P., Suresh, V., &Rajasekar, A. (2019). Determinants of over the counter (OTC) purchasing behavior of medicines in the pharmaceutical industry. Test Engineering and Management, 81(11–12)

- C.Kathiravan, Et al. (2017). Effectiveness SNS (Social Network Sites) Advertisements on Purchase Intention. International Journal of Research, 4(1), 1406–1415.