



IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR - A CASE STUDY ON INSTAGRAM

Mrs. J. Saujanya
Faculty, Department of Commerce,
St. Ann's College for Women
&
Ms. Shreya singari
Student, St. Ann's College for Women

ABSTRACT:

Individuals over the globe utilize online life to interface with others or associations. Individuals have a great deal of associations via web-based networking media, Social media modifies the communication methods between sellers and buyers. E-commerce influences the consumers in their purchase decision. Communication through social media is a new platform to exchange information about products and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media has become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior. This paper focuses on usage of social media and its influence on consumer satisfaction at various 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.

Key Words:

Social media , Consumer satisfaction, Consumer decision making process, Awareness level of buying patterns among people, Features of Instagram,

INTRODUCTION:

Consumer buying decisions are widely influenced by social media. Internet-based life has involved a significant situation as a specialized device. From all around the world people begun to utilize online networking, For example, Facebook, Twitter, Instagram, and LinkedIn to share their encounters As individuals share item audits, data about a help, exhortation on food or wellbeing, admonitions about items,

tips on utilizing certain items, and substantially more. By and large, called web-based life, these innovations have empowered the development of client created content, a worldwide network, and the distribution of shopper feelings. Social Media can be defined as a group of Internet-based applications that are built on the ideological and technological foundations of the Web and that allow the creation and exchange of user-generated content. Through social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as Radio, TV in many ways, including quality frequency, interactivity, usability, and performance

The current paper focuses on usage of social media and its influence on consumer satisfaction at various stages of information search and alternative evaluation with reference to Instagram.

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram is not only a tool for individuals, but also for businesses. The photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products. According to Instagram's website, more than 1 million advertisers worldwide use Instagram to share their stories and drive business results. Additionally, 60% of people say they discover new products through the app. The Explore tab of the Instagram app allows members to search for user accounts to follow or find user photos by searching hashtags or geotags.

Businesses continue to face the challenges of selling online as they shift their business models during the COVID-19 crisis. Today, companies are announcing a new shopping experience to keep businesses going, and make it easy for people to shop for the things that they'll love.

OBJECTIVES :

1. To identify the factors influencing consumer buying behavior.
2. To identify social media marketing tools used by Instagram.
3. To study the impact of social media on consumer buying behavior

SCOPE OF AND IMPORTANCE :

The research focuses on importance of social media and helps to identify the factors influencing consumer buying behavior and the impact of social media on consumer buying behavior with reference to Instagram.

RESEARCH METHODOLOGY:

This research is based on both primary and secondary sources.

- **Primary data:**

The Primary data is collected by circulating a questionnaire to the consumers in the age group of between 18 to 45 using Google Forms which are distributed using social media and based on their input the analysis was done.

- **Secondary Data:**

The secondary data is collected from Articles, Magazines, Books and Internet.

LIMITATIONS OF THE STUDY:

- The Study totally depends on the responses given the respondents.
- The Sample may not totally represent the whole section of population because of different backgrounds,
- It is limited to 100 respondents at Hyderabad.

LITERATURE REVIEW

1) (Greer and Ferguson 2001) “The advent of social media in forms similar to Twitter and Facebook are beginning to have large implications on business practices and academic literature alike. Over the last few years, many academic research papers have investigated the role of social media in the business world. Twitter has been analyzed to look at the role it plays in a variety of marketing areas to include helping brand and promote businesses.”

2) (Karimi, 2015) “ In order to increase their profitability, companies now need to focus on enhancing their understanding of their customers . As Grant (2007) mentioned, traditional distribution channels have suffered as consumers now use online purchasing due to easier access to product/service information. “

3) (Chen et al. 2011a) “Social media can now provide additional and vast information about any product and brand to various people with different opinions. There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing. Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members on these platforms are interdependent “

4) (Ridings & Gefen 2004) “There are a number of social media that facilitate these activities, such as Wikipedia, Facebook, YouTube and Twitter. Individuals apply different social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online. In fact, individuals are attracted online to exchange information and receive social support Web-based life involves correspondence sites that encourage relationship framing between clients from assorted foundations, bringing about a rich social structure. ”

5) (Nambisan 2002) “ Reviews are one of the key areas that have emerged from social media. Customer reviews are widely available for products and services, generating great value for both consumers and companies. ”

6) (Bronner & de Hoog 2010) “ In fact, consumers are actively encouraged by firms to rate and review products and services online.”

7)(Pan & Chiou 2011). “ These activities produce electronic word of mouth. This word of mouth, produced through social media, helps consumers in their purchasing decisions .”

8) (Venkatesh, Speir, and Morris (2002) “ showed the theory of social influence affected a person's decision-making. People participating in social media activities are usually in communities and appear to be socially influenced by the community group members. Social influence is defined as the degree to which a person believes that person to perform a particular behavior (Venkatesh, Speir, & Morris, 2002).”

9) (Ashman et al., 2015). “Social media has brought on a ‘participatory culture’ where users network with other like-minded individuals to engage in an unending loop of sharing information, monitoring updates, and requesting opinions and ratings on all kinds of products, services and activities The quality of online product reviews, characterized by perceived informativeness and persuasiveness, together with the perceived quantity of reviews, are found to have a significant positive influence on consumers’ purchase

10) Jackson (2009) “ said that another area of modeling network interaction concerns how networks impact behavior. Also, according to Nolcheska (2017) customer’s social interaction has a huge influence on purchase decisions, starting from problem recognition, searching of relevant information, evaluation of alternatives, final purchase decision, and post purchase satisfaction.”

FINDINGS:

- It has been observed that 80% of the respondents in the survey were females who shop online.
- It has been found out that 49% of the respondents are from the age group 21-30 years who shop online.
- It has been found out that the 97% of respondents who participated in the survey are the users of Instagram and 45.7% of the people purchase products from Instagram.
- It has been found out that 59% of the respondents stated that they came to know about Instagram through Friends.
- It has been found out 67% did not face any issues while shopping through Instagram
- It has been observed that 51% purchase mostly clothes from Instagram.

SUGGESTIONS:

- 1) Improve the quality of certain products
- 2) Regular surveys must be conducted to understand the changes in taste and preferences of the users of Instagram and focus on Frauds and Fake accounts
- 3) 7) Quick delivery of products purchased
- 4) Improvements in accessibility of products
- 5) Advertisements can be reduced as people are aware about Instagram
- 6) Should promote Indian brand on broader scale
- 7) Discounts should be offered and Cash on delivery option should be available
- 8) Authenticity of products should be taken care
- 9) Adding new features to products available on Instagram to make it more innovative.
- 10) Fixing the existing bugs for smooth functioning of Instagram