

# Does the Social Media Change the Consumer's Purchase Behavior among Millennial?

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**Abstract** - This study was undertaken to examine the consumer behavior in social media in respect to personal traits, age and gender in the state of Tamil Nadu, and to probe the factors that affect the purchase decisions due to usage of Social Media. With the development in technology everyone prefers one click to buy a product. Though the consumers prefer Social Media, their preference in seeking information to buy a product differs among various groups. The major focus of the study is to find the preference of consumers towards Social Media to seek information to buy a product. The primary data was collected through structured questionnaire from the users of Social Media in Tamil Nadu. Chi-Square test was used to analyze the data. The study helped to identify the behavior of the customers in regards to the personal traits such as age and gender. The researcher identified that the purchase behavior depends on the information shared through the Social Media. The advertisements in the Social Media also viewed based on the customers' preference.

**Keywords:** Social Media, Consumer Behavior, Age, Gender, Advertisements

## 1. INTRODUCTION

Consumers have been an important factor to all businesses. The type of consumer varies according to the industry and their behavior has been different from each other. The businesses try to reach out to their consumers through different means. One of growing such means is Social Media. Social media has revolutionized the ways of communication in sharing information and interests. The rapid growth of social media and social networking sites, especially, in developing countries like India is providing marketers a new avenue to contact customers. Over years social media has helped the customers in purchase decision and the impact has been huge. So many industries have been using social media has the platform to reach the customers.

Consumer behavior has been a huge area of study. The factors affecting to buy the product vary according to the consumers. A new product developed is brought to the consumers after various researches done on their target segment. The Social Media has brought various groups of people who share similar interests under the single platform and helps them to share information.

The Social Media used by the people vary with different groups. The consumers tend to use the Social Media which they are convenient with. So the information should be passed through various Medias to reach large group of people. There are various determinants that affect the consumer behavior. The determinants may vary from age to geographical location. The information searched and exchanged can vary according to the various groups.

The research was carried to know whether the behavior of the consumer vary according to the different determinants in social media through the survey with the Social media consumers. The research problem is identified by going through various literature reviews and past and current experience.

## **1.2 PROBLEM STATEMENT**

The problem in Social Media is not all consumers tend to check the information shared in the page. A different group of consumers have different interest. A person can check the information according to his/her personal preference.

Purgat, Filimon and Hinner (2015) found that Social Media Preference and Frequency of usage varies with the characteristics of the consumers. The research was conducted on six different countries - Poland, China, Spain, Germany, Turkey and US. Each country consumer has different behavior. So, a research is to be done to know how the personality traits affect the behavior of consumer in social media in India.

Earlier studies show that female gives more input and searches for more information in Social media (Purgat et al., 2015) while the usage of Social Media by the youngsters are more.

## **1.3 OBJECTIVE OF THE STUDY**

The main objective of the study is to know whether the use of social media in regards to consumer behavior may be affected by different factors connected with users' personal traits such as age and gender.

## **2. REVIEW OF LITERATURE**

Forbes and Vespoli (2013) describes that consumers buy the product through the information provided by the peers through Social Media. The research shows that, the purchasing behavior of consumers vary according to the prices of the product sold in Social Media. Dessart, Veloutsou and Thomas (2015) describes that the brand engages with the individuals through Social Media. The key drivers are also discussed to show the behavior of the consumer. The social network influences the personal and psychological factors (Mocean, 2012) and it affects various attributes like personality, attitudes, beliefs, values, lifestyle etc.

Chiang, Lo and Wang (2017) built a model to analyze the consumer engagement in Social Media and their behavior for Social Media Advertisements. Their study showed that as the interaction level increases the amount of information shared also increases. Their model has also shows that social media advertising, social ties, entertainment level, and interactivity have the most significant effects in consumer interaction.

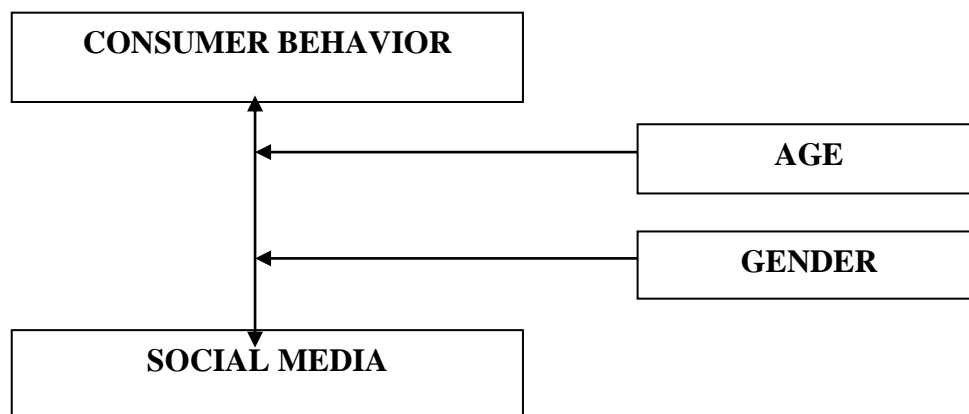
The Social Media has influence in buying decisions. The information shared through Social media, be it from a known person or a stranger, it has equal influence on consumers. Both positive and negative reviews are taken into account (Gupta, 2016). Shaheen and Lodhi (2016) proves with quantifiable study that the relationship of the consumers with the companies does not stop with the purchase of the product. The purchase decision can be changed after reading the negative reviews in the Social Media Sites. So, it is important to maintain the positive relationship with the consumers in order to remove complexity.

Zachari, Nawar and Javaherizadeh (2018) described that the sexual appeals used in advertisement doesn't affect the purchase anymore instead it is the lifestyle, education and culture that affects the purchase. Brand awareness, image and loyalty are affected by the Social Media activities. The activities can consists of various factors like entertainment, trendiness etc. The regular activity helps to maintain the communication and can help to keep the consumers engaged with the brand (BILGIN, 2018). The brand loyalty is built through various attributes in Social Media. The perceptions of consumers are affected by these attributes in Social Media (Choudhary, Jhamb and Sharma, 2019).

Singla and Arora (2015) studied the impact of social media and purchase decision of university students to find that they rely on Social Media to buy the products. They believe that Social Media are reliable with regards to shared information.

## 2.1 RESEARCH MODEL

Based on the literature review the researchers identified age and gender as determinants. The Social Media usage by different age groups and gender influences on consumer behavior.



*Adopted from Purgat, Filimon, Hinner (2015)*

## 3. RESEARCH METHODOLOGY

### 3.1 RESEARCH DESIGN

The methodology used is the empirical research as the study avails the data from the Social Media Users to know their behavior with regards to personal traits - age and gender. A survey is conducted using structured questionnaire and data collected through Google Forms from various Social Media Users. The study consists of 132 respondents who are all the users of Social Media.

### 3.2 INSTRUMENT DEVELOPMENT

The instrument is developed with the account of various hypotheses taken into account to know whether the age and gender affect the behavior of the consumers in the Social Media. The instrument contains various parts like traits, their behavior regarding product information and Advertisement.

The instrument developed is checked for its validity with the help of various professionals to know whether the instrument developed is relevant to the study. The instrument developed is a questionnaire consisting of 12 questions which include their personal traits – age and gender, the respondents' behavior towards sharing information and their participation in the Social Media Sites.

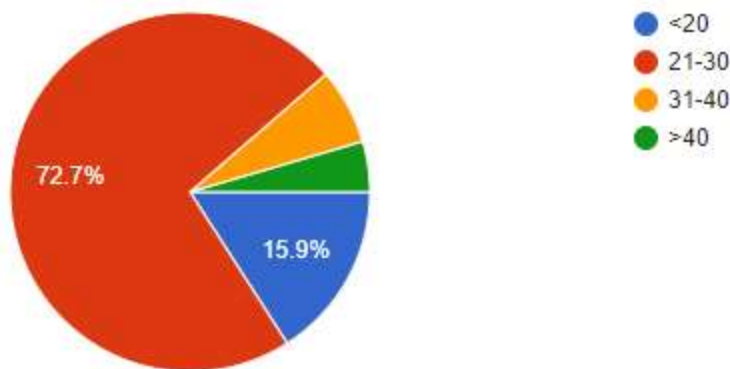
## 4. ANALYSIS

### 4.1 RESPONDENTS' PROFILE

The survey was taken with the people who are willing to express on their usage of social media. Four age groups were taken into consideration - <20, 21-30, 31-40, >40. The reason being choosing for this age group is, as they are comfortable in using Social Media and sharing information.

#### 4.1.1 AGE DISTRIBUTION

The respondents within the age group 21-30 were high followed by <20 group as most of them are college students. This shows the millennial interest in using social media.



*Fig 1 Age Distribution*

#### 4.1.2 GENDER DISTRIBUTION

With reference to the age group, not much different between male and female. However, female respondents have higher usage of Social Media.

*Table 1 Gender Distribution*

NO	GENDER	NUMBER	PERCENTAGE
1	Male	64	48.5%
2	Female	68	51.5%
	<b>TOTAL</b>	132	100%

### 4.1.3 MOST USED SOCIAL MEDIA SITES

The following are the most used Social Media sites among the millennial. The most used Social Media are Instagram and WhatsApp followed by YouTube.

*Table 2 Most Used Social Media*

NO	TIME LIMIT	NUMBER	PERCENTAGE
1	Facebook	7	5.3%
2	Youtube	24	18.2%
3	Instagram	48	36.4%
4	Whatsapp	38	28.8%
5	Twitter	7	5.3%
6	LinkedIn	2	1.5%
7	None of the above	6	4.5%
	<b>TOTAL</b>	132	100%

Social media used by people vary according to their preference. When asked the respondents about their preference, Instagram is the most used which is trending among the youngsters. Next is followed by WhatsApp, which is followed by YouTube. The social media usage varies according to the respondents' preference. Though information can be passed through Facebook and Twitter are used worldwide, the user percentage is comparatively lower.

## 4.2 HYPOTHESIS DEVELOPMENT AND INTERPRETATION

### 4.2.1 AGE VS TOTAL USAGE OF SOCIAL MEDIA

#### HYPOTHESIS:

H0: There is no association between Age and Total Usage of Social Media

H1: There is an association between Age and Total Usage of Social Media

*Table 3 Total usage of Social Media*

According to the age group 21 to 30 have highest usage of Social Media among all the respondents.

Age * Total usage of Social Media in a day							
Count							
		Total usage of Social Media in a day					Total
		<30 mins	>90 mins	30-60 mins	60-90 mins	Never	
Age	<20	2	13	2	4	0	21
	>40	1	0	3	0	2	6
	21-30	6	41	17	31	1	96
	31-40	2	0	4	3	0	9
Total		11	54	26	38	3	132

The Asymptotic significance is  $<0.05$ , hence H1 is accepted which denotes that Age and Total Usage of Social Media are associated (Purgat et al. 2015). From the 132 respondents, 21 respondents are from  $<21$  group and 96 are from 21-30 group. The percentage of Social Media usage time  $>90$  mins are 61% and 42% respectively. But as the age group increases the time used has been decreased and there no users who use Social Media  $>90$  mins in age groups 31-40 and  $>40$ .

#### 4.2.2 AGE VS SEARCHING INFORMATION

##### HYPOTHESIS:

H0: There is no association between Age and searching information

H1: There is an association between Age and searching information

*Table 4 Age Vs Information Search*

<b>Age * Search information about products or services through social media</b>				
Count				
		<b>Search information about products or services through social media</b>		Total
		No	Yes	
Age	$<20$	2	19	21
	$>40$	1	5	6
	21-30	23	73	96
	31-40	3	6	9
Total		29	103	132

The Asymptotic significance is  $>0.05$ , hence H0 is accepted which denotes that Age and information search are not associated (Purgat et al., 2015). From the respondents, 78% search for information through Social Media. So, age does not influence in searching for information.

#### 4.2.3 AGE VS FRIEND SUGGESTION

##### HYPOTHESIS:

H0: There is no association between Age and friend suggestion

H1: There is an association between Age and friend suggestion

*Table 5 Age Vs Friend's suggestion*

<b>Age * Following friend's suggestion to buy a product</b>				
Count				
		Following friend's suggestion to buy a product		Total
		No	Yes	
Age	<20	5	16	21
	>40	4	2	6
	21-30	24	72	96
	31-40	4	5	9
Total		37	95	132

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.264 <sup>a</sup>	3	.099
Likelihood Ratio	5.591	3	.133
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.68.

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Age and friend suggestion are not associated (Purgat et al. 2015). The age does not affect the people from taking friend's suggestion for buying a product.

#### 4.2.4 AGE VS SUGGEST PRODUCT

##### HYPOTHESIS:

$H_0$ : There is no association between Age and suggest product

$H_1$ : There is an association between Age and suggest product

*Table 6 Age Vs Suggestion to buy the same product*

<b>Age * Do you suggest the product to your friend which you bought?</b>				
Count				
		Do you suggest the product to your friend which you bought?		Total
		No	Yes	
Age	<20	3	18	21
	>40	4	2	6
	21-30	16	80	96
	31-40	3	6	9
Total		26	106	132

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.373 <sup>a</sup>	3	.016
Likelihood Ratio	8.162	3	.043
N of Valid Cases	132		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.18.			

The Asymptotic significance is  $<0.05$ , hence H1 is accepted which denotes that Age and suggest product are associated (Purgat et al., 2015). Lower the age group people tend to suggest the product they bought to their friends but as the age increases they avoid suggesting products even though they like taking friend's suggestion.

#### 4.2.5 AGE VS ADVICE AGAINST PRODUCT

##### HYPOTHESIS:

H0: There is no association between Age and Advice against Product

H1: There is an association between Age and Advice against Product

*Table 7 Age Vs Suggest not to buy the same product*

Age * Have you ever advised your friend not to buy the product if it is not up to your expectations?				
Count				
		Have you ever advised your friend not to buy the product if it is not up to your expectations?		Total
		No	Yes	
Age	<20	2	19	21
	>40	3	3	6
	21-30	17	79	96
	31-40	5	4	9
Total		27	105	132

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.021 <sup>a</sup>	3	.007
Likelihood Ratio	10.208	3	.017
N of Valid Cases	132		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.23.			

The Asymptotic significance is  $<0.05$ , hence H1 is accepted which denotes that Age and Advice against Product are associated (Purgat et al., 2015). As the age increases, the percentage of



people to suggest against the product if they are not interested also increases. In a fast moving world youngsters tend to have no patience to give suggestion if they do not like the product.

#### 4.2.6 AGE VS SHARE THE ADVERTISEMENT

##### HYPOTHESIS:

H0: There is no association between Age and Share Ad

H1: There is an association between Age and Share Ad

*Table 8 Age Vs Sharing the advertisement*

Age * Do you share your favorite brand's product advertisements?				
Count				
		Do you share your favorite brand's product advertisements?		Total
		No	Yes	
Age	<20	5	16	21
	>40	5	1	6
	21-30	45	51	96
	31-40	4	5	9
Total		59	73	132

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.514 <sup>a</sup>	3	.057
Likelihood Ratio	7.969	3	.047
N of Valid Cases	132		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.68.

The Asymptotic significance is  $>0.05$ , hence H0 is accepted which denotes that Age and share ad are not associated. (Purgat et al., 2015). Age does not affect the sharing of ads. If the consumer likes the ad they tend to share the information about it to others.

#### 4.2.7 AGE VS PAY ATTENTION

##### HYPOTHESIS:

H0: There is no association between Age and Pay Attention

H1: There is an association between Age and Pay Attention

**Table 9 Age Vs pay attention to the advertisement on Social Media**

<b>Age * Do you pay attention to the advertisements on social media?</b>				
Count				
		Do you pay attention to the advertisements on social media?		Total
		No	Yes	
Age	<20	7	14	21
	>40	4	2	6
	21-30	38	58	96
	31-40	6	3	9
Total		55	77	132

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.629 <sup>a</sup>	3	.201
Likelihood Ratio	4.591	3	.204
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.50.

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Age and Pay Attention are not associated (Purgat et al., 2015). Paying Attention does not depend on age because consumers in different age groups only pay attention to those ads that they are interested in.

#### 4.2.8 AGE VS NO SKIPPING

##### HYPOTHESIS:

$H_0$ : There is no association between Age and No Skipping

$H_1$ : There is an association between Age and No Skipping

**Table 10 Age Vs watch the advertisement without skipping**

<b>Age * Do you watch the advertisements without skipping?</b>				
Count				
		Do you watch the advertisements without skipping?		Total
		No	Yes	
Age	<20	7	14	21
	>40	5	1	6
	21-30	71	25	96
	31-40	6	3	9

Total	89	43	132
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Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.672 <sup>a</sup>	3	.003
Likelihood Ratio	12.911	3	.005
N of Valid Cases	132		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.95.			

The Asymptotic significance is  $<0.05$ , hence H1 is accepted which denotes that Age and No Skipping are associated (Purgat et al., 2015). As the age group increases, the percentage of people to watch the ad without skipping decreases.

#### 4.2.9 AGE VS CONTEST

##### HYPOTHESIS:

H0: There is no association between Age and Contest

H1: There is an association between Age and Contest

*Table 11 Age Vs Contest*

Age * Do you participate in social media contests conducted on your favorite brand's page?				
Count				
		Do you participate in social media contests conducted on your favorite brand's page?		Total
		No	Yes	
Age	<20	13	8	21
	>40	4	2	6
	21-30	61	35	96
	31-40	6	3	9
Total		84	48	132

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.087 <sup>a</sup>	3	.993
Likelihood Ratio	.088	3	.993
N of Valid Cases	132		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.18.			

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Age and Contest are not associated (Purgat et al., 2015). Contests conducted in Social Media are participated by the consumers who are interested and it is not associated with age group.

#### 4.2.10 GENDER VS TOTAL USAGE OF SOCIAL MEDIA

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and Total Usage of Social Media

$H_1$ : There is an association between Gender and Total Usage of Social Media

*Table 12 Gender Vs Total usage of Social Media*

<b>Gender * Total usage of Social Media in a day</b>							
Count							
		Total usage of Social Media in a day					Total
		<30 mins	>90 mins	30-60 mins	60-90 mins	Never	
Gender	Female	4	33	12	18	1	68
	Male	7	21	14	20	2	64
Total		11	54	26	38	3	132

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.960 <sup>a</sup>	4	.411
Likelihood Ratio	3.996	4	.407
N of Valid Cases	132		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.45.

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and Total Usage of Social Media are not associated (Purgat et al., 2015). The usage of Social Media totally depends on the availability of personal time. It is not affected by gender.

#### 4.2.11 GENDER VS SEARCHING INFORMATION

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and searching information

$H_1$ : There is an association between Gender and searching information

Table 13 Gender Vs Information search

<b>Gender * Do you search for information about products or services through social media?</b>				
Count				
		Do you search for information about products or services through social media?		Total
		No	Yes	
Gender	Female	8	60	68
	Male	21	43	64
Total		29	103	132

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.520 <sup>a</sup>	1	.004		
Continuity Correction <sup>b</sup>	7.336	1	.007		
Likelihood Ratio	8.738	1	.003		
Fisher's Exact Test				.006	.003
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.06.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $<0.05$ , hence H1 is accepted which denotes that Gender and Searching Information are associated (Purgat et al., 2015). Female Users like search for information on products and for any new products in Social Media than Male User because Male search for suggestions from peers than Social Media.

#### 4.2.12 GENDER VS FRIEND SUGGESTION

##### HYPOTHESIS:

H0: There is no association between Gender and friend suggestion

H1: There is an association between Gender and friend suggestion

Table14 Gender Vs following friend's suggestion

<b>Gender * Do you follow your friend's suggestion to buy a product?</b>				
Count				
		Do you follow your friend's suggestion to buy a product?		Total
		No	Yes	
Gender	Female	16	52	68

	Male	21	43	64
Total		37	95	132

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.408 <sup>a</sup>	1	.235		
Continuity Correction <sup>b</sup>	.986	1	.321		
Likelihood Ratio	1.410	1	.235		
Fisher's Exact Test				.251	.160
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.94.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and friend suggestion are not associated (Purgat et al., 2015). The gender does not affect the people from taking friend's suggestion for buying a product. Instead of Gender it is the friend who suggests the product matters.

#### 4.2.13 GENDER VS SUGGEST PRODUCT

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and suggest product

$H_1$ : There is an association between Gender and suggest product

*Table 15 Gender Vs recommending the product to buy*

Gender * Do you suggest the product to your friend which you bought?				
Count				
		Do you suggest the product to your friend which you bought?		Total
		No	Yes	
Gender	Female	11	57	68
	Male	15	49	64
Total		26	106	132

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.099 <sup>a</sup>	1	.294		

Continuity Correction <sup>b</sup>	.688	1	.407		
Likelihood Ratio	1.101	1	.294		
Fisher's Exact Test				.382	.204
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.61.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and suggest product are not associated (Bartosik-Purgat et al., 2015). Gender does not discriminate in suggesting the bought product to their friends.

#### 4.2.14 GENDER VS ADVICE AGAINST PRODUCT

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and Advice against Product

$H_1$ : There is an association between Gender and Advice against Product

*Table 16 Gender Vs Advise against the product to buy*

<b>Gender * Have you ever advised your friend not to buy the product if it is not up to your expectations?</b>				
Count				
		Have you ever advised your friend not to buy the product if it is not up to your expectations?		Total
		No	Yes	
Gender	Female	13	55	68
	Male	14	50	64
Total		27	105	132

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.154 <sup>a</sup>	1	.695		
Continuity Correction <sup>b</sup>	.031	1	.860		
Likelihood Ratio	.154	1	.695		
Fisher's Exact Test				.830	.430

N of Valid Cases	132			
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.09.				
b. Computed only for a 2x2 table				

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and Advice against Product are not associated. Gender is not associated because if the consumer does not like the product they do not suggest the product or may suggest because of other personal reasons.

#### 4.2.15 GENDER VS SHARE AD

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and Share Ad

$H_1$ : There is an association between Gender and Share Ad

*Table 17 Gender Vs Sharing favorite advertisements*

Gender * Do you share your favorite brand's product advertisements?				
Count				
		Do you share your favorite brand's product advertisements?		Total
		No	Yes	
Gender	Female	30	38	68
	Male	29	35	64
Total		59	73	132

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.019 <sup>a</sup>	1	.890		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.019	1	.890		
Fisher's Exact Test				1.000	.515
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.61.					
b. Computed only for a 2x2 table					



The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and share ad are not associated (Purgat et al., 2015). Gender does not affect the sharing of ads. If the consumer likes the ad they tend to share the information about it to others.

#### 4.2.16 GENDER VS PAY ATTENTION

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and Pay Attention

$H_1$ : There is an association between Gender and Pay Attention

*Table 18 Gender Vs Paying attention to the advertisements on Social Media*

<b>Gender * Do you pay attention to the advertisements on social media?</b>				
Count				
		Do you pay attention to the advertisements on social media?		Total
		No	Yes	
Gender	Female	25	43	68
	Male	30	34	64
Total		55	77	132

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.387 <sup>a</sup>	1	.239		
Continuity Correction <sup>b</sup>	1.002	1	.317		
Likelihood Ratio	1.388	1	.239		
Fisher's Exact Test				.290	.158
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 26.67.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and Pay Attention are not associated (Purgat et al. 2015). Paying Attention does not depend on Gender because consumers of different gender only pay attention to those ads that they are interested in. For example male can be interested in automobile while female in cosmetics.

#### 4.2.17 GENDER VS NO SKIPPING

##### HYPOTHESIS:

$H_0$ : There is no association between Gender and No Skipping

H1: There is an association between Gender and No Skipping

*Table 19 Gender Vs Skipping advertisements*

<b>Gender * Do you watch the advertisements without skipping?</b>				
Count				
		Do you watch the advertisements without skipping?		Total
		No	Yes	
Gender	Female	42	26	68
	Male	47	17	64
Total		89	43	132

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.045 <sup>a</sup>	1	.153		
Continuity Correction <sup>b</sup>	1.548	1	.213		
Likelihood Ratio	2.058	1	.151		
Fisher's Exact Test				.194	.107
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.85.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and No Skipping are not associated (Purgat et al. 2015). From the survey it is revealed that both male and female likes to skip the ads.

#### **4.2.18 GENDER VS CONTEST**

##### **HYPOTHESIS:**

$H_0$ : There is no association between Gender and Contest

$H_1$ : There is an association between Gender and Contest

Table 20 Gender Vs Contest

<b>Gender * Do you participate in social media contests conducted on your favorite brand's page? Crosstabulation</b>				
Count				
		Do you participate in social media contests conducted on your favorite brand's page?		Total
		No	Yes	
Gender	Female	43	25	68
	Male	41	23	64
Total		84	48	132

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.010 <sup>a</sup>	1	.921		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.010	1	.921		
Fisher's Exact Test				1.000	.533
N of Valid Cases	132				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.27.					
b. Computed only for a 2x2 table					

The Asymptotic significance is  $>0.05$ , hence  $H_0$  is accepted which denotes that Gender and Contest are not associated (Purgat et al., 2015). Contests conducted in Social Media are taken part only by the consumers who are interested and it is not associated with gender.

## 5. FINDINGS AND DISCUSSIONS

### 5.1 LIMITATIONS

The construct of study is limited to personal traits such as age and gender. Moreover it is tested on the Social Media networking sites only. Secondly, the study is also limited to respondents in Tamil Nadu. In the future, the study can be extended to other states of the country and it will be helpful to know the consumer behavior towards Social Media in India. Thirdly, targeted audiences are already using Social Media.

### 5.2 FINDINGS OF THE RESEARCH

The research shows that age and gender may influence various behaviors while sharing information (Purgat et al., 2015). The experience to buy the product varies according to various different age groups. In the age of millennial the world is moving fast. So the youngsters follow the Social Media sites to seek information (Singla et al., 2015).

The knowledge sharing about the product has been a great influence in purchase decisions (Gupta, 2016). The reviews have had great influence in buying a product. The age groups <21 and 21-30 spend most of their time in Social Media. The youngsters form an interactive group to gather information about the purchase. When the customer starts to use the Social Media, he or she continues to use it for all purchase decisions (Wang, 2017) in the future. The Social Media usage is not affected by gender.

The information gathered by an individual is passed to their friends in order to form an interactive group (Wang, 2017) which helps the youngsters in purchase decisions while the age groups >30 restrain themselves from sharing information. But sharing percentage of female is high compared to sharing percentage of male (Bartosik-Purgat et al., 2015).

The advertisement of the product is not affected by age and gender because the people search for information in accordance to their preference as each category has different preference (Mocean, 2012). The participation in contest shows the involvement of the user in Social Media Site (Shih et al., 2017). This helps the user to increase the traffic to the Site.

## 6. CONCLUSION

The result obtained has a practical value which is helpful to make decisions in choosing the target segment to promote the product in Social Media. The business can choose a particular segment to display the personalized information about the product to the consumers. The study helps to take decisions in terms of activity to be conducted in Social Network.

The result helps the company to personalize the information on their Social Media Sites and it also helps the foreign businesses and new businesses to know the consumer behavior in order to understand the market.

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