

# UNDERSTAND IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR

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## Abstract

The usage of internet has been increased over the years. Earlier limited number of people was using it but now base of users has increased to wider range. Social media is mostly preferred option by people. It is influencing consumers to take purchase decision. The aim of this paper is to study how social media has impacted consumer behaviour while making choices and decisions regarding purchase. The data have been collected by structured questionnaire and analysed using data interpretation tools.

## Introduction

There has been much talk about the market potential for social media marketing. Posts, Advertisements, various blogs related to different products have certain kind of influence on consumer. The World Wide Web was introduced in 1989 and during the same years Internet was also introduced which quickly become a global network for the people of the world (Hansel and Dyes, 2010, Fazle Malik, Muhammad Asif and Said Wali, 2016), further Because of the availability of mobile devices such as smart phones, tablets, etc., people spend many hours per day online, especially on social networking sites such as Facebook, In 2017, the global daily average time spent on social network sites is 135 minutes per consumer(Amonrat Thoumrungroje,2016).So the user might find it easier to search for information online. This study explores the acceptance of social media and its impact on Consumer Buying Behaviour.

There are various social media sites available where user gets notifications, see posts about different products by their friends or some celebrities. Because of continuous notifications and ads people tends to buy those products which they actually don't need. Social media are "internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content" (Kaplan and Haenlen 2010). To get better sense of a product consumers access their groups online through social media to know and get them opinions regarding that particular product or service (Hensel & Deis, 2010, Fazle Malik, Muhammad Asif and Said Wali,2016).Social media is a source of rich information for consumers about brands and products/services (Brunh, Schoenmueller & Schafer, 2012; Hudson & Hudson, 2013, Dionisia Tzavara1, Phaedra Clarke, Fotios & Misopoulos ,2019).All this lead to develop consumer's desire to buy those products.

In case of product related posts or ads, people are significantly influenced by product comments received through a range of social media sites and were open to those comments from senders with close ties such as family, friends as well as those with more distant. Purchasing decisions made for certain products are strongly influenced by reference groups (Yang, He & Lee, 2007). There is no doubt that brand related content and brand presence on social media impact consumer decisions and behaviour (Kim & Ko, 2012; Goh & Heng, 2013; Hudson & Hudson, 2013; Rathore, Ilavarasan & Dwivedi 2016; Gautam & Sharma, 2017; Perakakis et. al., 2018; Nash, 2019; Dionisia Tzavara, Phaedra Clarke, Fotios Misopoulos,2019).

**Keywords:** -Buying Behaviour, Social media sites, Influence, Social media, Marketing, Twitter; Facebook, Instagram.

## Literature Review

Lukas P. Forbes (2013) examine the growth of social media sites in the United States. It was observed that social media allows consumers to evaluate product, make recommendations to contacts or friends and link current purchases to future purchases through status updates. Company's influences future purchases by encouraging their users to post on various forms of social media.

Nisha Singh and R.S. Arora (2015) has examine use of social media by university students and impact on purchase decision. It was observed that Facebook is most used social media site followed by You tube. Students consider social media as a reliable source where information research is easy and much faster. It has been more effective platform for new product and services.

Fazle Malik, Muhammad Asif and Sail Wali (2016)in their research stated that EWOM used on social media, person to person contact on internet, sellers created information plays major role in consumers buying intentions People share their experience to other people through social media and recommend brands in the form of EWOM.

Adnan Veysel Ertemel, Ahmad Ammoura (2016) stated in their research paper that how social media allows all users as consumers to be in contact with each other to share the information about products and services, this helps marketers to change their old methods to match the new needs of consumers. Social media sites help to reach target audience. People response to their advertisement and show purchase behaviour.

Evangelos Moustaka (2017) stated that social media have changed consumer behaviour they can search evaluate and choose information easily. Now, it is responsibility of retailers to integrate with social media more effectively to engage the customers. Social media has also emerged as medium of two-way communication between company and consumers.

There are some notable studies on impact of social media in fashion Industry. Dionisia Tzavara, Phaedra Clarke, Fotios Misopoule (2019) studied impact of social media (FB and Instagram) on consumer behaviour in Rhodes (Greece) specially on fashion industry. It was found that Facebook is a prominent media influencer followed by Instagram. These two social media prove to be inspiration for purchase through passive exposure to information.

Amonrat Thoumrungroje (2018) her research paper explain how social media influences consumer through materialism. The availability of mobile devices, people spends many hours per day online, especially on social networking sites such as Facebook, Instagram and Twitter. People buy brands that they are following on social networking sites(www.cmocouncil.org). There is a relationship between social media intensity and consumer spending, higher intensity in social media engagement will likely lead to higher consumption and impulse buying.

Kirti Arekar, Rinku Jain, Surender Kumar and Shalaka K. Ayarekar in their research paper stated that there is the positive effect of social media in the Indian electronic market. Marketers take help of social media to directly contact the end customers through Social site. When the consumers purchase the electronic goods so high risk are associated with the purchase behaviour so they pay more attention on the advertisement of the electronic products and before buying they spend maximum time on social media sites for detailed information about the products they also spend more time on online electronic store before making the buying decision.

## Objectives

- To measure what is impact of social media on consumer.
- To understand how social media sites, influence customers to buy product.
- To understand which social media site consumer uses more.
- To obtain samples that establish similar characteristics in terms of age and gender division with respect to buying behaviour.

## Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research papers, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main question: How was the data collected or generated? How was it analysed?

In this paper the adopted methodology of research is Quantitative research. Primary data was collected from respondents through structured questionnaire design by providing different options. Quantitative research was done as stated phenomenon was investigated by applying statistical, Mathematical and computational technique. The research approach is characterized by the use of statistics related to a problem and answer the questions like how much, how often, how many, when (Cooper and Schindler,2006; Fazle Malik, Muhammad Asif and Said Wali,2006) collected data was quantified and then acquired results were generalized. The target population for this research was people from all generation (above age of 16 yrs.) Measurable and verifiable data was obtain in this research. The data obtained was analysed through data interpretation tools.

## Sources of Data

Secondary data are used in this study, which were collected from the various previous research done on this subject or related to this subject. Primary data was collected by circulating google form with structured questionnaires. A Google forms with the questionnaire attached were delivered to people from various age groups like students, employees and home makers also.

## Research Questions

- How often does the consumer use a social media site?
- Which type of social media is most used (Facebook, Instagram, Facebook.)
- What type of product did the consumer see as recommended (size, cost, type, colour, etc.)
- How much did the recommendation influence the consumer's decision to buy that product?
- What kind of product the consumer would have purchased anyway?
- Did the social media ads influence the consumer's purchase?
- How was the product purchased by the consumer? (Online/Offline.)
- What risks was the consumer concerned about when they decided to purchase the product?

## Tools Used for Analysis

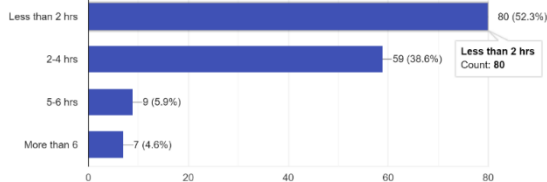
- Simple Percentage Analysis
- Histograms Analysis

These tools used for analysis of the data collected from the primary sources.

## Data Analysis and Interpretation

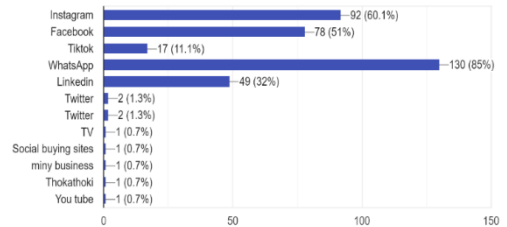
- Earlier people use to spend their free time maximum on social media sites. People spend average four hours daily on social media.

How much time you daily spend on social media?  
153 responses



Daily time spending on Social media

Which social media sites you use the most?  
153 responses

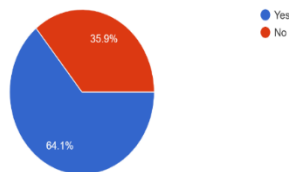


Most used Social media sites

From above histogram we can interpret that people use WhatsApp, Instagram, Facebook most followed by LinkedIn and Tiktok.

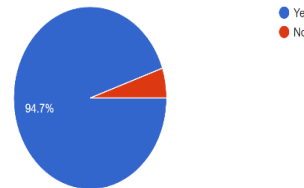
- Because of popularity of this sites among all generation firms promote their product online. Like by various Instagram Facebook posts, videos or various collaboration by famous celebrities who have large followers.

Do ads on social media influence you to buy the products?  
153 responses



Social media advertisement impact

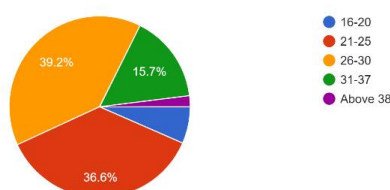
Did you consider customer feedback and reviews before buying the products/(offline and online)  
151 responses



Customer reviews/feedback impact

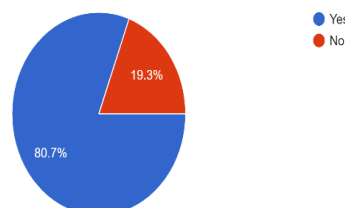
- From all population of 153 people 64.1% (98) people think that ads which they see on social media sites influence them to buy different products.
- Customers also consider products reviews and feedbacks share by other users before buying that products. Unsurprisingly, 71% of Internet users have reported they would buy brands that they are following on social networking sites ([www.cmocouncil.org](http://www.cmocouncil.org))
- So, we can assume that ads on social media not only influence customers to purchase those products but also educate them about those products and use of that products with the help of social posts by other users.

Age (Years)  
153 responses



Age of People

Do you think the social media has impact on your buying behavior?  
150 responses



Is Social media impact on consumer buying behavior?

- In our sample (153) we collected data from all age groups (From 16 yrs.) after analysing data it is proven that more than 80% i.e. 121 people agree that Social media has impact on their buying behaviour.

## Conclusion

The study indicates that social media sites have a positive and significant impact on consumers mind. When the consumers made purchases of any product, they have paid more attention on the advertisements, feedbacks and other reviews about that product on different social media sites. People also consider what are reviews of past and present user of that product did they satisfied with the purchase and all these aspects helps them to make purchase decision. Sometimes various posts by famous celebrities on their social media pages attracts customers to buy those good which they actually do not need at that time. Usual buying behaviour also has the significant and positive impact on consumer buying behaviour through social media sites. The consumers already did lots of research and comparison for products they willing to buy. Social networking sites shows different variety with new brands available, price, discounts and quality related aspects.

In addition, it is very important to taking into account the limits of this study the analysis of the present study has been carried out based on the information has collected from the limited sources. In this case data is only collected from people in Pune area. Data is collected by circulating Google form there was not personal communication with customer. To sum up this research try to analyse relationship between increase use of social media by consumers as well as by sellers to provide more information about their product. Social media for sure has its impact on consumers and their buying behaviour.

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