



An Impact of Social Media Marketing on Consumer Behaviour

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Abstract

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles and which is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine how social media marketing will affect the final consumer behaviour among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behaviour and how its effecting to consumer behaviour.

Now days, the using of social media website by consumers has mostly increasing day to day. When consumers face the any type of problem, they use the social media and find their solution social media is the very essential tools for every type of fields. Social media affects the consumer behaviour. There are many social media websites like face book, twitter, Instagram, snap chat, messengers, you tube etc. through the social media, and we can exchange our thought and ideas in one person to another person. The main aim of this study to find out what factors affect the consumers behaviour when he/she purchase the goods and services and how social media affect the consumer buying behaviour. In modern era, social media is the very powerful element in our daily life.

Keywords: social media, Consumer behaviour , Social Networking, Modern Era, Web Based software.

Introduction

Nowadays the life has changed because of internet. In the past days it was very difficult to convey message to many people of Society. But internet has changed the modern method of Communication in general and social websites exclusively. The internet and particularly social websites have changed communication system among users and sellers. It is an important advantage of social media communication is to allows businesses to succeed worldwide and to create client population so, that consumers have scope for survey, select and purchase products and even series too.

In simple way the social websites changed the thinking of customers. In traditional medium of marketing customers were having limited choices but, due to introduction of social

websites customers have huge variety of choice for doing the marketing. So, in the research the researchers tried out the impact of social website that doing marketing as Consumer decision making. It says that there are more than three hundred Social Networking Sites. One hundred and fifty crores all over the world are users. Social Networking Sites is uniting old friends and helps them to contribute the broken bonds.

1.1 What Is Social Media Marketing (SMM)

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-

built data analytics tools that allow marketers to track the success of their efforts.

1.2 How Social Media Marketing (SMM) Works

Social media has changed the way we function as a society, including the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media marketing. That's because these sites are able to change consumer behaviour. Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users. According to Buffer, there are five key pillars of social media marketing: Strategy, Planning and Publishing, Listening and Engagement, Analytics and Reporting, Advertising. Because audiences can be better segmented than more traditional marketing channels, companies can ensure they focus their resources on the audience that they want to target using social media marketing. Some of the metrics used to measure the success of social media marketing .

2. Literature Review

Russell S. Winer (2008) described the different kinds of new media which was used by companies to engage customers such as new media social networking sites like Facebook, Myspace, Second Life, and YouTube have generated perhaps the most publicity and also describe challenges that these media were present from the perspectives of the marketing manager where Marketers have been cautious in using this new medium because of the risk that members of a community will become offended from an over-commercialization of the site. Study also shows that the growth of these sites has led to the notion. Importance of Web 2.0 era where user generated content and discussions can create powerful communities that facilitate the interactions of people with common interests.

R.A.Gbadeyan (2010) study examine the commercial opportunities available to business organizations and users on social networking sites also explored that organization can do direct marketing for online social network, there are people who want to spend more time on SNS and believe the time spent on social networking sites is not enough, though there are youth

respondents who spend 7 to 8 hours daily, late at night, early in morning and before going to work users by capturing them. Study also finds the reasons for not using social networking sites due to people concerned about safety, technically inexperience due to lack of confidence in using internet, intellectual rejecters who feel waste of time. Study demonstrated that in near future online social networks can offer greater commercial benefits to its users than the present social benefits. Examines the influence of Parental restrictions on Child's use of Social Networking Sites and also determines whether or not these Sites are mostly used by teenagers and young adult or the elderly ones.

Mehmood Rehmani (2011) studied social media has made easier for marketers to communicate directly with consumers and target audiences. This is due to people can take complete information of product also make comparison with different brands which results to buying of product as per choice which leads to brand commitment. Study explored due to growing number of cell phone users, there are factors which influence the purchase intention of customers. Due to growing number of internet users, there are factors of social media which influence the purchase intention of customers. The study intends to explore the impact of social media on purchase intention of mobile phone customers in Pakistan. The social media concept includes e-WOM and Sellers information which created impact on customer's purchase intention. For these two variables have studied which are associated with information acquisition and perceived quality which led to change in purchase intention of a customer. It is a mixture of service and product quality.

3. Need for the Study

Today's 21st century's peoples are well educated, rational and more technical savvy. Due to digital revolution people are more and connected to each other through social media, which make access to information easier. It has also changed the way people cosume.so there is need of study impact of social media and consumer behaviour. Now a day's electronic mouth is going to play crucial role. Social Media Marketing pulls attraction and push those people who are reading and want to share it on their social websites. Social websites which are doing marketing created new avenue for most marketers and consumers who can communicate, exchange ideas, sell and purchase of variety of goods and also services through use of social websites which are doing marketing. Technology

in general and internet in particular is filled with many people who are individuals who wanted to satisfy, share communicate due to that there are many companies now a days have pages on social websites which are doing marketing to give information about various types of products, and also services and many more.

4. Statement Of The Problem

Modern world is a word of technology. The traditional means of marketing has been widely replaced with social media marketing, due to increased technology, better customer satisfaction, increased brand recognition, real time-feedback, low cost and innovation. so researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that area for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behaviour. Most of top brands and services notice it and started to focus on social media marketing. Therefore, this research attempts to explore how SMM influences on CBB process. The specific research question of this study is: “ **A Study on Impact of Social Media Marketing on Consumer Buying Behaviour** ”.

5. Objectives Of The Study

1. To study the concept of social media marketing.
2. To examine the impact of social media marketing on consumer Behavior .
3. To evaluate the various channels preferred by consumers for buying decision over traditional channels.

6. Research Methodology

Research methodology is systematic and scientific approach for acquiring information on specific topic. Under this study methodology is designed keeping in view the nature and objectives of the study.

1. Data collection

This research study is based on secondary data. The secondary data has been collected from different sources like select website, books, journals, consumer portals etc.

2. Sample Size

The sample size of research study is collected from Karnataka

3. Statistical Tools

In this study, Simple percentage and Rank correlation tools are used by the researcher to emphasis and highlight growth of impact of social media to analyse data for getting reliable conclusion.

In today's competitive market, Social Media Optimization is more important than ever. If you have a website, blog or online store, Social Media Optimization can help your business grow and meet the business objectives. Because Social Network shows the reputation of the Individual Company. A bad Social Media Optimization can now affect or destroy the reputation of an Individual company. SMO or Social Media Optimization is a dominating technique that connects the business to their potential customers through the omnipresent social media sites. When your business needs that healthy online reputation, captivating online marketing, powerful brand building and impressive website optimization, Manu Info Solutions Pvt Ltd helps you with the right concept, vision and tactical strategy to conquer the internet market. SMO is the perfect tool to effectively manage your search engine reputation, and to implement the correct strategies that direct surplus traffic to your website. Manu Info Solutions Pvt Ltd (MiS) is India's leading IT company for website design, software development, mobile apps development, SEO, social media optimization & social media promotion. Forms of Social Media Social media facilitates the form of a diversity of activities. These activities includes photo and idea sharing, messaging, blogging, social gaming, social network, video sharing, business network, chatting and much more. Even government and politicians are also use the social media and provide the essential and informative information with the help of it. Some people will use various social media application to network carrier opportunities, find people across the global with like interests, and share their thoughts, feeling, insights, and emotions. Virtual social network is the type of social media where users share their ideas, feeling, and emotions. For businessman and many enterprises, social media is a very essential element for build the customer relationship. Many business enterprisers use the social media to find the loyal customer and run their business through the social media with the help of advertisement, and promotion, and build the customers trends. They offer many type of customer services or support. Over the one fifth of an individual's online time is spent on social media. Social media's role in very helping element for every type of businesses .It is very significant for businessman and customers. Social media provides much way to interlink age of customer through the e-

commerce . According to article by Thomas J Law (December 2020) .The most popular social media sites in 2021 and ranked by the monthly active users:

1. Face book : 2.32 billion
2. You tube : 1.9 billion
3. Whatsapp : 1.6 billion
4. Messenger : 1.3 billion
5. Instagram : 1 billion
6. QQ : 807 million
7. Reedit : 430 million
8. Snap chat : 287 million
9. Pinterest : 250 million
10. Telegram : 200 million

Businesses that benefit from social media marketing

Organizations that roll out an effective social media marketing campaign will see many benefits. Here are some examples of businesses that can benefit from social media marketing programs:

1. Small businesses and startups

Social media marketing is a great tool for small businesses and startups. It is a way for new businesses to build some awareness around their offerings. Using social media to sell products and services to a new market can be an entryway into building a customer base.

2. Direct sales companies

These types of businesses are very entrepreneurial and grow through communities. And social media can help build communities, tapping into friends, family and beyond.

These started out as Tupperware and Mary Kay parties in homes. But social media apps are paving the way for new waves of direct sales companies such as LuLaRoe and Thirty-One Gifts. Party hosts no longer must host parties in their homes. Instead, they can host virtual parties using social media apps where consultants are able to show off their wares.

3. Real estate

Real estate companies benefit from social media by promoting open houses and showcasing images of properties for sale. Features such as Facebook Live and Instagram stories show video footage of these properties in digestible formats for users to consume.

4. B2B companies

B2B marketing teams are better able to identify who their target prospects are -- and

when done correctly -- can show up in the right person's newsfeed.

The data presented about users on social media platforms helps paint a picture of who the audience is. And using the social media advertising tools, businesses can get the right message in front of that decision-maker at the right time.

Consumer Behavior.

Consumer behavior is a very difficult phoneme Consumer behavior is the study of people, groups, products, services, ideas etc. The study of Consumer purchase behavior, which is in short known as Client behavior. A Consumer behavior is affected by many factors that is Psychological level in that learning, attitude, beliefs, marketing factors like product, price, promotion and distribution, personal factors like age, gender, education, income level, social factors like reference groups, family and many more other factors which affecting consumer behavior.

1. Facebook Marketing Services:

Facebook is an important and a splendid platform for marketing. With more than 2.75 billion active users, it's very critical to reach audiences of any niche. At ITinfo Digital, we will assist you in every step to improve your presence on this huge social network. Facebook allows extremely detailed targeting options, which helps in targeting campaigns to the right audience . If you are a start-up, think about the ways you could utilize this database. Facebook has both organic and paid advertising options for business.

2. Quora Marketing Services:

Quora is the largest social network for knowledge sharing. Quora has more than 300 million active users. In fact Quora is the biggest Q&A website. Quora content is ranked high on Google, allowing us to write content and rank it on search engines. A relevant answer tailored to your specific brand or business would help augment your overall presence in the market. A fascinating thing about Quora is its indirect approach and insinuation about a particular topic. Quora is an amazing combination of knowledge and branding.

3. YouTube Marketing Services:

YouTube is the biggest video network with more than 1.5 Billion monthly visitors. YouTube's inception has propelled a new era in content. The content was usually associated with text, but from 2005 video

content is equally given importance. Moreover, 60% of people love to watch stimulating videos instead of reading about them. This changing trend could be utilized by creating quality video content. It works for most niches because audiences from all fields use YouTube. Apart from long form video content, we can also work with short form content on YouTube Shorts.

4. Instagram Marketing Services:

Instagram with more than 1 billion users is critical for the success of business. The first impression is the last, maybe an old cliché but it stands true for Instagram. Attractive pictures and creating short clips would increase brand awareness and bring quality leads/sales. ITinfo Digital brings plenty of creativity and creates eye-catching images that would mesmerize the audience. Any picture that is attractive and catches more eye-balls would be an instant hit on Instagram. Instagram Reels is a rival of TikTok and an extremely popular short video platform.

5. LinkedIn Marketing Services:

LinkedIn has more than 700 million users, mostly professionals and management level users. This is the best platform for B2B and B2C marketing. It's a platform where you can find decision-makers, influencers, executive level members and other professionals. Majority of members on LinkedIn do share about their business decisions. This network helps in brand building, relationship building with other professionals and companies. We can use LinkedIn to attract the right audience and decision makers and build relationships.

6. Twitter Marketing Services:

Twitter had been there since 2006 and with an average monthly user rate of 300 million users and daily 500 million tweets and with 80% of the users are on their mobile phones and 100 million daily active users, it is one of the most flourishing and active social media which many people and companies use to promote and give support to their customer user group. Many prominent people also use Twitter and one can always see what's trending in their Twitter at that moment. Twitter is a very effective platform for brand awareness and creating a buzz about any service/product.

Various factors that affect the Consumer behavior:

Consumer behavior is affected by the different factors. A marketer should try to understand the factors that influence consumer behavior. The factors that affect consumer behavior are as follows:

Psychological Factor, Social Factors, Cultural Factor, Economic Factors

Findings And Suggestions

The social networking has evolved as one of the important channels for the consumers to make the decisions on buying of the products. The study was carried out to test the impact of social media on the buying behavior of the customer. The basic demographic distribution of the respondents:

1. Majority (58.89%) of the respondents are male.
2. Majority (46.67%) of the respondents are diploma students
3. Majority (41.11%) of the respondents belong to the age group 21 to 30 years
4. Majority (48.9%) of the respondents are earning more than 30,000
5. Majority (50%) of respondents are 2 members working in family 63 %
6. Majority (54.44%) of the respondents are private employees
7. Majority (31.11%) of the respondents are using Facebook very frequently.
8. Majority (41.11%) of the respondents strongly agree for the opinion
9. Majority (1.1%) of the respondents are ranked first on its majority long lasting effect
10. There is no significant relationship between most preferred social media and making purchase decision
11. Majority (60%) of the respondents are not faced problem while watching advertisement
12. There is no significant relationship between most preferred social media and making purchase decision (chi-square value is 35.62). Thus the χ^2 value is less than table value we reject the hypothesis
13. Majority (78.8%) of the respondents ranked Interesting and Attractive advertisement as first.

Suggestions:

1. There are various variables like education, occupation, income, gender, age and many more which affect consumer behaviour and social media too.
2. There are different types of social networking sites there like Facebook,

twitter, linkedin, and others which affecting consumer behaviour.

3. There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.
4. The more use of social networking sites increases the persons involvement in decision making and which is very important

Conclusion

From the above discussion it can be said that at present, social media is the very significant role playing for consumers. 49% of customers take the guidance through the social media. Social media provide a platform for sharing our ideas, thoughts, feeling and emotions. There are different type of social media platform like face book, twitter, WhatsApp, you tube, messenger, Instagram etc. undoubtable ever marketer turned to social media and achieve their target market. Social media, which includes the content, visuals, promotions, discounts and influencers, has the ability to influence the buying behaviour of consumers. The effects of social media on consumer behaviour cannot be ignored by brands and businesses.

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