

## **A STUDY ON INFLUENCE OF SOCIAL MEDIA ON CONSUMER BRAND CHOICE – A Study in Hyderabad city**

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### **Abstract:**

Companies today have pages on social networks to complement the information held about the products, held by the feedback of consumers about the products and tend to relate more to a company after reading various reviews. The increased demand of internet / online based social media has made it with easy for the people to communicate with hundreds not even the hundreds but also thousands of people to communicate about the product and companies that provide them. In market impact of consumer to consumer communication has greatly been magnified. Social media has become a major factor in influence different aspects of consumer behavior including awareness, information, acquisition, inclination towards a particular brand and real purchase behavior. This study is an attempt to know the influence of social media on consumer brand choice. Since the user of these sites are consumer and every consumer is different, therefore to make use of social media as an effective marketing channel, it is very necessary to know from the marketer's point of view that how often consumer really use social media for product selection? Do social media marketing and opinions provide by communities actually create brand awareness and really influence the consumer brand choice selection? To answer the research data has been collected through the use of internet, while the primary data has been collected through a questionnaire. The current study focuses on social media impact on consumer brand choice.

**Introduction:**

People were communicating with other people without a language in olden days. There is a massive change in the methods of communication in modern days. Social media have become a convenient way to communicate among all age clusters. The internet and particularly social media have modified the shoppers and marketers communication medium. The internet has characteristics such as- the power to inexpensively store huge amounts of data at different locations – the powerful search engines, organizing and disseminating of data – the power to function a physical distribution medium as software – relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet world wide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influence the consumer in their purchase decision. Communication through social is a new platform to exchange information about product 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 become an important marketing tool for promotional activities. Hence it becomes necessary to perceive how social media is affecting consumer brand choice.

**Review of Literature:**

The researcher has done literature review on various National Publications, Articles, Journals which are described below:

**BORGES (2009)**

Finds that today's buyers want to be engaged differently than in the past years and many traditional marketing tactics simply do not work anymore. Social media marketing is a evolutionary way to build social relationship with buyers. Low cost, brand building, staffing advantages, loyalty and level playing field are key benefits of social networking sites as a successful marketing media.

**Edelman (2010)**

social marketing has changed not only the way businesses operate but also how consumers choose their products. It discusses how market has moved to a more open-ended approach whereby consumers no longer follow a methodical approach of selecting products. It stresses how important it is for brands to connect with consumers and it also studied the consumers' decisions across five different industries, namely automobile, skincare, insurance, mobile telecommunications and electronics, across three different continents. Based on the results of the study, it proposed a four-stage model that focuses on today's consumers using social media for advocating products and also purchasing based on the reviews and backing received.

**Sliva , Bhuptani, Menon & D'Sliva (2011)**

has made an attempt to understand the usage pattern of social media among youth in the city of Mumbai. It also aimed at assessing the influence of social media on the consumer buying behavior. Results from the analysis indicated that social media is a very important tool for networking among youngsters.

**Loredana Di Pietro and Eleonora Pantano (2012)**

states that social networks are becoming an efficient tool for IT-based business, by providing several services for both consumers and marketers. The aim of this paper is to investigate to what extent social networks, as Facebook, influence consumer's purchasing decision through a quantitative analysis, which integrates a revised technology acceptance model. The findings confirm that enjoyment is a key determinant of social networks usage as tool for supporting the purchasing decision. This research moves beyond © 2018 JETIR May 2018, Volume 5, Issue 5 [www.jetir.org](http://www.jetir.org) (ISSN-2349-5162) JETIR1805260 Journal of Emerging Technologies and Innovative Research (JETIR) [www.jetir.org](http://www.jetir.org) 407 social networks usage to factors related to the Facebook-mediated marketing communications, by providing significant data on the weight of this channel for the development of new direct marketing strategies.

**Sadia Afzal (2015)**

discussed in his paper the impact of online and conventional advertisement on consumer buying behavior of branded garments. The results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behavior.

**Research Gap:**

The research gap of this research is about influence of social media on consumer brand choice :

- The role of social media on consumer brand choice have been studied as a whole, but there is lack of study which focuses on online consumer brand choice selection influenced by social media.
- The study will be focusing on whether the visual experience created by social media to the consumers is really creating any impact on consumer brand choice.

**Research Objectives:**

The research objectives are on influence of social media on consumer brand choice:

1. Do social media actually create brand awareness and really influence the consumer brand choice selection.
2. To understand the influence of social media on consumer brand choice.

**Scope of the study:**

Taking the objectives of the research into account, conducting the study from the standpoint of the consumer would be the ideal approach. The researcher conducts this study to know whether the social media is influencing consumer brand choice selection. The exploration also aims to help possible compilations understand the significance of social media websites/apps in the consumer decision-making process.

**Research Methodology:**

An exploration configuration is absolutely and just the structure or plan for the review that directs the assortment and investigation of the information. In consumers overviews, we have embraced this

enlightening examination plan in assortment and investigation.

### **Sample size**

The review depends on customer opinion on social media for their brand selection. Total number of samples taken for the study is 80 respondents.

### **Location of the study**

The location of the study is in Hyderabad city.

### **Sample design**

Non-probability, purposive and convenient sampling techniques used for the study.

### **Data collection**

- Primary data
- Secondary data

The idea of information gathered for the review are primary and secondary information. Primary information are those which are gathered as direct data. Secondary information are those which are gathered from magazines, books, magazines, papers, and so on.,

#### **Primary data**

Information noticed or gathered straight forwardly from direct experience is gathered through Questionnaires.

#### **Secondary data**

Secondary data incorporate those information, which are assortment from some prior research work and are relevant to the review the analyst has presently undertaken.

### **Questionnaire design**

The types of questions used in our questionnaire are structured as multiple choice questions. This is done so that the researcher is able to find the consumer buying behavior on social media channels.

### **Data Analysis:**

The following section presents analysis made on the data collection from the questionnaire. The set of questions were sent to individuals who are currently living in Hyderabad, India.

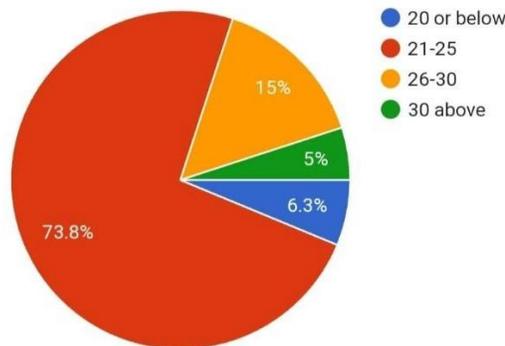
In the upcoming sections analysis and findings are presented.

1. Age?

The following pie chart shows the age distribution of people who filled out questionnaire.

Age ?

80 responses

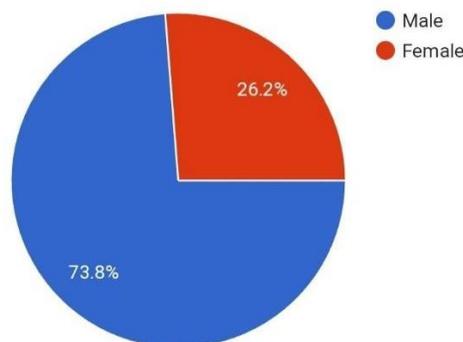


Four different age groups are covered by collected data, they are 20 or below years old 6.3(%), 21 – 25 years old 73.8(%), 26 – 30 years old 15(%), 30 and above 5(%).

2. Gender>

Gender?

80 responses

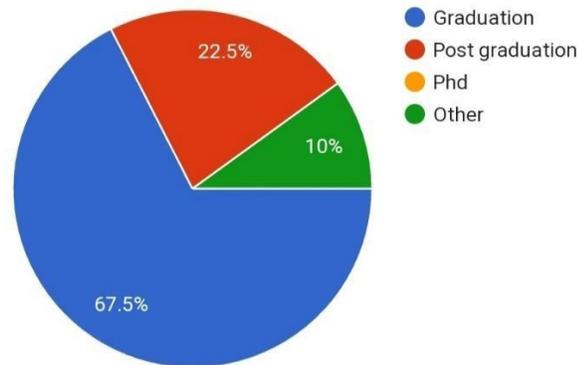


From the received responses, 73.8(%) of respondents were male, and 26.2(%) were female. Since the collected data covers people from different age groups, and gender, in this way the accompanying investigation is done in Hyderabad.

### 3. Education Qualification?

#### Education?

80 responses

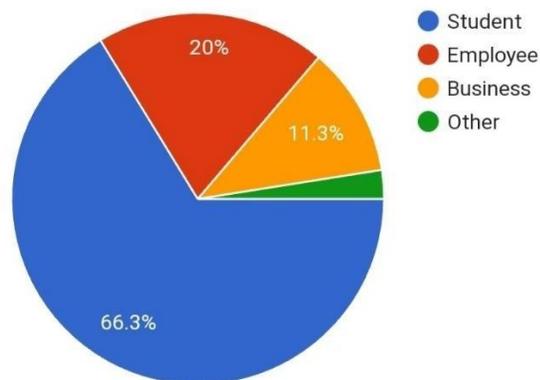


The above pie chart shows the education qualifications of the respondents, in this they are respondents from graduation 67.5(%), post- graduation 22.5(%), PhD 0(%), and others 10(%).

### 4. Occupation?

#### Occupation?

80 responses

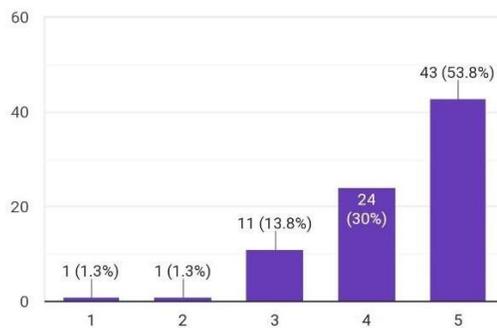


The above pie chart shows the occupation of respondents, they are students 66.3(%) ,employee 20(%) , business 11.3(%) and others 2(%) .

### 5. How often do you use social media?

How often do you use social media ?

80 responses

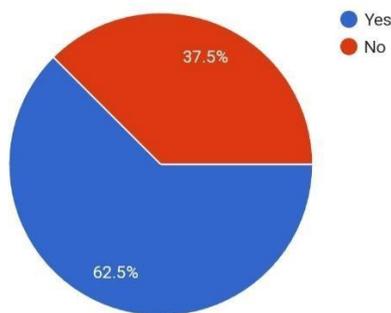


Above bar diagram gives the rating of useage of social media.

### 6. Does social media influence your brand selection?

Does social media influence your brand selection?

80 responses

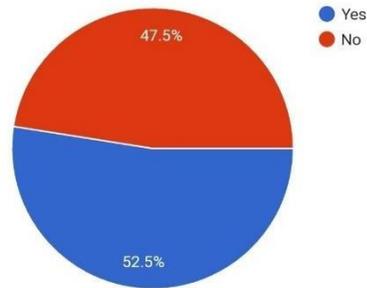


Above pie chart shows the responses to the question, they are response of Yes 62.5(%) , No 37.5(%) .

### 7. Do you change your brand selection based on social media promotion?

Do you change your brand selection based on social media promotions?

80 responses

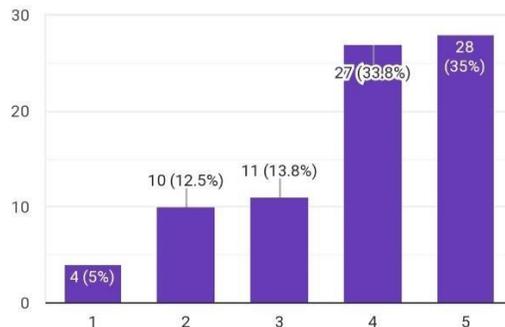


Above pie chart shows the responses given to the question. The response are yes 52.5(%) ,NO47.5(%) .

8. How often do you change your brand of choice based on social media promotion?

How often do you change your brand of choice based on social media promotions?

80 responses

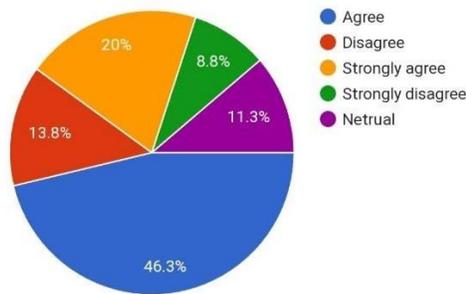


Above bar diagram gives the rating of responses for the question how often do you change your brand of choice based on social media promotion.

9. Promoting their brand through social media change the consumer choice behavior?

Promoting their brand through social media change the consumer choice behaviour?

80 responses

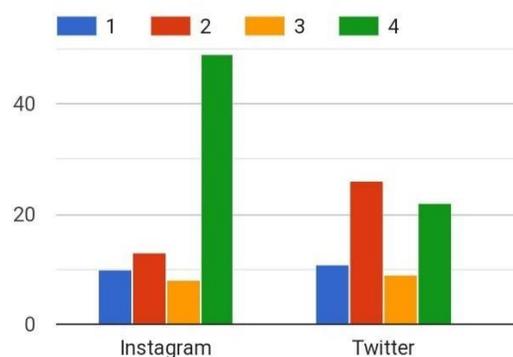


Above pie chart shows the responses to the question. Agree 46.3(%), Disagree 13.8(%), strongly agree 20(%), strongly disagree 8.8(%), Neutral 11.3(%).

10. How often do you use this sites?

1. Instagram 2. Twitter 3. Youtube 4. Facebook

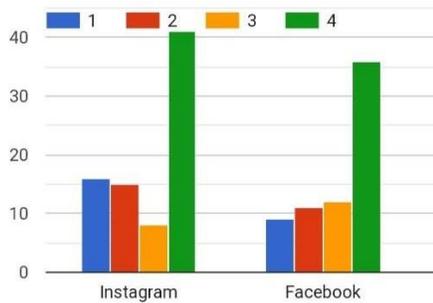
How often do you use this sites?



11. How often do you see brand promotion in this sites?

1. Instagram 2. Facebook 3. Youtube 4. Twitter

How often do you see brand promotion in this sites?

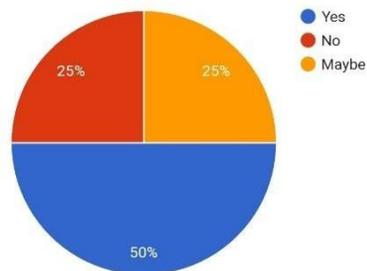


Above bar diagram gives the information of responses for the question , how often do you see brand promotion in this sites.

12. Do you really think that social media can influence consumer brand choice or product selection?

Do you really think that social media can influence consumer brand choice or product selection?

80 responses



Above pie chart shows about the opinion of the consumers towards their brand selection through the influence of social media. Responses Yes 50(%), No 25(%), Maybe 25(%).

## Conclusion

It tends to be concluded up from this exploration that customers in Hyderabad, India are effectively using web-based social media stages as an apparatus in approving their brand choices. Online media is taken as the electronic informal exchange by larger part of the respondents. Surveys and inclinations by the past buyers on Social media stages influence the choice course of possible clients. Social media clients viewed decision-production as more straightforward and partook in the process more, when contrasted with those who utilized other data sources. The people who saw the data via web-based media to be of higher quality and more prominent amount than assumptions were more fulfilled generally. The outcomes generally speaking show that Social Media emphatically affects/influence the consumer choice.

## References

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## Questionnaire

1. Name?

answer

2. Age ?

A) 20 or below

B) 21- 25

- C) 26-30
- D) 30 and above
- 3. Gender?
  - A) Male
  - B) Female
- 4. Education?
  - A) Graduation
  - B) Post-graduation
  - C) PhD
  - D) Others
- 5. Occupation?
  - A) Student
  - B) Employee
  - C) Business
  - D) Others
- 6. How often do you use social media? 1 star 2 star  
3 star 4 star
- 7. Does social media influence your brand selection?
  - A) Yes
  - B) No
- 8. Do you change your brand selection based on social media promotion?
  - A) Yes
  - B) No
- 9. How often do you change your brand of choice based on social media promotion? 1 star 2 star  
3 star 4 star 5 star
- 10. Promoting their brand through social media change the consumer choice behavior?.
  - A) Agree
  - B) Dis Agree
  - C) Strongly agree
  - D) Strongly disagree
  - E) Neutral
- 11. How often do you use this sites?

- A) Instagram 1star 2 star 3 star 4 star
  - B) Twitter 1 star 2 star 3 star 4 star
  - C) Youtube 1 star 2 star 3 star 4 star
12. How often do you see brand promotion in this sites?
- 1 star 2 star 3 star 4 star 5 star
- A) Instagram
  - B) Facebook
  - C) Youtube
  - D) Twitter
13. Do you really think that social media can influence consumer brand choice / productselection?
- A) Yes
  - B) No
  - C) May be