

“ROLE OF SOCIAL MEDIA TO ENCOURAGE CUSTOMER PURCHASE BEHAVIOUR”

¹Pooja Negi, ²Ravindra Singh Rawat
¹MBA Student, ²Assistant professor
¹Uttaranchal Institute of Management
¹Uttaranchal University, Dehradun, India

ABSTRACT

The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intends to study from the perspective of consumers. The objective of the research is to explain how social media has encouraged on consumer buying behavior. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing. Quantitative research method is adapted for the purpose of this research. This research gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search. Moreover, the empirical part of the research strives to provide insights to any companies that are trying to shift to or are currently participating in the new marketing trend.

Keywords: Social Media, Consumer Behaviour, Consumer purchase behavior, Content writing, Ad words.

INTRODUCTION

Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos. Users engage with social media via computer, tablet or smart phone via web-based software or web application, often utilizing it for messaging. Social media originated as a tool that people used to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth (or multitudes of people) as long as they also use social media.

Consumer Behaviour or the Buyer Behaviour is referred to the behaviour that is displayed by the individual while they are buying, consuming or disposing any particular product or services. These behaviours can be affected by multiple factors. Moreover, it also involves search for a product, evaluation of product where the consumer evaluate different features, purchase and consumption of product. Later the post purchase behaviour of product is studied which shows the consumer satisfaction or dissatisfaction where it involves disposal of product. Consumer purchase behaviour is the result of the attitudes, preferences, intentions and decisions made by the consumer s in a market place before buying a product. The study of consumer buying behaviour is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology etc. Most business owners and marketers have heard the refrain that social media is important. While this is certainly true, we sometimes don't think about why social media is so valuable. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Literature Review

- **According to Kozinets, 1999-** Informational society influences affect the consumer buying decision and product evaluation. Social media provides a new channel to acquire product information through peer communication
- **According to Toomey and Wysicki, 2005-** With the aid of information and modern communication technologies, consumer are able to shop via internet using several social media and different websites
- **According to Stemthal and Craig, 1992-** The consumer response and reaction to the incoming information can affect the eventual impact of the information on the existing structure, in which whether the piece of information will be integrated, ignored, distorted and so on.
- **According to Pookulangara & Koesler, 2001 -**Social media indicated that social media enables 25% of all consumers to post links about products and services information in their retail sites to update other users about the purchase product.
- **According to Ellison and Koziats, 2007-** Social media such as facebook, instagram and twitter enable users to maintain great connection among themselves as well as with others.
- **According to Mangold and Faulds, 2009-** Social media has also influenced consumers behaviour from information acquisition to post purchase behaviour such as dissatisfaction statements pr behaviour about a product or a company.

OBJECTIVES OF THE STUDY

- To study consumer perception towards brand after watching social media advertisement
- To study how social media effects consumer buying behavior

To examine the exploration targets the illustrative research configuration is utilized. In this specific research quantitative methodology has been utilized and the essential information was accumulated through organized survey. For the information amassing, advantageous inspecting is utilized and 100 reactions were gathered and used for the investigation in concern. The example was gathered from the Dehradun city. The information assembled from the respondents were placed in the SPSS to examine the different elements and steadfastness of the factors. Mean, Standard deviation, ANNOVA and regression are utilized in this investigation.

Data Analysis and Interpretation

Variable	Description	Frequency	Percentage
Age	18-28	59	59
	29-39	40	40
	40-50	1	1
Location	Rural	59	59
	Semi-urban	14	14
	Urban	27	27
Family Type	Joint Family	39	39
	Nuclear Family	61	61
Education	Under Graduate	64	64
	Graduate	17	17
	Post-Graduate	19	19
Occupation	Student	40	40
	Businessman	27	27
	Housewife	18	18
	Any other	15	15
Total		100	100

Interpretation:-

From the above table it can be seen that most of the people who use social media are students from age group 32-34 and they are mostly in rural areas. From the research it was found that most of the people who actually have an effect of social media is and then also buy the product are mostly under graduate and are businessman.

Social Media

Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos. Users engage with social media via computer, tablet or smart phone via web-based software or web application, often utilizing it for messaging. Social media originated as a tool that people used to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth (or multitudes of people) as long as they also use social media.

Descriptive Statistics

	N	Mean	Std. Deviation
Promises made by social media are more reliable.	100	4.4300	.68542
I feel social media is very reliable	100	4.3900	.56667
I feel social media is very helpful	100	4.5100	.61126
Social media has made the life easier	100	4.2200	.92747
Valid N (listwise)	100		

Interpretation: From the above table, it is observed that what actually social media has done to the life of the buyers. The impact of social media to the people. It is seen that the maximum mean is 4.51 in which respondents think that social media is very helpful and is very much reliable also.

Consumer Buying Behavior

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. i.e. product which my role models use, advice when buying a product, only buy branded product income determine the product I buy, Income effect my buying decision, effect my purchasing decision.

Descriptive Statistics

	N	Mean	Std. Deviation
Using people rating and reviews about the product on social media	100	4.3800	.54643
I trust on my friend to use online forums and communities	100	4.4100	.63715
My personality and lifestyle effects my purchase behavior	100	4.4500	.57516
Using people recommendations to buy the product online	100	4.1400	.99514
Do not doubt the honesty of the social media site.	100	4.4200	.62247

Happily using credit card to purchase from my favourite social networking sites.	100	4.2700	.83913
Valid N (listwise)	100		

Interpretation: The above table shows that how social media influence the consumer buying behaviour. Many of the respondents buy products online and they use the people recommendation to buy the product. Many people are influenced by the ratings and the reviews given by other users to buy the product via social media.

Regression

Regression analysis is a form of predictive modeling technique which investigates the relationship between a dependent and independent variable(s). This technique is used for forecasting, time series modeling and finding the causal effect relationship between the variables. Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In limited circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.839 ^a	.704	.688	.30517	.704	44.684	5	94	.000	1.450

a. Predictors: (Constant), Happily using credit card to purchase from my favourite social networking sites., I trust on my friend to use online forums and communities, Do not doubt the honesty of the social media site., My personality and lifestyle effects my purchase behavior, Using people recommendations to buy the product online

b. Dependent Variable: Using people rating and reviews about the product on social media

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.806	5	4.161	44.684	.000 ^b
	Residual	8.754	94	.093		
	Total	29.560	99			

a. Dependent Variable: Using people rating and reviews about the product on social media

b. Predictors: (Constant), Happily using credit card to purchase from my favourite social networking sites., I trust on my friend to use online forums and communities, Do not doubt the honesty of the social media site., My personality and lifestyle effects my purchase behavior, Using people recommendations to buy the product online

Advertisement

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Mainly sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is basically differentiated from public relations in that an advertiser pays for and has control over the message. Advertising is very differing from personal selling in that the message is non-personal that is not directed to a particular individual.

Descriptive Statistics

	N	Mean	Std. Deviation
I feel social media advertisement are very irritating	100	4.0800	1.04137
I feel social media is a good source of information.	100	4.4600	.74427
The website of social networking sites enable me to search and product faster.	100	4.1400	.99514
Searching and buying products on social media is very useful to me.	100	4.4200	.62247
Based on the experience and advertisement in social media I think they care about users.	100	4.0800	1.04137
Valid N (listwise)	100		

Interpretation: The above table shows that people are influenced by the advertisement that are shown on social media and it also effects their buying behaviour. The people think that social media advertisement are very much helpful and effective. Based on the respondents experience they think that the social media care about the users.

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	1.000 ^a	1.000	1.000	.00000	1.000	.	4	95	.	. ^b

a. Predictors: (Constant), Searching and buying products on social media is very useful to me., I feel social media is a good source of information., The website of social networking sites enable me to search and product faster., I feel social media advertisement are very irritating

b. Not computed because there is no residual variance.

c. Dependent Variable: Based on the experience and advertisement in social media I think they care about users.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.360	4	26.840	.	. ^b
	Residual	.000	95	.000		
	Total	107.360	99			

a. Dependent Variable: Based on the experience and advertisement in social media I think they care about users.

b. Predictors: (Constant), Searching and buying products on social media is very useful to me., I feel social media is a good source of information., The website of social networking sites enable me to search and product faster., I feel social media advertisement are very irritating

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.000	.000		.	.	.000	.000		
I feel social media advertisement are very irritating	.000	.000	.000	.	.	.000	.000	.849	1.178
I feel social media is a good source of information.	1.000	.000	1.000	.	.	1.000	1.000	.991	1.009
The website of social networking sites enable me to search and product faster.	.000	.000	.000	.	.	.000	.000	.881	1.135
Searching and buying products on social media is very useful to me.	.000	.000	.000	.	.	.000	.000	.943	1.060

a. Dependent Variable: Based on the experience and advertisement in social media I think they care about users.

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	I feel social media advertisement are very irritating	I feel social media is a good source of information.	The website of social networking sites enable me to search and product faster.	Searching and buying products on social media is very useful to me.
1	1	4.882	1.000	.00	.00	.00	.00	.00
	2	.056	9.354	.00	.02	.78	.17	.01
	3	.037	11.553	.02	.03	.10	.75	.12
	4	.018	16.682	.02	.86	.01	.07	.29
	5	.008	24.629	.96	.08	.11	.01	.58

a. Dependent Variable: Based on the experience and advertisement in social media I think they care about users.

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0000	5.0000	4.0800	1.04137	100
Residual	.00000	.00000	.00000	.00000	100
Std. Predicted Value	-1.997	.883	.000	1.000	100
Std. Residual	0

a. Dependent Variable: Based on the experience and advertisement in social media I think they care about users.

Correlations

Correlation Coefficient is a numerical measure of some type of correlation, it is a statistical relationship between two variables. The variables may be two columns of a given data set of observation, often called sample, or two components of a multivariate random variables with known distribution. In this several types of a correlation coefficient exist in this each of their own range of usability and characteristics. As some time correlation coefficients present certain possibility of incorrectly being used to infer a casual relationship between the variables.

Correlations

		Social Media.	Advertisem et..	Consumer Buying Behaviour
Social Media	Pearson Correlation	1	.036	.112
	Sig. (2-tailed)		.720	.266
	N	100	100	100
Advertisement.	Pearson Correlation	.036	1	-.048
	Sig. (2-tailed)	.720		.635
	N	100	100	100
Consumer Buying Behaviour	Pearson Correlation	.112	-.048	1
	Sig. (2-tailed)	.266	.635	
	N	100	100	100

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

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

Interpretation: The value of correlation (r) of Social Media and Consumer Buying Behaviour is .112 which indicates positive relationship between the two. The value of correlation of Social Media and Advertisement .036 which is positive in relationship which define the perfect relationship in Correlation. Thus it is concluded that there is positive relationship between social media, advertisement and consumer behavior.

CONCLUSION

In conclusion, the findings obtained from this research have significant implications for the academic research, derived mainly from extracting the relationship between the objectives of this study. Indian consumers are mostly affected by informational and design factors which lead them to take the best decision in choosing the most suitable Social Media site (Instagram) to buy their preferred product (Fashion) online. Although the above fact presents a positive sign toward relying on Social Media to buy certain products, there is still a gap in mistrusting among consumers toward the use of Social Media sites in term of security associated with such sites. Increasing use of social media worldwide has led to the belief that this is a valuable tool in supporting consumer engagement. Companies are continually looking to new methods for reaching consumers and for shaping consumer behaviours, including brand loyalty and intention to buy. The changing technological era has led to increased activity in social network platforms like Facebook, YouTube and Twitter, all of which have created mechanisms through which consumers can develop rapport and create interactions with brand-specific content.

Companies that are adept at integrating strategic approaches to the use of social network platforms are likely to be most successful in reaching, engaging, and maintaining a consumer base moving forward. Factors that influence brand perception and intention to buy include things like the social mechanism that drive consumer perspectives, and the views of others posted demonstrated in social media posts. An emerging strategic focus is on the use of user-generated content, content that is created by consumers in response to specific brands or brand requests and influences the perceptions of other consumers. This kind of strategic approach requires a high degree of maintenance and companies utilizing this method should be prepared to designate a marketing service to the management of online customer relationships.

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