

ROLE OF SOCIAL MEDIA IN CONSUMER BUYING BEHAVIOUR

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Abstract

The examination of this paper is to test scientifically the piece of online media in customer purchasing conduct. As indicated by the job of online media on shopper purchasing conduct has considers as entire, however in this examination which centers around different phases of purchasing process through which a buyer goes through. Online media activity impacts purchaser fulfillment in the phases of data chase and discretionary assessment. The Online media have changed the power structure at the spot of the where the great sold and bought on the web. The execution of social media sites is emerging constantly to give fulfillment of social necessity of sites addicts. In today life online media become an exceptionally solid helpful apparatus utilizing by the purchasers' purchasing choices. Through long range interpersonal communication destinations buyers can get data about organizations yet additionally for the organizations as well. Presently a day's addicts are procuring supporters and endorsers giving data by social media how to purchase the products internet fooling around to go up close and personal. Without a doubt social media is helping purchasers to by item through commitment that implies customers and shifted partners like organization, buyers, society, finance manager are players as onlookers. The late record shows that online media has contributed essentially in changing the considering customers in purchasing process.

Key words: social media, buying process, consumer buying behavior.

Introduction

A study based on the decision process of consumers for purchases widely influenced by social media. Internet-based life has involved a significant situation as a specialized device. 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, in this manner data is devoured by numerous individuals. This data turns into a wellspring of effect on shoppers and their purchasing conduct. From all around the world people begun to utilize online networking, for example, Facebook, Twitter, Instagram, and LinkedIn to share their encounters. As clients, individuals share item audits, data about a help, exhortation on food or wellbeing, admonitions about items, tips on utilizing certain items, and substantially more. In the course of the most recent decade, the

World Wide Web has seen a multiplication of client-driven web advancements, for example, web journals, informal communities, and media sharing stages. 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

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. Social media is accessible and enabled by scalable communication techniques. As social media become more and more prevalent, connecting people and facilitating the exchange of information, consumer behavior is shifting. 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.

Consumer buying behavior

Consumer Buying Behavior refers to the actions taken by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. Factors impacting consumer buying behavior are:

- Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.
- Social Factors - Elements in a person's environment that impact the way they see products.
- Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals.
- Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Essential stages of the consumer buying process

- **Problem Recognition:**
Problem recognition takes place whenever a consumer recognizes a significant difference between the desired and the actual state of affairs, which is insufficient magnitude to arouse and activate the decision process. At the point when an individual is activated remotely, for example, an individual may see a TV notice for a get-away, the upgrades triggers musings or thoughts regarding the chance of making. Once consumers recognize a want, they need to gather information to understand how they can fulfil that want, which leads to step 2.
- **Information gathering:**
The last buy choice won't be made without a moment's delay, in any event, when people recognize, perceive their issues, and focus on the accessible items; similarly, when possibilities have a certain enthusiasm for an item or administration, they will in general experience the accompanying strides before completing any activity – recognizing accessible choices, considering data of those alternatives, and in the end judging which of these choices can no doubt convey the best result. While inquiring about their choices, purchasers again depend on inside and outside elements, just as past associations with an item or brand, both positive and negative. In the search of information, they may peruse through alternatives at a physical area or counsel online assets, for example, Google or client audits.
- **Evaluation of alternatives:**
When data has been gathered, the customer utilizes it to assess and survey the elective item decisions to show up at a buy choice. The elective assessment and data search stages, however, introduced independently, are unpredictably interlaced during dynamic, and shoppers frequently move to and from between the two. Elective assessment includes the determination of decision options and evaluative measures. When decided, the exhibition of the considered decisions is thought about along the notable rules, lastly, choice standards are applied to limit the choices to make the last determination. This stage prompts the arrangement of convictions, perspectives, and goals, prompting the resulting phase of the procurement. The alternative that is simpler to use or arrange, or what is preference of the majority or various other reviews and experiences matters in the evaluation.
- **Purchase phase:**
Purchase choice alludes to the last decision or choice made with respect to which item to purchase. The act of purchase is the last major stage, with the consumer deciding on what to buy, where to buy, and how to pay. Purchase is a function of intentions, environmental influences and individual situations.
- **The post – purchase phase:**
After consumption, the consumer then experiences certain levels of satisfaction or dissatisfaction and evaluates the wisdom of the choice made in selecting the alternative. Two potential outcomes are derived from this phase – satisfaction or dissonance. When consumer experiences dissonance towards the purchase, the

choice is 'devaluated' and the consumer begins the process of searching, obtaining information and evaluating other options for future buying decision, in which triggers new behavior. In this part the process involves initiative from both buyer and seller where the expectations of the buyer had to be met perfectly by the product and seller has to ensure future engagement and repurchase by the buyer.

Review of Literature

Garima Gupta (2013) In her paper analyzed the influence of social media on product buying. The results proved of the fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

Harshini C S (2015) This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer's shopping behavior. This study provides a cluster of consumer's responses towards Social Media Advertisements with reference to customer buying Intention.

Nick Hajli (2015) Indicated in his paper that social commerce could be a new technology in ecommerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand-new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

NugzarTodua (2015) This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also

provides the information for implementation of the various strategy for marketing the products through social media.

De Veirman (2017), Electronic Word of Mouth is more effective compared to traditional advertising. Consumers tend to seek advice from someone like them and find it more reliable (Veirman et al., 2017). Therefore, eWOM has been found more effective in the decision-making process. The reason why influencer advertisements are more effective than television advertisements using celebrities is that consumers find it easier to identify with influencers who are more readily accessible. When more personalized relationships between consumers and influencers are formed, trust is more likely to be established.

Amaresan 2020 social media is a perfect place for collecting data and insights that businesses can use to develop their social media marketing strategies (Influencer Marketing Hub 2020). For a brand, it is essential to build a solid reputation and by understanding how people perceive a brand, the company can get a lot of information using social listening. Social listening means monitoring a brand's social media channels for any customer feedback, direct mentions of the brand or discussions regarding specific keywords, topics or competitors followed by an analysis to gain insights.

Chaffey 2020, The ability to share information in real-time has changed the way of business. Because of the growing usage of social media, many companies have started to increase their social media marketing as an important part of a marketing plan. Social media marketing is an important part of digital marketing nowadays. According to Smart Insight content director Dave Chaffey, the definition of digital marketing is "achieving marketing objectives through applying digital technologies and media". Digital marketing includes managing different forms of online company presences such as company websites, mobile apps, and social media company pages

Research Gap

The following research gaps have been identified after review of literature.

- The role of social media on consumer buying behavior have been studied as a whole, but there is lack of study which focuses on various stages of buying process through which a consumer pass through.
- The study will be focused on the behavior of the consumer at each stage of buying process.

Research Objectives

The following are the objective of the study.

- To understand the influence of consumer buying decision on social media.
- To examine the various stage of buying process that influences the consumer behavior on social media.

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 present study helps consumer to identify reasons regarding how social media changed their buying opinions. The main purpose of consumer buying behavior is about analyzing the consumer's point of view so that new perception can be determined. The study also helps to study the behavior of users at each stage of buying process on social media. It will provide the insight to the marketer to implement an appropriate strategy to have a better standing of the consumers.

Research Methodology

The present study used the explorative and descriptive research approach. The exploratory research helps to understand what are the underlying factors that influences consumer buying behavior specially in social media context. The descriptive approach will help to investigate how the various stages of social media is impacting the consumer purchase decision making. For this purpose, non-probability sampling method with convenient sampling techniques employed. The data was collected from 201 respondents of the Hyderabad city with the help of a structure questionnaire. The collected data was analyzed with the help of various statistical techniques such as percentage, averages, chi-square test, t-test etc.

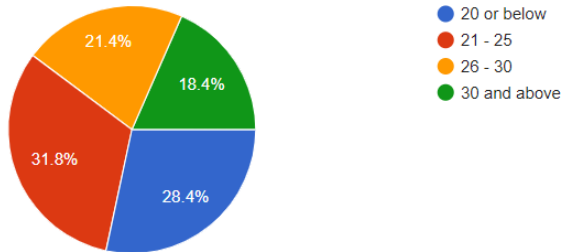
Data Analysis and Interpretation:

The following section presents analysis on the data collected from the questionnaire. In the upcoming sections analysis and findings are presented.

Table 1 – Age

Age	Percentage	Respondents
20 or below	28.4%	57
21 – 25	31.8%	64
26 – 30	21.4%	43
30 and above	18.4%	37

Graph 1 – Age



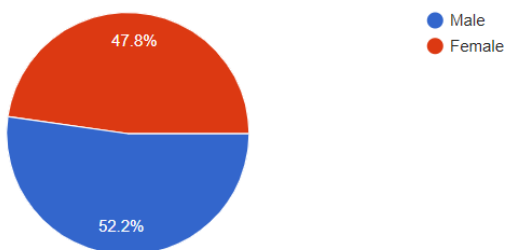
From the above Table 1, majority of respondents belongs to 21 - 25 years age bracket since it has highest percentage (i.e. 31.8%), followed by 20 or below (i.e.28.4%),26 – 30(i.e.21.4%),30 and above (i.e.18.4%).

Table 2 -

Gender

Gender	Percentage	Respondents
Male	53.2%	107
Female	46.8%	94

Graph 2 - Gender



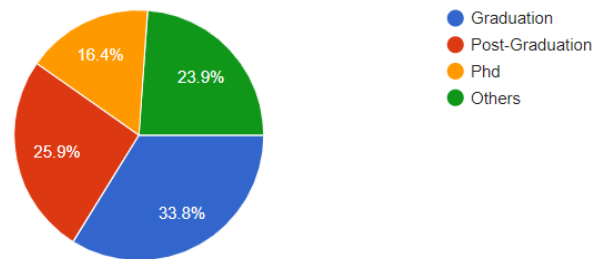
From the above table 2, we can see that male percentage (i.e.53.2%) is high compared to female (i.e.46.8%) percentage. It is found that male are majority user to involve in buying on social media.

Table 3 – Educational Qualification

Educational qualification	Percentage	Respondents
Graduation	34%	68
Post-Graduation	26%	52
PHD	16%	33
Others	24%	48

Graduation	34%	68
Post-Graduation	26%	52
PHD	16%	33
Others	24%	48

Graph 3 – Educational Qualification

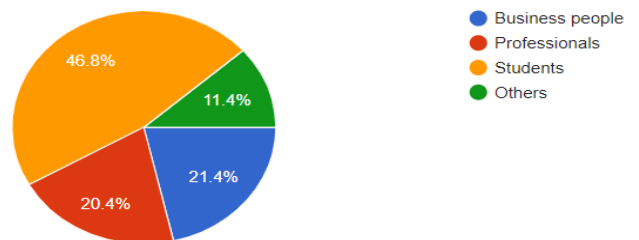


From the above table 3, it represents educational qualification, in which graduation respondents are highest (i.e.34%), followed by post-graduation (i.e.26%), others (24%), PhD (i.e.16%). It can be concluded that there are more user belongs to graduation.

Table 4 – Occupation

Occupation	Percentage	Respondents
Business people	21.5%	43
Professionals	20.5%	41
Students	46.5%	94
Others	11.5%	23

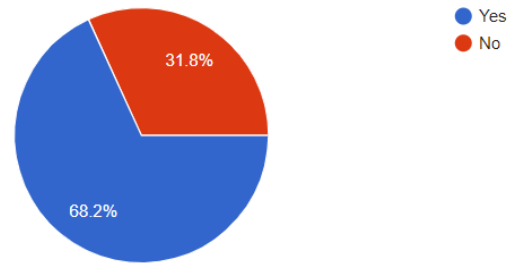
Graphs 4 – Occupation



The above table 4, shows occupation of respondents. In which students are the one who responded more (i.e.46.5%), followed by business people (i.e.21.5%), professionals (i.e.20.5%).

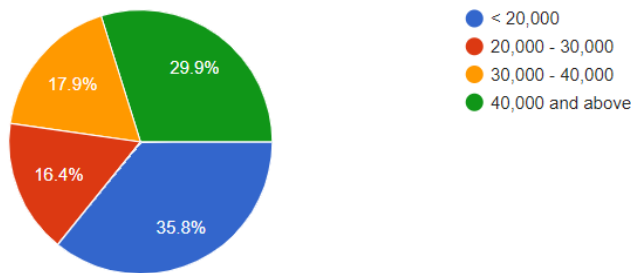
Table 5 – Monthly income

Monthly income	Percentage	Respondents
<20,000	35.8%	72
20,000 – 30,000	16.4%	33
30,000 – 40,000	17.9%	36
40,000 and above	29.9%	60



The above table 6 shows if the respondent is primary decision maker in household for buying products from social media platforms. It is found from the above graph that respondent are the primary decision maker in the household.

Graph 5 – Monthly income



From the above table 5, shows monthly income of the respondents, In which monthly income who are earning less than 20,000 are higher (i.e.35.8%), followed by monthly salary with 40,000 and above (i.e.29.9%), 30,000-40,000(i.e.17.9%), 20,000-30,000(i.e.16.4%).

Table 7 - Seeking or providing help in Purchase Decision on social media

Opinion	Respondents				
	SA	A	NAND	D	SD
Need recognition	27	38	31	14	53
Search information	88	23	16	58	11
Selecting among alternatives	21	39	77	16	8
Purchases	51	62	28	21	11
Post purchases	59	28	34	12	30

Graph 7 - Seeking or providing help in Purchase Decision on Social Media

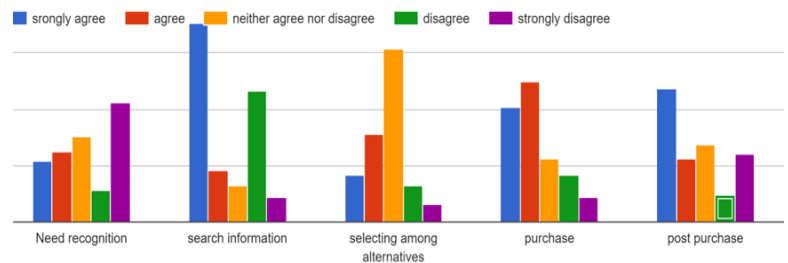


Table 6 – Primary Decision maker

Primary Decision maker	Percentage	Respondents
Yes	68%	137
No	32%	64

Graph 6 – Primary Decision maker

From the above graph 7, the following inference can be drawn.

Need Recognition Stage – As majority It is found that majority of the users of social media do not get influence at the first stage of buying process.

Search Information Stage – It is found that majority of the users of social media either seek or provide help in this second stage of buying process to find out the information about the product or services.

Selecting among alternatives Stage – It is found that users of social media are unable to get influence at the third stage of buying process.

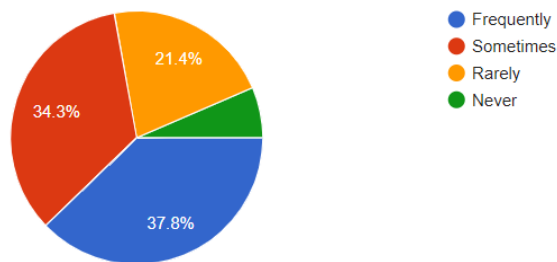
Purchase Stage – It is found that users are very much influenced and social media helps them to purchase the products or services.

Post Purchase Stage – It is found that users are influenced by social media as it is helpful for them to find the post purchase recommendations and reviews on social media and also they use to post their own experience on social media which is helpful to others in buying any product or services.

Table 8 - Frequency of seeking help for Purchase on SM

Opinions	Percentage	Respondents
Frequently	37.8%	76
Sometimes	34.3%	69
Rarely	21.4%	43
Never	6.4%	13

Graph 8 - Frequency of seeking help for Purchase on SM

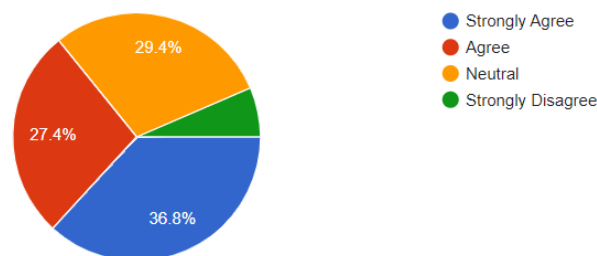


The above table 8 shows that user seek help for purchase on social media as most of the respondents with frequently purchase (i.e.37.8%), followed by sometimes purchase(i.e.34.5%), rarely purchase(i.e.21.4%), never purchase(i.e.6.5%).

Table 9 - Opinion towards purchase on social media

Opinion	Percentage	Respondents
Strongly agree	37%	74
Agree	27%	55
Neutral	29.5%	59
Strongly disagree	6.5%	13

Graph 9 - Opinion towards purchase on social media

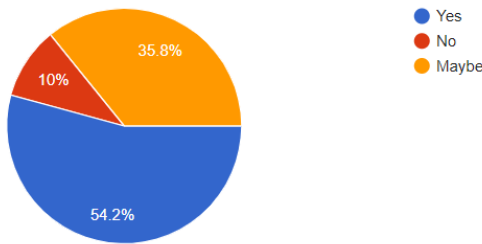


The above table 9 represents the opinion of people towards purchase on social media, as respondents who are agreed strongly are higher (i.e.,36.8%), followed by agree on purchase in social media (27%), neutral respondents (i.e.,29.4%), strongly disagree (i.e.,6.5%).

Table 10 - Influence of SM on Purchase Decision

Opinions	Percentage	Respondents
Yes	54%	109
No	10%	20
May	36%	72

Graph 10 - Influence of SM on Purchase Decision

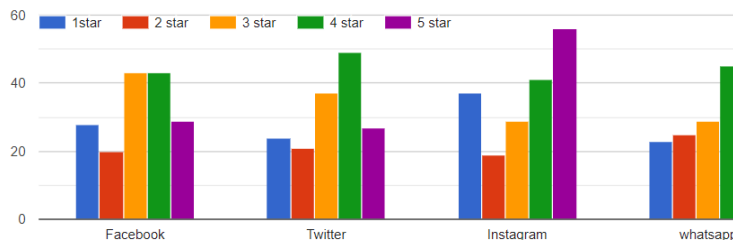


The above table 10, shows that respondents are influenced while going through buying process on social media as majority i.e., 54% are saying yes.

Table 11 - Awareness of SM Platforms

Platforms	Respondents				
	1*	2*	3*	4*	5*
Facebook	28	20	43	43	29
Twitter	24	21	37	49	27
Instagram	37	19	29	41	56
WhatsApp	23	25	29	45	47

Graph 11 - Awareness of SM Platforms

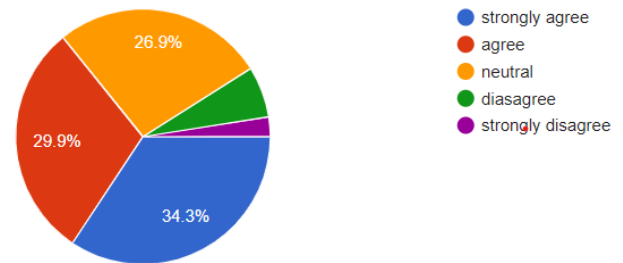


The above table 11 shows awareness of social media platforms, In which most of them have gave 5 star to Instagram, followed by Facebook, WhatsApp and twitter.

Table 12 - Satisfaction Level on the purchase through SM

Satisfaction level	Percentage	Respondents
Strongly Agree	34.5%	69
Agree	29.5%	60
Neutral	27%	54
Disagree	6.5%	13
Strongly disagree	2.5%	5

Graph 12 - Satisfaction Level on the purchase through SM



The above table 12 shows the satisfaction level on purchasing through social media platforms, In which respondents strongly agreed (i.e.34.3%), followed by agree (i.e.29.9%), neutral (i.e.26.9%), strongly disagree (i.e.2.5%).

Conclusion

The present study shed some light on the buying process of users on social media. The users of social media try to seek or provide help while they want to purchase any product or services. It is turn out to be very effective medium through which users take the opinions of various peers and friends before any purchase. It is evident from the study that social media do not influence the need recognition stage when the user pass through the buying process. The marketers need to attract and engage the user of social media so that it should stimulate the need for their products or services on social media. It also provides an insight in terms of post purchase phase wherein users mostly share their experience on social media about the product or services which they have already availed. In this way it helps the user to have a better understanding and the decision of the user get influenced by considering those recommendations about the product and services.

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