

# Consumerism and Its Impact of Social Media

N.Manivanan, G.Mythili, S.Gunaseelan



**Abstract:** A consumer is an important pillar of the business organization it will go to give a very huge level of appreciation the businesspeople. All the businesspeople are giving a first priority to their customers and also the consumer. The customer and the consumer are all the carried his purchasing policy up to end of their life, so all the producer and manufacturer must to concentrate their producing habits. The consumer is the king in the market, so we take care of the consumer and also the customers in the present marketing era. It contains the need, scope, objectives of studies and also using the tools of Chi-square test for analyzing the data. Based on the findings, appropriate suggestions have been made for increasing the number of beneficiaries.

**Keywords:** (Consumers, Customers, Product, Services, Media, Media Services, Telecasting, Video Displays, Customers Satisfactions)

## I. INTRODUCTION

### A. CONSUMER

The Consumer is a person one who use a product or services with the purpose of himself or herself. The consumer is important asset in the business because all the goods and services are produced and manufactured for the use of consumer<sup>2</sup>. These kinds of the consumer are long term processes for running the business smoothly, the businesspeople must involve and maintain a financial wealth of consumers in society. Societal people like a benefit and using the product in the present marketing era. The marketing people are trying to make healthy foods for personal health conditions, these kinds of concentration must to impact the selling of goods and services<sup>4</sup>.

### B. CONSUMERS VS CUSTOMERS

The consumer and customers are in the same meaning but a slightly different based on the utilization of product. The consumers are using a product with his personal use not for resale to others, but the customers have purchased a product for his personal use or the resale purposes<sup>5</sup>.

So, they want to know what needs of consumers and the customers are in the marketing expected product. The consumers and customers all are using a product for the wellness of quality, these kinds of quality make changes in the usage purposes<sup>2</sup>.

## II. CONSUMER LAW

The Consumer Protection Act 1986 displays a number of laws and regulations related to the consumer and customers in the society. The societal people are liked to know about the usage of the consumer protection act, because of a number of public people are using their product but what are privileges available in the purchased product<sup>5</sup>. So, many number consumers are facing problems for his branded product. i.e quality changed, shortages of quantity, adulteration, high price and so many reasons. This situation is compromised only by the way of consumer protection act<sup>1</sup>. This act is very usable in the public people, they enjoyed these types supporting from the government side. This association deals with all the events and takes a solution and provide remedial to the consumers and the customers at earliest.

## III. SOCIAL MEDIA

Social media is an important tool in the present days, one information will be reached worldwide only by the way of social medias<sup>3</sup>. These kinds of Medias display needed and the usable news and information about the society, these are used positive and also a negative manner, but it is a very important tool in the public people. These kinds of media not only transferred the date this also understand an in-depth action of the people. Suppose some of the public people want to know about some kinds of products in the marketing area, that will be finished only by the help of social Medias<sup>4</sup>. The media is very frequent suppliers of messages to the public, the kinds of messages confirm the product are reached well conditions or not<sup>2</sup>.

## IV. SOCIAL MEDIA AND CONSUMERS

The social gives a number of supports to the product to the society and also take effort to the promoter<sup>1</sup>. The effort is based on the basic level to the top level of the organization. The consumers want social support from the media because of any problems arises in the product all are must be telecast to the public people that will give a good lesson to the usage of the products<sup>1</sup>. The social media make a product into the various levels of betterment and usefulness to the people. The people are watching the advertisement and checking its originality after they take the action.

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## Consumerism and Its Impact of Social Media

The purchase behavior gives impact at the stage of final consumption<sup>3</sup>.

### V. PURPOSES

- a. To notice the reason for purchasing the product through social media.
- b. To take a necessary action about the illegal product available in the market
- c. To follow the updated facilities of the social media in the present society.

**Research Design:** Descriptive Research Design

**Sampling Methods:** Since the population is large in number, the researcher undertook a sample survey. Convenient sampling method has been adopted to collect data from the respondents.

**Sample Size:** 245

**Method of Data collection:** Views of questionnaire method and Personal Discussion.

### VI. SCOPE OF THE RESEARCH

- a) The research is only on the basis responses from the respondents.
- b) The level of research is taken from the customers and consumer.
- c) All the respondents and the public people are from the stage of lower, middle and higher level.

### VII. LIMITATIONS

- The research is constricted only in the Chennai city
- Majority of people are using social media for getting the product.
- The area of using the product is daily and also long-life duration.

### VIII. REVIEW OF LITERATURE

**Kaplan and Haenlein (2017)** in his research of "Social media impact in consumers Purchasing habits" he finds a result form his research, that all the consumer and customers must concentrate their product are maintaining well or not. In the same way, all the consumers create awareness about the product from the via of social media for how to use and how to handle without any problems. The problematic or unethical product are to be eliminated within a short time. The time period is called a grace time for changing their quality at the rate of grateful.

**Mangold and Faulds (2016)** describe his research on "A Media are an important tool in the present marketing era" from his research he provides a number of recommendations, findings and suggestions to the general public. These kinds of supporting activities all give well-making activities of the society, media not only for making an advertisement it's also the making of good reputations to the consumers' product. Finally, he wants to say all the media are very well but some of the media are not feeling in good thoughts.

### IX. FRAMEWORK OF ANALYSIS AND ANALYTICAL TOOLS

#### Chi-Square Test

#### Table no.1 Channels Attractive Versus Consumer Buying Behaviour

| O   | E    | (O-E) | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|-----|------|-------|--------------------|-----------------------|
| 20  | 20   | 0     | 0                  | 0                     |
| 10  | 11   | -1    | 1                  | 0.09                  |
| 25  | 17   | 8     | 64                 | 3.764                 |
| 30  | 24   | 6     | 36                 | 1.5                   |
| 5   | 12   | -7    | 49                 | 4.083                 |
| 10  | 16   | -6    | 36                 | 2.25                  |
| 20  | 28   | -8    | 64                 | 2.285                 |
| 15  | 15.4 | -0.4  | 0.16               | 0.01                  |
| 10  | 23.8 | -13.8 | 190.4              | 8.001                 |
| 40  | 33.6 | 6.4   | 40.96              | 1.219                 |
| 25  | 16.8 | 8.2   | 67.24              | 4.002                 |
| 30  | 22.4 | 7.6   | 57.76              | 2.578                 |
| 5   | 12   | -7    | 49                 | 4.083                 |
| 245 | 245  |       |                    | 34.675                |

#### CHI-SQUARE

Df:(r-1)(c-1)

(6-1)(5-1)

20.

Table value: 31.410

Calculated Value: 34.675

Result:

Since, the value of Chi-Square is greater than the table value of  $X^2$ ,  $H_0$  is rejected. So, the channel attractiveness influenced by consumer buying behavior.

Hence there is evidence of an association between channel attractiveness influenced by the consumer buying behavior.

**Table no.2 Effective Platforms To New Products/Services/Brands Versus Consumerism**

| O   | E     | (O-E)  | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|-----|-------|--------|--------------------|-----------------------|
| 28  | 28.32 | -0.32  | 0.1024             | 0.003                 |
| 17  | 25.44 | -8.44  | 71.2336            | 2.800                 |
| 35  | 18.72 | 16.28  | 265.0384           | 14.158                |
| 30  | 34.56 | -4.56  | 20.7936            | 0.601                 |
| 10  | 12.96 | -2.96  | 8.7616             | 0.676                 |
| 52  | 40.12 | 11.88  | 141.1344           | 3.517                 |
| 47  | 36.04 | 10.96  | 120.1216           | 3.333                 |
| 10  | 26.52 | -16.52 | 272.9104           | 10.290                |
| 16  | 18.36 | -2.36  | 5.5696             | 0.303                 |
| 245 | 245   |        |                    | 35.681                |

#### CHI-SQUARE

Df: (r-1)(c-1)

(5-1)(4-1)

12.

Table value: 21.026

Calculated Value: 35.681

### X. RESULT

Since the value of Chi-Square is greater than the table value of  $X^2$ ,  $H_0$  is rejected.

So, the effects of new products/services/brands influenced by consumerism.

Hence there is evidence of an association between the effects of new products/services/brands influenced by the consumerism

### XI. IMPLICATION

The research is finding number result from the queries of respondents and they are needed a clear way for making the right action. The media is a very important and essential tool for promoting the product and services from the producer to consumers and customers. The consumer and customers need support from the media for knowing their value and rights. The rights of the consumer can get remedial from the unethical product of the producer, the consumer and customers all are getting the real solution and correct way of choosing their future product without any problems. The unethical product is easily neglected by the consumer only by the help of social media and its support are needed for his entire life because of this is helping the general people of society.

### XII. FINDINGS

From the above research is confined a social media can create a good and also bad thoughts about the product. The producer must take corrective action about the product at the time of creating problems. The problems are based on the weights, colors and also the originality of the product, these products are eliminated from the market and introduced a new and additional quality product with the effective. The effective changes of product quality at a lower level higher level, this level must to influence an in-depth relation of the consumer and customers. The consumer and customer expect the originality of the product in the present and the future also. So, the finding gives a customer's ideas and evaluation of the product through the way effective utilization of resources to produce the product and services.

### XIII. RECOMMENDATION

The consumer and customer put one of the important advices is quality maintenance at last stage people also. The quality maintenance must provide guidance to the consumer how to use and how to maintain. Because of so many products are introduced day by day for their individual life. The new producer-only concentrates their profit of his product at the initial not to give priority to their consumer and customers. These kinds of actions create a negative image of the product. So, producer tries to develop their mentality about a product not for profit-oriented only for consumer-oriented. So many consumers are ready to buy the product with his requirements and need of his life. The general thoughts of the social people are social media must improve their sense of his telecasting.

### XIV. FUTURE OF THE RESEARCH

The future of the consumer and customers is only based on the effective utilization of their purchased products and services. The product and services are must to make the Medias circulation and development; these kinds of development are by the popularity. Popularity of the media is

circulated for the purpose of the producers' support. The producer is also giving full support to their media's life. The consumerism is powerful one because of the consumer is an important asset in the businesspeople without consumer they don't have to run the business meaning of the profit.

### XV. CONCLUSION

Here we conclude that all the products and services are produced only for the consumer and customers. The consumer and customer all are using the product for his daily life and also need to smoothly be running his family. The customer and the general public can get the needed product from the way of direct and also the online purchase. The online purchase is developed only with the support of the media, the media can telecast all the details of the product and services, but the consumers get the details of the product with an effective manner. The media is a very effective one in the present marketing society; the societal people are only concentrating their newly developed product one. The consumer uses their product with his expectation on the help of media because the media tells about the product features and nature.

**Ethical Clearance - Completed**

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