

Influence of Social Media on Consumer Behaviour

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Abstract

Social media becomes part of a human life. Social media such as Facebook, Twitter, youtube, whatsapp, Instagram, snapchat has a number of the user and keeps increasing every day. social media helps marketers to interact with their customers. These interactions help marketers determine customer wants and understand what their market might look like.

The objective of this paper is to role of social media in consumers' decision-making process for their purchases. This paper will outline the overview on how the consumers use social media in the stages of decision making process and the variables that influence their behavior. A survey of 50 customers selected randomly in the karaikudi area, to find out to what extent they are impacted by the use of social media, and what role it plays in their purchase decision making process. Findings and conclusions presented in the paper are only valid within the population selection and cannot not to be generalized elsewhere due to the differences in environmental and cultural factors.

Keywords: social media, decision making, consumer behavior, cultural factors.

Introduction

Social media is a technology to facilitate social interaction between a group of people through some type of internet network. Social media is growing rapidly and becoming a important part of everyday life, because of the latest technological revolution. This increasing growth is due to the increasing usage of smart phones like Androids and iPhones. These Smart phones make it easy to access any social media platform from anywhere and anytime virtually. These social media sites are so easy to access made it user friendly. Millions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.

The uses of social media vary from what we use and how, as well as the nature of your website. As a marketing platform, with little-to-no-cost, social media can promote website, brand, products or services. As an engagement or support tool, social media can help communicate and interact with customers both commonly and individually.

Consumer Buying Behavior

Buying Behavior is the decision processes and acts of people involved in buying and using products.

Purchasing Behavior of Consumer

The consumer buying process divided in to several steps:

- (1) Problem identification.
- (2) Information search.
- (4) Purchasing decision.
- (5) Post-purchase behavior

Influencing factor for Consumer Buying Decision Process

A consumer, making a purchase decision will be affected by three factors:

1. Personal factor
2. Psychological factors
3. Social factors

Personal factors

Demographic Factors. Sex, income, Age etc. A person who is responsible in the family influences the decision making. Young people purchase things for different reasons than older people.

Psychological factors include:

A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are affected by a set of motives, not just one. Marketers can identify motives then they can better develop a marketing mix. MASLOW hierarchy of needs!!

- Physiological needs
- Safety needs
- Love and Belonging needs
- Esteem needs
- Self Actualization needs

Objectives of the study

- ❖ Role of social media in consumers' decision-making process.
- ❖ Examine how much social media has affected consumer buying behavior.

Research Methodology

The research has made use of survey method. Number of samples size is 50. Samples were randomly selected from in and around karaikudi. The data were collected through the questionnaires were distributed directly to the respondents and had face to face conversations questioning them to know on the impact of Social networking sites. The questionnaire consisted of 25 questions, including Yes/No questions, open closed ended questions, five-point Likert scale, asking respondents to evaluate their responses with rates from 0 to 5. All questions were simple, understandable and clear..

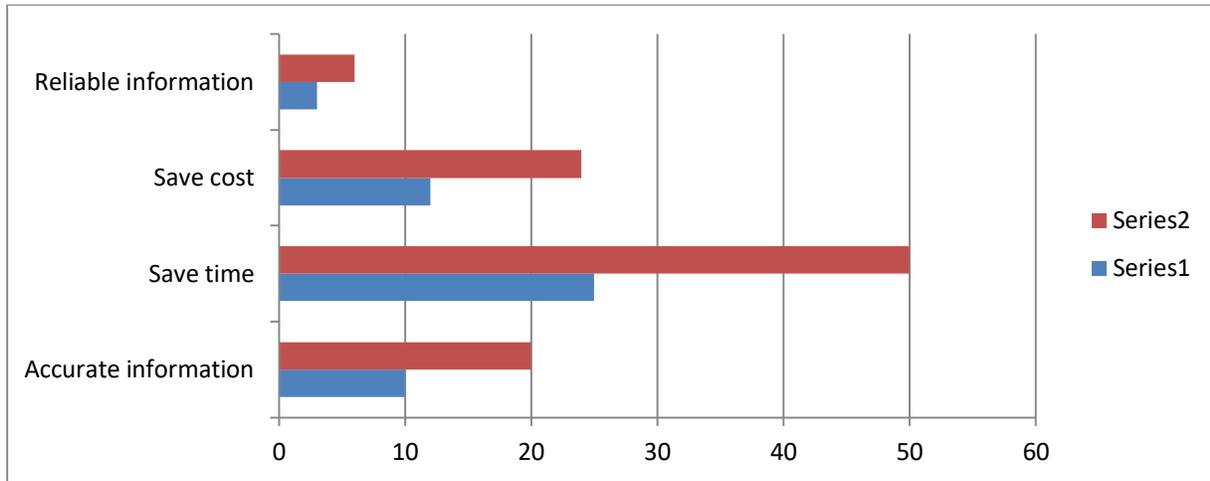
Data Analysis and Interpretation

Respondents' opinion about use of social media

S.No	Social Media	No. of. respondents	Percentage (%)
1	Twitter	10	20
2	Face book	15	30
3	You tube	12	24
4	Insta gram	8	16
5	others	5	10
	Total	50	100

From the above table, indicates that majority of the respondents use face book (30%) and 24% of the respondents prefer You tube media.

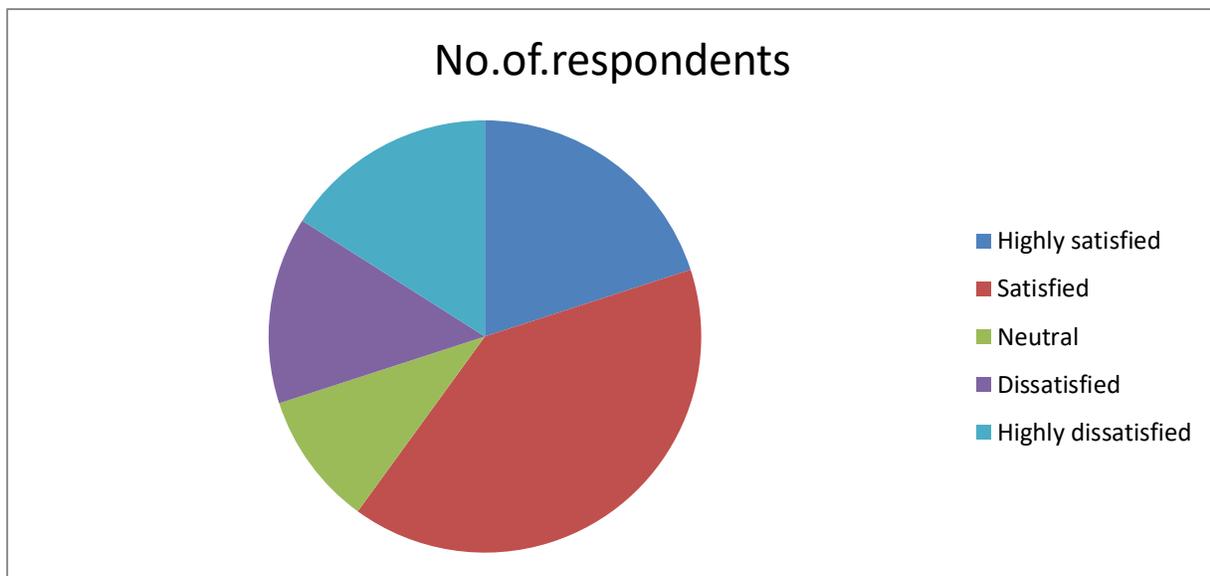
Compared to traditional media, advantages of using social media



It is clear that 50% of the respondents prefer social media for their consumption through the reason of save time and also cost and accurate information play a vital role.

Satisfaction level of respondents for purchasing through social media

S. No	Level of satisfaction	No. of. respondents	Percentage (%)
1	Highly satisfied	10	20
2	Satisfied	20	30
3	Neutral	5	24
4	Dissatisfied	7	16
5	Highly dissatisfied	8	10
	Total	50	100



Discussions and Conclusions

The results overall show that model of decision-making is valid in describing the decision process of consumers in this social media age. Social media customers found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources media. 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.

Finally, the study found that the use of social media improved satisfaction for consumers during the initial stages of information search and alternative evaluation but did not help much in satisfaction in the purchase decision stage, or in the post-purchase evaluation. Most of the consumers are just as satisfied to reach their purchase decisions in the traditional stores after having conducted their search and evaluation online; which means that brick-and-mortar shops have not yet lost their significance

The use of social networks is a valuable technique to support enterprises to increase the chances of survival through the activation of a favorable word of mouth among the internal and external members of the virtual community.

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