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## **A critical study on impact of social media marketing on consumer buying behaviour with special reference to India**

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### **Abstract**

Now a days, most of youngsters uses social networking sites to look for their friends online to interact with them, chat, sharing information with them, upload videos and posts photos and comments etc. on networking site. The social media has no longer restricted itself to socializing with friends and family but has gone much above; people use products and give their honest opinions which influence the potential users to make a decision to buy or not to buy the products. Social media gives the consumers power to explore products that they are willing to purchase. By replacing the traditional ways of marketing, social media has provided new opportunities to firms to engage consumers in social interaction on the internet.

Consumers interact with businesses or brands via social media, for getting discounts or coupons, reading reviews as part of purchasing process as customers research product information before deciding to transact. The research aims to analyze the changing trend in marketing of using social media as a tool to promote the products and services. For this research paper questionnaire was prepared and distributed among 100 respondents to analyze their perception and attitude with respect to social media.

**Keywords:** Social networking sites, consumers, products, internet, marketing

### **Introductions**

Social media modifies the communication methods between sellers and buyers. E-commerce influences the consumer in their purchase decision. Communication through social media 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 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.

### **History of Social Networking Sites**

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. Now the website has forty million users. This website doesn't permit the users to connect with different users, it permits to establish communication only with the users who studies in the same college. Six degrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geo Cities started its working in the year 1994 and Tripod.com started in the year 1995. This community centered on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a list of friends and search for different users with interests of similar nature.

### **Evolution of Social Media**

The first and foremost purpose of social media is to communicate; People were interacting even before communication tools were fancied.

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Discussions have always existed however the speed to that the connections happened modified eventually that gave rise to social media platforms. Traditionally these discussions used to unfold through Word of Mouth. Social Media has become part life, thoughts, culture and business world wherever folks have started exploitation digital technologies for networking, socializing, information gathering and spreading.

Social media, in one form or another form has been presence since the 1970s. The look and feel has modified greatly since the early days, the communication concept remains the same. Today technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots. The bulletin board system began as a virtual imitation of bulletin boards found in schools, community halls and grocery stores.

### Literature Review

Ateş Bayazıt Hayta (2013) examined that social media is on the main instruments correspondence channels. Shoppers do admittance to data about merchandise and enterprises to be bought according to require by methods for social media generally.

Priyanka P. (2015) considered that social media can be utilized for expanding client reliability. With the assistance of ceaseless client care administrations prompts improvement in client maintenance. New applications and social stages will thrive and permit considerably more prominent personalization and ongoing, area-based commitment in media.

Tesfaye Nekatibeb (May 2012), Studied social media gives advantages of long-haul commitment among brands and buyers additionally gave a chance to everybody to convey viably and productively in a manner remarkable by some other media it very well may be considered as the specialized instrument of present-day time.

Priti S. et al (2013) considered the viability of setting brand correspondence on long range interpersonal communication locales which shows that there is impact of online remarks and audits of items/brands on the purchasing conduct of buyers.

Sisira Neti (2011) study outlined via web-based media promoting in India. It examined about techniques of web-based media and their job and significance in the development and advantages parts of the advertisers. The critical discoveries of study were contributing to a blog emphatically affect organizations marking and development. Brian Cugelman, MA (2010) study surveyed the helpfulness of social mediations which are reasonable for uses of social advertising. The examination presents through model which coordinate social change and mental standards which were utilized to plan intercessions of online conduct change. The examination utilized meta-insightful strategies to evaluate the effect of these intercessions which are focusing to deliberate practices.

Bikhchandani *et al.*, (1998). In their exploration portrays whether customers will buy an item and whether they propose item to other people. It reasons that the customers attempt to show very surprising degrees of inclusion in various circumstances any place they face with brand purchasing and prescribing to other people.

Manju Ahuja *et al.*, (2003) In their article, directed on examining the variables that impact the shopping conduct and perusing conduct of buyers during on the web buy explicitly, the examination has been led about the customers utilizing business-to-purchaser locales. Social media is the 1 best factors that impact purchasing conduct of clients.

### Scope of the Study

The study is being started to understand the importance of social media for online purchases. This is due to succession of social networking sites that provides platform for e-marketers to get exposures for their brands in online market with aim to maximize profit and expand their businesses with customer satisfaction. More on Social media strategies has more impact of online marketing. So, it is important to understand the impact of social media marketing on online purchases of consumers. The study will use both Primary and Secondary sources of data to investigate the factors of social media marketing and online shopping for studying impact of social media marketing on online purchases of consumers in respect to FMCG- Personal products category in selected cities of India.

The studies had done so far have not touched the impact of social media marketing for online purchases with product category of apparels, shoes, handbags accessories etc.

### Research Design

Research design chosen for this study is Descriptive research design. Descriptive studies involve characteristics of users of a given product and degree to which the product uses vary with demographic factors like gender, age, income etc. which demonstrates the relationship and helps to describe results. The present study used descriptive research. It involved surveys, observations and literature support. It covered variables which come in two different categories such as social media marketing and online shopping behavior and the demographics of online consumers. This research paper is based on the Primary and secondary data. This research paper is based 100 Samples which has been collected from various cities of India through questionnaire method.

### Objectives of the Study

The main objectives of the study are as follows

- To examine the consumer behavior in the context of social media marketing.
- To identify the demographics of people using online marketing.
- To understand the historical background of Social networking sites.
- To identify the major websites used for online shopping.

### Social media promotion benefits

In the above chart which is showing data about Social Media Marketing Report and it is plainly showing different advantages which are as per the following:

### Expanded openness

Presently a day the significance of Social Media Marketing has expanded. Shoppers and Marketers are utilizing the Social Networking excessively. The openness expanded now a days which is showing 92%.

### Expanded Traffic

With the presentation of online advertising the clients are expanding step by step. The examination says that buyers and even advertisers utilizing informal communication locales to an extreme and because of those destinations the traffic has expanded step by step which is showing the exploration that traffic expanded up to 80%.

### Creates Loyal Fans

Brand Loyalty is another most significant benefit of person-to-person communication destinations. Taking a model if a purchaser is happy with any item the person in question won't ever go to some other organization to purchase the item. This makes brand steadfastness.

### Given Marketplace knowledge

Person to person communication locales gives data about item and is accessible plainly. That implies its Features, Functions, Price and so forth Purchasers will get full data about item just on sites and clients don't need to go to anyplace. The outcome shows that 72% clients concurred that long range interpersonal communication locales are giving promoting bits of knowledge [5].

### Produced Leads

There are different various approaches to lead age. The greater part of the long-range informal communication locales create leads for item and administrations. For instance A blog give as center point for clients commitment. Almost certainly Face Book is additionally significant source, so in short it is produced leads.

### Enhanced hunt Rankings

The greater part of the clients are presently going through hours considerably more than sitting in front of the TV as well. Also, what interest they get as long-range informal communication destinations are the web search tools. With the assistance of interpersonal interaction, the positions is given to items based on input given by the client on the web.

### Growing trade affiliation

As a Trading type of selling and buying is currently supplanting with Social Media in a similar thought of business is additionally evolving. Subsequent to requiring numerous years now Binch Box needs magnificence fixated Instagram adherents to go along with them.

Presently a day's developing organization are likewise significant benefit of person to person communication locales as well.

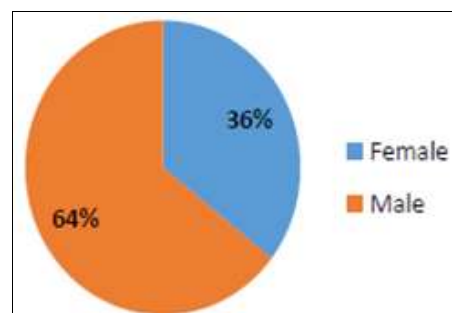
### Diminished Marketing spending

Exchanging technique for selling the item is excessively exorbitant. As finance manager needs sales rep, office and a lot greater necessity. In any case, presently a day's long range interpersonal communication locales are easy to understand and anyone can utilize the web-based media whenever and even financial specialist can do the notice via social media webpage inexpensively. 9. Improved Sales: In the current situation where 4600 photographs are shared, 600 sites are made each day. 1,00,000 tweets are sent. Presently a day's diverse interpersonal interaction destinations are made so distinctively as clients can buy the

merchandise online whenever. Almost certainly now a days income has increment online as contrast with prior days.

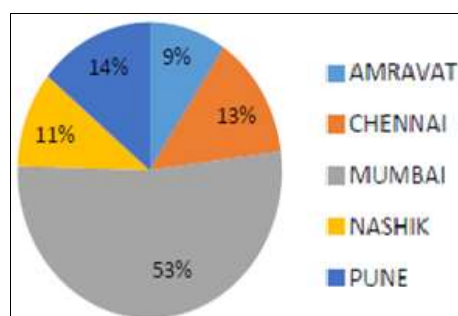
### Analysis of Data & Interpretation

Below mentioned information is based on the primary data collected from the questionnaire.



Source: Primary data

Fig 1: Classification by Sex



Source: Primary data

Fig 2: Classification by Location

Table 1: Classification by Age group

Age Group	Percent	Valid percent	Cumulative percent
Above 50 yrs	30.7	30.7	30.7
25 to 35 yrs	34.5	34.5	65.2
Below 25 yrs	34.8	34.8	100.0
Total	100.0	100.0	

Source: Primary data

Table 2: Respondents classification by monthly earnings

Income level	Percent	Valid Percent	Cumulative Percent
Above 50,000	43.9	43.9	43.9
25,000 to 50,000	35.2	35.2	79.1
Below 25,000	20.9	20.9	100.0
Total	100.0	100.0	

Table 3: Highly Preferred/Used Online Social apps

Social Media Sites	Percentage (%)	Rank
Facebook	64.2	Rank 1
Twitter	41.1	Rank 2
LinkedIn	38.0	Rank 3
Ibibio	36.8	Rank 4
YouTube	33.5	Rank 5
Myspace	39.0	Rank 6
Pinterest	39.1	Rank 7
Instagram	37.4	Rank 8
Google+	39.3	Rank 9
Flickr	52.5	Rank 10

Source: Primary data

**Table 4:** Recurrence of using the networking websites

Frequency of log on to Social Networking sites	Percent	Valid Percent	Cumulative Percent
Alternate days	19.6	19.6	19.6
Everyday	62.7	62.7	82.3
Once a month	4.7	4.7	87.0
Once a week	13.0	13.0	100.0
Total	100.0	100.0	

Source: Primary data

**Table 5:** Recurrence of purchasing via online websites

Frequency of online shopping	Percent	Valid Percent	Cumulative Percent
Once in a month	43.4	43.4	43.4
Once in three months	25.2	25.2	68.6
Once in six months	17.3	17.3	85.9
Once in a year	14.1	14.1	100.0
Total	100.0	100.0	

Source: Primary data

**Table 6:** Length/period of shopping online

Duration of online shopping	Percent	Valid Percent	Cumulative Percent
Less than a year	40.5	40.5	40.5
One to three years	39.3	39.3	79.8
Three to five years	14.5	14.5	94.3
More than five years	5.8	5.8	100.0
Total	100.0	100.0	

Source: Primary data

**Table 7:** Highly preferred sites for shopping online

Flipkart.com	82.5
Snapdeal.com	70.4
Homeshop18.com	38.8
Yebhi.com	28.7
Amazon.com	61.2
Zovi.com	24.6
Myntra.com	51.6
Jabong.com	48.3
Tradeus.com	18.7
Junglee.com	27.3

Source: Primary data

- 35.6% are Females and remaining 64.4% are male respondents. This information is presented using pie diagram as shown above.
- From Chennai City 13.5% respondents are studied. 9.4% respondents were studied from Amravati city, 10.6% are from Nashik city, from Pune 14% respondents has been studied and 52.5% respondents were studied from Mumbai city.
- The above table indicates the monthly family income of online respondents out of 815 total respondents, indicates that 20.9% respondents' monthly income of family is from below Rs.25,000/- wherein study shows that 35.2% respondents' monthly income of family is from Rs.25000 to Rs.35,000/- and monthly income from above Rs.50,000/- are 43.9% respondents are studied this is due to increasing affluence in the Indian society day by day,
- It showed that, now a day consumer prefers brands which are not available in local markets and were available online with bundles of offers, this is more attractive for customers about online shopping was to get product instantly for those mobile applications were available nowadays.
- It revealed that, online shopping provides simplicity of online navigation to access products descriptions, their

reviews and rating given by trusted family and friends. The overall speed of online shopping was quite satisfactory and influences people for online shopping.

- It also revealed that, customers have given importance to the attributes of online shopping which are in three categories like extremely important, somewhat important and not important for customers while choosing or doing online shopping for the products.
- Study displayed that, customer satisfaction plays important role for those various reasons which helped customer to do online shopping more frequently such as 24\*7 availability of shopping on website, comparison in the products with detail description which is displayed on sites through images, pictures etc.
- Customers more like to do online shopping with the options of cash on delivery facility especially youth. The trusted and good past purchase experiences of customers with availability of real time feedback on sites leads to more repeat purchases.
- Study exposed that clarity about terms and conditions like policies of purchase, after sale etc. helped at the time of shopping which is most prompting factor for online purchases.

### Conclusion

In today's competitive world, the online brands were fighting for marketing their products online as well as create impact in the minds of consumers. Social networking sites helps to create interest in the brand and also to build trust in the mind of consumers which will leads to good brand building activity. Thus, importance and presence of these sites is helpful for ecommerce industries for marketing.

With the beginning of internet which transforms the uses of web-based technology has increased through a succession of social networking sites that provides platform for businesses to get exposures for their brands in online market with aim to maximize profit and expand business with customer satisfaction.



Besides this, online companies can reach directly to their target audience especially internet users to stay in constant touch with them to understand their tastes, preferences for products, to upgrade their customer services etc. this helps to formulate strategies for promoting the products in market. This provides sufficient platform to receive prompt feedback from their customers.

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