

IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER'S BEHAVIOUR

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INTRODUCTION

Social media marketing has become the most powerful mode for companies seeking to reach out to their prospects and consumers. Social media has provided new opportunities to firms to engage consumers in social interactions on the internet. The objective of this study is to investigate the potential of social media marketing as an effective marketing tool that helps them to affect perception of consumers and ultimately influence their purchase decisions. The goal of this paper is to research empirically the role of social media in consumer's decision-making process for complex purchases- those characterised by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent.

4 ways social media influences consumer behaviour

- 1. Builds product awareness:-** Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. When people face a problem, they start searching for a solution. But most of the times people do not know which product or services will solve their problems. The aim of every business is to influence consumer

behaviour. If you do not have a brand presence on social media, you are missing out on an opportunity to influence your consumer buying behaviour.

2. Social proof as a greater force of buying decisions:-social proof has emerged due to the tendency of people around them or people imitate people who have influence over them. The power of social proof can't be undermined when social media has become integral part of buyers and sellers. Social marketers looking to sell their products should have a solid social proof in form of case studies, images, video, pod cast interviews and influencers as a part of their selling strategy.

3. Promotions, Discounts and Deals on Social Media:-Many social media users have signed up for social media groups that they are interested in. When consumers see promotions, discounts and deals on social media, it influences their buying behaviour. Social media is an inexpensive platform that gives brands instant reach to billions of active social media users. Brands should ensure that target audience sees your products, which helps to influence consumer behaviour.

4. Social media influencers:-consumers are likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audience and influence their buying behaviour.

How Social Media Influences Customer Behaviour:-

- 1. Social Media keeps the brand visible:** - The main benefit of social media marketing is the visibility of information shared. Customer easily notices the product on their feeds and can easily search the product again whenever they want. By following the company they will see much of what we share.
- 2. Social Media presence makes brand loyalty natural :-**
Social media marketing makes the brand visible, increases consumers' ability to find information about the product and the company. Visibility can translate to loyalty when social media marketing is effective. Consumer increases web traffic of the brand naturally and through brand loyalty.
- 3. Social Media can drive or deter the traffic:** - In present era, it is important to remember that consumers have a large amount of influence and power on social media sites. So, consumers who are dissatisfied with the business can deter traffic, whereas consumer who appreciates can derive more traffic to the company.
- 4. Social Media connects to the consumers when they are online:** - Consumers have to be on the web to be on a social media website. That means connected to the internet, are possibly using a web browser, and are likely to be clicking links.
- 5. Social Media makes the sales more convenient for the consumer:** - The consumers are now looking for

convenience. Effective social media marketing will not make consumers jump through hoops in the sales to get hooked and buy a product. Consumer behaviour has shifted to the expectation that just a few convenient clicks.

6. Social Media connects trends with sales incentives: -

Businesses must keep up with trends with increased visibility and expectations of convenience. Otherwise, they will get lost in the deter customers by appearing out of date. Social media posting trends include SEO friendly posts, bite-sized videos and social commerce advertising.

7. Social Media engagement increases the likelihood of

purchases: - Rather than spending time in stores browsing items or communicating with sales personnel, many consumers turn to social media for information and ideas before making purchases. Even shoppers are 29% more likely to make the same day purchase when the use social media in the decision making process.

The Consumers buying behaviour-

With these facts in mind, consumers buying behaviour is the study of how individuals or organizations select and use products and services. This primarily focuses on how people choose between brands, how they research and

shop, and how marketing campaigns can be improved so brands can effectively influence them.

1. Need recognition: - The stage is where the consumers realise that they need something and that making a purchase will address the need. For businesses, this is an opportunity to use other marketing strategies to help prospects recognize a need or re evaluate an existing one.
2. Search for product information:- Here consumers are looking for more information about the product they want to purchase. Establishing the brand's creditability in the industry can help in converting the prospectus into making the purchases.
3. Product Evaluation: - At this stage, the marketing strategies should be aiming to convince prospects that their criteria match the product's strengths. Given that many different products could address their needs, consumers often use evaluative criteria based on their priorities.
4. Purchase Decision: - The consumer has looked at multiple items and compared them based o their evaluative criteria. Businesses need to focus on creating a sense of security and give compelling reminders of their needs.
5. Purchase: - Here the consumer has decided to make the purchase. It may be complicated due to things like complicated checkout processes, difficult to navigate

e-commerce sites, and unresponsive or malfunctioning elements.

6. Post Purchase Use and Evaluation: - At the time of sale, the buying process does not end. The consumer's experience with the product would dictate if they were satisfied by the purchase or not. Post-purchase surveys and thank-you emails to the consumers can significantly help address any issue that may arise from dissatisfaction while cultivating a relationship with those who felt satisfied.

LITERATURE REVIEW

This chapter consists of review of literature related with impact of social media marketing with respect to online consumers. It reviews of current issues in online marketing and influential factors affecting the online marketing. It provides a critique review of miscellaneous studies related with social media marketing. This is followed by highlighting the gaps between the research and contribution of present study.

1. Ates Bayazit Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to

information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which effects our live in recent years that brings a new dimension to internet and determine the effects of social networks on purchasing behaviour of consumers.

2. Priyanka P. (2015) studied that social media can be used for increasing consumer loyalty. With the help of continuous consumer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

3. Tesfave Nekatibebe (May 2012) studied social media provided benefits of long term engagements between brands and consumers also provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media . it can be considered as the communication of the modern year.

4. Amrita Paani and Mahesh Sharma (2011) study revealed that social networking sites like my

space, orkut and facebook were widely used. To get influenced by Gen-next consumer in India, there should changes in their brand choices, shopping behaviour and lifestyle pattern which resulting in social media. Marketer should implement well design marketing campaign for penetrating new media segment.

5. Sisira Neti (2011) study overviewed on social marketing in India. It discussed bout strategies of social media and their role and relevance in the growth and benefits aspects of the marketer. The explosion of social media phenomenon recognized by global companies which was utilized potential platforms for marketing wit new power of advertising campaigns by using social media. The key finding of study was blogging have a very positive impact on company's branding and growth.

6. Bernadette D'silva, Roshni Bhuptani and Shweta Memon (2011) focused on social media influences on brand choice. Social media sites helps to create interest in the product and building trust about the company which was brand building exercise

which avoids clutter and reached to target audience.

7. Brittany A. Hackworth, Michelle B, Kunz(2011)

study suggested strategies for marketing of health care industries, successful implementation of uses of social media application will leads to growth in healthcare. Study concluded that social networks has a great influence in health industry especially issues are faced by patients can be resolved by providing right information through right source.

8. Kenneth J. Lacho et al...(2010) study on the

benefits of small businesses on social networking sites. Study suggested strategies for small business owners to be online with a reason to their customers, also discussed the importance of Facebook and Linkedin in businesses to target marketing efforts to specific group and allowed business to promote available positions and opening in market.

9. Madhur Raj Jain, Palak Gupta(2012) study

explored more on social awareness and burning current issues about the society through the social networking sites. It provides the platforms for discussions which change the mind-set. The

objective was to study about level of peoples trust which has been created over information received from social networking sites on issues of society.

10. Aydadarban, Weili (2012) analysed that individual person can share their knowledge, opinions and experience with one another due to online social network provided features and has impact on people's behaviour. The study aim was to examine the impact of online social networks on consumer purchasing decisions process in food retailer's shops.

RESEARCH METHODOLOGY

RESEARCH MEANING

The meaning of research in general language is to investigate a study for new knowledge and facts. It can be done in any department. It contains collecting, evaluating and organizing the data. It makes deductions and it reaches to certain conclusion and findings.

RESEARCH TYPES

There are different types of research:-

- **Quantitative Research:** - In this type of research quantitative analysis techniques and substantial use of the measurements are made.
- **Descriptive Research:** - In this type of research the main focus is to find facts to discover the nature.
- **Quantitative Research:** - In this type of research the study is generally related to scientific method which includes development of instruments collection of empirical data.
- **Applied Research:** - In this type of research answers to the practical problems are found.

- **Analytical Research:** - In this type of research the researcher has to use information that is already available and then analyze it.
- **Fundamental Research:** - In this type of research the research is done to improve the understanding or prediction of natural.

PROBLEM STATEMENT

The coming of the internet and its acceptance by the public, have altered quite a lot in the way organizations promote their services and products as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products nowadays which is becoming a challenging project.

Customers are overwhelmed by marketing commercials and promotional events. The sensitivity of the customers to get excited is fading out on promotional events and consumers are beginning to resist the efforts of some companies at marketing them.

Basically, the promotional focus of organization is on the conventional mass media advert style which includes commercials on TV, radio jingles, and advertisements print formats such as newspapers and magazines along with billboard placements. It is now on record that as

the internet is fast advancing across the global market place, the effectiveness of traditional mass media is fast on the decline.

SCOPE OF THE STUDY

With regard to the objective, conducting the research from the perspective of consumers would be a considerably suitable approach. The researcher realises that there are many available reports and studies which rather aims to help businesses to gain a better understanding in social media marketing but not to help consumers to identify reasons that social media has changed their decision making process. Since the purpose of marketing is, in some, about consumer; therefore, by having the starting point from the perception of consumer and by collecting data from consumer's point of view, fresh insights can be gathered. The research also aims to surf as an indicator to potential companies of how they can tap into the decision making process via social media sites. The research focuses on the behaviour of the consumers (individuals) and particularly within the retailing industry, for instance clothing, food and beverages, consumer electronics, and so on.

RESEARCH OBJECTIVE

The main objective of this study is to examine the impact of social on buying behaviour of consumers.

Specific objectives of the research are:

1. To examine consumer's perception towards online shopping.
2. To examine factors that motivates consumers to shop through social media platform.
3. To examine how social media channels have affected buying behaviour of consumers.

RESEARCH DESIGN

There was only one chance to collect the data, I had to identify precisely of what data is needed and to design the questionnaire in order to meet the research objectives. The questions for the questionnaire were designed closely upon the theoretical framework. I tried to examine the relationship between social media and consumer behaviour from the consumer's perspective.

SAMPLING METHOD

The sampling method is done with graded method.

The sampling area:- Uttar Pradesh

Sampling size:- 20

SOURCES OF DATA

I will choose the questionnaire filling methods to make sure I get fair responses from the respondents. While I will frame the questionnaire. I will keep in mind that from those questions. I can get the information that I need for my research. I will also focus on some points like all the respondents will be able to answer the questionnaire and there are no questions as such which can promote non-cooperation from the respondents.

The data can be collected by two methods:

1. Primary data: The Primary data will be collected using survey as a mode of data collection. To conduct surveys separate sets of structured questionnaire would be prepared for consumers.
2. Secondary data: The secondary data shall be collected from the publications from apparel and retail trade associations. The facts, figures and statistics shall be explored through books, journals, periodicals and internet. The internal store data related to customer loyalty shall be gathered from various retail stores.

DATA COLLECTION METHOD

With respect to conducting the research in an effective manner it is very important to collect the most relevant and reliable data from different sources. The data could be collected through primary or secondary sources or from both as per the requirements of the research. The primary

data is the fresh or new data which has not been yet published anywhere while secondary data is the information collected through the sources which have already been published or is publicly known (Silverman, 2010). The primary data could be collected through various techniques such as interviews, questionnaire, focused groups, etc. On the contrary to this, the secondary data could be gathered from the sources like journals, websites, books, online articles, libraries, etc. The researcher in the current study would be making use of primary data which would be collected by questionnaire technique and the secondary data collected through books, journals, websites and online articles. These data would be focusing on the evaluation of the impacts of social media marketing and online advertisements on consumer behavior.

Justification of primary data

With the purpose to collect the primary data the investigator would be making use of the questionnaire technique. The current research is highly concerned with the consumer behavior towards social media marketing and thus requires knowing their perspectives to the large extent. Thus, the researcher would be adopting this technique in order to collect the data from the respondents in an effective manner. The data collected would be then utilized to carry out a

suitable quantitative analysis with the help of SPSS tool.

Justification of secondary data

The secondary data is being collected by the researcher for the current study with the purpose to build a strong theoretical background.

The collected data from the secondary sources had been utilized to formulate effective hypothesis by the researcher in the study. The hypotheses are being framed on the basis of various models and theories stated by the renowned scholars and researchers in their past researches.

DATA ANALYSIS PROCEDURE

There is a systematic procedure of carrying out the data analysis in an appropriate manner. The process is as follows:

1. The collected data through questionnaire has been coded in the excel sheet
2. The coded data has been then imported in the SPSS tool to accomplish the analysis of varied variables being selected for the research.
3. With the help of the analysis several quantitative analysis has been carried out by the investigator like descriptive statistics, frequency distribution, bars and pie charts.

4. In order to test the hypothesis the researcher has implemented ANOVA test so that to gain enhanced understanding about the relationship between the two different variables respectively.

