

Impact of Social Media Marketing on Consumer Buying Behaviour

Manawati Panwar, Dr. Swati Saxena

Abstract - 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. Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. The aim of this study is to find out the impact of Social media on buying behaviour decision of consumer .It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman.

This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. The data which has been used in the research is both primary and secondary type of data.

Results show that Social Media usage influences consumer satisfaction in the stages of information search and alternative evaluation with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. It can be concluded that there is an impact of Social media on Consumer Buying Behaviour. Specially youth are more influenced by the advertisement & other marketing tools used by the companies.

Index Terms- Social media, Purchase Decision, Consumer, Satisfaction.

I. INTRODUCTION

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 Buying Behaviour refers to the actions taken by the consumers before purchasing a product or service. This process involves searching over the internet, exploring with social media , or a variety of other actions.

It is essential for businesses to understand this process because it helps businesses in better performance and in their marketing initiatives to the marketing efforts that have successfully influenced consumers to purchase in the past.

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There are four type of consumer buying behaviour:

- Complex buying behaviour
- Dissonance-reducing buying behaviour
- Habitual buying behaviour
- Variety seeking behaviour

1. Complex buying behaviour

Complex buying behaviour is encountered particularly when consumers are buying an expensive product. In this infrequent transaction, consumers are highly involved in the purchase decision. Consumers will research thoroughly before committing to invest. Consumer behaves very different when buying an expensive product or a product that is unfamiliar to him. When the risk of buying a product is very high, a consumer consults friends, family and experts before making the decision.

For example, when a consumer is buying a car for the first time, it's a big decision as it involves high economic risk. There is a lot of thought on how it looks, how his friends and family will react, how will his social status change after buying the car, and so on.

In complex buying behaviour, the buyer will pass through a learning process. He will first develop beliefs about the product, then attitudes, and then making a thoughtful purchase choice. For complex buying behaviour customers, marketers should have a deep understanding of the products. It is expected that they help the consumer to understand about their product. It is important to create advertising message in a way that influences the buyer's beliefs and attitudes.

2. Dissonance-reducing buying behaviour

In dissonance-reducing buying behaviour consumer involvement is very high. This might be due to high price and infrequent purchase. In addition, there is a low availability of choices with less significance differences among brands. In this type, a consumer buys a product that is easily available. Consumers will be forced to buy goods that do not have too many choices and therefore consumers will be left with limited decision making. Based on the products available, time limitation or the budget limitation, consumers buy certain products without a lot of research.

For example, a consumer who is looking for a new collapsible table that can be taken for a camping, quickly decides on the product based on few brands available. The main criteria here will be the use and the feature of the collapsible table and the budget available with him.

Marketers should run after-sale service camps that deliver focused messaging. These campaigns should aim to support consumers and convince them to continue with their choice of their brand. These marketing campaigns

should focus on building repeat purchases and referrals by offering discounts and incentives.

3. Habitual buying behaviour

Habitual Buying Behaviour is depicted when a consumer has low involvement in a purchase decision. In this case the consumer is perceiving only a few significant differences between brands. When consumers are buying products that they use for their daily routine, they do not put a lot of thought. They either buy their favorite brand or the one that they use regularly – or the one available in the store or the one that costs the least.

For example, while a consumer buys a loaf of bread, he tends to buy the brand that he is familiar with without actually putting a lot of research and time. Many products fit into this category. Everyday use products, such as salt, sugar, biscuits, toilet paper, and black pepper all fit into this product category.

Consumer just go for it and buy it – there is no brand loyalty. Consumers do not research or need information regarding purchase of such products.

Habitual buying behaviour is influenced by radio, television and print media. Moreover, consumers are buying based on brand familiarity. Hence marketers must use repetitive advertisements to build brand familiarity. Further to initiate product trial, marketers should use tactics like price drop promotions and sales promotions.

Marketers should attract consumers using visual symbols and imagery in their advertising. Consumers can easily remember visual advertisements and can associate with a brand.

4. Variety seeking buying behaviour

In variety seeking consumer behaviour, consumer involvement is low. There are significant differences between brands. Here consumers often do a lot of brand switching. The cost of switching products is low, and hence consumers might want to try out new products just out of curiosity or boredom. Consumers here, generally buy different products not because of dissatisfaction but mainly with an urge to seek variety.

For example, a consumer likes to buy a cookie and choose a brand without putting much thought to it. Next time, the same consumer might may choose a different brand out of a wish for a different taste. Brand switching occurs often and without intention.

Brands have to adopt different strategies for such type of consumer behaviour. The market leader will persuade habitual buying behaviour by influencing the shelf space. The shelf will display a large number of related but different product versions. Marketers avoid out-of-stock conditions, sponsor frequent advertising, offer lower prices, discounts, deals, coupons and free samples to attract consumers.

II. HYPOTHESIS

If hypothesis are not prepared it will be very difficult for the research staff to conduct research which will be almost difficult for any one to arrive at a proper conclusion.

The hypothesis of the study are as follows:

H0: There is no impact of social media marketing on consumer buying behaviour.

H1: There is an impact of social media marketing on consumer buying behaviour.

III. REVIEW OF LITERATURE

Sakkthivel A. Metal., In their analysis makes an attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer's shopping behavior through social media

Duangruthai Voramontri, Leslie Klieb, in their research work "Impact of Social Media on Consumer Behaviour" explored the role of social media in consumers' decision-making process for complex purchases. A quantitative survey was used to retroactively attempt to explore aspects of the phases in the decision process. A total of 158 participants completed the survey, and their responses were used to analyse the decision-making process of their complex purchase instances. The result showed that a total of 158 respondents completed the survey, 90% from Thailand (104) in English (54) in Thai. Of these 158 respondents, 129 reported using social media and 29 did not use social media at all in their decision-making. Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. They also had greater confidence and satisfaction during the process. Those who perceived the information on social media to be of higher quality and greater quantity than expectations were more satisfied overall. This suggests that information overload did not reduce consumer satisfaction with social media.

Varghese, S., Nandhini M in their article speaks about the influence of demographic factors towards the purchase intention of customers. Article also reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media.

Gupta, S., Agarwal, A. K., & Chauhan, A. K The article talks about the past and the future impact of Social media because the fifth Social media week held in September 2011. Toby Daniels, the founder of Social media week found the increase in role of Social media in the lives of people. SMW is there in 21 cities in the world, because of increase in use of Social media in Middle east and how it is completely changing the business models too.

IV. OBJECTIVE OF THE STUDY

- To study the concept of social media.
- To analyze the impact of social media on consumer buying behaviour.

V. RESEARCH METHODOLOGY

The Research paper is based on the primary & secondary data. Data is collected from the respondents who are actively involved in online shopping platforms. The primary data is collected from 50 respondents who were

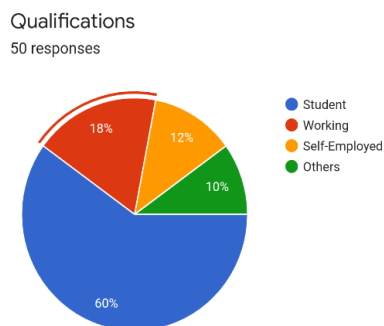
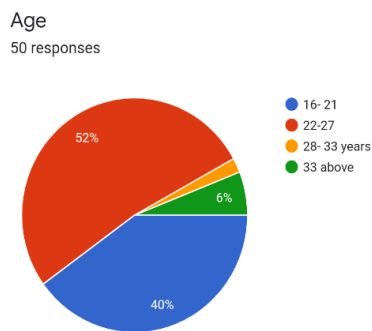
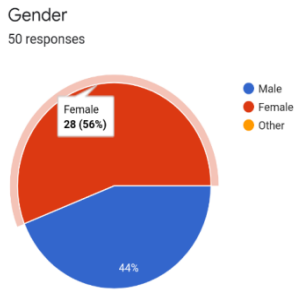
selected through convenient sampling technique. The data collection was conducted using a structured questionnaire.

VI. RESULT & ANALYSIS

This is to analyze the results for the research conducted in June 2021. The survey aims to collect all the necessary information and data needed for objective results.

- Demographic

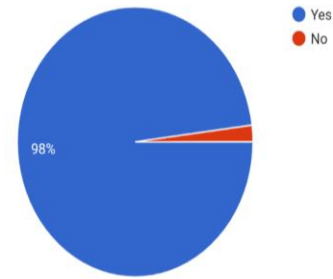
Majority of the participants who attended survey are females with 56% and men with 44%, most participants are of age between 22-27 years and are students.



- Engagement

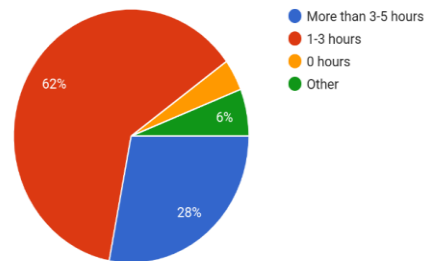
1. 98% of the participants have a social media presence.

Do you have a social media account ?
50 responses



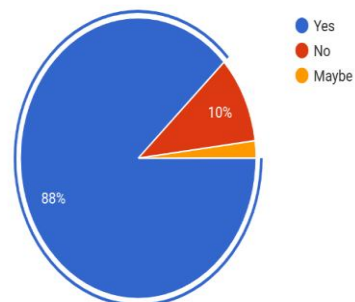
2. 62% of the participants use social media for around 1-3 hours on a daily basis and 28% of them use it for more than 3-5 hours on a daily basis.

How active you are on social media on a daily basis ?
50 responses



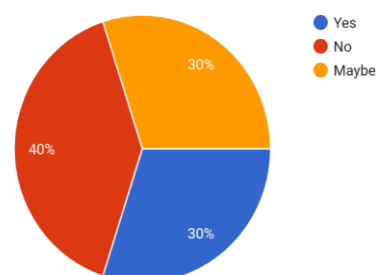
3. 88% of them purchase products/ services online.

Do you purchase products/services online?
50 responses



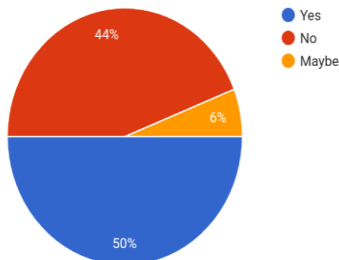
4. 40% prefer to purchase through social media oftenly.

You often prefer to purchase through social media.
50 responses



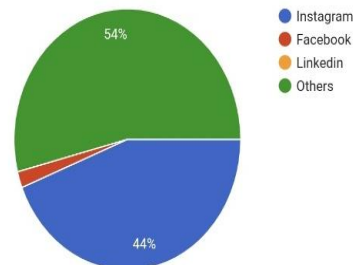
5. 50% of them have purchased products/services randomly after seeing an ad on social media.

Have you ever purchased a product/service randomly after seeing an ad on social media?
50 responses



10.44% people use Instagram for purchasing mostly while 2% people use Facebook, rest 54% people use other social media platforms for purchasing products.

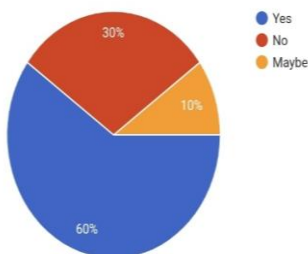
Which of the Social Media platforms you mostly use for purchasing?
50 responses



6. Quality is one of the key features for most people they keep in mind while purchasing a product.

7. 60% have specific brands from which they always like to purchase.

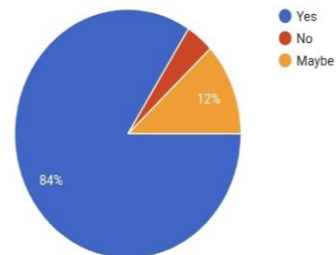
Is there any brand/brands from which you always like to purchase?
50 responses



Feedback

1. Most people had good experience after purchasing products/services online.
2. People buy a variety of products and services according to their needs and preferences.
3. 84% people believe that review and ratings of a product or service is one of the key factors in decision while purchasing a product.

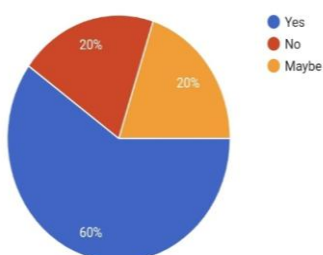
Does reviews and ratings of a product/service is one of the key elements in purchasing decision for you ?
50 responses



8. Most people say that it is quality service that makes them prefer the brand.

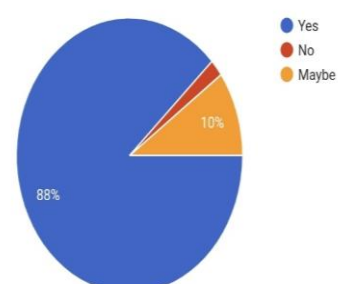
9. 60% people believe that they will change the brand selection if they are offered with almost same type of product/service.

Would you rather switch from that brand if you are offered with almost same type of product/service at a lower price?
50 responses



4. 88% people believe that Social Media Marketing is an effective tool in promotion of sales and brand recognition.

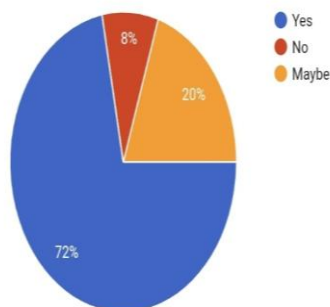
Do you believe that Social Media Marketing is an effective tool in promotion of sales as well as brand recognition?
50 responses



- 72% of the people advise others after purchasing a product or service online.

Do you advise others for a product/service after purchasing it through social media?

50 responses



VII. CONCLUSION

Consumer buying decisions are depended on the consumer behaviour. There are great differences in the consumer behaviour while buying a car versus buying chips. Marketers have to exercise careful judgement in marketing products to different kinds of consumer behaviour.

70% of the people have shown that there is an impact of Social Media on their Buying Behaviour. Some of them have even impulsively bought a product after watching an advertisement on Social media. Also reviews and ratings are seen to be an important decision factors while making a decision which shows that Social Media is creating an ease for consumers to actively search, compare, review the product at a single platform . There is a lot of potential in social media to capture the right segment of consumers in order to promote, engage, advertise, brand recognition and boost sales.

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