

A STUDY ON THE DECISIONS OF THE HOMEMAKERS INFLUENCED BY THE SOCIAL MEDIA ON THE CONSUMPTION OF HOME NEEDS

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ABSTRACT

The researchers took this study, whether it is the best way of reaching the consumers especially the home maker who are the decision maker in the majority times of their family. Because they have been identified as the best decision makers when comes purchasing a product that durable, convenience, comfortable for everyone, fit to budget and utilized by all in the family (Dr.K.K.Ramachandran, 2011). In earlier days the home makers or any members of the family stuck with the advertisement in the Television, Radio (AM and FM frequencies) or magazines including the newspapers. But the social media at present, paves the way that many brands or non-brands reach the consumers and shares the idea about the products or services and they required to add in their family (Micheal Solomon 2017). Initially this was a behemoth task for the sellers because the number of subscribers pertinent to the home makers were less. But now a days the count has been increased to huge and marvelous changes happens in the consumers' decisions. The social media becomes a remarkable catalyzer there (M.Saravanan, 2016). Because media like TV and other sources as mentioned earlier have been accessed only in the stipulated time. But the access of social media occupies the customized time according to the consumers (Dr.K.K.Ramachandran. 2011). And of course, the home makers in the present eon has the liberty to access the gadgets which showcase the social media classification to them. And this also gives witness when they have asked more questions by the remaining family members about the product and services which they are willing to bring to their home (Peter Ling, 2019).

Key Words: - Home makers, decision making, Products or services, Social Media, Purchasing convenience

INTRODUCTION

The ads in the social media have the modified the idea of many consumers in the society. It is flexible and the conversation happened in the both sides (two ways communication). After the ad if the consumers is willing to raise queries it shall be properly address by the service or commodity providers to the consumers. On one side the ads in the social media are helping the consumers and the other side it helps in the business to encourage the sale and trigger the profit. After three years of pandemic the number of people accessing the social media increases

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enormously (Dr.K.K.Ramachandran. 2014). This become a supportive tool to many in all the dimensions (Consumers, sellers, agents, suppliers, retailers, wholesalers). It has created a communication chain in between all and it ease the process of movement of product and services from one end to another. Surprisingly all the businesses are flourishing in between the completion. It removes all the perils in terms of connecting business with business and consumers (Dr.K.K.Ramachandran. et.al 2014). But this is not the jolt of the business but the delightedness that shall brought to the consumers does matters. Home makers are the predominant decision makers in the family in the present scenario. They have the responsibility to bring the best product and the services to the home (Dr.K.K.Ramachandran. 2011). They requires adequate details to know about the products especially the electronic and electrical categories. Because not only they are durable, they become part and parcel the family set up. The researchers have assessed in this research that the list of the factors that the home makers using to prefer the product, i.e. usage, design, size, brand, colour, capacity and so on (Peter Ling, 2019). The consumers also face the challenges like non available of the brand, vast difference in the price and offers (price is too high), specifications is not match with the expectations (Dr.K.K.Ramachandran.et. al 2023).. However, the researchers identified that the social media ads share all the details about the product which concurrent and expels the confusions of the consumers, the home makers. In the modern times, the home makers have ideas about the handling of the technologies or using the gadgets to identify the best the required and fulfill the expectations of all the members of the home.

STATEMENT OF THE PROBLEM

Recently usage of the social media is quite common in individual life. Home makers could not isolate from this attribution. However, the researchers from the pilot study have analysed that, a greater number of respondents in this research have come out with the several reflexing thoughts that have the evidence of the social media impact (Dr.K.K.Ramachandran et. Al 2014).. This occupies a profound space in the daily progress of the respondents. Although, the respondents have many sources, but they feel convenient, comfortable, and customizable. To understand about the home makers' decision which is unique and showcase themselves that their judgment on selecting electrical and electronic household items, is a fantastic one, the researchers have a tool this study in title of "A study on metamorphosis decision of the homemakers influenced by the social media on the consumption of home needs".

OBJECTIVES

1. To study about the metamorphosis decisions of the homemakers' consumption of home need electronic and electrical products.
2. To identify the factors that trigger the consumers (respondents – homemakers) towards social media.
3. To observe the determinants that stimulated the consumers (homemakers) that fill their expectations.

RESEARCH METHODOLOGY

1. Primary data (Questionnaire) has been used to collect the data and of course, various journals, magazines have been utilized for this research.
2. Among the total population 210 home makers have been approached by the researchers for this study

3. Convenience sampling technique has been used, since the researchers have approached the respondents in their allotted time.
4. **Tools Used for this research** – Chi Square Test, Correlation Analysis, Independent T test, Factor Analysis

HYPOTHESIS

Null Hypothesis H₀ – There is no significant relationship between the time spend in the social media and the pop up of the application through social media

Alterative Hypothesis H₁ – There is a significant relationship between the time spend in the social media and the pop up of the application through social media

LIMITATIONS OF THIS STUDY

1. The research has been conducted in the Coimbatore city and the respondents are the residents of the premium apartments and gated community
2. The research has been conducted with in the stipulated time, in extension of the time period the result may little differ, but in this research the findings shows the concrete decision of the respondents.
3. The data collected from the respondents is pertinent to their opinion in the particular time and the experience that they have so far. There is possibilities of changing of their experience in the post approach period of the researchers.

ANALYSIS AND INTERPRETATIONS

Income of the house hold and No. of Social Media and Social Media Access

Income is the most important one for the homemakers. They are the persons who have to allot the budget for the monthly expenses including the amount for the savings, insurance, Medclaim and so on. When they are purchasing the electronics items, sometime through full cash and other times through EMI schemes, will be calculated perfectly by them. A small deviation would bring a huge hassle for the family comfort.

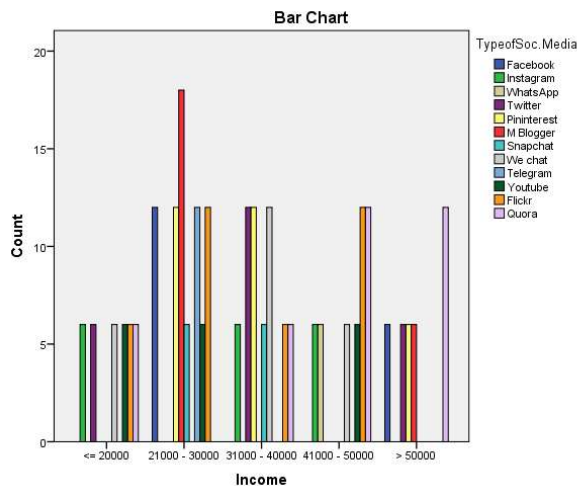
Income of the house hold Type of Social Media Cross tabulation														
Count		Type of Soc. Media												Total
		F B	Inst a	Wha ts App	Twitt er	Pi n.	M Blogg er	Snapch at	W e ch at	T G	Youtu be	Flic kr	Quo ra	
Inco me	<= 200 00	0	6	0	6	0	0	0	6	0	6	6	6	36
	210 00 -	1 2	0	0	0	12	18	6	0	12	6	12	0	78

30000														
31000 - 40000	0	6	0	12	12	0	6	12	0	0	6	6	60	
41000 - 50000	0	6	6	0	0	0	0	6	0	6	12	12	48	
> 50000	6	0	0	6	6	6	0	0	0	0	0	12	36	
Total	18	18	6	24	30	24	12	24	12	18	36	36	258	

Inferences
 In the above table the researcher has analysed about the

relationship in between income and number of social media they are accessing. Nowadays, in the mobile device almost all the application regarding social media is default installed. Only the consumers or home makers have to update the applications to access it. They do receive the knowledge for accessing such applications from either their kids or from another social media app, for ex, YouTube. All the tutorials already existed there in there, and it gives a better opportunity to learn from there. There is no close association in between the income and the application used in the device which is coming the aspects of social media. However, if the income is more the homemakers are happy to use those social media as a paid version or else they use ad version.

The exhibit that have been described here illustrated about the usage of the social media application by the consumers (Home Makers). As it has been highlighted by the researcher, the homemakers are using the social media applications as one among their easy ways to search the better product and bring that to their home. It shall be accessed by all the members in the home.



Time Spending and Opinion on Pop up in the Social Media

Time is most important element for the consumers or the home makers. Of course, like other members in the home, the time is also a precious tendency to the home makers. From the clock tick the earlier morning to the time that they are going to the bed, they are doing lot of works. Earlier the niche marketing or the word of mouth are giving them more support to refine their decisions. But,

the social media gives them a convenient zone, to think about buying electrical or electronics goods to their home.

Time spent in Social Media and the Pop up they have							
		Opinion On Popup					Total
		Highly Satisfied	Satisfied	Neither Sat Nor Dissat	Dissatisfied	Highly Dissatisfied	
Time Spend In Soc.Media	1 Hr	0	24	6	18	12	60
	1 Hrs - 2 Hrs	6	36	18	24	24	108
	2 Hrs- 4 Hrs	0	0	12	6	24	42
	4 Hrs - 6 Hrs	0	0	12	6	18	36
	> 6 Hrs	0	0	0	12	0	12
Total		6	60	48	66	78	258

Inferences

The time spent in the social media by the respondents on social media to grasp the details of home needs electrical and electronics items, is limited, but at the same time it is intensive and focused. Because their search itself is research and this will be frequently analysed by the respondents with other members in the home, relative and friends. Apart from the review that has been displayed in the online, they personally collect the details from various sources. New tools that helps to access the social media, it further attracts the clients. Thanks to the technology, it is not only prevailed everywhere it also customised to all the segments. The respondents are also having the caliber to understand the options provided by the application came as pop up in the social media. The eagerness is the triggering fragrance to learn about the operations or access of the applications.

The researcher explicated this with the following hypothesis

Null Hypothesis H₀ – There is no significant relationship between the time spend in the social media and the pop up of the application through social media

Alterative Hypothesis H₁ – There is a significant relationship between the time spend in the social media and the pop up of the application through social media

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.330 ^a	16	.000
Likelihood Ratio	118.827	16	.000
Linear-by-Linear Association	22.846	1	.000

N of Valid Cases	258		
a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .28.			

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.298	.045	4.998	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.301	.052	5.059	.000 ^c
N of Valid Cases		258			

Inferences

From the above table the p value is less than 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. This means there is a significant relationship between the time that the consumers spent for the searching of electrical or electronics goods for their home and the pop up that they have received through the social media, when they are accessing it. The respondents are really showing exquisite interest in accessing the pop ups of ads and other relevant highlighters. However, if it matches with their expectations only, they all having the ideas of surfing it further. Otherwise, those options are being omitted by them. But, what surprisingly the researcher has observed that, the respondents or the home makers are keeping those ideas in their memories and in future if they come across with any such requirements, they are recalling it once again.

Opinion on the Electronics Goods Purchased through Social Media Ad – Pop ups

		Good Purchased											Total	
		Mixer Grinder	Wet Grinder	Refrigerator	Washing Machine	Hand Mixer	Agenda	Water Heater	Electric Cooker	UV water filter	Hair dryer	Iron Box		Audio Players
Opinion On Pop up	Highly Satisfied	0	0	0	0	6	0	0	0	0	0	0	0	6
	Satisfied	0	6	6	18	0	6	12	0	6	0	6	0	60
	Neither Sat Nor Dissat	0	0	12	0	6	0	6	12	0	6	0	6	48
	Dissatisfied	0	24	6	12	0	6	0	0	6	6	0	6	66

Highly Dissatisfied	6	6	12	0	24	6	0	6	6	0	6	6	78
Total	6	36	36	30	36	18	18	18	18	12	12	18	258

From the above table the researcher has observed that there are many products the respondents are preferred by the respondents esp. the hand mixer, they are highly satisfied with the pop up that has been a reminder to the home makers. They buy it and they were satisfied with that, according to the observations of the researcher. Of course, branded only they are choosing. Because it possess the guarantee and the good will. The reputation of the product along with its brand also play the key role in such purchases. Many products the respondents are satisfied with, it is because, the marketers also understood that the home makers will buy the electronics or electrical good, by having the expectations like, low price or discounts compare with the dealers, customised models or new models, additional post purchase service, quick delivery and other offers.

		Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.
Interval by Interval	Pearson's R	-.035	.056	-.563	.574c
Ordinal by Ordinal	Spearman Correlation	-.059	.058	-.941	.348c
N of Valid Cases		258			

The same respondents sometimes dissatisfied with the purchase of the electronics items through such ad in the social media or the recommendation of the product through some social media anchors. They further have the fear to purchase since their first impression pain is huge. The researcher has observed the immediate feedback for the choice of the home maker comes from the members of the family. Appreciation leads to mount of happiness and on the other side the strong comments or criticisms also leads to frustration. So, the respondents are very cautious and careful on choosing the preferred products from the recommendations of the social media websites.

Independent T test – Recommendations or referring the products and the Opinion on cloud reminders

Recommending the products or otherwise called as oral marketing, is highly effective one. These respondents are also termed as opinion leaders. Naturally, one questions arises. The more experience people of either particular criteria on purchasing the products or the services shall be called as opinion leaders. But, with the technology the home maker became the opinion leaders for the product categories. Compare with others in the family members, they bother about the money which they are paying to buy the products and the matching value. Naturally, they shall be called as the economist of the house hold. So, the benefit that they receive from the products shall be shared to the other people, esp. the information. This shall be used by the relative and neighbours and they too buy the products from the same adapted by the former one. The researcher has identified the characteristics of the home maker and observed this trait with few products and analysed this with the independent T test.

	Good Purchased	N	Mean	Std. Deviation	Std. Error Mean
Recommend to Neighbours	Hand Mixer	36	2.6667	.75593	.12599
	Washing Machine	30	2.2000	.40684	.07428
Opinion On Cloud Reminder	Hand Mixer	36	3.3333	1.39386	.23231
	Washing Machine	30	2.2000	.99655	.18194

Inferences

Naturally a question shall be arising why the home makers focusing on the hand mixer, washing machine, wet grinder, etc. because these are the products which they are using regularly above all these products will be very supportive one for them to complete their work with in the stipulated time. They can truncate the time and accomplish the task as per the expectations of the other members in the home. The reminder through the cloud helps the home maker to search for the products and its classifications from various other sources. Blogs have been created for them and they are receiving many information from the blog for ex – M Blogger, Quora, from here they are collecting the feedback from many people. The process of consumer behaviour is learned by the researcher through this sense of decision making by the respondents.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Recommend to Neighbours	Equal variances assumed	21.973	.000	3.033	64	.003	.46667	.15388	.15925	.77409
	Equal variances not assumed			3.191	55.471	.002	.46667	.14625	.17362	.75971
Opinion On Cloud Reminder	Equal variances assumed	9.616	.003	3.728	64	.000	1.13333	.30402	.52598	1.74069
	Equal variances not assumed			3.841	62.655	.000	1.13333	.29508	.54360	1.72307

The researcher observed that the opinion of the respondents in this research is the wonderful thing that the satisfied consumers spread the information to others, which helps others to know about the products that they shall purchase for the house hold purposes. The residents in various apartments or in any association, conducting meetings once or twice in a month and they are discussing various issues about their enclave. Here, they are discussing about their experience on product purchasing through the social media. This knowledge is getting disseminated everywhere in the friends circle.

Factor Analysis – Advertisement of Expected Products and the Goods Purchased by the Respondents

Advertisement is an essential part in consumers' decision making. In this research the researcher found the advertisement that popped up in between the video streamed or reels played is sometimes gives an ideas and other times it impedes the interest of the respondents. However, this ads triggers and remind about the requirement or the desires of the home makers, respondents of this research. Marketer consider the ad is the powerful tool to create awareness about the product and services. It also helps to retain the customers into the business.

This also aides the business to promote the sales of the products by executing apt marketing strategies through modern and modular technologies. The expenses of the digital advertising is also very less and the reach of the promotion is so huge. Potential customers like the home makers collect the price, special feature and the advantages of the functions related to the products and services.

Communalities		
	Initial	Extraction
Expect Product Ads	1.000	.687
Goods Purchased	1.000	.687

Inferences

From this research the researchers observed from the home maker that the product ads played in between the reels or any videos is helping them to remind about their requirements. Of course, it give various choices to them to select the right place to buy it, off line or on line. According to the offers and other services they select the option. For off line sellers, dealers or show room retailers, it is a very best opportunity to pull the home maker to their door steps and sell the products. The washing machine, electric cookers, refrigerators, kitchen exhausting fans, are all few choices of the respondents to buy it from off line. If they are having a better benefit in on line then they prefer the second one.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.373	68.671	68.671	1.373	68.671	68.671
2	.627	31.329	100.000			

Extraction Method: Principal Component Analysis.
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The researcher identifies from the opinion of the respondents that the brand could be distinguished from other competitive brands. It stimulates the purchasing decisions of the respondents, because the ad is also creative. Few social awareness spreading people through skits and scripts are nowadays creating the advertisements, they became so famous in the internet by reels and videos. It is also increasing the percentage of the trust of the respondents, since they believe the people who is a genuine folk of the society, by sharing some social issues and gave their opinion to resolve the problem. This helps them to place their image on the top of trust. So, when they recommend a product that helps to reach the target audience, here the home makers, very quick and stable.

SUGGESTIONS

1. The marketers must consider the home makers as an important asset to their businesses and they have to earn their trust, if they did, they must stable it better in the future.
2. The home maker must filter what is essential to watch. It is unnecessary to buy whatever that has been advertised through social media. Because sometimes, it also result failure. If the cost or the price of the product is less it shall be managed.
3. The home makers must also verify about the price and features of the products from other sources too.
4. They must check the genuinely of the websites that leads through the advertisement or any pop-up in the midst of the reels or videos or any programmes
5. The doubted links need not to be clicked by them, because there are many ads stating the offers with cheapest price where it couldn't be even imaginable. Such websites may be a trap and this should be avoided.
6. They shall even give feedback about their experiences to the company or marketer about their shopping, if it is online. Because some home makers are restraining from this after giving a review or rank. Because some suggestions will helpful to the marketers to understand about the development of their websites or products projection that helps to the marketer to reshape it well.
7. The marketers also think about the search engine optimization, because the clients shouldn't be confused and stuck in the process of purchasing. The data provided to them must have the clarity, it assists the home makers to choose what is the best for their home.
8. When the marketers are providing any link or connection in between in the ad pop ups and the websites, it should be intervened with any blocking cookies. Avoid unnecessary cookies in the websites too. Because it drags down the interest of the home makers to purchase their preferred products.
9. Shipping and logistics of the products must be prompt according to the time that has been mentioned, and the customer care executive shall be reached by the home makers without struggles.

10. In the off line shopping, the dealer or the retailer must not give a different opinion compare with the suggestions or discussion that the home makers observed through pop up ads in the websites.

CONCLUSION

Social media is changing the behaviour of consumers, because ocean size of opportunities for the marketers to make their products familiar to the markets and cover a huge segment. It is a boon to them and alternative for expensive dissemination compare with other sources. At the same time the buyers like home makers, during their free time in their home, they are utilizing the social media and its supportive tools to buys goods for their home, which is more convenient to them and now a days they are taking this responsibility with proud and they bring success in their tasks. Unlike earlier days they could not be said or commented that, they don't know anything and their ideas idea kept in dormant. And the other members in the home also trusted them, it is because they bother about the quality and their decision is based on the economic conditions. Even some believe that they spent lavishly on purchasing, it is acceptable because they did for all the people in the home. Because the care of the mother (homemakers) is not parallel to anything, it is the supreme of all.

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