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## THE IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING DECISION

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### ABSTRACT

*Now a days social media is important in our every day- to - d a y life. Everyone is busy too much and they need to quick purchase decision without much wasting of time. Nowadays online Marketing getting super response as trust of customers has almost increased. So many people are post their products photos on social media. The studies show WhatsApp, twitter, Facebook and Instagram are changing the behavior of Consumers. The main objective of the study is to understand the effect of social sites on consumer buying behavior and also to know the impact of social media on consumer buying decision. Results show that social media usage influence consumer buying behavior and buying decision.*

**Key Words: Social media, Buying decision, Buying behavior**

### 1. INTRODUCTION

Social media is relatively recent phenomena over the last decade the world wide web has been a proliferation of users driven web technologies such as blogs, social networks and media sharing platforms. Collectively called social media these technologies have enabled the growth of user generated content, a global community and the publishing of consumer opinions (smith,2009). This movement now dominate the way we use the web and has given rise to popular platform like Face book, YouTube, Instagram and twitter, where people connect, produce and share content.

We are living in the modern world which is completely of connected with the world through internet. If we can see that then it clearly shows that in modern era the social networking sites have changed the mind and way of thinking of many people and many communities too. Various studies have takenplace on the importance of social media like study on. Social networking sites are of great helpful for the society too as it gives various types of ideas for sharing thoughts, images, information etc.

The use of social media by consumers is anxiously followed by marketers, but not much known about it influences the consumer decision making. This paper explores how the presence and abundance of these new information sources is influencing the decision process of consumers for complex purchases.

## 2. REVIEW OF LITERATURE

Edison (2011) In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks' sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by consumers.

Karimov et al., (2011) In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behavior can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Sharma et al., (2012) In their study find the advantage and disadvantage about a brand or product present on the social media. The study also reveals that social media has an overall influence on consumers shopping behavior.

Pietro et al., (2012) Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer's suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

Leerapong et al., (2013) Checked out the factors which influence the on-line buying decision of consumers through the social network, notably Face book. In their study, consumers graded the factors like risk, trust, convenience etc... That inspired or discouraged them from buying the product all the way through Face book.

Huimin et al., (2013) This study analyzed the consumer buying decision method and information flows between people in social media. This study uses the consumer buying decision method as a source and analyzed many research articles to check its hypothesis associated with the different types of proximity. Results and theories have proved that the publicity and information about the product in social media platforms is stricken by the various varieties of proximity plays that are making an impact in the consumer buying decision method.

Ethel Lee (2013) The study aims at clarifying why, when and how the social media affected the consumer buying behavior. The study was conducted during May 2013 in Turku. Quantitative analysis technique is tailored for the aim of this analysis. Primary data was collected through questionnaire. This analysis offers clarification on how consumers are involved in the process of gathering required information through social media before procuring a product. The findings provide that consumer actively take part in the search of information for a product on social media when compared to mass media, the search is more subjective and selective and subjective.

Charles-Henri et al., (2012) The study explains how social media influence on the buying decision process of consumer and also how it differ at each stage of buying decision process. A structure form and two semi-structured interviews is used to gather data for the study. The study finds that social media varies at every stage of buying decision. As the buyer dig deep to get more information about the product, the influence of social media is reduced. The study highlights that there are possibilities for the sellers to hold the influence of social media in buying decision.

Researchers has tried to find out the gap between research has already taken and what researcher is going to do. Researcher has made the objectives clearly. Findings of various articles clearly seen that now a days consumer like to purchase the goods online. That means consumer prefer online purchasing as compare to Traditional way of purchasing.

### 3. OBJECTIVES OF THE STUDY

- To know the impact of social media on consumer buying decision.
- To understand the effect of social sites on consumer buying behavior

### 4. ESEARCH METHODOLOGY & RESEARCH DESIGN

The study is in descriptive in nature.50 samples are taken for study.

The sampling method used for this paper is one of the non-random sampling method Convenient samplings. Primary data for this study was collected by questionnaire and secondary data for this study was collected from internet, online journals and websites.

**Variables Used:** Demographic variable used for the study is age and gender and the customer preference variable convenience, reliability, security easy accessibility etc. are used.

**Tools for analysis used:** Percentage analysis, Average mean score, graph and weighted mean score were used for the study.

## 5. THEORETICAL BACKGROUND

Social media has a great impact of bringing together not only the sellers but the consumers are also taking benefit of mixing with seller too. In traditional mode of communication like written or oral many people were writing letters to their relatives, parents and many other people but here every one is busy too much and they need to quick decision without much wasting of time. Like in social media, naaptol is emerging website which is providing variety of goods as well as services to the consumers. Now a consumer can sit or while doing the work can order any type of goods which is required by him. The best examples are mobile phones, LED television and many more services and goods too which consumer can purchase from online store. Study says the shop clues are another mega online store where the shoppers can buy many types of consumer durables too. In updated world internet has links the millions of people at a time and they can take the service of internet twenty-four hours with minimum cost. It allows anyone at any time can contact with each other without much hindrances.

Consumer is very important person in any area. Without consumer the value of seller is zero. The consumer is giving a chance to seller to sell the goods and seller selling the goods to consumer. To understand the thinking and behavior of consumer is not an easy task. It requires a perfect skill which is not possible for every seller. The seller should understand the behavior of consumer as the thinking of consumers are always going on changing and it's not static. He is the main or focal point of any product, goods or services. Every seller that must of traditional media or social media should understand that who the consumer, what are his likes is and dislikes, what

type of goods he wants to buy or he is ready to buy. As compare to traditional media social media has changed too much to understand the behavior of consumer. Social media marketing is gaining importance too much now days. In journal important publications many research scholars put their views it can be seen that social networking is playing a very important. Now a days online doctors are available and any one can put their question on the website related problem can checked online at the immediate time without wasting much efforts and money too. Online marketing is a kind of tool in the hands of the various businessmen too as many businessmen are getting ready made reface for the business houses too. not only using by the common man but also by business class too. Even with the help of social websites business people can take advantage of advertising the product. The many studies did in the past which is an example which neatly indicates a various parameter of social websites which affects purchase intention. Socio culture factors even social websites have created lot of opportunities for the consumers.

### **Social Media Marketing Resources**

Social media platforms are always evolving. When Facebook first started, people can only share text updates. Now, there are so many content formats such as images, videos, live videos, and Stories. Hence, social media marketing is always changing, too. We want to help you stay up-to-date with all the latest

changes and strategies to succeed on social media. Here are a few resources to get you started:

Social Media Marketing Blog

Buffer's social media marketing blog covers the latest social media strategies and tools for Facebook, Instagram, Twitter, and more.

Social Media Marketing Guide

The complete beginner's guide to creating a social media marketing plan, for those brands new to social media and looking for a straightforward way to start.

Social Media Listening and Engagement Guide

Here's why we think social media listening and engagement is so important and how you can overcome the challenges to developing a successful strategy.

Social Media Analytics Guide

There's a wealth of information and insights in your social media data. Here are seven simple, quick, and actionable social media analytics tips.

Social Media Advertising Guide

There's so much to learn with social media advertising. It's difficult to know where or how exactly to get started. Here's everything marketers need to know about advertising on social media.

Let us know the various social media which were leads to marketing and how the customers are approaching to social media marketing. The important media are: Facebook6., Instagram, WhatsApp, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat

**6. DATA ANALYSIS AND INTERPRETATION**

**TABLE 1.  
AGE OF RESPONDANT**

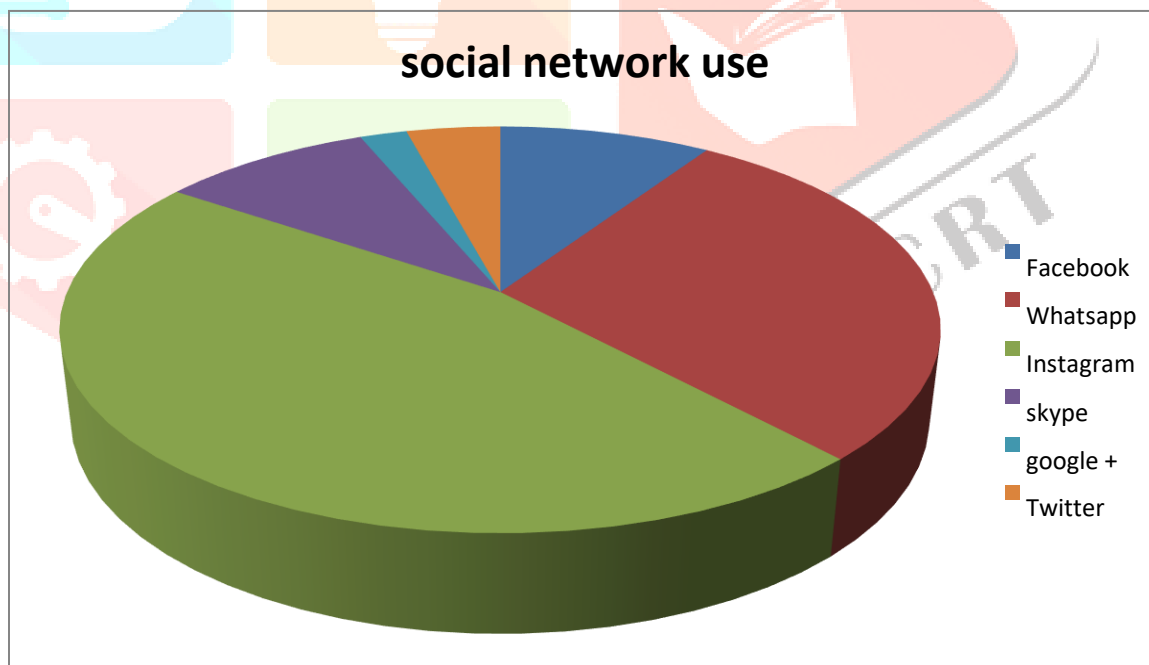
AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
16-25	21	43
26-35	24	47
36-45	5	10
TOTAL	50	100

**INTERPRETATION: -**

From the above table it is shown that 47% of the respondents are in the 26-35 age group. 43% of the respondents belong to the 16-25 age group. And only 10% of the respondents belong to the 36-45 age group.

**TABLE 2**  
**SOCIAL NETWORKING APP RESPONDENT USE**

SOCIAL NETWORK APP USE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Face book	4	9
Whats app	14	28
Instagram	23	45
Skype	4	9
Google +	1	2
Twitter	2	4
LinkedIn	2	3
Other	0	0
Total	50	100



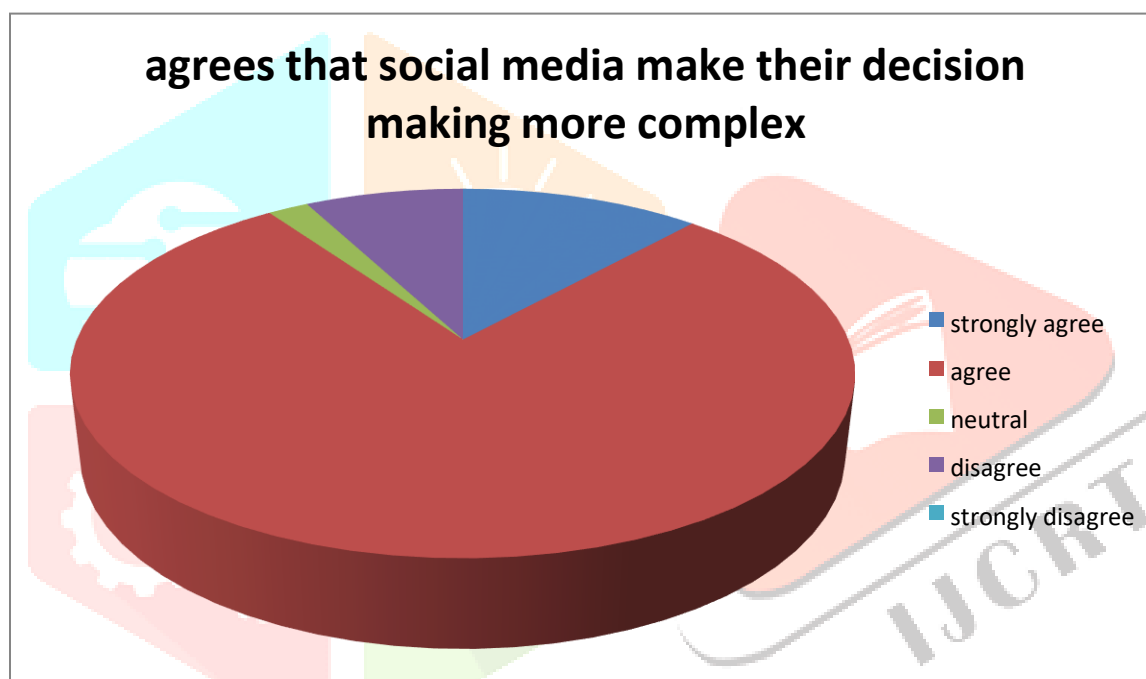
**INTERPRETATION: -**

From table 2, it is clear that the majority of respondents are using Instagram. Then 28% of the respondents are using WhatsApp. And 9% of the respondents are using Facebook. And 4% of the respondents are using Twitter. The rest of the respondents are using LinkedIn.

**TABLE.3**

**RESPONDENT AGREES THAT SOCIAL MEDIA MAKE THEIR DECISION MAKING MORE COMPLEX**

AGRESS THAT SOCIAL MEDIA MAKE THEIR DECISION MAKING MORE COMPLEX	NO OF RESPONDENT	PERCENTAGE OF RESPONDENT
Strongly agree	5.9	11.8
Agree	39.2	78.4
Neutral	1	2
Disagree	3.9	7.8
Strongly disagree	0	0
Total	50	100



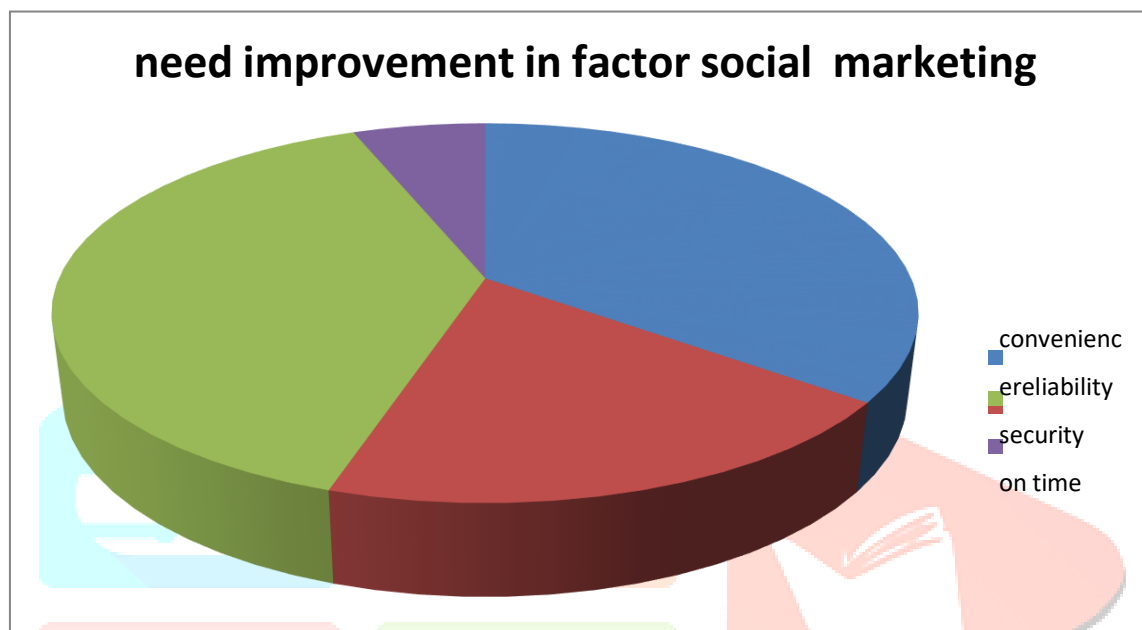
**INTERPRETATION: -**

From the table 3, it is clear that 78.4% of the respondents were agree that social media maketheir decision making more complex. And the 11.8% of the respondent were strongly agree about this. And 7.8% of the respondent were disagree. Rest of the respondent were neutral about this.

**TABLE 4.**

**RESPONDENT NEED IMPROVEMENT IN FACTOR REGARDINGSOCIAL MARKETING**

NEED IMPROVEMENT IN FACTOR REGARDING SOCIAL MARKETING	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Convenience	17.65	35.3
Reliability	9.8	19.6
Security	19.6	39.2
On time	2.95	5.9
Total	50	100



**INTERPRETATION:**

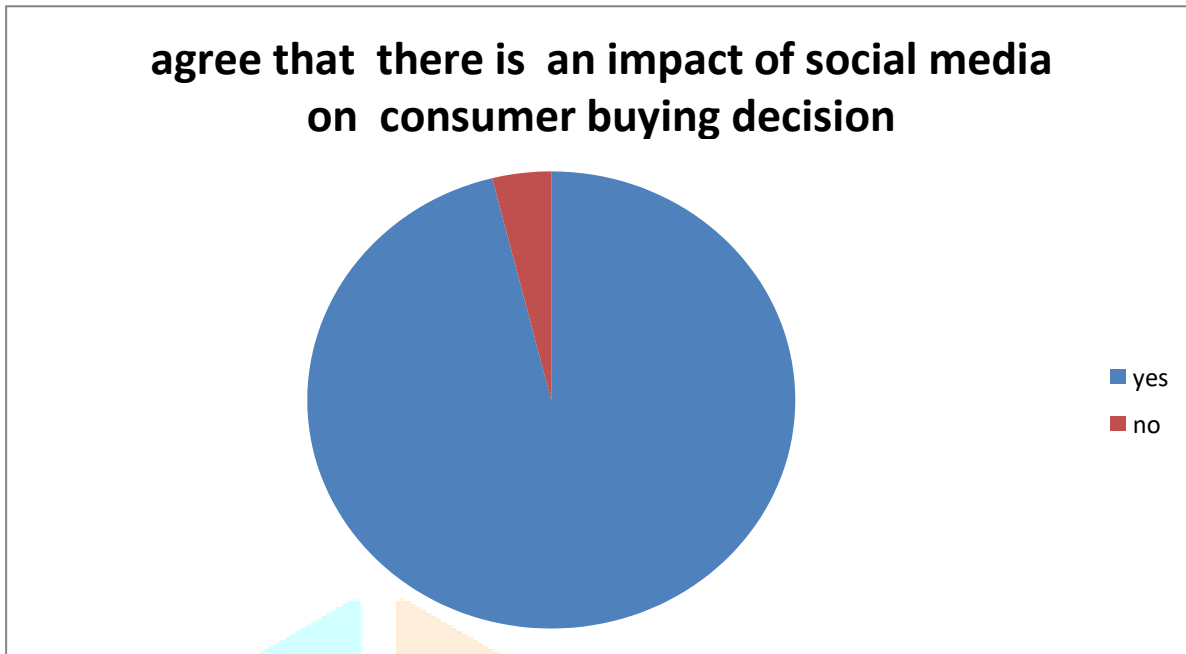
From the table 4. it is clear that most of the respondent need improvement in security factor regarding social marketing.

**TABLE 5.**

**RESPONDENTS AGREE THAT THERE IS AN IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING DECISION**

AGREE THAT THERE IS AN IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING DECISION	NO OF RESPONDENT	PERCENTAGE OF RESPONDENT
Yes	48.05	96.1
No	1.95	3.9
Total	50	100





**INTERPRETATION: -**

From the table 5, it is clear that 96.1% of the respondent were agree that there is an impact of social media on consumer buying decision

**TABLE 6  
RESPONDENTS AGREE OR NOT THAT SOCIAL MEDIA AFFECT CONSUMER BUYING DECISION**

AGREE OR NOT THAT SOCIAL MEDIA AFFECT CONSUMER BUYING DECISION	AGREE	PARTIALLY AGREE	NEUTRAL	NOT AGREE	PARTIALLY NOT AGREE	TOTAL
1	36	9	5	0	0	50



### INTERPRETATION:

From table 6 is clear that 35% of the respondent were agree that social media affect consumer buying decision.

### 7. FINDINGS

- i. Majority of the respondents were belonging to 16-25 age group
- ii. 36% of the respondents were students
- iii. 100% of the respondents were using social network app
- iv. Majority of the respondents were using Instagram
- v. Majority of the respondents were agreed that social media helps in acquiring information about fashion brands
- vi. 70.6% of the respondents were following fashion related blogs
- vii. Minority of the respondents were not sure to change their attitude towards certain product or service after reading positive comments on online articles about it
- viii. Majority of the respondents were agreed that social media make buying decision more ~~comp~~
- ix. Majority of the respondents were found TV mass media channel attractive
- x. Majority of the respondents were satisfied that there is an impact of social media on consumer buying decision
- xi. Majority of the respondents were agreed that social media affect consumer buying decision

## 8. CONCLUSION

From this we conclude that most of the respondents were using smart phone and use social network app. And majority of respondents were use Instagram. Most of the respondents were follow fashion brands on the social networking site. Majority of the respondents were given preference to convenience, security factor regarding social marketing. So, it will be giving more importance to social media factors regarding social marketing and the purchase decision

## 9. SUGGESTIONS

- i. Give awareness to the respondents regarding impact of social media on consumer buyingbehavior
- ii. Make aware the people about online social marketing site
- iii. Improve the security measures in online marketing
- iv. There should be provide online delivery service to urban area
- v. Improve the package of costly item so that it will not cause any damage

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