

Assessing the influential factors of buying behaviour of college students with reference to social media advertisement in instagram

Dr. K. Meenatchi Somasudari¹, Dr. M. Vidya²

^{1,2} *Assistant Professor, Department of Management Science, Sri Krishna Arts and Science College, Coimbatore. Tamilnadu*

Abstract

Online social networking has become one of the foremost standard online activities that additional and more individuals ideally pay their free time on. Instagram has become one of the most social media employed by youngsters especially college students. The aim of the researchers is to understand the influence of social media advertising on Instagram on shopper behaviour with special reference to college students. The information collected on primary knowledge through Google form and picked up secondary data from the websites. The research paper presents the results of a survey of 125 college students in Coimbatore by adopting the convenience sampling method. The researcher had used the chi-square test for analysing data collected about the behaviour of Instagram users. From the analysis, the researcher found that consumers' behaviour is primarily tormented by advertisements and the family's monthly income.

Keywords: Advertisement, Consumer behaviour, Instagram, Social-media, Students

Introduction

Social media quick communications source for easy interaction and collaboration. Here are some distinguished samples of social media: Facebook, Twitter, Google+, Wikipedia, LinkedIn, Pinterest, and Instagram. Social media permits a company to connect folks that share similar business interests or activities. Social media facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. And it will assist in relationship building, love through loyalty programs joined to social media. Today, the overall public define social media as apps on their Smartphone or tablet, but the fact is, this communication tool started with computers. Social media platforms facilitate a corporation keep on the brink of their customers and build it easier to conduct analysis that they will use to spice up business processes and operations.

Rationale of the study:

In today's era, individuals pay an excessive amount of their time on social media. these days people value buy things online instead of reaching to the mall and buy things. Thus, it's essential to form a study on the influence of social media advertising and notice however people are influenced by this. It's additionally necessary this study makes an attempt to grasp the shopping for behaviour clients who are victimization Instagram. The result of the study might facilitate the corporate to formulate ways to influence customer behaviour to shop for more products and thereby increasing their profit.

Objectives of the study:

- To find out the social media users who get influenced and buy products online.
- To study the factors influencing the college students to buy through Instagram.
- Limitations of the study:
- The study is focused only on social media users hence the result may not be applicable for any other users.
- Result of the study can not be generalized for other study because the variables used and media differ from one another.
- The finding of the study may not be relevant after 5 years the customer preference may tend to change.

Literature Review

(Bajpai & Panday, 2012), examines however viral marketing as an idea marks its place through social networking sites. The authors taken Facebook for the analysis and clearly hints that those direct marketers with intelligent methods for Facebook atmosphere will certainly makes success. Additionally they highlight upon the offers provided by Facebook for complete marketers and conclude that there are several things left to find out and marketers are still within the early stages.

- (Ramnarain & Govender, 2013), found that social media browsing has influenced the youths buying behavior through 3 determinants namely necessary channel for communication, increases variety of products and complete selection and outlay power. The implication of their analysis findings was that social media and marketer have to be compelled to re-value their distribution and selling channels and communication ways so as to influence the purchasing behaviour of youngsters of South Africa.
- (Impact of Social Media on Youth's social Life and buying Behaviour Author: Mrs. J.Janaki M.Com., n.d.),The research deals with the impact of social media on the social life and buying behaviour of the youth. And found that social media is positively impacting the youth by significantly providing information to take purchase decision. The authors concluded that the impact of social media in buying behaviour of youth is high.
- (Jarrar et al., 2020), discussed the efficacy of social media advertisement and marketing strategies on buying intension. The authors indicated that sponsored advertisement is effective influencer in displaying brand perception and page engagement.
- (Sharma, 2020), suggested that there are certain elements which are found to be useful while assessing the suitability of social media marketing by considering brand equity which focus on marketing and buying behaviour. This makes the youth to be engaged with brands, possible by digital platform.

Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research. Primary data is collected from users of Instagram in Coimbatore through questionnaire. The sample respondents include college students who get influenced to buy products. The sampling size of 125 respondents of Instagram users. Convenience sampling method used. The statistical tool Chi-Square test was used for analyzing the collected data.

Analysis and interpretation:

The information related to the respondents' demographic profile and influence of social media (Instagram) on consumer behaviour are depicted under the table below

Table: 1 Respondents profile and Influencing factors

S. No	Variable	Category	Number of Respondents	Percentage (%)
1	Age	18-19years	31	25
		20-21years	55	44
		22-23years	22	18
		Above23years	17	13
2	Gender	Male	80	64
		Female	45	36
3	Family's Monthly Income	BelowRs.25,000	20	16
		Rs.25,001-Rs.35,000	37	30
		Rs.35,001-Rs.45,000	34	27
		Rs.45,001-Rs.55,000	22	18
		AboveRs.55,000	12	9
4	Education	UG	82	66
		PG	34	27
		Research Degree	9	7
5	How long have you been using Instagram?	Less than 1year	13	11
		1-2years	23	18
		2-3years	46	37
		3-4years	25	20
		Above4years	18	14
6	How of tend you purchase products in Instagram?	Once in a week	22	18
		Once in a month	58	46
		Once in 6months	45	36
7	Do you worry about privacy problem when using?	Always	17	13
		More frequently	32	26
		Less frequently	51	41
		Rarely	21	17
		Never	4	3
8	How long have you been purchasing products through Instagram?	Lessthan3months	19	15
		3-6months	29	23
		6-9months	31	25
		9months-1 years	33	26
		Above1year	13	11
9	How much do you spend per year for online purchase through Instagram?	Less than Rs.5,000	39	31
		Rs.5,001-Rs.10,000	21	17
		Rs.10,001-Rs.15,000	37	30
		Rs.15,001-Rs.20,000	20	16
		More than Rs.20,000	8	6
10	Information searchingiseasiervia Instagram	Strongly agree	60	48
		Agree	37	30
		Neutral	18	14
		Disagree	9	7
		Strongly disagree	1	1
11	Advertisements on Instagram influence you to buy new product	Strongly agree	25	20
		Agree	68	54
		Neutral	23	18

Interpretation:

- From the above table, the researchers inferred that once in a month purchasing the product using Instagram and less frequently worrying about privacy problems with spending amount for product purchase is less. The respondents strongly agreed to the easy usage of Instagram for searching new product and the influence of attractive advertisement makes them to buy the product. Also, the respondents agreed that Instagram provides effective communication systems and makes purchasing decision more complex.
- Family's monthly income and amount spent for purchase through Instagram:
- Null Hypothesis (H0): There is no association between the family's monthly income and amount spent for purchases.

Table 2: Association - Family Monthly income and Amount spent for purchase

Family monthly income& Amount spent	LessthanRs.5,000	Rs.5,001-Rs.10,000	Rs.10,001-Rs.15,000	Rs.15,001-Rs.20,000	Morethan Rs.20,000	Total
BelowRs.25,000	10	5	3	1	1	20
Rs.25,001-Rs.35,000	13	6	13	2	3	37
Rs.35,001-Rs.45,000	7	8	10	9	0	34
Rs.45,001-Rs.55,000	3	2	8	7	2	22
AboveRs.55,000	7	0	3	1	2	12
Total	40	21	37	20	8	125

Source: Primary Data

Calculated Value Chi-Square value	Degree of Freedom(No.ofrow-1)×(No.ofcolumn-1)	Probability Level	Critical Chi-Square Value
33.27	16	0.05	26.30

Source: Primary Data – Analysis

Interpretation: The calculated value, 33.27 is higher than the critical chi-squarevalue,21.03, alternative hypothesis is accepted .Hence, there is an association between the family's monthly income and amount spent for purchases.

Based on age and amount spent for purchasing through Instagram.

Null Hypothesis (H0):Thereisno association between age of the respondents and the amount spent for purchasing through Instagram.

Table 3: Association - Age and Amount spent for purchase

Age & Expenses	Less than Rs.5,000	Rs.5,001-Rs.10,000	Rs.10,001-Rs.15,000	Rs.15,001-Rs.20,000	Morethan Rs.20,000	Total
16-17years	4	2	1	0	2	9
18-19years	10	4	10	6	1	31
20-21years	19	12	15	7	2	55
22-23years	5	4	11	7	3	30
Total	38	22	37	20	8	125

Source: Primary Data

Calculated Value Chi-squarevalue	Degree of Freedom(No. of row – 1) ×(No. of column-1)	Probability Level	Critical Chi-Square Value
14.11	12	0.05	21.03

Source: Primary Data – Analysis

Interpretation: The calculated value, 14.11 is less than the critical chi-squarevalue,21.03,null hypothesis is accepted. Hence, there is no association between age and the amount spent for purchasing through Instagram.

Based on the period of usage and amount spent for purchasing products through Instagram

Null Hypothesis (H0): There is no association between the period of usage and amount spent for purchasing products through Instagram.

Table:4 Association – Usage Period and Amount spent for purchase

Usage period & Amount spent	Less than Rs.5,000	Rs.5,001- Rs.10,000	Rs.10,001- Rs.15,000	Rs.15,001- Rs.20,000	More than Rs.20,000	Total
Always	10	1	2	2	0	15
More frequently	14	14	13	5	2	48
Frequently	10	3	10	9	3	35
Less frequently	4	3	11	4	2	24
Never	1	0	1	0	1	3
Total	39	21	37	20	8	125

Source: Primary Data

Calculated Value Chi-square value	Degree of Freedom (No. of row - 1) × (No. of column - 1)	Probability Level	Critical Chi Square Value
33.05	16	0.05	26.30

Source: Primary Data – Analysis

Interpretation: The calculated value, 33.05 is higher than the critical chi-square value, 26.30, alternative hypothesis is accepted. Hence, there is an association between age and expenses for purchasing products in Instagram.

Suggestions:

The researchers based on the evident of the study, most of the respondents are satisfied with their purchase through Instagram. The authors felt few suggestions regarding buying due to influence of advertisement in Instagram, it is better to select Cash on delivery for secured payments. The companies ensure the credibility regarding the product quality, quantity and price. So that they can build strong healthy relationship with their customer as well as retain them if the consumer felt secured about payment and not sharing their personal details. Developing theories on Social media buying would support the corporate world to pave way for all categories of business entity to prosper and to gain the consumers.

Conclusion:

The motive of the analysis was triggered by personal interest in however client behaviour has modified within the Digital Era, above all with Instagram. The accessibility associated transparency that social media offers have diode changes in how shoppers position themselves in today's market, during which it's inevitable and necessary for firms to equip with a replacement selling mind-set. Business assumes that they are in proper track in the digital marketing Age, to illustrate partaking customers by making an Instagram page; in fact, customers might not share identical image as businesses might have. Therefore, the research was carried out within the perception of Customers in Coimbatore that was aimed to clarify the impacts of Social Media on totally different stages in their decision making process, by searching for however consumers understand and looks into – Instagram.

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