



# A STUDY OF THE IMPACT ON SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO COSMETIC PRODUCTS OF SELECTED BRANDS

**Dr. Suresh Kumar Sharma**

*Professor & Director, VIP College of Management Bhopal*

## ABSTRACT

*The purpose of the present study is to explore the impact of social media of the buying behaviour of consumer with respect to Facebook, Instagram, whatsapp and twitter. The data for present study has been collected by using questionnaire method. However, simple random sample has been applied for sample selection. The findings of the study indicates that Facebook, Instagram and whatsapp is significantly and positively related with consumer buying behaviour. However, twitter has not been associated with consumer buying behaviour.*

## INTRODUCTION

Now a day's social media has become one of the best marketing practices all over the world. However, on the other hand social media also has become best tool for marketing in order to connect with peoples as well as develop long term relationship. The social media marketing is a unique aspect to convert traditional marketing in modern marketing and allow business to promote their products in order to increase the sale. Social media in any form is highly related with consumer buying behaviour from the information collection to the final purchase. Most of the research study has been pointed out that social media is one of the best platform to sharing of information and ideas regarding to the product and service's from the source of production to the ultimate customers. There are different parameters of social media which may be adopted by the consumer in order to complete final decision making process. According to the various reports it has been proof that in India about 3.78 billion peoples are using social media regarding selection of product and services. The present study related with impact of social media on consumer buying behaviour regarding cosmetics products of selected brands. In order to explore the impact of social media on consumer buying behaviour. The study discussed four important platform such as Facebook, Instagram, Whatsapp and twitter.

## Social Media

Social media may be describe as group of internet based application which is frequently used by the peoples in order to connect with peoples for sharing and sharing of different types of information. Social media is the online communication medium related to community in order to interact and connect for sharing of information. Now a days social media is using by the industry in order to sales and promote the goods and services. On the other hand this platform is using to easily connect with peoples electronically to circulation of information about their needs.

## REVIEW OF LITERATURE

**Duangruthai Boramontri (2019)**, has been conducted a research study to explore the impact of social media on consumer behaviour. The purpose of the paper is to empirically examine the role of social media on consumer decision making process. The study was based on primary data which has been collected among the group of social media users. In order to collect the data a quantitative survey was conducted with well-structured set of questionnaire. The findings of the study show that use of social media influence customer satisfaction in the stage of information search. Furthermore, it has been concluded by the author that use of social media is highly influence the final decision making process of consumer.

**Sony Vargase et al., (2021)**, has been conducted a research study to explore the impact of social media on consumer buying behaviour. The purpose of the research study is to examine the buying behaviour of the consumer in complex purchasing situation. The study was based on EVM model and data has been collected by using quantitative survey. Furthermore, the research examine how and why social media impacted buying behaviour of the consumer. In order to explore the relationship between social media and consumer buying behaviour. Different phases of decision making process has been adopted by the authors. The findings of the study



explore that various platform of social media such as Facebook, twitter has a significant impact on consumer buying behaviour.

**Khalid Jamin (2022)**, has been conducted a research study to explore the role of social media marketing to influence customers intension. The purpose of the study to examine the various activities of social media which have impact on customers purchase intension. Furthermore, the study also analysis the mediating roles of social identification and satisfaction. The study was based on primary data which has been collected from 353 respondent. The findings of the study reveals that social identification mediate the relationship between social media activity and satisfaction of customer. However, customer satisfaction mediate the relationship between social media and customer intension.

**Listia et.al., (2024)**, has been conducted a research study to explore the relationship between social media and food consumer behaviour is systematic review. In order to explore the relationship between social media and food consumer behaviour author has been reviewed 377 different studies. The study was based on secondary data which has been collected from the various published research papers. The findings of the study explore that all the perversely research study was linkup with the strong association between social media and consumer buying behaviour.

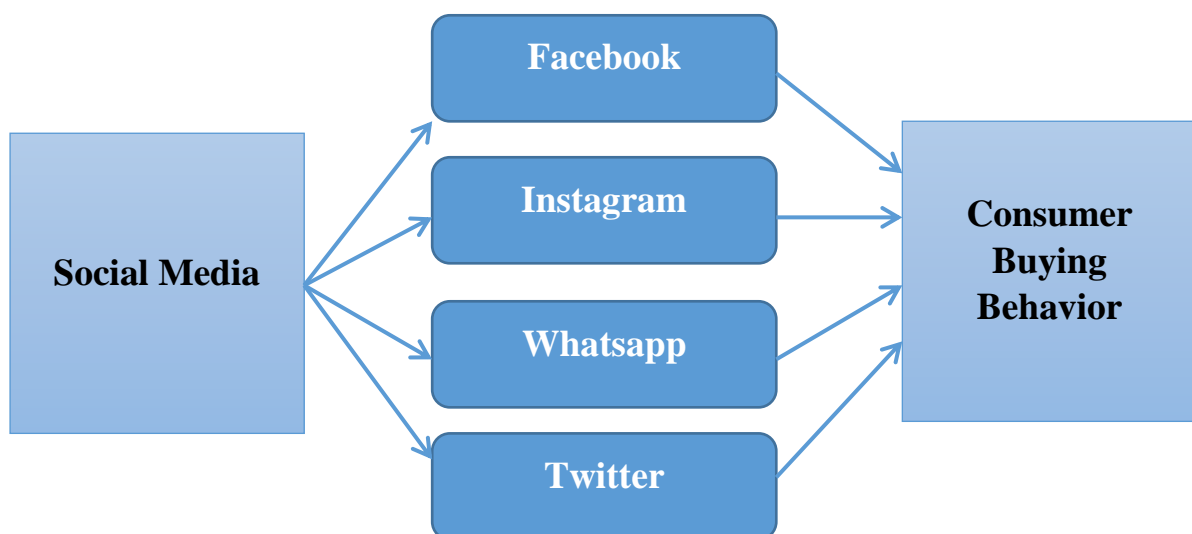
**A David (2020)**, has been conducted a research study to explore the relationship between social media and consumer buying behaviour with reference to Coimbatore city. The study explore that social media provide opportunities to consumer in order to engage in social interaction. The study clearly mentioned that peoples use social media to connect with different communities regarding to complete information search process. The study is based on primary data which has been collected by using questionnaire method. The study conclude that at present situation the structure of social media has been change because it is playing most important role to the complication of different activities of purchasing of goods and services. Furthermore, study indicates that peoples use on line marketing because their buying behaviour is influenced by the social media.

### OBJECTIVE OF THE STUDY

The various objective of the study are as under

1. To explore the impact of social media on consumer buying behaviour towards Facebook.
2. To explore the impact of social media on consumer buying behaviour towards Instagram.
3. To explore the impact of social media on consumer buying behaviour towards Whatsapp.
4. To explore the impact of social media on consumer buying behaviour towards Twitter.

### RESEARCH FRAMEWORK





### FORMULATION OF HYPOTHESIS

- H<sub>a1</sub>**: Social media has a significant impact on consumer buying behaviour with respect to Facebook.
- H<sub>01</sub>**: Social media has no significant impact on consumer buying behaviour with respect to Facebook.
- H<sub>a2</sub>**: Social media has a significant impact on consumer buying behaviour with respect to Instagram.
- H<sub>02</sub>**: Social media has no significant impact on consumer buying behaviour with respect to Instagram.
- H<sub>a3</sub>**: Social media has a significant impact on consumer buying behaviour with respect to Whatsapp.
- H<sub>03</sub>**: Social media has no significant impact on consumer buying behaviour with respect to Whatsapp.
- H<sub>a4</sub>**: Social media has a significant impact on consumer buying behaviour with respect to Twitter.
- H<sub>04</sub>**: Social media has no significant impact on consumer buying behaviour with respect to Twitter.

### RESEARCH DESIGN

In order to explore the impact of social media on consumer buying behaviour the descriptive research design has been applied. In the research methodology in the study. The study has been completed by using primary and secondary data. However, primary data has been collected by using questionnaire method and secondary data has been gathered from the various published research paper.

#### Sample size and Design

The sample for the present study was taken from the users of social media in the selected cities of Madhya Pradesh. Simple random sampling method has been applied to collect the sample among the entire population. In order to collect the sample the questioner has been prepared along with 12 different statements in English language. The final questionnaire has been distributed among the 200 peoples and 181 peoples has been filled and respond the questionnaire.

#### Sample Size

Sample Size of the study is 181 respondent.

#### Sample Area

Sample area of the study is limited up to 2 cities of Madhya Pradesh such as Bhopal and Sehore.

#### Measurement Tools

Five point Likert scale has been used as measurement tools. Such has 05 strongly disagree to 01 strongly agree.

### DATA ANALYSIS

In order to analysis of data and testing of hypothesis Chai Square test has been applied at the 5% level of significant.

#### Testing of Hypothesis

**Table 1: Relationship between Social media and consumer buying behaviour**

Hypothesis	Statement	df	X <sup>2</sup>	Significant	Result
H <sub>01</sub>	Facebook	5	9.72	0.001	Significant
H <sub>a1</sub>					
H <sub>02</sub>	Instagram	5	8.22	0.022	Significant
H <sub>a2</sub>					
H <sub>03</sub>	Whatsapp	5	11.6	0.031	Significant
H <sub>a3</sub>					
H <sub>04</sub>	Twitter	5	13.9	0.079	Not Significant
H <sub>a4</sub>					

### FINDINGS OF THE STUDY

The various findings of the study are as under

1. The table explore the relationship between social media and consumer buying behaviour with respect to Facebook. Since the calculated value of chai square is **9.72** which is significant at 5% level of significant ( $P \geq 0.05$ ). It is evident to rejection of null hypothesis and accept the alternative hypothesis. On the basis of significant result it can be disclose that social media has a significant impact on consumer buying behaviour with respect to Facebook.



2. The table explore the relationship between social media and consumer buying behaviour with respect to Instagram. Since the calculated value of chai square is **8.22** which is significant at 5% level of significant ( $P \geq 0.05$ ). It is evident to rejection of null hypothesis and accept the alternative hypothesis. On the basis of significant result it can be disclose that social media has a significant impact on consumer buying behaviour with respect to Instagram.
3. The table explore the relationship between social media and consumer buying behaviour with respect to Whatsapp. Since the calculated value of chai square is **11.6** which is significant at **5%** level of significant ( $P \geq 0.05$ ). It is evident to rejection of null hypothesis and accept the alternative hypothesis. On the basis of significant result it can be disclose that social media has a significant impact on consumer buying behaviour with respect to Whatsapp.
4. The table explore the relationship between social media and consumer buying behaviour with respect to Twitter. Since the calculated value of chai square is **13.9** which is not significant at 5% level of significant ( $P \leq 0.05$ ). It is evident to rejection of Alternative hypothesis and accept the null hypothesis. On the basis of significant result it can be disclose that social media has no significant impact on consumer buying behaviour with respect to Twitter.

### CONCLUSION

The present study explore the impact of social media on consumer buying behaviour with reference to cosmetic product of selected brand. The study discussed different important platform of social media such as Facebook, Instagram, whatsapp and twitter. The testing of hypothesis has been done by using the chai square analysis at 95% level of confidence. Findings of the study indicates that among all the platform of social media Facebook, Instagram and whatsapp have a significant and positive association with consumer buying behaviour. On the other hand twitter has not been found significantly associated with consumer buying behaviour.

### REFERENCE

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