

A Study On Influence Of Social Media On Consumer Purchasing Decision For Electronic Products Of Selected Companies At Coimbatore City

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Abstract- Social media has become a powerful force in shaping consumer behavior, particularly in the electronics industry. Platforms like Facebook, Instagram, YouTube, and TikTok influence how consumers discover, evaluate, and purchase products. Businesses leverage these platforms for direct engagement, targeted marketing, and content-driven strategies. Consumers rely on product reviews, influencer endorsements, and user-generated content to make informed decisions, shifting control from traditional marketing to peer-driven influence. This evolving digital landscape has transformed how electronics brands connect with their audiences, emphasizing the growing role of social media in modern purchasing decisions.

Keywords- Social media, consumer behaviour, electronics industry, product reviews, influencer endorsements.

I. INTRODUCTION

Social media has revolutionized consumer behaviour, particularly in the electronics industry, by shaping how individuals discover, evaluate, and purchase products. Platforms like Facebook, Instagram, YouTube, and TikTok have become essential marketing tools, allowing brands to engage directly with consumers through targeted ads, influencer collaborations, and user-generated content. Consumers increasingly rely on product reviews, unboxing videos, and peer recommendations, shifting marketing influence from businesses to social media communities. Influencers, especially in the tech space, play a crucial role in shaping purchasing decisions by offering in-depth reviews and product demonstrations. Leading electronics brands such as Samsung, Apple, OnePlus, LG, and Redmi leverage social media strategies to enhance visibility and consumer engagement. This study examines the influence of social media on consumer purchasing decisions for electronics in Coimbatore City, focusing on brand strategies, consumer perceptions, and digital marketing trends in the industry.

II. REVIEW OF LITERATURE

Mittal & Jindal (2023) examine social media marketing strategies in the electronics industry, focusing on influencer collaborations, targeted ads, and user-generated content. The study highlights how platforms like Facebook, Instagram, and YouTube enhance brand visibility, build consumer trust, and influence purchasing decisions through product reviews and peer recommendations. The findings suggest that social media marketing drives consumer engagement, fosters brand loyalty, and significantly impacts sales by providing interactive and personalized experiences.

Ravi & Anjali (2023) explore the impact of online reviews and social media on consumer decisions in the electronics market. The study highlights how reviews shared on platforms like Facebook and Instagram provide valuable insights into product quality and performance, influencing consumer trust and perceptions. Positive and negative reviews, along with social media discussions, guide purchase intentions, with consumers increasingly relying on peer recommendations for validation. The research concludes that online reviews and social media play a crucial role in shaping consumer choices in the competitive electronics market.

Khan & Murtaza (2023) examine the impact of social media marketing on consumer purchasing behavior in the electronics industry. The study analyzes how online communities, targeted ads, influencer partnerships, and content sharing influence consumer perceptions and engagement. It emphasizes the role of user-generated content and social proof, like likes and comments, in shaping purchasing decisions. The research concludes that social media marketing boosts brand awareness, increases conversion rates, and strengthens customer loyalty in the competitive electronics market.

Saha & Chauhan (2023) explore how social media influences electronics consumption behavior in India, particularly through online forums, peer reviews, and user-generated

content. The study highlights how these digital platforms serve as key sources of information, especially for first-time buyers. Social media helps build trust and reduce uncertainty by enabling consumers to rely on the experiences and opinions of others, ultimately shaping product perceptions and preferences in the Indian electronics market.

Ramachandran & Jayaraj (2022) focus on the impact of social media on consumer electronics purchasing behavior in Coimbatore City. The study investigates how local and national electronics brands engage with consumers through platforms like Facebook, Instagram, and YouTube. It highlights how social media builds brand awareness and trust, particularly among younger, tech-savvy consumers. The research finds that social media strategies, including product reviews and influencer content, play a significant role in driving purchase decisions in Coimbatore.

OBJECTIVES

- To explore the impact of social media on consumer purchasing decisions in the electronics products.
- To analyze how social media content, such as reviews and influencer endorsements, shapes consumer perceptions of electronic products.
- To assess the role of social media advertising in influencing consumers' purchase intentions for electronics.

RESEARCH METHODOLOGY

The research will use both qualitative and quantitative methods to examine how social media influences consumer purchasing decisions in the electronics sector. A descriptive design will explore the relationship between social media engagement and consumer behavior on platforms like Facebook, Instagram, YouTube, and TikTok. Data will be collected through surveys of active social media users who have purchased electronics, and in-depth interviews will provide qualitative insights. Quantitative data will be analyzed using SPSS, while qualitative data will undergo thematic analysis. Ethical considerations, including consent and confidentiality, will be maintained throughout the study.

STATEMENT OF THE PROBLEM

The rise of social media has transformed consumer behavior in the electronics sector, where platforms like Facebook, Instagram, YouTube, and TikTok influence product research and recommendations. However, the exact impact of social media on purchasing decisions in the high-involvement electronics market remains unclear. This gap in understanding

challenges businesses in crafting effective marketing strategies. This study aims to explore how social media affects consumer purchasing decisions in the electronics market, providing valuable insights for businesses to optimize their strategies and engage with consumers more effectively.

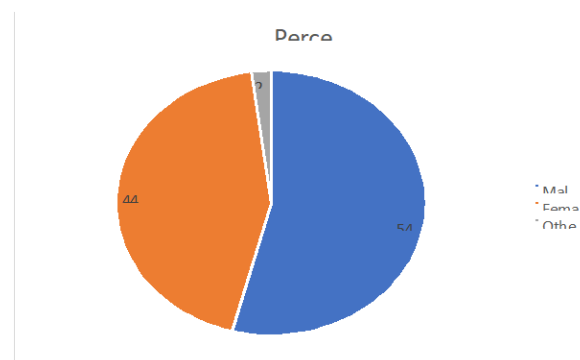
RESEARCH GAP

Although social media's impact on consumer behaviour has been widely studied, there is limited research focused specifically on its influence in the electronics sector. Most existing studies examine general consumer behaviour across industries, but fewer explore how social media affects the purchasing decisions for high-involvement products like electronics. Additionally, the role of various types of social media content—such as influencer endorsements, user reviews, and targeted ads—on consumer trust and decision-making in electronics is not well explored. This study aims to fill this gap by providing insights into how social media platforms shape consumer behaviour in the electronics market.

III. ANALYSIS

Gender of the respondents

Gender	Frequency	Percent
Male	81	54.0
Female	66	44.0
Other	3	2.0
Total	150	100.0



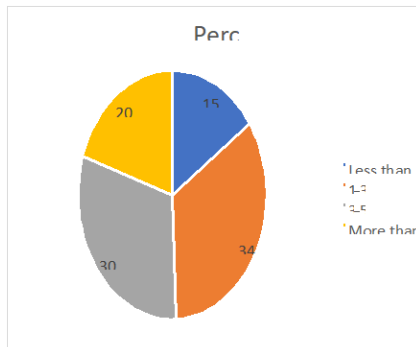
INTERPRETATION

From the table it is inferred that majority 54.0% of the respondents are male.

Daily Time Spent on Social Media

Time Spent	Frequency	Percent
Less than 1 hour	23	15.3

1 – 3 hours	51	34.0
3 – 5 hours	46	30.7
More than 5 hours	30	20.0
Total	150	100.0

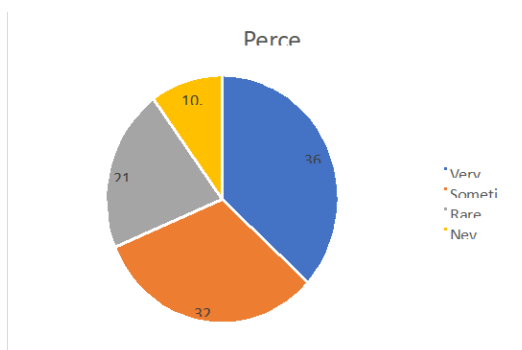


INTERPRETATION

From the table it is inferred that majority 34.0% of the respondents spend 1–3 hours daily on social media.

Frequency of Encountering Electronic Product Ads on Social Media

Opinion	Frequency	Percent
Very Frequently	55	36.7
Sometimes	48	32.0
Rarely	32	21.3
Never	15	10.0
Total	150	100.0

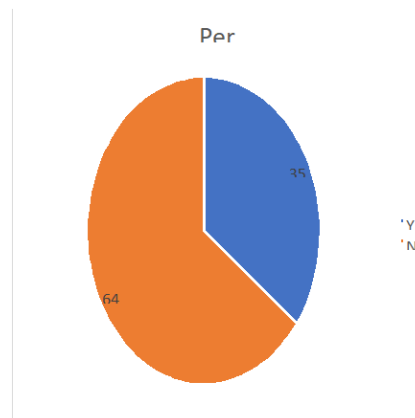


INTERPRETATION

From the table it is inferred that majority 36.7% of the respondents encounter electronic product ads on social media very frequently.

Regret Over Electronics Purchase Due to Social Media Influence

Purchase	Frequency	Percent
Yes	53	35.3
No	97	64.7
Total	150	100.0



INTERPRETATION

From the table it is inferred that majority 64.7% of the respondents do not regret their electronics purchase due to social media influence.

IV. CONCLUSION

The study on social media's influence on consumer purchasing decisions for electronics in Coimbatore City highlights its significant impact on consumer behaviour and preferences. Social media, particularly YouTube and Instagram, plays a crucial role in shaping purchase decisions, with consumers engaging most with brand promotions, advertisements, and influencer recommendations. Frequent exposure to ads increases the likelihood of researching product reviews, emphasizing the importance of transparency and credibility. Factors like social media reviews, after-sales service, and product features strongly influence decisions, while most consumers express satisfaction with their purchases. Additionally, many consumers recommend products based on social media research, creating opportunities for brands to leverage word-of-mouth marketing. The study finds no significant link between gender and willingness to recommend products or occupation and trust in influencers, but educational qualification affects purchasing behaviour, suggesting tailored marketing strategies can be effective.

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