



## Social Media Marketing Influence on Consumer Buying Behavior

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# **SOCIAL MEDIA MARKETING: INFLUENCE ON BUYING BEHAVIOUR OF CONSUMERS**

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## **ABSTRACT**

In India, people are willing to buy the product and services through online, because it is comfortable, time saving and it gives information about the product and services. At present, social media becomes a most- liked trend which has gained attraction from people. Every business using it as an opportunity to explore their product and services. The usage of social media as a marketing tool directly impacts the buying behavior of consumer. Because, social media provides plenty of opportunities to consumers in adapting different life style. Instagram, Facebook, Twitter, YouTube and WhatsApp have plays important roles in changes of buying behavior of consumer. The paper sets out explain how social media marketing directly or indirectly influence the consumer buying behaviors and aimed to shows that which factors are impact the consumer buying behavior through social media marketing. This research aims to enrich the literature related to the topic of social media marketing and consumers buying behavior. Finally, the study recommended a better idea to business about the social media to be utilized effectively and get benefit from them to upgrade the purchasing process and products to satisfy consumers' needs.

*Key words: Buying Behavior of consumers, Social Media Marketing, online, Facebook*

## **INTRODUCTION**

Social media marketing refers to use the social media and social networks to promote the product or services. Many of the business use social media for create awareness about their own brand and product to the people. Because this platform enables brands to connect the audience to increase the sales and build a brand. Social media marketing is use of social media technologies, channels and software to create, communicate, deliver and exchange offerings that have value for business(Tuten, T. L. 2020). The famous brands make use of the social media to convey their strong existence and healthy customer relationship (Saravanakumar, Murugesan, and T. SuganthaLakshmi 2012)according to the study the brand IBM have more than hundred different blogs that is build a great extent for the brand.

Consumer buying behavior means action and attitudes of the consumers towards the product or brand and services. Buying Behaviour is the decision processes and acts of people involved in buying and using products (Sharma, M. K. 2014). There are many factors directly and indirectly influence the buying behaviour of the consumer, these are social factors, personal

factors, cultural factors, psychological factors, and economic factors (Ramya, N. A. S. A. M., & Ali, S. M. 2016).

At present decade social media Marketing growing everywhere and different categories of consumer influenced by it. (Voramontri, D., & Klieb, L. 2019) More than 80% of the people using social media like Facebook, Instagram, twitter, WhatsApp and YouTube. The people are easily adopting the new lifestyle and they doing all the activities through online mode so the social media impact them and it change their behaviour of purchasing a product or brands. Everyone uses social media. More than 59% of the consumers uses Facebook, and 37% of the consumers use Twitter as their social media tool when they received a product recommendation(Forbes, Lukas P 2013).

This research is focusing on the main purchase reason of consumers who use social media sites to purchase their customised products. The paper shows that why consumers buy a product using social media, to understand what categories of product they purchase and to know which products most suitable for social markets and consumer experience in social media marketing. This report includes a collection of literatures and conclusion about the impact of social media marketing on consumer buying behaviour with conceptual framework.

## **REVIEW OF LITERATURE**

### ***Social media marketing***

Social media is wide range communicative aspect to connect the people to worldwide, because of every business have their own social media marketing pages like Facebook, Instagram. The study explains (Paquette, H. 2013) social media provides the worldwide opportunities to the small retailers with the direct interaction facility and provide more knowledge about the product and brands to the customers. According to Vipin Nayar (2019), survey shows that most of the top businesses 15-20% of their budgets willing to spend on social media advertisements. Because social media marketing boosts up rapidly. The survey statistics found that in 2019 more than 258.27 million people are using social media platforms.

Multimedia platform, building a inter relationship between online and offline advertisement, and multiple communication choice are recent development strategies in social media marketing, with the help of these strategies even small business can interact with wide range of community and social media platform build a career opportunity to the start-up businesses (Vivek Bajpai; Dr. Sanjay Pandey; Mrs. Shweta Shriwas 2012).

The research describes that around 75% of the marketers utilised social media to increase the brand awareness and engage with the customer through online (Bansal, R., Masood, R., & Dadhich, V. 2014). Many industries and business adapted the digital marketing and social media marketing. Because of traditional system of marketing values come down from (2018) 22 billion to (2020) 18 billion (Kiran, K. U., & Arumugam, T. 2020).

### ***Reason for social media marketing***

The research paper provides that 75% of the organisation have their own webpages, 69% of them using it to reveal their growth rate, 57% of them established their contact range through LinkedIn, 54% of them to receive their reviews and develop themselves, 39% of organisation keep their own weblog and 26% tweet their skill and knowledges about specific areas. The promotion price range investing in social media rises (2009) from 3.5% to (2010) 17.7% (Sajid, S. I. 2016).

Social media marketing expands the consumer relationship because it used for enhance and expand the communication activities, social networking is a new channel according to customers convenient, and analyse information about the consumer satisfaction element through direct conversation with consumer (Assaad, W., & Gómez, J. M. 2011) and it is cheapest way to promote the business with effective manner the researcher (Maxwell Gollin 2021) provides information about the charges of promotion in social media like Facebook(2021) \$0.97 for click cost, twitter has lowest one \$0.38, LinkedIn has highest click cost \$5.26, Instagram has \$3.56.

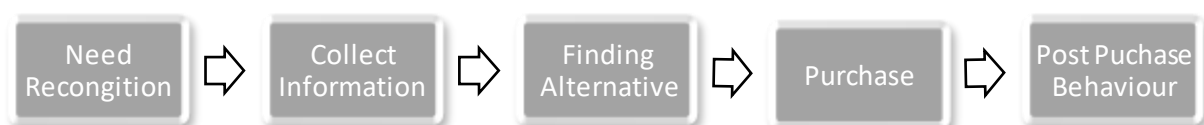
### ***Most used social media for marketing***

In early 20s social media used for communicative purpose but now it will be used for profit oriented in business because we spend more than 135 minutes in social media (Irfan Ahmad, 2018). In 2016 the papers clearly shows that 79% of the online insides use Facebook, 32% of them have Instagram, 24% have their twitter account, 29% use LinkedIn, and 31% of them use Pinterest (Greenwood, S., Perrin, A., & Duggan, M. 2016). In 2021 survey figured that 81% of the people use YouTube, 69% -Facebook, 40% - Instagram, 31% - Pinterest, 28% - LinkedIn, 25% - Snapchat, 23% - Twitter, and 23% - WhatsApp (Auxier, B., & Anderson, M. 2021).

### ***Consumer Buying Behaviour***

Kotler.P (2002) defines that consumer behaviour is the study of how people buy, what they buy, and why they buy. In simple words, the consumer behaviour means an individual or a set of people decision for the particular products or brand and services (Dr. Veena Prasad, Booma Halpeth) which is inter relation with cognition, affect and behaviour. These three aspects are involved in consumer purchasing process, consumption and post consumption attitudes of product and services. In business many policies and future decisions are taken on the basics of the behaviour of consumers. Because it will help to develop more advertisement strategies, and create brand awareness and rise the turnover of the business.

According to (Qazzafi, S. H. E. I. K. H. 2019) the research the consumer buying behaviour process includes five steps:



These steps help to take decision based to their needs and wants. The nature of the product also determines the behaviour of consumer which mean if the product invented by high price, high technology and high risk their involvement will be high. At the same time the product price, technology and price are low, their involvement will be low for the products (Hameed, S. S., Madhavan, S., & Arumugam, T. 2020). It was influenced by many components but every consumer should take their own decision with their desire.

## **Factor Influence on consumer buying behaviour**

### ***In marketing***

An individual as a customer, in market they are the king, their habits and routine has been different one to another. Their behaviour towards the product may or may not be change based on many internal and external sources. (Muruganantham, G., & Bhakat, R. S. 2013) The review paper perfectly figures out which are factors affect the consumer behaviour, these are,

- external stimuli like self-service technology, sales promotion and social channel and presences of family and peers.
- Internal stimuli are fashion, emotion, enjoyment and self-identity.
- Situation factors like money and time availability.
- Demographic, socio-culture factors like age, education, income and gender.

### ***In social media marketing***

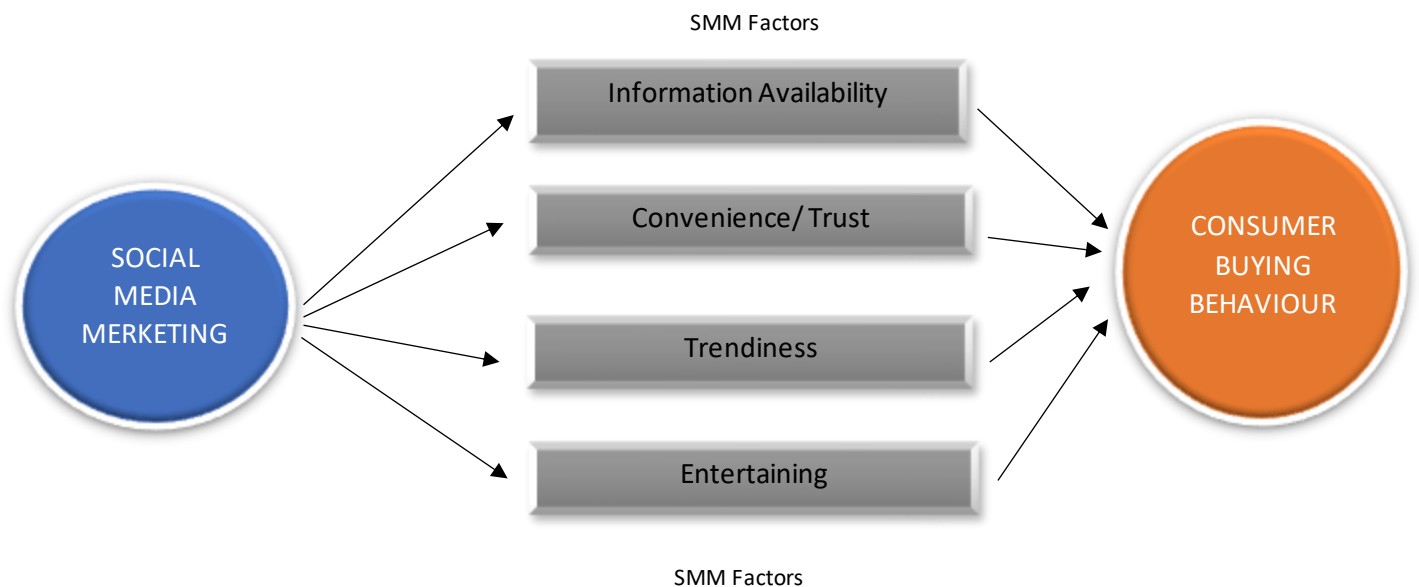
In current situation the technology factors to affect the consumer buying behaviour and technology development insist to adopt and update the life living routine. It will increase the people standard of living, so they buy more product and services through virtual modes. The main influencing social media factor is entertaining and the study deals that consumer are more attracted by entertaining events like event-drive formats, involving celebrities. Another one is flawless mobile payment facility (Anuradha, A., Manimekalai, J., & Thiagarajan, A.).

Trust and risk are directly correlated with an individual behaviour on social media marketing. When the people purchase the product through social media, it would like to take risk and trust the social media. The effect of trust their buying decision may be change and it will affect the behaviour of the consumer towards the product or services (Wang, Y., Min, Q., & Han, S. 2016).

The researcher Neha Kapoor, 2019 according to her, the people choose social media marketing, behind the reason is perceive the time, many verities to choose, easier to return the product and cancel order, and more bonus and discounts. The paper says (Kian<sup>1</sup>, T. P., Boon, G. H., Fong, S. W. L., & Ai, Y. J. 2017) that it allows the consumer to know information about the particular brand and products and the purchasing process without complication as it encourages to purchase and provide high satisfaction to the consumer.

## CONCEPTUAL FRAMEWORK

The impact of consumers buying behavior by the social media marketing can be represented through the conceptual framework shown below,



The above conceptual frame work describe that what are the factors affect attitudes of consumer when purchase in SMM. Online shopping portal facilitate more affordability to the consumer but the social media have close connection with the people, that is the main reason for choosing the social media marketing. It is entertaining the people in convenient way at the same time information of product is transparency to the consumer, they even contact to experienced consumer to get review from them about the post purchase experiences. Social media upgrade according to the trend, so the most of the people preferred the social media for shopping.

## CONCLUSION

In old days marketing connect the manufacture to consumer through many channels. But now social media play as a single channel to connect them in easy way. The business organization improved their communication facilities, and directly connect with consumer to receive their review from them which is helps to develop strategies and policies to maximize their profit and wealth. Social media encourage the business to getting attention from the consumers. influences their mind and initiate to attract the consumers to shop the product, when they shop the product, they are notified some factors like, price, trustworthiness, quality, convenient to use, payment option, review, and current trend. According to this factor the consumer is directly affect and their buying decision may or may not be change.

It concludes that social media marketing is next phase of evaluation in marketing. It motivates the small business to enter the market world to establish their skill to worldwide. To consumer, it provides wide choose of product and services in convenient way.

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