



A STUDY ON ROLE OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR DURING COVID-19

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Abstract:

This study is seeks to know the role of social media on consumer buying behaviour during covid-19. The pandemic of COVID-19 has changed the world dramatically. People live differently, purchase differently and think differently in several ways. Supply chains have changed drastically. Doors are being barred by retailers. From a new lens, consumers around the world gaze at goods and brands. With globalization, the world as a whole is becoming a diversified and mature marketplace and emerging technology made it more competitive. With the covid-19 pandemic there is an online shift in the consumer purchases and this shift is very significant and sustain. Although Covid-19 massively impacted economic activities and let to complete shut-down of some sectors, it definitely helped in the surge of ecommerce and increased the use of digital transactions. The sale and purchase of goods and services via the Internet are referred to as Internet commerce. Businesses and consumers can interact and conduct business transactions electronically because the internet makes it easier, simpler, less expensive, and more accessible. The internet's technology has facilitated transactions, reduced costs, expanded product offerings, and improved user convenience. Business people can easily meet with their potential customers on social media platforms. This study carried out with help of primary data, Researcher have selected 100 respondents as sample size by using convenience sampling technique for this study. Interview method used to collect data from the respondents. Percentage has used to analyse the collected data. This study found that: Majority of the respondents (36%) strongly agreed about Social Distancing by Retailers and Government, 39% of the respondents are agreed about the contact with risk group members, Majority of the respondents (37%) strongly agreed about Online Campaigns in social media, Majority of the respondents (49%) strongly agreed about the Individual Social Responsibility, Majority of the respondents (41%) agreed about the Change in Lifestyle (Work from Home, Studying Etc.)

Keywords: Social Media, Covid-19 Pandemic, Consumer buying behaviour etc.

INTRODUCTION:

The pandemic of COVID-19 has changed the world dramatically. People live differently, purchase differently and think differently in several ways. Supply chains have changed drastically. Doors are being barred by retailers. From a new lens, consumers around the world gaze at goods and brands. With globalization, the world as a whole is becoming a diversified and mature marketplace and emerging technology made it more competitive. With the covid-19 pandemic there is an online shift in the consumer purchases and this shift is very significant and sustain. The sale and purchase of goods and services via the Internet are referred to as Internet commerce. Businesses and consumers can interact and conduct business transactions electronically because the internet makes it easier, simpler, less expensive, and more accessible. The internet's technology has facilitated transactions, reduced costs, expanded product offerings, and improved user convenience. Business people can easily meet with their potential customers on social media platforms. The Internet is altering the nature of consumer purchasing behaviour and offers numerous advantages over traditional shopping delivery channels. The Internet is also viewed as a major threat to traditional retail stores. These advancements have greatly benefited customers and influenced their purchasing habits. Furthermore, the COVID-19 pandemic, which occurred unexpectedly in the year 2020, influenced the majority of people to change their purchasing behaviour via social media. It is because they are unable to go out and purchase necessities such as daily goods and food. As a result, the COVID-19 pandemic had an indirect impact on consumer habits, shifting them from traditional to online retail stores. According to the research, 52 percent of consumers avoid going physical shopping and congested areas. People are avoiding going out and maintaining social distance, and most people prefer to buy and work from home (Bhatti et al., 2020). Furthermore, 36 percent are keeping a strategic distance from physical shopping until they get a vaccine against COVID-19 (Bhatti et al., 2020). Consumers' purchasing habits are influenced by online businesses. Communication via social media is another stage for exchanging data about products and services. Social media has evolved into an important medium for presenting market products and conducting product reviews. Social media is now an important promotion tool in the marketing field. As a result, it is critical to understand how social media influences consumer purchasing behaviour. Furthermore, customers can access the social media platform at any time and from any location to view and purchase products or services. Consumers can use the internet whenever they want because it is available 24 hours a day, seven days a week. Online users have started to form social connections with the brand. In this sense, in order to gain a competitive advantage, the company must comprehend the needs, characteristics, and relationships of such consumers. Nowadays, various social networking sites are sprouting up in such a way that customers can purchase goods online at any time. Most likely, income has increased on the internet in comparison to previous years. Because of the high level of competition in social media, it is valuable and sufficient to obtain and investigate purchase behaviour through social media. The likelihood of a consumer purchasing a specific product is referred to as purchasing behaviour. Consumers' choices are influenced by a wide range of factors. Marketers are closely monitoring consumer use of social media, but little is known about how it influences consumer decision-making.

TYPES OF BUYER BEHAVIOR

Buyer behavior is always determined by how involved a client is in their decision to buy a product or service and how risky it is. The higher the product price, the higher the risk, the higher the customer's involvement in purchase decisions. Based on these determinants, four types of consumer buyer behavior are distinguished:

1. Complex buying behavior

This type is also called extensive. The customer is highly involved in the buying process and thorough research before the purchase due to the high degree of economic or psychological risk. Examples of this type of buying behavior include purchasing expensive goods or services such as a house, a car, an education course, etc.

2. Dissonance-reducing buying behavior

Like complex buying behavior, this type presupposes lots of involvement in the buying process due to the high price or infrequent purchase. People find it difficult to choose between brands and are afraid they might regret their choice afterward (hence the word 'dissonance'). As a rule, they buy goods without much research based on convenience or available budget. An example of dissonance-reducing buying behavior may be purchasing a waffle maker. In this case, a customer won't think much about which model to use, choosing between a few brands available.

3. Habitual buying behavior

This type of consumer buying behavior is characterized by low involvement in a purchase decision. A client sees no significant difference among brands and buys habitual goods over a long period. An example of habitual buying behavior is purchasing everyday products.

4. Variety seeking behavior

In this case, a customer switches among brands for the sake of variety or curiosity, not dissatisfaction, demonstrating a low level of involvement. For example, they may buy soap without putting much thought into it. Next time, they will choose another brand to change the scent.

OBJECTIVE OF THE STUDY:

This study is seeks to know the role of social media on consumer buying behaviour during covid-19.

RESEARCH METHODOLOGY:

This study carried out with help of primary data, Researcher have selected 100 respondents as sample size by using convenience sampling technique for this study. Face to Face Interview method used to collect data from the respondents. Percentage has used to analyse the collected data.

DATA ANALYSIS:**TABLE: 1 AGE**

Options	Respondents	Percentage
15-25	35	35%
26-35	38	38%
36-45	17	17%
46-55	10	10%
Total	100	100%

Source: Filed survey

The above table shows that age of the respondents. Majority of the respondents (38%) belongs to 26-35 age group, 35% of the respondents are between the groups of 15-25, 17% belongs to 36-45 age group and remaining 10% respondents belongs to 46-55%.

TABLE: 2 GENDER:

Options	Respondents	Percentage
Male	47	47%
Female	53	53%
Total	100	100%

Source: Filed survey

The above table shows about the gender of the respondents. Majority of the respondents (53%) are belongs to Female, and remaining 47% are belongs to Male.

TABLE: 3 EDUCATION

Options	Respondents	Percentage
Upto SSLC	23	23%
PUC	27	27%
Degree	18	18%
Post Graduates	32	32%
Total	100	100%

Source: Filed survey

The above table depicts about Education of the respondents. 32% respondent's education is Post Graduate, 27% belongs to PUC, 23% belongs to SSLC and remaining 18% respondents educational qualification is degree.

TABLE: 4 MOST USED NETWORK SITE

Options	Respondents	Percentage
Twitter	26	26%
Instagram	34	34%
Facebook	16	16%
WhatsApp	21	21%
Pinterest	03	03%
Total	100	100%

Source: Filed survey

Most of the respondents (34%) use the network site is Instagram, 26% respondents use the Twitter, 16% use the Facebook, 21% of the respondents prefer to WhatsApp, and remaining 3% of the respondents use the network site of Pinterest.

TABLE: 5 ACCOUNTS ON SOCIAL MEDIA

Options	Respondents	Percentage
1-2	20	20%
3-4	18	18%
4-6	42	42%
Above 7	20	20%
Total	100	100%

Source: Filed survey

42% of the respondents having 4-6 accounts in social media, each of the 20% respondents having 1-2 and Above 7 accounts in social media and remaining 18% of the respondents having 3-4 accounts in social media.

TABLE: 6 RESTRICTIONS OF SOCIAL DISTANCING BY RETAILERS AND GOVERNMENT

Options	Respondents	Percentage
Strongly Disagree	04	04%
Disagree	18	18%
Neutral	10	10%
Agree	32	32%
Strongly Agree	36	36%
Total	100	100%

Source: Filed survey

The above data shows about the restrictions of Social Distancing by Retailers and Government. Majority of the respondents (36%) strongly agreed about the above statement, 32% respondents agreed, 10% belongs to Neutral, 18% of the respondents Disagree about the statement and remaining 4% respondents are strongly disagreed the statement.

TABLE: 7 BEING IN CONTACT WITH RISK GROUP MEMBERS

Options	Respondents	Percentage
Strongly Disagree	09	09%
Disagree	11	11%
Neutral	08	08%
Agree	39	39%
Strongly Agree	33	33%
Total	100	100%

Source: Filed survey

The above data shows about being in contact with risk group members. Majority of the respondents (39%) agreed about the above statement, 33% respondents strongly agreed, 8% belongs to Neutral, 11% of the respondents Disagree about the statement and remaining 9% respondents are strongly disagreed the statement.

TABLE: 8 INDIVIDUAL SOCIAL RESPONSIBILITY:

Options	Respondents	Percentage
Strongly Disagree	07	07%
Disagree	13	13%
Neutral	06	06%
Agree	25	25%
Strongly Agree	49	49%
Total	100	100%

Source: Filed survey

The above data shows about the Individual Social Responsibility. Majority of the respondents (49%) strongly agreed about the above statement, 25% respondents agreed, 06% belongs to Neutral, 13% of the respondents Disagree about the statement and remaining 7% respondents are strongly disagreed the statement.

TABLE: 9 ONLINE CAMPAIGNS:

Options	Respondents	Percentage
Strongly Disagree	11	11%
Disagree	09	09%
Neutral	08	08%

Agree	35	35%
Strongly Agree	37	37%
Total	100	100%

Source: Filed survey

The above data shows about the Online Campaigns in social media. Majority of the respondents (37%) strongly agreed about the above statement, 35% respondents agreed, 08% belongs to Neutral, 9% of the respondents Disagree about the statement and remaining 11% respondents are strongly disagreed the statement.

TABLE: 10 CHANGE IN LIFESTYLE (WORK FROM HOME, STUDYING ETC)

Options	Respondents	Percentage
Strongly Disagree	12	12%
Disagree	04	04%
Neutral	03	03%
Agree	41	41%
Strongly Agree	40	40%
Total	100	100%

Source: Filed survey

The above data shows about Change in Lifestyle (Work from Home, Studying Etc.). Majority of the respondents (41%) agreed about the above statement, 40% respondents strongly agreed, 3% belongs to Neutral, 4% of the respondents Disagree about the statement and remaining 12% respondents are strongly disagreed the statement.

TABLE: 11 PROVIDES CHEAPER OPTIONS THAN THE PHYSICAL STORES

Options	Respondents	Percentage
Strongly Disagree	14	14%
Disagree	08	08%
Neutral	08	08%
Agree	36	36%
Strongly Agree	34	34%
Total	100	100%

Source: Filed survey

The above data shows about provides cheaper options than the physical stores. Majority of the respondents (36%) agreed about the above statement, 34% respondents strongly agreed, 8% belongs to Neutral, 8% of the respondents Disagree about the statement and remaining 14% respondents are strongly disagreed the statement.

TABLE: 12 MORE TIME TO TRY PRODUCTS HOME

Options	Respondents	Percentage
Strongly Disagree	14	14%
Disagree	04	04%
Neutral	02	02%
Agree	36	36%
Strongly Agree	44	44%
Total	100	100%

Source: Filed survey

The above data shows about the More Time to Try Products Home. Majority of the respondents (44%) strongly agreed about the above statement, 36% respondents agreed, 02% belongs to Neutral, 4% of the respondents Disagree about the statement and remaining 14% respondents are strongly disagreed the statement.

CONCLUSION:

Consumer behaviour entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities." The term consumer can refer to individual consumers as well as organisational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service. Consumer behaviour is concerned with. Understanding purchase and consumption behaviour is a key challenge for marketers. Consumer behaviour, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. Consumers are active decision-makers. They decide what to purchase, often based on their disposable income or budget. They may change their preferences related to their budget and a range of other factors. Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. Older people and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. Anyone can get sick with COVID-19 and become seriously ill or die at any age. This study found that, Majority of the respondents (38%) belongs to 26-35 age groups. 53% of the respondents are belongs to Female, 32% respondent's education is Post Graduate, Most of the respondents (34%) use the network site is Instagram, 42% of the respondents having 4-6 accounts in social media, Majority of the respondents (36%) strongly agreed about Social Distancing by Retailers and Government, 39% of the respondents are agreed about the contact with risk group members, Majority of the respondents (37%) strongly agreed about Online Campaigns in social media, Majority of the respondents (49%) strongly agreed about the Individual Social Responsibility, Majority of the respondents (41%) agreed about the Change in Lifestyle (Work from Home, Studying Etc.), 36%

respondents agreed about the provides cheaper options than the physical stores, Majority of the respondents (44%) strongly agreed about More Time to Try Products Home.

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