



A STUDY OF SOCIAL MEDIA MARKETING STRATEGIES ON ONLINE CONSUMER BEHAVIOUR FOR ONLINE SHOPPING

Guide- Axita Thakkar, Assistant Professor, MBA, Parul University,
Vishwesh Pathak, Student, Digital Marketing, MBA, Parul University
Prathmesh Rahatekar, student, Digital marketing, MBA, Parul University

Abstract:

This paper aims to scientifically investigate the function of social media in consumer decision-making. A quantitative study explores the extent to which social media use affects experiences. Outsiders are currently increasingly dominating consumer opinions of goods and services in developed spaces, which affects judgements made in the detached space. Customers are more engaged with online social networking since advertisers have no control over the content, timing, or frequency of customer conversations. The findings indicate that consumer satisfaction is influenced by social media use during the information search and alternative evaluation phases, with satisfaction increasing as the consumer advances through the process towards the final purchase decision and post-purchase review.

Keyword:

Social Media, Consumer Behavior, Social Media Marketing Strategies, E- commerce, Online Shopping

Introduction of the study :

The study of consumer behaviour focuses on how individuals, groups, or organisations choose, acquire, utilise, and discard concepts, products, and services to fulfil their needs and desires. It alludes to consumer behaviour in the market and the underlying causes of that behaviour. Consumer behaviour incorporates ideas

from a variety of fields, including psychology, sociology, social anthropology, marketing, and economics, particularly behavioural economics. It looks at how preferences, attitudes, and emotions impact purchasing behaviour. Scholars and professionals alike are interested in consumer behaviour when it comes to online shopping because the internet has had a significant impact on consumers' preferences and purchasing behaviour. The internet is altering the way people shop and purchase goods and services, and it has quickly spread throughout the world. This study focuses on understanding consumer preferences from the standpoint of the value of items. The main goal of this study is to discover and gain insight into the importance of products in the booking and purchase of goods and services by online consumers.

Digital marketing is the process of promoting a company, a good, or a service through one or more types of electronic media, such as the Internet, wireless text messaging, mobile instant messaging, podcasts, online radio stations, digital television, and mobile apps. Businesses are now able to analyse their marketing strategies in real-time to determine what is effective and what needs to be improved. The use of digital communication technologies has permeated the daily lives of billions of people. Every working professional in a world where over 170 million people regularly use social media is expected to be conversant with at least the fundamentals of digital marketing.

E-shopping consumer buying behavior is another name for online shopping consumer behavior. Online purchasing has recently become more popular in India. Online purchases are categorized as distance contracts, which indicates that in the absence of a physical meeting, the buyer and seller enter a contract solely by electronic means. Food, clothing, and shelter were always considered to be the three basic needs, but today "internet" has been added. Internet shopping and the way people purchase products and services have altered because of the telecommunications industry revolution.

Literature review :

RABAB MURTAZA, IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR,
2021 IJCRT | Volume 9, Issue 5 May 2021 | ISSN: 2320-2882

The most widely employed kind of advertising in the late 1990s was word-of-mouth, in which an organisation attempted to spread positive word about itself through clients and staff. According to Kimmel and Kitchen (2014), word-of-mouth influences all stages of customer decision-making, from product awareness to selection and post-purchase evaluation, and shapes perceptions and expectations of brands, products, and services.

In the modern world, word-of-mouth advertising can be carried out electronically, allowing a single positive review of a product to be seen by hundreds or even thousands of people.

CHAHAT CHOPRA ,SACHIN GUPTA, IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR, IJCRT | Volume 8 Issue 6. June 2020 | ISSN : 2320-2882

Social media usage is widespread in the twenty-first century. Internet-based messaging have begun to have an impact on a variety of customer decisions, including purchasing patterns, brand interactions, and appraisal. The emergence of social media in the likes of Twitter and Facebook is starting to have a significant impact on both commercial operations and academic literature. Several academic research studies have examined the function of social media in business during the past few years. Twitter has been examined to see what part it plays in many aspects of marketing, such as building brands and promoting businesses (Greer and Ferguson 2001). Companies today need to concentrate on improving their understanding of their clients to boost their profitability.

SACHIN GUPTA, IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR, IJCRT | Volume 8 Issue 6. June 2020 | ISSN : 2320-2882

Several social media websites have made it easier to share information. For instance, one of the most widely used platforms is the free online encyclopaedia Wikipedia, which allows users to cooperate on content sharing (Chen et al. 2011a). Customers can review and rate products on other websites with the capability to produce reviews and ratings, such as Amazon.com.

MR. SONY VARGHESE, MS. MANSI AGRAWAL SAUDI JOURNAL OF BUSINESS AND MANAGEMENT STUDIES ABBREVIATED KEY, Saudi J Bus Manag Stud ISSN 2415-6663 (Print) |ISSN 2415-6671

S. Nasir, P. Vel, and H. Mateen [1] According to this article, communicating with customers through social media doesn't necessarily require using words or specific terminology. A potential customer can perceive the context when a product or service is marketed. The purchaser responds in light of that. It can manifest itself through the act of buying something new, buying it again, or by choosing not to buy anything at all. So, the basis for this process is the customer's need, his familiarity with and preference for the product, brand loyalty and brand value, word of mouth, and the product's demand.

ASHIKA ANIL1, IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS APPAREL, Journal of University of Shanghai for Science and Technology | ISSN: 1007-6735

In order to understand the behavior of social media marketers and the influences of various aspects, such as information satisfaction, vividness, and entertaining content that stimulated consumer behavior, Arshad, S. (2019) conducted a qualitative study. According to the research, marketers should make their social media posts as interesting, colorful, and entertaining as possible in order to keep consumers interested in their information rather than just posting casual, uninteresting content because people are more likely to find these posts interesting and are more likely to share them.

DUANGRUTHAI VORAMONTRI AND LESLIE KLIEB, IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR, Inderscience Publisher Vol. 11, No. 3, 2019

The phrase "social media" became well-known after social networking websites like MySpace and Facebook were established in 2003 and 2004, respectively. During this time, the phrase "Web 2.0" was also coined to characterise a new way of using the internet as a platform where content is continuously modified by a large number of users in a participatory and collaborative manner rather than being created and published by a single user (Kaplan and Haenlein, 2010). Wikis, interactive blogs, and collaborative projects introduced by Web 2.0 made it easier to build user networks and for users to share ideas, information, and knowledge (Constantinides, 2014).

SHRESHTHA CHATURVEDI, TO STUDY THE INFLUENCE OF SOCIAL-MEDIA ON CONSUMER BUYING BEHAVIOR, IJRASET | 2022-05-08 | ISSN 2321-9653

These actions are conducted on a variety of social media sites, including Wikipedia, Facebook, YouTube, and Twitter. To communicate with other online users, people use a number of social media tools, including online forums and communities, suggestions, ratings, and reviews. In actuality, people are drawn to the internet to exchange information and get support from the community (Ridings & Gefen 2004). A web-based lifestyle includes networking sites that encourage relationships to develop between users from various industries, creating a strong sense of community. Applications gain strength and power from client-generated content.

CHOSEN CHINWE UKONU AND PAUL CHINEDU AGU, EFFECT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR, Asian Journal of Economics, Finance and Management, 04 April 2022

Social media platforms enable users to contribute to online content creation. People are not only intrinsically driven but also externally encouraged to produce varied contents in social media because of the social aspect of social media. Given that consumer content creation behaviours are influenced by a variety of variables, such as belief, attitude, intention, and subjective norm, the TRA is a useful theoretical framework for understanding these behaviours (Fishbein & Ajzen, 1975).

CLEOPATRA MUGARISANWA 2 AND SHINGIRAI SIZIBA, DUTCH JOURNAL OF FINANCE AND MANAGEMENT, 2020 | ISSN: 2542-4750

According to Meslat (2018), social media (SM) refers to websites or programmes that let people take part in social networking by producing or disseminating information. The use of internet-based media that enables people to participate in the marketing, selling, comparing, rating, purchasing, and sharing of goods and services in both offline and online market places as well as in communities is reiterated by Zhou and Zimmermann (2013). The platforms that social media employs are further clarified by Alnsour, Ghannam, AlNatour, and Alzeidat (2018). Social media platforms include, among others, networking websites like Facebook, Twitter, Instagram, and YouTube. But, it also incorporates email, chat, forums, and blogging sites (Alnsour et al., 2018).

Ranjeet Singh, Social Media and Consumer buying Behaviour: Issues & Challenges, (IJERT) , Issue – 2020 | ISSN: 2278-0181

Mukhaini (2014) conducted research on the effects of social media use on consumer purchasing patterns. with the goal of understanding the kinds of things that Omani consumers use social media to buy the most of.

According to the report, Instagram is the social media platform Omani consumers should use to purchase their favourite product (fashion) online.

Research Methodology :

The methodology for this study combines quantitative and qualitative methods. To examine the elements that might affect online shopping, data from a variety of respondents was gathered using a standardised questionnaire. This was the study's quantitative component. A variety of secondary sources of data were utilised in the qualitative method.

By gathering, analysing, and interpreting data, research is a methodical process of inquiry and study (Collis and Hussey, 2009). According to Kothari (2008), research is an objective, scientific, and methodical technique to finding information. It is the pursuit of facts and knowledge. The purpose of research is to increase our understanding of the things that are being examined (Collis and Hussey, 2009).

Objective of study :

- To investigate consumer attitudes toward online shopping with calculate the typical consumer spending time on website with purchase of frequency of online purchase.
- To investigate the potential for the growth of online shopping in India
- To investigate how satisfied customers are with their online shopping experiences.

Sampling Method :

Sample Universe: The sample universe includes the people of Gujarat.

Sample Size: The sample size of the participants was of 107 people.

Sources Of Data :

Primary data (ex. Surveys, observation, experiment)

Secondary data (ex. Books, articles, webpage, blog)

Data collection Method :

To obtain first-hand information from the respondents, a well-structured questionnaire was created to gather primary data. The questionnaire's questions were developed based on research from the literature. To avoid collecting data from the same responder more than once, the researcher sent a link to the questionnaire to every respondent and then gathered their emails. Websites, books, magazines, journals, and other published works were used to gather secondary data.

The technique for gathering data is both primary and secondary. We used Google Forms, a free online survey tool, as a platform to collect the core data through

surveys. In order to gather secondary information, we spoke with various people about their purchasing habits and reviewed other research articles that dealt with related issues.

Data Analysis:

Gender

107 responses

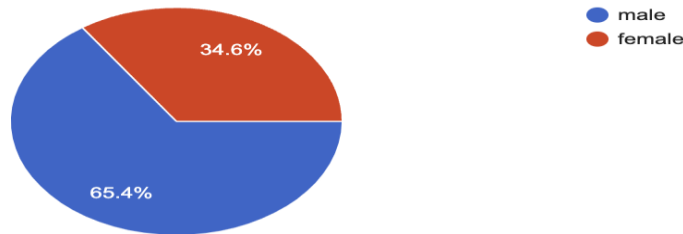


Figure 1

Your Age Group

107 responses

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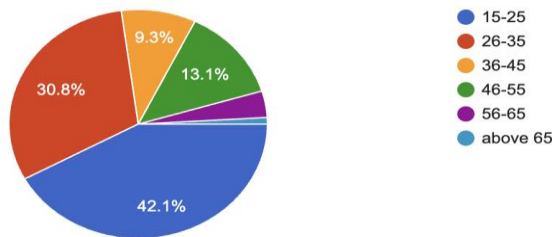


Figure 2

Types of social media you use

107 responses

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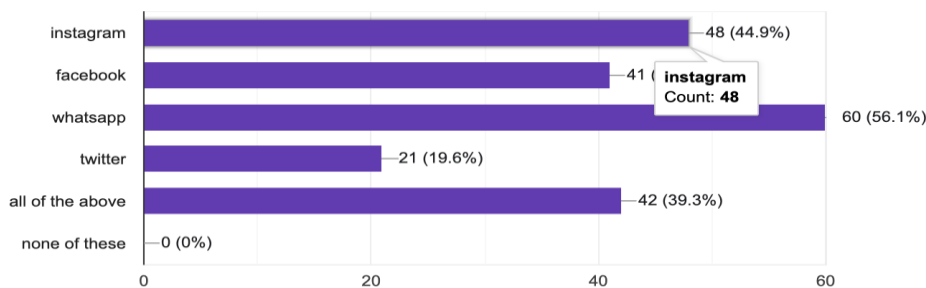


Figure 3

Frequency of use online shopping websites & Apps

107 responses

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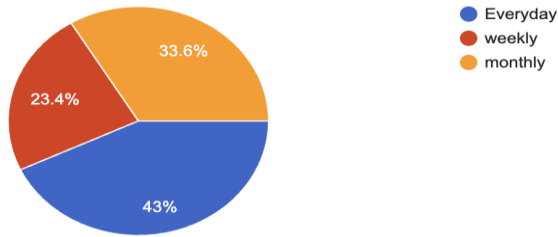


Figure 4

A typical day's time spent on social media websites

105 responses

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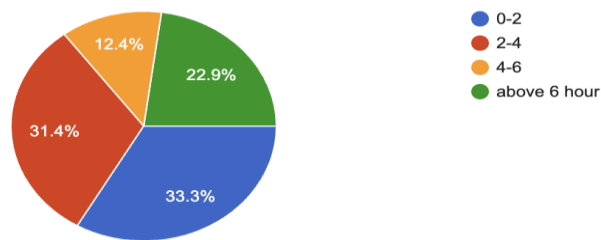


Figure 5

Apps and websites are most frequently utilised for online shopping

106 responses

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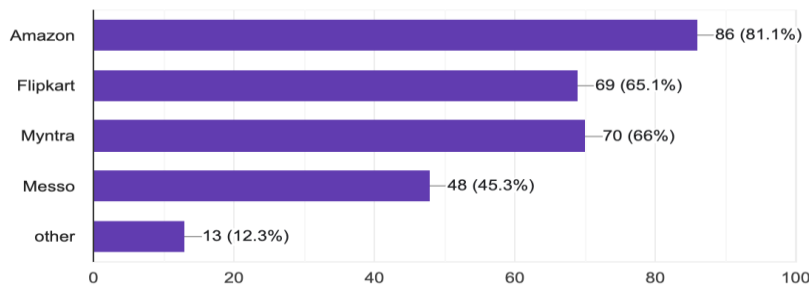


Figure 6

Do people follow brands on social media ?

107 responses

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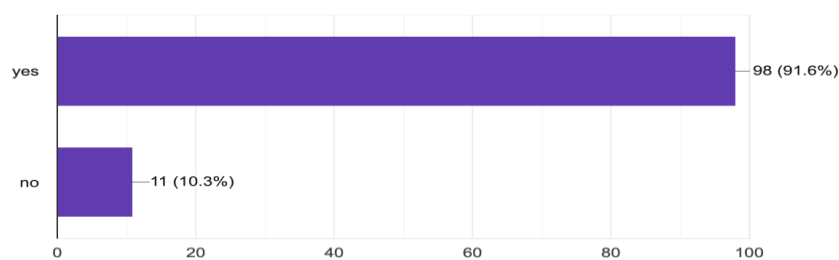


Figure 7

Do you consider social media to be digital word of mouth?

106 responses

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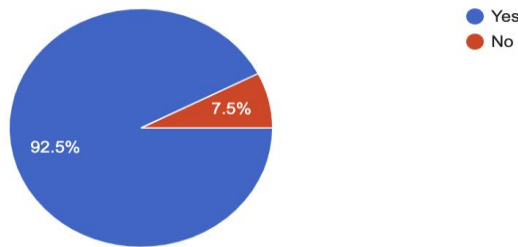


Figure 8

Do you believe social media is crucial for promoting brands?

107 responses

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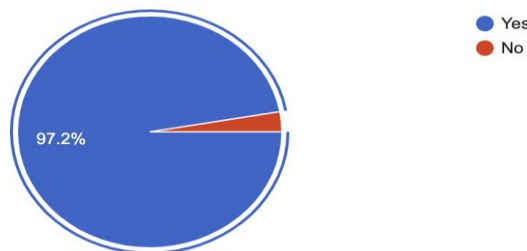


Figure 9

Interpretation:

Figure 1:

Shows Gender Analysis with the percentage of 65.4% are male and 34.6 are female responses.

Figure 2:

We analysis the research on the different age group from 15-to above 60

Figure 3:

Collected information about the types of social media use by the users with the analysis of the different social media platforms.

Figure 4:

Every user can actively buy online shopping in a different time frame, so in the figure 3 shows the information about the user can frequently using online shopping web & apps, most of the people are everyday or also monthly 33.6% to shop online.

Figure 5:

In the figure 4 for providing information about the user can time spent on social media website with calibrated in hour bases, so most of the people (33.3%) 0-2 hours daily time spent on the social media website.

Figure 6:

In the F-5 Apps and website are most frequently utilized for online shopping also including the popular e-commerce platforms like.. amazon, flipkart, myntra, messo etc..

So, the result is people more buying through amazon with 81.1%

Figure 7:

Now users can follow brands social media accounts for providing the information about new sales, discount, fashion, trends etc. so 98%or above are interested to follow the brands social media accounts

Figure 8:

We also research on social media to be a digital word of mouth so, people vote on the high fever of yes

Figure 9:

In the Figure 8, the people almost above 92% are believe in the social media is crucial for promoting brand, because its help provide wide range of engagement, retention, growth, presence etc...

Findings & Results :

1. The age range of 15 to 25 had the highest percentage of respondents, as this demographic spends the most time on social media.
2. According to survey data, almost half of people purchase online once or twice a week on average. This may imply that they are from the working class, who prefer to shop in large amounts but less frequently from online retailers and do not have a lot of free time.
- 3 The data from the survey shows that almost half of the people spend 0-2 hours every day on Social Media Platforms. Social Media plays a crucial role in connecting people and developing relationships which enables us to grow in our careers and have more opportunities.

- 4 The data from the survey shows almost 97% of the respondents follow brands on Social Media. People follow brands on Social Media as they want to know about sales, new products etc.
5. The data from the survey shows that almost 98% take Social Media as the Electronic word of mouth as many people make purchase related decisions according to Social Media referrals.
6. The data from the survey shows that almost 90% and above of the respondents believes Social Media plays an important role in promoting a brand as it helps increase the amount of exposure which enables the brand to generate leads and increase sales.

Recommendation :

- When companies want to raise customer knowledge of a specific product, social media plays a significant role. People begin looking for a solution when they are faced with a dilemma. But, the majority of the time, customers are unsure of which good or service will address their issues.
- Every firm wants to change customer behaviour. A significant chance to affect your customers' purchasing decisions is lost if your brand is not present on social media.
- Social media has caused social proof to develop into a more powerful factor in purchasing decisions. People's propensity to copy the actions of others around them or those who have power over them has given rise to social proof.
- Customers who are pleased with the products are more likely to share, like, and comment on them on social media. By publishing the reviews, comments, likes, tweets, and pins of their satisfied customers on social media, marketers are promoting brand trust and boosting conversion rates. One of the top businesses that makes effective use of this customer presence in social media is the beauty and cosmetics sector.
- Providing customer success stories, case studies, images, comments, and videos will increase trust and be beneficial for your landing page, consulting page, and sign-up page as well.

- Social media is a low-cost platform that allows marketers immediate access to the billions of active users. Companies should make sure that their target market sees, likes, and shares their items on social media because this influences consumer behaviour.
- By bringing in more clients, influencer marketing may do wonders for your brand. Influencers from Snapchat, Instagram, and YouTube are increasingly used in place of celebrities by marketers. Customers adore the unvarnished product reviews these online celebrities are giving.

Conclusion :

The study's findings suggest that social media platforms are being actively used by Gujarat, India, consumers as a tool for verifying their purchasing selections. Most respondents consider social media to be electronic word-of-mouth. The decisions of prospective clients are influenced by the opinions and preferences of previous customers on social media sites. Comparing social media users to those who accessed other information sources, social media users perceived decision-making to be simpler and more enjoyable. People were more content overall when they believed that the information on social media was of higher quality and bigger quantity than they had anticipated. Overall, the findings indicate that social media has a significant influence on how consumers make decisions.

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