

# IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO ELECTRONIC PRODUCTS IN DEHRADUN CITY: A DIGITAL MARKETING AND CONSUMER PSYCHOLOGY STUDY

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## ABSTRACT

In today's scenario social media has gained a boom therefore many companies are using social media as a tool to sell their product and reach to the potential consumer. As social media is becoming popular marketers are investing in social media and engage online consumers. Therefore this paper is designed to study the impact of social media on consumer buying decision with reference to electronic products in Dehradun city. The sample counted is 100 respondents from the statistical prospective. In the following analysis of research variable, we make a specified age group of consumer's profile that uses social media. Similarly, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen the impact of social media on consumer buying behaviour. Through the analysis it was found that age group of 18-25 that was the majority of responded indicated that social media affects the consumer buying decisions.

*Keywords: social media, electronic product, online information gathering, online buying, consumer behaviour.*

## I. INTRODUCTION

Digital marketing perform an active role to a marketer rather than, traditional marketing because it's take less time and amount do advertising through world, it creates more awareness amongst the consumers about the products. The Indian consumers are looking and searching the best deal from seller around India with online comparison through various social networking sites. Social media marketing is creating more opportunities for digital marketers to attract the customers through digital platforms (like WhatsApp and Facebook). Social media has gain a huge popularity in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of social media.

**On domestic front**, it is used for interacting with friends and relatives and for the purpose of mingling and collaborating with everyone.

**On professional front**, it has been widely used for gaining markets and capturing new business ventures. Many established organizations are enduring operational change in their traditional practices in order to adapt to this online environment for promoting their products and services altogether.

Social media has been the most recent and flourishing industry in today's world. It offers a wide range of benefits. Social media are interactive computer-mediated technologies that enable the creation and sharing of information, ideas, career interests and other forms of beneficial things via virtual communication and networks.

Social media is designed based upon the interconnected elements: –

- a) Public/Social interaction
- b) Content
- c) Communication media

Social Media Marketing is a highly impeccable term that can be used to describe as the utilization of social media platforms as marketing tools. Social media marketing as leveraging the 'social' through the 'media' to 'market' businesses' constituents. In other words, it is a way which allowing individuals to promote their websites, products,

and/or services through online social channels medium/ways, to interact with and tap into a much larger community that may not have been available via traditional advertising channels or conventional media channels.

Social media advertisement gave bundle of benefits to person's convenience to achieve what they are looking for. Consumers use information on social media as the guideline for their future and Marketers are taking this advantage and create marketing strategy, which in turn could help them gain more customers and help in gaining more profit and market share.

In this manner, social media differs from traditional media in many ways including, quality, adequacy, usability, contiguity and expense. It is the most effective way to reach and influence consumer behaviour, because social media allows anyone and everyone to express and share an opinion or idea somewhere along the business's path formulation to market. And each participating customer becomes part of the marketing department, as other customers read their comments and reviews.

In this way, sharing of entire information about the product is necessary as it creates the huge impact on customer satisfaction for particular products and services that helps to analysis the customer intensity for particular brand. Customer intensity determines the degree of involvement a consumer possesses. This could be high or low. This analysis helps to maintain the long-term relationship with their customers, which is all important for a marketer to operate in short and long term. As Social media marketing provides a low-cost opportunity for businesses to reach large numbers of users and gain brand recognition. Since social networking websites already have large established online communities, businesses and organizations can gain fame/exposure by simply making their presence felt on these websites.

So, the emergence of online social networks influences people in various ways. The previous authors also believe that the lifestyle products are strongly related with people's life, and therefore it is important to study the potential impact of social media on consumer purchase decision.

The purpose of this study is to measure the impact of social media in buying behaviour of consumers with reference to mobile phones. And also emphasizes on the growth of social media marketing in India.

## II. LITERATURE REVIEW

Rowley (2001), in his work he stated that the speedy internet, user-friendliness, low cost and wide accessibility have contributed to its part in the form of online marketing– it is a new way for generating attention and awareness among customers through online advertising on social media platform.

Escalus and Rutgers (2003) in his work he had proposed Multimedia, Pictures and Content as three features of online advertising that would generate the highest influence on purchase intention of the customer through social media platform.

Jang (1998) in his work he has stated that the characteristics of the Internet advertising include constant availability, low cost, fun, connectivity, internationalization, interaction and two-way communication.

Solomon, et al, (2010) in his work he stated that the study of the processes is involved when individuals or groups select, purchase, use or dispose the product, services, ideas or experiences to satisfy needs and desires for the particular customer.

Bashar, Ahmad & Wasiq (2012) in his work he has done a study on the empirical research to understand the impact of social media as a marketing tool and an effort has been made to analyse the extent social media which can helps consumers in buying decision making.

Five stages of consumer decision making are as follows: -

- **Social media marketing and problem recognition:** Problem identification is the first step of consumers purchase decisions process, which may occur only when consumer has a desire for something new (Kardes,

et al, 2011). And online desirable content related accordingly motivates them to recognize their needs. It plays the role of stimulus by posting photos, videos, comments and reviews on social media.

- **Social media marketing and information search:** firstly when the problem has been identified consumers begin to seek out relevant information. There are two types of information sources; internal information search and external information search. Internal search involves the consumer's perception about the products, and external search includes word of mouth, stores visiting, trial and online social networking and social media (Kardes, et al, 2011).
- **Social media marketing and evaluation of alternative:** under this, consumers start comparing and evaluating several substitute of product, in terms of products features and their desire and needs. In this step consumers identifies best way to fulfil their need with the help of substitute product which gives same features and satisfaction (Blythe, 2008).
- **Social media marketing and product choice (purchase decision):** when finally customer have found out their relevant substitute of product and evaluated them, they should make their choices amongst that particular substitutes. The choice can be influenced by the gathered information from different sources therefore Internet is an effective and most powerful tool in this stage (Hawkins & Mothers Baugh, 2010).
- **Social media marketing and post-purchase evaluation:** in this stage the quality of the decision work becomes most important in this process and how smartly they picking up their choices out of it. They started comparing their perceptions of the product with their expectations in their real life scenario (Kardes, et al, 2011).

Limayem (2000) identified with their work that the online social networks has a huge impact on every step of consumers' purchasing decision making process at their different - different extent regarding online retailer. As he found out that the "information search" is the most highly influencing stage among all, then he emphasis at this stage only.

Cuillierier (2016) concluded that companies should maintain their relationship with their customers, Social media is the biggest platform for the companies to work on it and answers the basic information about the customer's needs and requirements.

### III. OBJECTIVE AND RESEARCH METHODOLOGY

The social media is the biggest platform now day's companies are using in order to reach large number of potential consumers. The key purpose of this article is to confer about the impact of the social media on consumer buying behaviour with reference to electronic products in Dehradun.

To study the research objectives a descriptive research design is used. Structured survey is composed of covering the impact of the social media on consumer buying behaviour with reference to electronic products in Dehradun. For the data accumulation, convenient sampling is used and 100 responses are found complete and utilized for the study in concern. Data is analysed using SPSS software.

### IV. DATA ANALYSIS

		Frequency	Percent
Gender	Male	66	66.0
	Female	34	34.0
Age	18-24	48	48.0
	25-30	34	34.0
	31-40	10	10.0
	Above 41	8	8.0
Education	Undergraduate	26	26.0
	Graduate	34	34.0
	Post graduate	34	34.0
	Doctorate	6	6.0
Occupation	Student	38	38.0

	In service	24	24.0
	Own business	20	20.0
	Home maker	18	18.0
Living Area	urban area	16	16.0
	rural area	14	14.0
	semi urban area	70	70.0
Income	less than 10000	20	39.0
	10001-25000	39	33.0
	25001- 50000	35	22.0
	50001- 75000	2	2.0
	75001- 100000	3	3.0
	More than 100000	1	1.0
Total		100	100

The demographic profile analyses displayed in the table it demonstrates the age analysis of respondents that show, 18-24years the respondents are 48% and 25 to 30 years 34% respondents in the sample, while in the age group 31 to 40 years i.e. 8%. In the gender classification, it shows that 66% are male and 34% respondents are females in the sample. Regarding the education level, it shows that the most of respondents in the sample are post graduate i.e. 34% and graduate with 34%. As per the occupation classification the most of the respondents are students i.e. 38% in the sample. As per the family income level classification the most of the respondents in the sample have 10001-25000 incomes i.e. 39%. Majority of the respondents are from semi urban area i.e 70%.

Consumer decision is influenced by promotion and among different promotion tools advertisement is one of the tool that influences the buying decision of the consumer, therefore to know the impact of advertisement on buying decision following variables such as (Do you think that with the social media sites, you are able to seek out products/services gives you relevant information, Does social media motivate you to purchase a product/service particularly electronic products, Do you agree that information searching is easier via social media comparing to conventional media (e.g. TV, radio, newspaper, and so on)?, Do you search for relevant information regarding electronics product on social media before a purchase?, Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of electronic products?, Do you agree that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels?) is studied across Do you find advertisements on social media influence your decision making process?

- a) Do you find advertisements on social media influence your decision making process? \* Do you think that with the social media sites, you are able to seek out products/services gives you relevant information?

		Do you think that with the social media sites, you are able to seek out products/services gives you relevant information					Total
		Strongly Agree	Agree	neutral	disagree	strongly disagree	
Do you find advertisements on social media influence your decision making process?	yes	49	35	0	2	4	90
	no	2	2	6	0	0	10

Total	51	37	6	2	4	100
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Tabulated value of  $\chi^2 = 9.49$

Majority of the respondent strongly agreed to the statement that social media sites, help them to seek out products/services gives them relevant information (i.e. 49 )and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 49). Chi-square test was carried out to know the degree of association between frequencies of a social media sites, help them to seek out products/services gives them relevant information and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 57.628. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of a social media sites, help them to seek out products/services gives them relevant information and advertisement on social media influencing their decisions making process.

- b) Do you find advertisements on social media influence your decision making process? \* Does social media motivate you to purchase a product/service particularly electronic products

		Does social media motivate you to purchase a product/service particularly electronic products			Total
		Yes	no	not sure	
Do you find advertisements on social media influence your decision making process?	yes	88	0	2	90
	no	0	2	8	10
Total		88	2	10	100

Tabulated value of  $\chi^2 = 5.991$

Majority of the respondent strongly agreed to the statement that social media motivates them to purchase the product especially electronic (i.e. 88) and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 88). Chi-square test was carried out to know the degree of association between frequencies of social media motivates them to purchase the product especially electronic and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 82.222. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of social media motivates them to purchase the product especially electronic and advertisement on social media influencing their decisions making process.

- c) Do you find advertisements on social media influence your decision making process? \* Do you agree that information searching is easier via social media comparing to conventional media (e.g. TV, radio, newspaper, and so on)?

		Do you agree that information searching is easier via social media comparing to conventional media (e.g. TV, radio, newspaper, and so on)?					Total
		Strongly Agree	Agree	neutral	Disagree	Strongly Disagree	
Do you find advertisements on social media influence your decision making process?	yes	53	28	1	4	4	90
	no	0	0	8	2	0	10
Total		53	28	9	6	4	100

Tabulated value of  $\chi^2 = 9.49$

Majority of the respondent strongly agreed to the statement that information searching is easier via social media comparing to conventional media (i.e. 53) and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 53). Chi-square test was carried out to know the degree of association between frequencies of information searching is easier via social media comparing to conventional media and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 75.309. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of information searching is easier via social media comparing to conventional media and advertisement on social media influencing their decisions making process.

- d) Do you find advertisements on social media influence your decision making process? \* Do you search for relevant information regarding electronics product on social media before a purchase?

		Do you search for relevant information regarding electronics product on social media before a purchase?				Total
		always	Seldom	rarely	never	
Do you find advertisements on social media influence your decision making process?	Yes	80	10	0	0	90
	No	0	2	4	4	10
Total		80	12	4	4	100

Tabulated value of  $\chi^2 = 7.81$

Majority of the respondent strongly agreed to the statement that they find relevant information regarding electronics product on social media before a purchase (i.e 80 )and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 80). Chi-square test was carried out to know the degree of association between frequencies of customers find relevant information regarding electronics product on social media before a purchase and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 81.481. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of customers find relevant information regarding electronics product on social media before a purchase and advertisement on social media influencing their decisions making process.

- e) Do you find advertisements on social media influence your decision making process? \* Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of electronic products?

		Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of mobile phone?				Total
		Always	seldom	rarely	never	
Do you find advertisements on social media influence your decision making process?	Yes	70	18	2	0	90
	no	0	2	4	4	10
Total		70	20	6	4	100

Tabulated value of  $\chi^2 = 7.81$

Majority of the respondent strongly agreed to the statement that for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of electronic products (i.e. 70)and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 70). Chi-square test was carried out to know the degree of association between

frequencies of for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of electronic products and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 65.185. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in case of electronic products and advertisement on social media influencing their decisions making process.

- f) Do you find advertisements on social media influence your decision making process? \* Do you agree that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels?

		Do you agree that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels?					Total
		Strongly Agree	agree	neutral	Disagree	strongly disagree	
Do you find advertisements on social media influence your decision making process?	Yes	47	36	0	1	6	90
	No	0	1	8	1	0	10
Total		47	37	8	2	6	100

Tabulated value of  $\chi^2 = 9.49$

Majority of the respondent strongly agreed to the statement that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels (i.e. 47) and they even majority of the responded stated that they find advertisement on social media influencing their decisions making process (i.e. 47). Chi-square test was carried out to know the degree of association between frequencies of social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels and advertisement on social media influencing their decisions making process. The calculated value of  $\chi^2$  is 83.634. Since calculated value is greater than tabulated value, hence there is a significant relationship between frequencies of social media has provided more effective platforms to new products/services/brands to draw consumers' attention than conventional media channels and advertisement on social media influencing their decisions making process.

Therefore from the tables above shows that advertisement and consumer decisions have significant relationship.

	N	Mean	Std. Deviation	Std. Error Mean	T Value	Sig. (2-tailed)
Social media is a reliable source	100	1.4800	.67390	.06739	7.123	.000
I am likely to change my opinion about electronic product and electronic brand service, after viewing a positive or negative feedback about that in social media	100	1.8000	.75210	.07521	10.637	.000
I evaluate electronic product brand on basis of feedback being provided on social media sites	100	1.6800	.73691	.07369	9.228	.000
Reviews on social media influence my buying behaviour for electronic products	100	1.6000	.80403	.08040	7.462	.000
Brand awareness regarding electronic product on social media influence my decision making process	100	1.6400	.79798	.07980	8.020	.000

Quick updates are available related to product in the social media	100	1.3600	.65935	.06594	5.460	.000
Information is correct	100	1.8200	.59255	.05925	13.839	.000
Social media is really act as time saver for the customer	100	1.4000	.72474	.07247	5.519	.000
Social media act as an important tool for customers	100	1.4800	.67390	.06739	7.123	.000
IN touching with social media is good for everyone.	100	1.6600	.71379	.07138	9.246	.000

From the above table it is found that the mean values range from 1.48 to 1.82, with standard deviations posses the minimum value 0.59255 to the maximum of 0.80403. It is inferred that the T value at 0.05% level of significance is 7.123, 10.637, 9.228, 7.462, 8.020, 5.460, 13.839, 5.519, 7.123, 9.246 are statistically significant as the calculated t-value at 99 df is smaller than 0.05 tabulated value ( $t < 0.05$ ).

Therefore, it is concluded that social media and its advertisement affects the buying behaviour of the consumers.

## V. CONCLUSION

Social media has gain a huge popularity in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of social media. As now days social media is growing similarly its applicability is also growing therefore when it comes to the consumer and its impact on consumer decision for purchasing the different lifestyle products or different category of products it has gain boom in this area too as now days youth is busy with it schedule which is reducing the trend of shopping traditionally. Similarly to test the impact of social media on consumer buying behaviour in Dehradun city this study is being taken into consideration with reference to electronic products. From the study it is found that social media and the advertisements shown in social media has a significant relationship with the consumer buying behaviour and it relation with the decision too.

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