

Study on Impact of Social Media Marketing on Customers Purchase Behaviour with Reference to Electronic Products

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Abstract

This study allows us to understand the effectiveness of social media sites on various parameters of consumer buying behaviour. Between several independent variables, such as composite buying behaviour, normal vs. changed buying behaviour, inconsistent buying behaviour, impulsive buying behaviour, and consumer buying behaviour as the dependent variable in the electronic device market We estimated the relationship between The purpose of this study was to identify the factors influencing consumer preferences and behaviour in the Indian electronics market. The study mainly focuses on customers using electronic products across India. The study's key findings show that social media positively impacts diversity-seeking behaviour, disagreement-based buying behaviour, regular buying behaviour, mixed buying behaviour, and impulsive buying behaviour. I'm here. The results of this study will help manufacturers and retailers understand consumer buying behaviour for electronic devices, which in turn will help improve customer satisfaction.

Social media offers new ways for consumers to socially interact online. Consumers use social media, including online communities, to generate content and connect with others. A study of social media also reveals benefits for businesses. An interdisciplinary model was developed based on the technology acceptance model and the relevant literature on trust and social media. Research data shows how social media facilitates consumer social interaction, leading to increased trust and purchase intent. In this study, we attempted to examine the influence of social media he marketing on customers' purchasing behaviour regarding electronic products.

Keywords: *Buying behaviour, social media, Consumer*

Introduction

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. Also the most important role of social media has changed the way of how consumers and marketers communicate. Social media creates a relationship between industry people and buyers. Nowadays, this relationship has changed with the introduction of social media. Consumers behaviour can be influenced through social media. Thus the industry should create marketing plans with the intention of generating good relationships with customers. Some studies state that the buying behaviour of social media consumers is highly influenced through the Face-book when compared to Twitter. Social media is an open platform to create a variety of novel methods and sources of online evidence. Further, it can be shared and used by buyers with the intention of providing insights about products, facilities, characters and subjects. The implementation of innovative technologies has also altered the

way in which consumers buy products or select services. Buyers behaviour of online consumers thus presents a challenge to managers to improve digital policies to maintain competitiveness in the marketplace. Consumers' attitudes, opinions and purchasing behaviour also changes due to various aspects through the influence of social media .

Social media differs with Web 2.0 and User Generated Content on technological and ideological grounds. There are different types of public networks tools like teamwork projects, blogs, you tube, social networking sites, and computer simulation. Therefore in platforms such as Facebook, YouTube, and Twitter are important to anyone who is active in cyberspace. Any businessperson can directly contact the end customers through social media sites, within minimum cost and short time.

Literature Review

1	THE EFFECT OF SOCIAL MEDIA, DIRECT EMAIL, AND ELECTRONIC WORD-OF MOUTH ON CONSUMER PURCHASE DECISION AT ZALORA FASHION ONLINE STORE	Kevin Samuel Massie	2016
<p>Summary: The number of online transaction in Indonesia has increased in recent years with fashion products currently dominate the e-commerce market as the most frequently purchased products. The aims of this study are to analyse the effects of social media, direct email, and electronic word-of-mouth on consumer purchase decision.</p>			

2	Online Marketing Strategies for Increasing Sales Revenues of Small Retail Business	Asia R. Lockett	2018
<p>Summary: The research aims to know the use of online marketing to connect with the audience as well as customers as well as explore the strategies implemented by small retails businesses to improve as well as increase their sales.</p>			

3	Social media marketing	Eun-kyongchoi,Deborah fowler,Ben goh	2016
<p>Summary: : The purpose of this study is to examine the factors of satisfaction that increase user satisfaction of hotel Facebook pages and to determine how user satisfaction affects the intention to visit a hotel by applying the uses and gratifications theory.</p>			

4	The Impact of Social Media Sites on the Effectiveness of Consumer Buying Behavior for Electronics Goods - A Study in India.	Shalaka K. Ayarekar	2018
<p>Summary: This study explains a deeper understanding of the effectiveness of social media sites on different parameters of consumer buying behavior.</p>			

5	Influence of electronic word of mouth on purchase intention of fashion products in social networking websites	Saleem, Anum; Ellahi, Abida	2017
Summary: The growth of social networking sites has changed the living style of people around the globe and it has also become an important tool for marketers.			

6	The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product	Mochammad Jasin	2020
Summary: This study aims to analyze the effect of social media marketing and electronic word of mouth on purchase intention through brand image			

7	Analyzing the impact of social networks and social behavior on electronic business during COVID-19 pandemic	School of Business, Yango University	2021
Summary: The Covid-19 pandemic caused substantial changes, particularly concerning marketing, which led to high digital use.			

8	Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites	Shu-Chuan Chu	2015
Summary: As more and more marketers incorporate social media as an integral part of the promotional mix, rigorous investigation of the determinants that impact consumers' engagement in eWOM via social networks is becoming critical.			

9	Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis	ERIC W.K	2014
Summary: This study uses the theories in trust and value co-creation to analyze how electronic Word-of-Mouth (eWOM) affects purchase intention in social network sites (SNSs).			

10	Leveraging social media for electronic commerce in Asia: Research areas and opportunities	SANG YONG	2015
Summary: The last decade has seen phenomenal growth of electronic commerce in Asia. An important driving force has been the parallel rise of social media, enabling pervasive interactions among consumers and between consumers and firms			

11	<i>The importance of social media advertisements in enhancing brand equity</i>	Tracy L.ruten	2009
<p>Summary : This paper is designed to test the effect of social media advertisements on brand equity in fast food restaurant industry.</p>			

12	<i>Traditional VS. Social media as a marketing communications tool in FMCG Sector in India</i>	Ms Baisakhi Banerjee	2015
<p>Summary : There is a dramatic change in the media landscape of today wherein traditional media is being supplemented by social media .</p>			

13	<i>Advertisement strategies adopted for confectionery products by FMCG companies in India</i>	Ruchira Pranjale ,Nilesh Anute	2021
<p>Summary : The main objective of writing this paper is to study the advertising strategies adopted by various FMCG companies with reference to confectionery product such as chocolates, biscuits, snacks and jellies.</p>			

Need for the Study

This research is done taking into consideration the fast-growing trend of customer buying behaviour of electronic products . The study intends to analyze the impact of social media for marketing products leading to its development as well as its sales, with the aim to understand how many people prefer to buy electronic products online.

Scope of the Study

The scope of the study is to know how effective is the online marketing and to know how many people prefer to buy electronics products online.

Research Methodology

The conceptual study is to understand the customer behaviour. As today's market there is lot of competition in every sectors especially in electronic goods. In retail industry, understanding the consumer buying behaviour is very important for the success of the retail industry. It can increase footfall and sales, ensure that a brand is correctly positioned and allow differentiation from its competitors. So topic selected for the study is "A Study On Consumer Buying Behaviour On Electronic Goods.

Objectives of the Study

- To know how many people prefer to buy electronic products through online platform.
- To know which website sells more number of electronic products.
- To evaluate short term and long term impact of Instagram marketing.

Online Consumer Review

An online review is similar to the messenger of traditional word-of-mouth communication. It is considered as a new form of recommender (Chatterjee, 2001). Zhang and Zhu (2010) indicate that perceived informativeness and argument strength of reviews are important determinants of consumers' behavioural intention, while source credibility is not. So the content of online reviews still plays an important role in consumers' decision making because a good review from one customer can make the others to purchase the product.

Consumer Behaviour

Schiffman and Kanuk (2007:656) stated that consumer behaviour is defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Khan (2006:4) defined consumer behaviour as the decision-making process and physical activity involved in acquiring, evaluating, using, and disposing of goods and services. So, consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think and feel Consumer Behaviour is a branch which deals with the various stages a consumer goes through before purchasing products or services for the customer end use.

Factors affecting consumer behaviour

Major factors	Description
Composite buying behaviour(F2)	The Customer shows the Composite buying behaviour when he purchases the costly products with very high risk and doesn't buy very often e.g. buying a washing machine, house etc. H1a : there is the significant impact of social media on composite buying behaviour with reference to young working women's for electronics goods
Usual buying behaviour(F3)	The Customer shows the Usual buying behaviour when he buys the regular product that he has been using earlier for an extensive time without switching to other brand e.g. milk, sugar, oil etc. H1b : there is the significant impact of social media on usual buying behaviour with reference to young working women's for electronics goods

Disagreement buying behaviour(F4)	The Customer shows the Disagreement reducing buying behaviour when he buys the costly products which are available in the market with many brands. The consumers feel uneasiness after buying the product and fears if the product flops to execute when big amount of money is paid in purchasing that product e.g. buying a car, mobile etc. H1c: there is the significant impact of social media advertisement on disagreement buying behaviour with reference to young working women's for electronics goods
Variety-seeking buying behaviour(F5}	The Customer shows the Variety-seeking buying behaviour when he buys the product that is not costly but available with many brands. When a product with many brands, serve only one object the consumers may incline to try out a other brand e.g. products like cooking oil, detergent, etc.H1d: there is the significant impact of social media advertisement on variety-seeking buying behaviour with reference to young working women's for electronics goods
Impetuous Buying Behaviour(F6)	The Customer shows the Impetuous buying behaviour when he sees the product and cannot resist from buying it e.g. clothes, jewelleryetc.H1d: there is the significant impact of social media advertisement on impetuous buying behaviour with reference to young working women's for electronics goods

Findings and Discussions

Respondents Response When They Hear About Electronics:

Particular No of respondents

particulars	results
mobile	40%
Televisions	27%
Washing machine	20%
refrigerator	6%
others	7%

Composite Buying Behaviour through Social Networking Sites

We analysed the consumers regarding the composite buying behaviour on three parameters. 36% of respondents sometimes pay attention towards the advertisements of electronic products on social networking sites. 43% of young women spend more time and efforts researching the product information before actual online purchase. 52% of the women visit electronic stores on average one to three times before making buying decisions.

Usual Buying Behaviour through Social Networking Sites

Two parameters explain the usual buying behaviour of young women's consumers. 46% of respondents agreed that they buy the product because they buy it regularly. Similarly, 68% of the consumers agreed that they buy the product because the product is best from them.

Conclusions

The results indicate that composite buying behaviours have a positive and significant impact on attitude to consumer buying behaviours through social media sites. When consumers make electronic goods purchases that are very costly they incur higher risks associated with the purchase behaviour. Therefore they have to pay more attention to the advertisement of the electronic products before making the online purchase. Consequently they spend maximum time on social media sites for detailed information about the products and they also spend more time on online electronic store before making the buying decision. Marketers should provide more detailed and trust worthy information about the electronics goods on social media sites to increase the online buying behaviour of the consumers. Usual buying behaviour also has a significant and positive impact on consumer buying behaviour through social media sites. The consumers already did lots of research for the electronic product on the social media sites for whatever the product they want to buy. So they can easily search for the same product of the same company in the minimum time before deciding if the product is best for them. Disagreement regarding buying behaviours has a significant impact on consumers buying behaviours through social networking sites. The electronic products are very expensive and requires lots of thinking before buying. Social media sites provide lots of comments and feedback about the product so the feeling of anxiety whenever the purchase decision will be correct. Variety seeking buying also had a positive impact. Consumers wanted to try out different varieties belonging to different brands. Social networking sites shows different variety of electronic goods with new brands available in the market. They also provide information about the different brands of different products. In addition comparative analysis of products were also displayed on the social media sites. Impetuous buying behaviour represents a positive and significant impact. Due to social media sites, consumers had no plans to buy any consumer electronic products, but still they do the surfing on social media sites and many advertisements of the product on social media sites provoke them to buy the product. As a result they get the idea of different schemes available on the different products of the different brands. Finally, we can conclude that all the parameters of the study with respect to consumer buying behaviour play an important role on social media advertisement of electronics consumer goods among young women in Maharashtra.

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