

A STUDY ON DIGITAL MARKETING STRATEGIES SOCIAL MEDIA USING CONSUMERS (PURCHASING BEHAVIOUR) ANALYSIS WITH SPECIAL REFERENCE TO ARIYALUR DISTRICT

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Abstract: The social media over consumers' purchasing behaviours has been dramatically increased. Consumers' commentaries, contentment or dissatisfaction on social media about a specific product or a service strongly affect the sales rate. On the other hand, the concept of digital marketing, which is predicated on mutual interaction of business enterprises and consumers have also attracted the attention of researchers nowadays. The aim of this research is to investigate the role of social media on purchasing behaviour of consumers through digital marketing. Social media users have been involved in the scope of this research Involving in Ariyalur District.

Keywords: social media, digital marketing, consumers, purchasing behaviour.

1. INTRODUCTION

Customary specialized techniques and methodologies have been significantly diminished with the rise of web based life which gives a virtual system put that individuals find chance to express their sentiments and feelings about merchandise or administration. Negative or positive remarks of buyers over internet based life against a decent or administration considerably influence shoppers' buying procedure. Another essential idea is "digital marketing" which can be depicted as the utilization of web and data innovation to create and degree conventional promoting capacities. Firms' showcasing endeavours have been re-composed with the development of web, web based life, computerized promoting, e-advertising, and their related apparatuses. Advertisers keeping in mind the end goal to increase upper hand need to assign their 4P (promoting blend) exercises as per customers' desires and proposals by web based life. Subsequently, advanced promoting endeavours as a connection of clients and advertisers can be altogether and sanely considered by thinking about clients' proposals about items and administration. This paper has concentrated on researching the effect of Digital marketing on obtaining conduct buyers through advanced showcasing Industry is small, even bigger, but its professional development technology greatly helps. Technologies are used at many levels of industry. Digital marketing (Digital Marketing) technology greatly helps to market product and service. Digital Marketing is the marketing and marketing of product and service through electronic media. Such digital marketing can market goods / services through many strategies. Many digital marketing can be done without any cost via online.

WHAT IS SOCIAL MEDIA?

Although there are several explanations about what is social media (social media), it should be summed up and simplified: "Create and share your views on a platform linked to Internet, or 'platform'"

How can you use social media?

While the social media is becoming a medium of media, it is becoming more essential as it benefits from using it. If you have a message or message that can be useful to others, it can not be better than social media to tell the world but if you look at it, your social media side and your supporters will create an online community that influences. Your work should grow as a valuable tool for bringing up that community and reflecting your company's image and vision. Improve customer service efficiency, improve brand engagement, create trust relationships, or viewers

HOW TO MAKE SOCIAL MEDIA MARKETING PLAN SUCCESSFUL:

Social Media Marketing

Today, most people use social media. A product and service need to follow social network marketing to reach them. What products (products) do you offer about products and services, and how it differs from other companies, starting with separate pages in the company name, Facebook, Facebook, Google Plus, linked in, pinterest, Instagram, Why customers need to buy you, what kind of services you get, and what information they will get from customers when they buy from you should frequently post on social website pages.

The use of images, videos(video), info graphics, graphics and designs to help customers reach information easily. No matter what information we have, we search for web search engines like Google and Yahoo! If an entrepreneur is to get more customers, its websites must be placed on the pages of the search engine. Seekers often access only what websites are on the top 4 pages. It is important to keep the website of the business on the front pages of the search engine.

Mobile Marketing

Most people use the Internet via mobile. So mobile marketing is essential to the industry. Push notifications This is a kind of mobile marketing. This can send messages, news and messages directly to the customer's mobile. Service companies like pushengage.com, foxpush.com, pushcrew.com, izootoo.com provide free service to send a notification to specific mobile

Encourage customer reviews

Social media brand Lloyd is building one of the best tools to win new fans. Do not forget the importance of customer reviews and conversations in social business, products and services. Pew Research Center (Pew Research Center) has read online customer reviews before buying, according to Adult Consumer% of America. Online Customer Reviews are always read before buying, according to the Consumer Consumers.

If the customer is doing great things about your business, how can you get that impression on the review site? Do not expect your customers to review the site and do good things. To respond to customer reviews, we may monitor the types of brands, products or services posted on social media. Social Media Surveillance Tools The customer can catch up with your brand in the negative and positive experiences of this process. Focus on customer service and problem solving centre In fact, the community has a very definite value and is generally perceived as a trust and transparency Make sure you understand these unwritten rules (such as fraud and excessive motivation), so you can break them and avoid running your community.

How to advertise blog posts using social media: Wizard for marketing

Would you think of ways to fix your blog posting for each network?

Sharing your posts with your social media channel will help provide your blog's viewers' regular stream. In this article, I will show you how to successfully update blog posts on the best social media sites To effectively promote blog posts, you should not broadcast the same message on each social network. We need to have newsletters for every site visitors. For example, when promoting a new blog post, you may need to deal with Face book friends rather than LinkedIn's business connections. On Twitter, it's important to have messages short and easy. In Pinterest, attract the attention of your image

2. Social Media and Digital Marketing

Improvements in internet usage, chat rooms and social media tools have deeply transformed both the ways organizations conduct their business and customers' purchasing behaviors. Therefore, this transformation process requires firms to rearrange and rethink their marketing strategies to gain competitive advantage. The number of internet users has increased tenfold from 1999 to 2013. The first billion was reached in 2005 while the third billion was reached in 2014. **According to Statista, it is estimated that in 2018, there will be around 2.55 billion social network users around globe, up from 1.87 billion in 2014. Hennig-Thurau et. al. (2010), denotes this new decade as the rise of new media which is consisted of websites** and other digital communication and information channels in which active consumer engage in behaviours that can be consumed by others both in real time and long afterwards regardless of their spatial location. Therefore importance and development of "Electronic commerce" has rapidly increased. **Wen (2000) describes electronic** commerce as the buying and selling of products, services or information via computer networks, mainly the Internet. **Tiago and Verissimo (2014)** emphasize the migration of real-world social relationship to the virtual world, resulting in online communities that bring people together from across the globe. **Lesidrenska and Dicke (2012)** also highlight that the way social networking websites and social media enables individuals to communicate in real time with thousands of total strangers as with a single close friend. **Mangold and Faulds (2009)**, on the other hand, stress how social media tools such as blogs, chat rooms, e-mail and social networking websites influence various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation. In addition, **Mayzlin (2006)** emphasize the importance of chat rooms, recommendation sites and customer review services which allow customers to overcome geographic boundaries and to communicate. Introduction of web-based social networking and social media tools have created a virtual network place where people freely express their feelings, opinions and messages about a specific product or service (Chung and Austria, 2010). Former studies have proved the importance of consumers' comments on social media over purchasing behaviours of new consumers. On the other hand, Lifelong et. al. (2014) key notes that firms are exposed to tremendous challenges with the introduction of digital revolution in society and marketing.

Scope of the Study

This study thesis focuses on study the intentions of the consumers to venture online and their different behaviours when they browse online. This will help the marketers and organizations to understand the various dimensions of E-Marketing which help the consumers in shopping online. It shows how the consumers decide to purchase products and highlights the activities that occur before, during, and after the purchase of the product. Organizations will benefit by developing suitable strategies and choosing the right model to ensure that consumers spend significant time on the organizational websites to make the purchase

Research methodology

The main focal point of this research is consisted of the latest developments in internet usage and the role of social media and digital marketing on purchasing behaviours of consumers. Social media tools and digital marketing strategies have been vital for marketing

strategies in order to gain competitive advantage. Social media users have been involved in our survey to observe the role of social media on purchasing behaviour of consumers through digital marketing.

ANALYSIS FOR PRIORITY THE REASONS FOR DIGITAL MARKETING PURCHASING ONLINE IN CONSUMER TOWARDS THE DIGITAL MARKETING IN ARIYALUR DISTRICTS

This section deals with the consumer' opinion on priority the reasons for digital marketing purchasing online in consumer factors involved rendering the priority the reasons for digital marketing purchasing online in consumer factors in digital marketing considered for the study. The variables taken into consideration for percentage analysis are as follows. Security, Ease of usage, Speed/saving of time, Reliability, Deals offered by the company, Gathering information, Wide range of choice, Easy payment mechanism, Quick delivery of products and services, Access to global markets'

PRIORITY THE REASONS FOR DIGITAL MARKETING PURCHASING ONLINE IN CONSUMER.

	Mean	Std. Deviation
Security	3.36	1.552
Ease of usage	3.98	1.181
Speed/saving of time	3.96	1.162
Reliability	3.25	1.540
Deals offered by the company	3.55	1.299
Gathering information	3.54	1.335
Wide range of choice	3.01	1.420
Easy payment mechanism	2.89	1.519
Quick delivery of products and services	3.54	1.330
Access to global markets	3.19	1.379

Source: Output generated from SPSS 22

From the above table, the identified mean for all the attributes of consumer' opinion on Mean and standard deviation for priority the reasons for digital marketing purchasing online in consumer shows that, 'Security, Ease of usage, Speed/saving of time, Reliability, Deals offered by the company, Gathering information, Wide range of choice, Easy payment mechanism, Quick delivery of products and services, Access to global markets,' falls on the scale as Slightly agree. The standard deviation of the respective attributes shows that all the factors of the consumer' opinion on priority the reasons for digital marketing purchasing online in consumer aspects of priority the reasons for digital marketing purchasing online in consumer deviate more towards the scale agree. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that all the factors are felt as agreeable by the consumer for measuring the priority the reasons for digital marketing purchasing online in consumer from their perception and they experience form the digital marketing considered for the study.

ANOVA TEST FOR AGE OF THE CONSUMER PRIORITY THE REASONS FOR DIGITAL MARKETING PURCHASING ONLINE IN CONSUMER.

HYPOTHESIS

Null Hypothesis H0- There is no significant difference between the mean score of age of the Priority the reasons for digital marketing purchasing online in consumer

Alternative Hypothesis H1- There is significant difference between the mean score of age of the Priority the reasons for digital marketing purchasing online in consumer

Table 4.4

ANOVA TEST FOR AGE OF THE CONSUMER PRIORITY THE REASONS FOR DIGITAL MARKETING PURCHASING ONLINE IN CONSUMER

	F – Value	Significant Value	Result
Security	.518	.670	Not Significant
Ease of usage	.244	.866	Not Significant
Speed/saving of time	2.143	.040*	Significant
Reliability	.799	.495	Not Significant
Deals offered by the company	.037	.990	Not Significant
Gathering information	.382	.766	Not Significant
Wide range of choice	.213	.887	Not Significant
Easy payment mechanism	.491	.689	Not Significant
Quick delivery of products and services	2.172	.035*	Significant
Access to global markets	.444	.722	Not Significant

Source: Data generated from the age of the consumer digital marketing in Ariyalur.

** Denotes significant at 1% level

*Denotes significant at 5% level.

Interpretation:

The above mentioned table shows that the ANOVA test for significant difference between age of the consumer and Priority the reasons for digital marketing purchasing online in consumer. Since the estimated sig. value for the variables considered for the study is greater than .05 [Std. Value], the Null hypothesis is accepted. (Except) Since the significant value for Quick delivery of products and services and Speed/saving of time shows the value of 0.035 and 0.040 lesser than the 0.50. Hence we conclude that there is significant difference between age of the consumer and Priority the reasons for digital marketing purchasing online in consumer, at 5% level.

Conclusion

It is clear that the impact of social media over consumers have been dramatically increasing with internet usage, smart phones, personal computers, mobile devices etc. Thus, consumers have been involved in the process of production and marketing mix of companies as important decision-makers. Customer reviews on internet blogs and reports have been vital for new customers' purchasing decisions. This research demonstrates the impact of social media and digital marketing over customers' purchasing behaviours. Thus, there is a significant relationship between post-purchasing process of social media users and gender. In other words, marketing departments of companies should focus on gender while deciding their marketing and promotional activities. In addition, educational level and monthly income level of customers have also been statistically significant on social media users' decisions. Therefore, it is essential for companies to realize the social media and other e-marketing tools in order to gain competitive advantage. Results of this research figure out the necessity to focus on gender, educational level and monthly income level of consumers.

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