

Impact Of Social Media Marketing On Buying Behaviour Of Consumers.

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ABSTRACT

Social Media is very important and most powerful tool and technique used by the sellers to connect with the consumers. In the current era, everything is moving towards e-commerce, traditional approaches like magazines, television, brochures have been completely replaced with this tool Social Media Marketing. It has changed the organisation to do business with the help of computers online over past few years. As the final yield this tool has created its own picture in the business world. Till this day and age Social Media is playing a major role in online sales/promotion of products and services with maximum reach outs. In this paper we made a descriptive study on the impact of Social Media Marketing on buying behaviour of the consumers and tries to examine various factors that motivate buyers to shop through best Social Media instruments such as Facebook, twitter, Instagram, WhatsApp etc. Survey was taken among 100 respondents in and around Tambaram. The paper concludes that there are 3 factors namely Product Factor, Promotional Factor and Pricing Factor that actually motivates consumers to shop through Social Media Marketing.

INTRODUCTION

Marketing is used as a tool which is used to inform consumers about the products that is newly launched in the market. Social Media does this tool. In today's world data life has become day to activity in every individual life which helps sellers to connect easily and directly with the consumers. In the past 10 decades this tool Social Media has shown a significant contribution in changing the thoughts of consumer buying behaviour. Nowadays each and every business focuses on how does it changes the minds of the consumers and how to overcome those changes by using new techniques and strategies. Social Media instruments like Facebook, Twitter, Instagram, WhatsApp are used not only for sharing photos, ideas, interact with new people, learn new things, but also used as a platform to market their products. It revealed that company of all sizes need to change their marketing approaches to internet-based marketing approach for the survival. Year after year Social Media transmuted the traditional marketing strategies and brought business to a new era, by which is often proving to be an effective tool as a best marketing strategy. Basically, sellers need to understand one thing that how Social Media has impacted on consumer buying decision process. Social media affects the consumer choice because of the instant posting of comments, independent of time and location, availability and accessible to all users of the web. Hence, we can clearly understand that the social media has an impact on consumer buying decision process.

OBJECTIVE OF THE STUDY

In this paper on the impact of social media marketing on consumer buying behaviour of the consumers we intend to study and understand the factors that motivate buyers to shop through various social media instruments

REVIEW OF LITERATURE

As consumerism plays a vital role in the world of business understanding the consumer behaviour towards social media marketing has become an important requirement. Without active consumerism there will not be any growth in the social media Marketing. Earlier research has shown that there are many factors that influence consumers to shop through online.

According to Prasath Perumal (2018) the real impact of social media marketing reflected in the customer buying decision making process. By using Pearson's correlation analysis investigated the relationship between social media marketing and consumer buying decision making, which inferred that consumer buying decision making can be predicted with social media marketing.

According to Gulzar Asma (2018) identifying the potential of social media as an effective marketing tool that helps them to change the thoughts of consumer buying decision process and this research also highlights the advantages that companies gain by effective use of social media marketing. As the result, social media marketing has the positive effect on consumer purchase intentions and brand awareness.

In the research conducted by Arjum tanwar (2017) discussed the various factors that creates impacts of social media on consumer-buying decision process and consumer behaviour in total. As the result social media is the great platform for the sellers with good quality of products and for the consumers who trust social media by seeing the instant online reviews for the product.

Another study by Chandwani Vinod surenderkumar (2016) revealed that how social media has changed the life of the people and how this social media is preferred by the consumers for making buying decisions. There are various variables like education, age, income and many more which affecting consumer buying behaviour and social media too. The more use of social media sites increases the persons involvement in decision making and which is very importantly to be considered. He also suggested that social media is more affecting behaviour of consumer as comparison can be made between traditional marketing and social media marketing.

According to the study conducted by Henry Boateng (2015) there is relationship between consumers' attitude toward social media advertising and their behavioural response and the moderating effect of corporate reputation in this relationship. 441 respondents were selected using convenience sampling technique method as, the result shows that there are significant differences between consumer attitude towards social media advertising and their behavioural response and it was also noted that corporate reputation moderate this relationship.

There are various factors that influence the online buying behaviour of the consumers. It is impossible to cover all those factors in a study. While studies have done on decision making process, online shopping behaviour factors the study here intends to reveal some of the factors motivates consumers to shop through social media marketing.

RESEARCH METHODOLOGY

The methodology adopted for this study is descriptive based on the figures from primary data collected through google form questionnaire from the sample size consists of 100 respondents in and around tambaram through simple random sampling technique. This technique is considered as the inexpensive method for collection of data from large

geographical area. This method is very much cheaper and fastest method but there may be chances of happening sampling error. The questionnaire consists of five-point Likert scales. Secondary data were also collected from various sources like reviews, articles, and journals. After data collection it was tabulated directly in to SPSS 20 software. SPSS version 20 statistical software was used and results were obtained thereby have been analysed and interpreted.

ANALYSIS AND FINDINGS:

Using SPSS 20 software the results were obtained through frequencies for demographic factors. The following are the demographic profile of my study has been analysed and interpreted.

Table 1-Demographic profile	
Age of the respondents	
Particulars	Percent
18-25 years	88
25-30 years	09
Above 30 years	03
Total	100
Gender of the respondents	
particulars	Percent
Male	38
female	62
Total	100
Educational status	
Particulars	Percent
UG	60
PG	32
Professional course	8
Total	100
Occupation	
Particulars	Percent
Private	16
studying	84
Total	100
Monthly Income	
Particulars	Percent
Below Rs.20000	73
Rs.30000-Rs.40000	27
Total	100

Source: Computed data

Interpretation: -

Table1 shows that out of total 100 respondents in which 88% fall under the age group of 18-25 years, 9% fall under the age group of 25-30 years, whereas 3% fall under the age group of above 30 years. There were 38% male respondents taken for the study and 62% of the study was done with female respondents. Out of 100 respondents, 60% belong to under graduation, 32% were under post-graduation, and 8% belong to professional course. There were 16%

respondents who are working in private sectors and 84% respondents were studying. Out of 100 respondents, 73% of the respondents have monthly income of below Rs.20000, and 27% of the respondents have a monthly income of above Rs.40000.

FACTORS MOTIVATING CONSUMERS TO SHOP THROUGH SOCIAL MEDIA INSTRUMENTS

In order to identify the factors that motivate consumers to shop through social media instruments, Factor analysis has been used on the data that has been collected.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test used to measure strength of the relationship among variables. KMO is used for assessing sampling adequacy and evaluates the correlations and partial correlations to determine if the data are correlated or not on factors. For the satisfactory proceedings of factor analysis, the KMO should be greater than 0.5. The Bartlett's test is used to evaluate whether the correlation matrix is an identity matrix or not that is 1 on the diagonal & 0 on the off-diagonal.

Table 2-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	241.479
	Df	45
	Sig.	.000

Source: Computed data

From Table 2, it can be illustrated that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.831 and Bartlett's Test of Sphericity and approximate Chi-Square value is 241.479 which are statistically significant at 5% level. Therefore, it can be concluded that the sample size is adequate to derive the factors that contribute towards social media marketing.

Communalities is the sum of the squared factor loadings and represents the amount of variance in that variable accounted for by all the factors.

Table 3 Communalities for factors that motivate consumers towards social media marketing		
	Initial	Extraction
Easy price comparison	1.000	.585
Return policy	1.000	.535
Product reviews	1.000	.645
Security	1.000	.450
Payment method	1.000	.729
Free shipping	1.000	.598
Offers and discounts	1.000	.507
Convenience	1.000	.478
More saving options	1.000	.632
More varieties	1.000	.539

Source: Computed data

Table 3 shows the communalities of the 10 factors ranging from 42% to 72.9%. This shows that the variance for the factors that motivates customers towards social media marketing contributes significantly in explaining the factors

The next table displays the amount of variance accounted for in the items' variance-covariance matrix by each of the factors and cumulatively by all the factors.

Table 4-Total Variance explained for the factors that motivates consumers towards social media marketing						
Components	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.255	32.548	32.548	3.255	32.548	32.548
2	1.398	13.985	46.533	1.398	13.985	46.533
3	1.045	10.451	56.984	1.045	10.451	56.984
4	0.99	9.898	66.882			
5	0.812	8.122	75.005			
6	0.684	6.844	81.849			
7	0.622	6.215	88.064			
8	0.572	5.717	93.781			
9	0.422	4.224	98.005			
10	0.199	1.995	100			

Source: computed data

From table 4 we see that all 3 extracted factors which are those with an eigenvalue greater than 1 account for 46.533% of the variance in the items' variance-covariance matrix. It can be noted that the 10 variables are reduced to three predominant factors with cumulative values percentage of 32.548, 46.533, 56.984.

The rotated factor matrix table shows which items load on which factors after rotation. The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings.

Table 5 Results of Rotated Component Matrix for the factors that motivate consumers to shop through social media instruments					
S. No	Variables	Factor Loadings			
			1	2	3
1	Product reviews		.741		
2	More varieties		.735		
3	Convenience		.603		
4	Features of the product		.565		
5	Offers and discounts			.789	
6	More savings			.638	
7	Free shipping			.631	
8	Payment method				.772
9	Security				.676
10	Competitive pricing				.550

From Table 5 it can be noted that 4 variables create to form the first factor which can suitably name as “Product Factors” were product reviews, more varieties of the product, convenience, and features of the products. The second factor with grouping of 3 variables can be named as “Promotional Factors” which covers offers and discounts, more saving options, and free shipping. The last factor is formed with 3 variables which can benamed as “Pricing Factors” were payment method, security and competitive pricing.

CONCLUSION

In this study we examined 3 factors namely Product factor, Promotional factor and Pricing factor that actually motivate consumers to shop through social media instruments. We have observed that every factor that motivates consumers to shop through social media platforms is very important towards the impact of social media marketing on consumer behaviour. This social media marketing is always a good platform for the sellers with good product quality and for the consumers who trust social media by seeing the instant reviews for the products. This is a win-win situation for both sellers and the consumers. Thus, the study conclude that social media has great supremacy on consumers nowadays.

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