



A Study On “The Impact Of SocialMedia On Consumer Buying Behaviour”

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Social media has occupied an important position as a communication tool. It is all about facilitating people to express and share ideas, thoughts and opinions with others. People across the globe use social media to connect other people or organisations. The latest trend in marketing is the introduction of social media.

Now-a-days, social media has become very strong tool in influencing buying decisions of consumer. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. There are four ways in which social media influences consumer behaviour. They are : social media

- a) builds product awareness,
- b) social proof as a greater force of buying decisions,
- c) promotions, discounts and deals on social media,
- d) social media influencers.

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. A large section of the audience gets to know your brand through the content that is distributed on social media, in this way people get to know about your product. Social proof has emerged due to the tendency of people to imitate the behaviour of people around them. Happy customers tend to go about praising the products with likes, shares, reviews and comments on social media.

When consumers see promotions, discounts and deals on social media, it influences their buying behaviour. Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audience and influence their buying behaviour. Social media which includes the content, visuals, promotions, discounts and influencers has the ability to influence the buying behaviour of consumers.

In the modern era the using of social networking websites has extensively effect on the consumers in various ways. There are many online networking sites which affect consumer behaviour. They are Google+, LinkedIn, YouTube etc. Now-a-days social media is used by almost all the ages of consumers like college students, working class and even old age people too. The main aim of this study is to examine how social

media will affect the final consumer behaviour among person who mostly use social media websites.

Consumer referred to here is general public. The study has also undertaken to analyse how social media will affect buying decisions of general public and the factors that motivate general public to shop through social media platforms.

In today's world people start their day with smart phones and they are easily attracted towards recent updates and ads in social media accounts. Now-a-days social media platforms like WhatsApp, Instagram, YouTube, Facebook etc. influence consumer behaviour a lot and also make purchase very easy through online. Hence the aim of this study is to examine how social media will influence consumer behaviour of general public and also analyse the factors affecting the general public to purchase through social media platforms.

OBJECTIVES

The main objective of this study is to examine the impact of social media on buying behaviour of consumers. Specific objectives of the study are:-

1. To analyse how have social media channels affected buying behaviour of consumers
2. To identify the factors that motivate consumers to shop through social media platforms
3. To find out which is the best social media preferred by customers

HYPOTHESIS

We try to study the hypothesis regarding the quality and quantity of information on social media.

1. Higher perceived quality of information on social media is associated with higher satisfaction with decision-making stages.
2. Greater perceived quantity of information available on social media is associated with higher satisfaction with decision-making stages.

RESEARCH METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

1. **Data Collection:** The data is collected from both primary and secondary sources.
 - **Primary Data** - The source of primary data is through questionnaire based on the objectives.
 - **Secondary Data** - The secondary data were collected from books, journals, websites and other published sources.

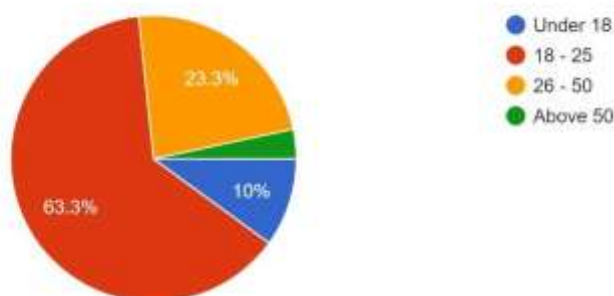
2. **Sample Design:** A self- designed questionnaire was developed and given to general public. The questionnaire is related to impact of social media on consumer behaviour.
 - **Sample Population** - The population of the study is general public.
 - **Sample Size** - The sample size of the study is 30.
 - **Sampling Technique** - The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.
3. **Tool for analysis:** Major tool used in the analysis process has been graphs and chart for interpreting the data collected.
4. **Limitations of the study:**
 - Respondents bias towards the questions.
 - The study is conducted within limited time.
 - Lack of face-to-face interaction with respondents.
 - Primary data obtained may not be accurate to great extent.

DATA COLLECTION AND ANALYSIS

For this research paper I have prepared a questionnaire and collected data through primary sources. This data has been collected from the general public. The total number of respondents are 30.

Question 1

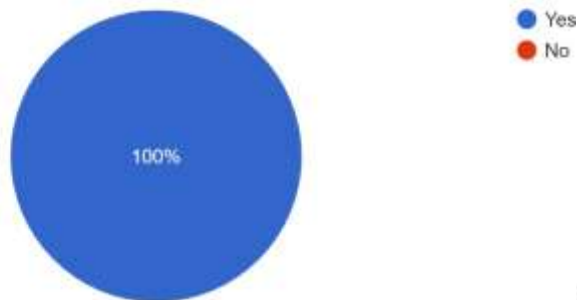
Age Group:
30 responses



Out of 30 respondents, 63.3% (highest) are between the age group 18 to 25, 23.3% are between the age group 26 to 50, 10% are aged under 18 and 3.3% (lowest) are aged above 50.

Question 2

Do you use social media?
30 responses

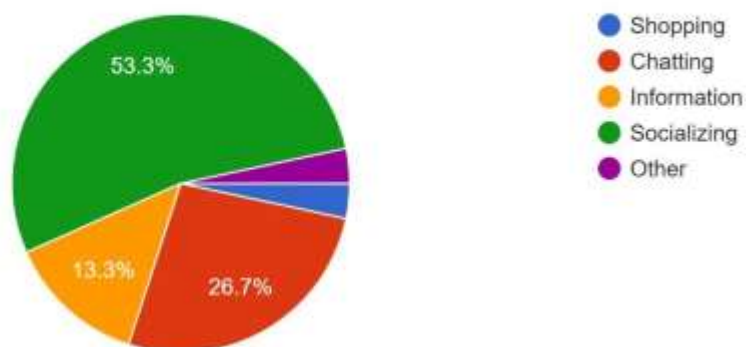


Interpretation

Out of total respondents in this survey all the participants use social media. It can be interpreted that social media has a great influence in the day-to-day life of the people.

Question 3

What do you use social media for?
30 responses

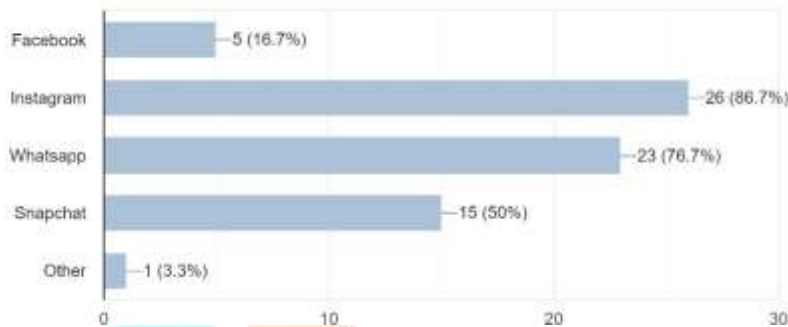


Most of the respondents use social media for socializing. Along with this they also use social media for chatting and information. Only few uses social media for shopping and other things like watching.

Question 4

Which of the following type of social media are you using on a daily basis?

30 responses



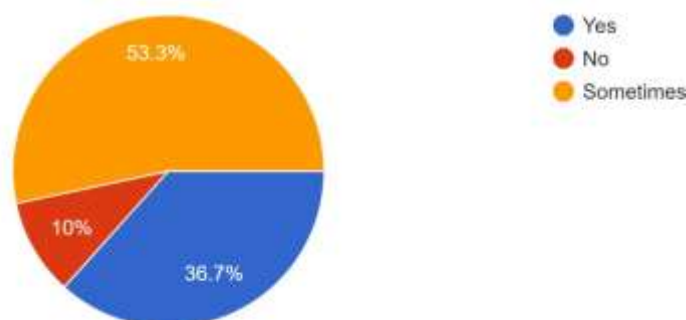
Interpretation

Out of 30 respondents, majority of them use multiple social media platforms daily. The most used platforms are Instagram and WhatsApp. Half of the respondents also use Snapchat daily whereas, Facebook and other platforms are used by less no. of respondents.

Question 5

Do you pay attention to advertisement on social media websites?

30 responses

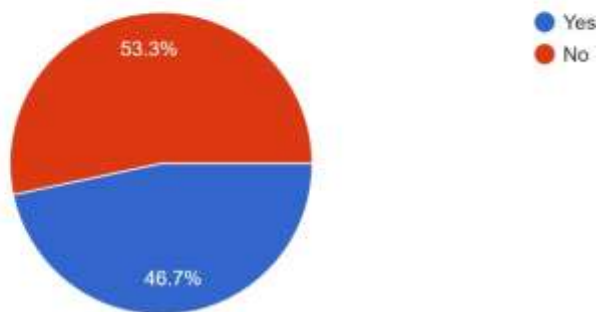


Out of total people participated we can understand that most of the respondents sometimes pay attention to advertisements on social media. Some of them are paying attention to social media. 10% are not paying attention to advertisements on social media.

Question 6

Do you trust social media?

30 responses



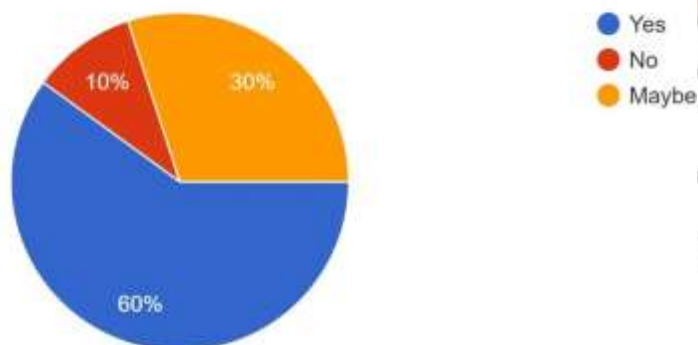
Interpretation

Out of 30 respondents, 53.3% do not trust social media forwards. However, 46.7% still have trust on social media platforms.

Question 7

Does social media influence your buying decision?

30 responses

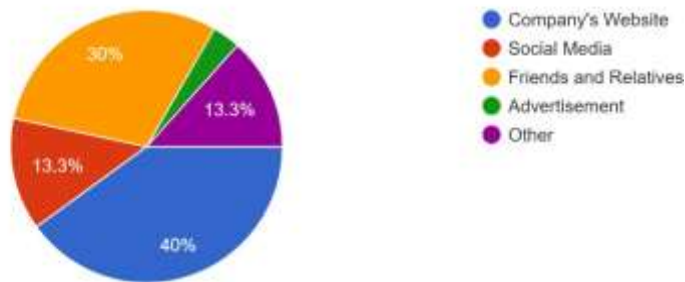


Out of 30 respondents, the buying decision of 18 respondents are influenced by social media. Buying decision of 3 respondents are not influenced by social media. Buying decision of 9 respondents may be influenced by social media.

Question 8

What is your preferred source of information for buying decision?

30 responses



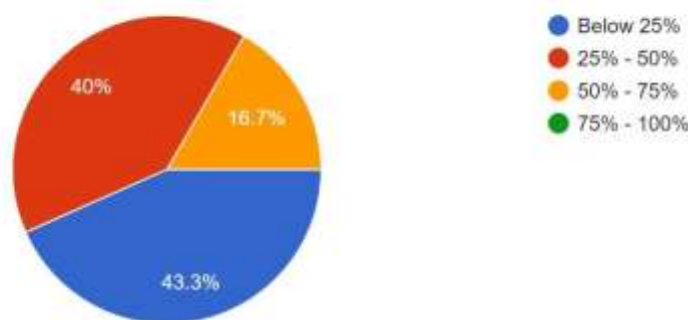
Interpretation

Company website are the most preferred source of information for buying decision and next mostly preferred source is tied between social media and other. The least preferred source of information for buying decision are advertisements.

Question 9

How much of your purchase do you feel was influenced by social media?

30 responses

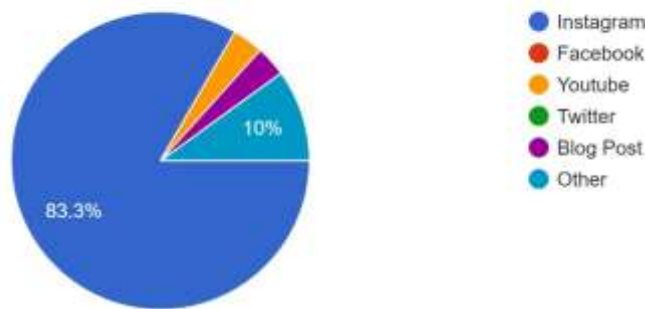


From the above figure we can understand that below 25% of purchase of 13 respondents are influenced by social media. Along with this 25%-50% of purchase of 12 respondents and 50% - 75% of purchase of 5 respondents are influenced by social media. It is interpreted that 75%-100% of purchase of none of the respondents are influenced by social media.

Question 10

Which type of social media influence your purchase decision?

30 responses



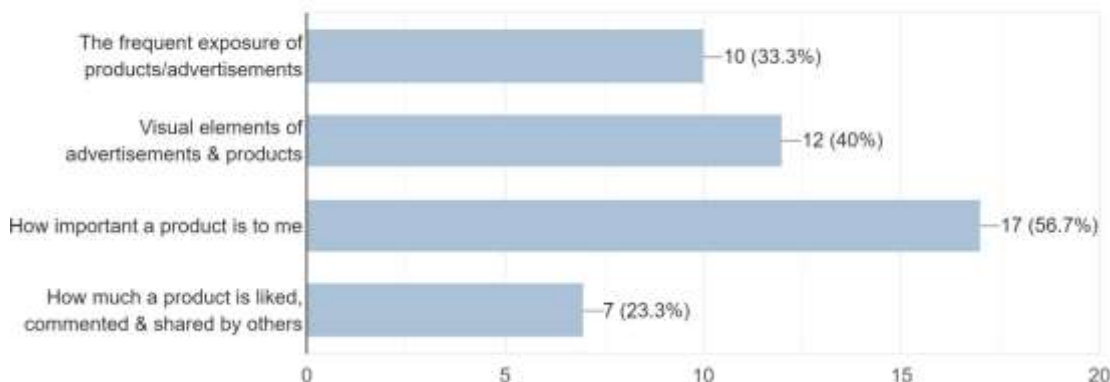
Interpretation

Purchase decision of most of the respondents are influenced by Instagram. Some are influenced by other things. Only few of them are influenced by YouTube and Blog Post. None of them are influenced by Facebook and Twitter.

Question 11

In your opinion which of these factors drives your attention in social media?

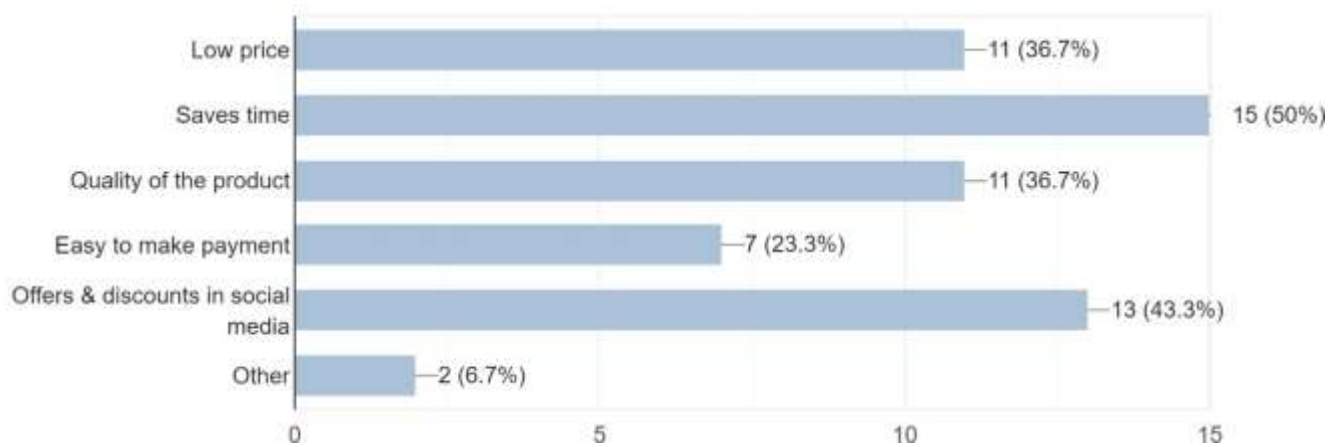
30 responses



The importance of a product to consumer is the most important factor that drives attention in social media. Along with this exposure of products/advertisements, visual elements of products/advertisements, likes and comments shared by others are also factors that drives attention in social media.

Question 12

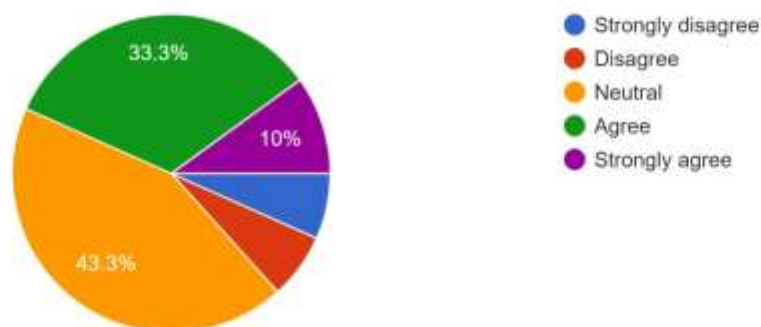
In your opinion, which of these factors motivate you to shop through social media platforms?
30 responses



Interpretation

From the above table and figure we can understand that most of the respondents are motivated because they save time to shop through social media. Along with this they are also motivated by factors like low price, offers and discounts and quality of the product. Only a few of them are motivated by the factor easy to make payment.

Do you agree that, for instance, advertisements/blog posts/ user reviews on social media influence you to try new brands/ products/ services?
30 responses



Interpretation

Out of total respondents 10 respondents agree with the fact that advertisements / posts/reviews on social media influence to try new brands/products/services. 13 people don't have any particular or strong opinion. 3 people strongly agree with this fact and 2 strongly disagree and disagree with this fact.

TESTING OF HYPOTHESIS

Social media users who found the quality of information as better than expected had greater satisfaction. The final post-purchase satisfaction was also correlated with a higher than expected quality of information on social media. Those who found the quantity of information on social media to be greater than expectations also reported higher satisfaction, which would seem to contradict the in that information overload did not have any negative effect on decision-making.

The total effect model has a low $R^2 = 0.0219$, $p = 0.0635$, which is consistent with no practical influence from the use of social media. The total effect of the use of social media for decision-making on the final outcome of purchase satisfaction, through the mediating decision stages, is -0.1827 , $p = 0.0635$, which indicates slightly lower satisfaction when social media is not used. The estimate of the low influence of social media is robust, as indicated by the correlation coefficient of -0.148 between the use of social media and post-purchase satisfaction, at a two-tailed significance of 0.063 .

In other words, most consumers expressed high satisfaction with their purchases, even though they reportedly experienced less satisfaction during the initial stages of their decision-making. Also, when mediation processes become complex, the direct effect size from the initial independent variable to the outcome tends to get smaller because of additional links in the chain, affected by competing causes and random factors.

Hypothesis	Test	Result
Quality and quantity of information on social media		
Higher perceived quality of information on social media is associated with higher satisfaction with decision-making stages.	Correlations	Supported
Greater perceived quantity of information available on social media is associated with higher satisfaction with decision-making stages.	Correlations	Supported

FINDINGS

1. All the respondents are using social media.
2. Most of the respondents use social media for socializing.
3. Majority of the respondents are using Instagram and WhatsApp daily.
4. Many of them are sometimes paying attention to advertisement on social media websites.
5. Majority of respondents do not have trust on social media.
6. Buying decision of majority of respondents are influenced by social media.
7. Company website are the most preferred source of information for buying decision of many of the respondents.
8. About below 25% of purchase of most of them are influenced by social media.

9. Purchase decision of most of the respondents is influenced by Instagram.
10. The importance of a product to the consumer is the factor that drives attention of many of respondents in social media.
11. Saving time while shopping through social media is the factor that motivate many of them to shop through social media.
12. More than 40% respondents do not have strong opinion on whether advertisements & reviews in social media influence them to try new brands.

CONCLUSION

This study shows that social media has a great influence in the behaviour of the consumers. Discounts and deals on social media, likes and comments about the product, social media influencers, reviews about the product in social media are the factors that influence consumer behaviour. It is also clear from the study that social media has many advantages compared to traditional media. Consumers are attracted towards the products by watching advertisements in social media. It is found that offers & discounts in social media is the factor that motivate consumers to shop through social media platforms. Most of the people are using information available on social media in case of uncertainties regarding a product. It can be concluded that social media has the power to influence potential consumers from start until the stage of a purchase and beyond as well. It also enhanced the knowledge of consumers regarding the products and services. There is no doubt that, importance of social media will increase in future.

SUGGESTIONS

1. Advertisements on social media should be made more attractive so that more people will be paying attention towards it.
2. Social media can provide more information about the products and services, which will improve the knowledge of the consumer.
3. Information provided on social media should be correct and reliable ,which will increase the trust of the people.
4. More offers & discounts should be made on products in social media, so that more people will be motivated to shop through social media platforms.

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ANNEXURE

Impact of Social Media on Consumer Buying Behavior

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. This form is about conducting a survey on consumers buying behavior after gaining awareness about a product/service on social media. The purpose of this survey is solely academic. I thank you for taking the time to fill this questionnaire.

[Sign in to Google](#) to save your progress. [Learn more](#)

***Required**

Name: *

Your answer

Age Group: *

☐ Under 18

☐ 18 - 25

☐ 26 - 50

☐ Above 50

Do you use social media? *

☐ Yes

☐ No

What do you use social media for? *

☐ Shopping

☐ Chatting

☐ Information

☐ Socializing

☐ Other

Which of the following type of social media are you using on a daily basis? *

- ☐ Facebook
- ☐ Instagram
- ☐ Whatsapp
- ☐ Snapchat
- ☐ Other

Do you pay attention to advertisement on social media websites? *

- ☐ Yes
- ☐ No
- ☐ Sometimes

Do you trust social media? *

- ☐ Yes
- ☐ No

How much of your purchase do you feel was influenced by social media? *

- ☐ Below 25%
- ☐ 25% - 50%
- ☐ 50% - 75%
- ☐ 75% - 100%

Does social media influence your buying decision? *

- ☐ Yes
- ☐ No
- ☐ Maybe

What is your preferred source of information for buying decision? *

- ☐ Company's Website
- ☐ Social Media
- ☐ Friends and Relatives
- ☐ Advertisement
- ☐ Other

Which type of social media influence your purchase decision? *

- ☐ Instagram
- ☐ Facebook
- ☐ Youtube
- ☐ Twitter
- ☐ Blog Post
- ☐ Other

In your opinion which of these factors drives your attention in social media? *

- ☐ The frequent exposure of products/advertisements
- ☐ Visual elements of advertisements & products
- ☐ How important a product is to me
- ☐ How much a product is liked, commented & shared by others

In your opinion, which of these factors motivate you to shop through social media platforms? *

- ☐ Low price
- ☐ Saves time
- ☐ Quality of the product
- ☐ Easy to make payment
- ☐ Offers & discounts in social media
- ☐ Other

Do you agree that, for instance, advertisements/blog posts/ user reviews on social media influence you to try new brands/ products/ services? *

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

THANK YOU!

For your time and attention to fill this questionnaire.

Submit

Clear form