

A STUDY ON IMPACT OF SOCIAL MEDIA ON CUSTOMERS IN CHOOSING VARIOUS AIRLINES

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ABSTRACT

The research titled on “A Study on IMPACT OF SOCIAL MEDIA ON CUSTOMERS IN CHOOSING VARIOUS AIRLINES” was conducted in Chennai. Marketing plays an important role in every sector in today’s generation. There are various airlines in aviation industry with competitors. The objective of the study is to analyze the factors influencing the customers through various means of social media and to study the impact of social media i.e. how far airlines use social media to connect their customers and how they can improve them. The study has been done through descriptive research method and the collection of primary data has done through simple random sampling method under probability sampling method. The research design followed in this study is descriptive research. Questionnaire is used to collect primary data and conceptual review is used for secondary data collection through books, websites. The data is to be analyzed with percentage analysis, chi square & one sample run test and interpretation will be followed.

Keywords: social media marketing, user involvement, user engagement, airline, impacts on customers

INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The

Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

Marketing is a well-developed methodological science and is constantly changing its rules according to the needs and developments taking place in and

around it. To establish itself in the new era, it has begun adapting the new methods of virtues to come to terms with the new paradigms of business. The role of marketing in the development of business is intact but the way it was executed is radically changing due to contributions made by satellite communication and extensively developed scientific devices. Social Media is best defined in the context of the previous industrial media paradigm. Traditional media such as television, newspapers, radio and magazines are in one direction static show technologies. New web technology has made it simple for anyone to create and most highly, issue their own content. A blog position, tweet or YouTube video can be twisted and viewed by millions almost for free. Advertisers don't have to reimburse publishers or distributors huge sums of money to embed their messages and they can make their own interesting content that viewers will flock to. Social media comes in many forms and the eight most popular are: Blogs, Micro blogs, Social Networks, Media-Sharing Sites, Social Bookmarking and selection Sites, analysis Sites, forum and effective Worlds.

REVIEW OF LITERATURE

(Oliver, 1999) has worked on a topic "From Brand Loyalty to E-Loyalty: A Conceptual Framework". The researcher state marketing is important for an organization but brand loyalty is also important to maintain. It also states that the relationship between existing customers has an important impact with the new customers in business growth.

Dr. Ulrike Bauernfeind (2012) has published a paper on "Passenger Decision Making Behaviour and Implications for Airline Marketing: Case Emirates". This study gives a glance of how passengers prefer to obtain information for buying decision, on what bases they gain trust through various marketing channels.

(Di Pietro & Pantano, 2012) has worked on a topic "An empirical investigation of social network influence on consumer purchasing decision: The case of Face book". This study shows a brief note on far customers can connect through various airlines and show that It can influence the customer's buying decision.

(Jin et al., 2012) has worked on a topic "Social Media Marketing". This research expresses that the marketing plays a vital role in social media but it also stated that there are other means of marketing which tend to work out at times. It states that facebook, twitter, you tube are the most used means of social media marketing.

(Hajli, 2013) has published a paper on "A study of the impact of social media on consumers". Consumers have social interactions through social media such as online forums, communities, ratings, reviews and recommendations. These developments have introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others.

(Leung et al., 2013) have published a paper on "Attracting User Social Media Engagement: A Study of Three Budget Airlines Face book Pages". This study gives a brief note on how airlines have used their Face book pages to delivery promotional materials connect new customers, invite user engagement, and information distribution. It describes the involvement of airlines at face book pages posting various posts to attract customers and the interest in customers who view it.

(Nagra et al., 2014) has published a paper on "The effect of digital marketing communication on consumer buying". The researcher states that the fact revealed by this study is, there is not much significant difference in the shopping criteria between male and female customers. The e-retailers should not over emphasize, and rely on, the gender factor as a strategy in their efforts to attract customers.

(Piller et al., 2016) worked on a topic "From social media to social product development: The impact of social media on co-creation of innovation". This study describes the relationship between the customers that how innovation in social media can convince customers.

(Hall & Peszko, 2016) has published a paper on "Social Media as a Marketing Tool: A Literature Review". The researcher suggests that the retailers can extend their business by using the developed way of marketing on social websites which are not common but used by many people.

Chandwani Vinod Surenderkumar has published a paper on “A study on impact of social media marketing on consumer buying behaviour with reference to thane district”. The researcher states that the power to change the structure of any organization. The researcher throws light by showing us the various comparison of social media marketing.

OBJECTIVES OF THE STUDY

Primary objective

- To study the concept of social media marketing.
- To evaluate the various channels preferred by consumers for buying decision over other channels.
- To analyze the impact of social media marketing on consumer buying behavior.
- To analyze the impact of best social media marketing preferred by customers.

Secondary objective

- To study the various strategies used by social media marketing.
- To analyze the benefits of customers through social media marketing.

RESEARCH METHODOLOGY:

- We have used (google forms) to answer Questionnaire online.
- Totally 100 sample survey have been collected from the online consumer.

HYPOTHESES OF THE STUDY

H₀: There is no significant relationship between social media marketing and ratings and reviews.

H₁: There is a significant relationship between social media marketing and ratings and reviews.

H₀: There is no positive impact of purchase intention and usage of social media.

H₁: There is positive impact of purchase intention and offers usage of social media.

H₀: There is no significant relationship between availability of airlines on social media and customer engagement

H₁: There is no significant relationship between availability of airlines on social media and customer engagement.

STATISTICAL ANALYSIS

CHI-SQUARE

4Has social media influenced my purchasing decision * 5I made my purchase after watching some sort of review

Cross tabulation

			5I made my purchase after watching some sort of review					Total
			Agree	Disagree	Neutral	Strongly agree	Strongly Disagree	
4Has social media influenced my purchasing decision	Agree	Count	29	0	5	9	0	43
		Expected Count	26.7	.9	6.0	8.6	.9	43.0
	Disagree	Count	1	0	1	0	0	2
		Expected Count	1.2	.0	.3	.4	.0	2.0
	Neutral	Count	16	2	6	2	0	26
		Expected Count	16.1	.5	3.6	5.2	.5	26.0
	Strongly agree	Count	14	0	1	9	0	24
		Expected Count	14.9	.5	3.4	4.8	.5	24.0
	strongly disagree	Count	2	0	1	0	2	5
		Expected Count	3.1	.1	.7	1.0	.1	5.0
	Total	Count	62	2	14	20	2	100
		Expected Count	62.0	2.0	14.0	20.0	2.0	100.0

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.791 ^a	16	.000
Likelihood Ratio	31.409	16	.012
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .04.

INTERFERENCE:

We can interfere that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between social media marketing and ratings and reviews

6I always rely on it before making a purchase decision * 9It helps me to find new airlines Cross tabulation

		9It helps me to find new airlines					Total
		agree	disagree	Neutral	strongly agree	Strongly disagree	
6I always rely on it before making a purchase decision	Count	0	1	0	0	0	1
	Expected Count	.0	.4	.1	.3	.1	1.0
Agree	Count	0	25	3	5	3	39
	Expected Count	.4	16.0	3.9	10.9	5.5	39.0
Disagree	Count	0	1	4	2	0	7
	Expected Count	.1	2.9	.7	2.0	1.0	7.0
Neutral	Count	1	8	3	17	2	33
	Expected Count	.3	13.5	3.3	9.2	4.6	33.0
Strongly	Count	0	5	0	4	9	18
	Expected Count						

	agree	Expected Count	.2	7.4	1.8	5.0	2.5	1.1	18.0
	Strongly Disagree	Count	0	1	0	0	0	1	2
		Expected Count	.0	.8	.2	.6	.3	.1	2.0
Total		Count	1	41	10	28	14	6	100
		Expected Count	1.0	41.0	10.0	28.0	14.0	6.0	100.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	69.773 ^a	25	.000
Likelihood Ratio	57.023	25	.000
N of Valid Cases	100		

a. 29 cells (80.6%) have expected count less than 5. The minimum expected count is .01.

INTERFERENCE:

We can interfere that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between availability of airlines on social media network and customer engagement

CORRELATION:

Descriptive Statistics

	Mean	Std. Deviation	N
10a)Facebook	3.17	1.393	99
10b)twitter	2.25	1.336	100
10c)linkdin	2.52	1.501	100
10D)Blogs	2.46	1.466	100
10e)Newspaper	3.16	1.468	100
15which of these factors will help you to prefer an airline to fly with?	2.46	1.306	100

Correlations

		10a)Face book	10b)twitt er	10c)linkd in	10D)Blo gs	10e)Newsp aper	15which of these factors will help you to prefer an airline to fly with?
10a)Facebook	Pearson Correlation	1	.382**	.341**	.330**	.221*	.112
	Sig. (2-tailed)		.000	.001	.001	.028	.270
	N	99	99	99	99	99	99
10b)twitter	Pearson Correlation	.382**	1	.695**	.467**	.324**	-.009
	Sig. (2-tailed)	.000		.000	.000	.001	.932
	N	99	100	100	100	100	100
10c)linkedin	Pearson Correlation	.341**	.695**	1	.574**	.283**	.047
	Sig. (2-tailed)	.001	.000		.000	.004	.644

	N	99	100	100	100	100	100
10D)Blogs	Pearson Correlation	.330**	.467**	.574**	1	.406**	.078
	Sig. (2-tailed)	.001	.000	.000		.000	.439
	N	99	100	100	100	100	100
10e)Newspaper	Pearson Correlation	.221*	.324**	.283**	.406**	1	.088
	Sig. (2-tailed)	.028	.001	.004	.000		.386
	N	99	100	100	100	100	100
15which of these factors will help you to prefer an airline to fly with?	Pearson Correlation	.112	-.009	.047	.078	.088	1
	Sig. (2-tailed)	.270	.932	.644	.439	.386	
	N	99	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

INTERFERENCE:

We can interfere that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is significance between purchase intention and usage of social media

CONCLUSION AND SUGGESTIONS

In conclusion, research has determined that airlines can increase awareness of their brand by being creative when engaging customers on social media sites. "As more customers are using social media (e.g., Twitter, Facebook and LinkedIn) and rely on them for marketing purchase decisions, promotion through these media has become important. This research shows that advancements in the internet along with social media have empowered customers. consumers create added value through collaboration and social interactions on the internet. They support business through the co-creation of value via their social interactions. Consumers are now content generators through social media. They share information and experiences with other consumers

and have easy access to one another's information. This is a value that can be useful for e-commerce adoption and social commerce intention. The research shows how social media and social factors influence trust and intention to buy through social networking sites. If the airlines concentrate to connect people through social media it will sure create a great impact on their growth

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