

A STUDY OF SOCIAL MEDIA AND ITS IMPACT ON CONSUMER BRAND CHOICE WITH SPECIAL REFERENCE TO SELECTED ELECTRONIC PRODUCTS

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ABSTRACT

The purpose of the study is to explore the impact of social media on consumer brand choice with respect to brand awareness, brand knowledge, brand experience and brand image. The study is based on primary data and sample for the study has been collected among the peoples from the selected areas. Total 129 respondents were participated in survey analysis and data has been analysed by using Pearson t test at the 5% level of significant. The findings of the study explore that there is a positive and strong association between social media and consumer brand choice because in all the cases null hypothesis has been rejected.

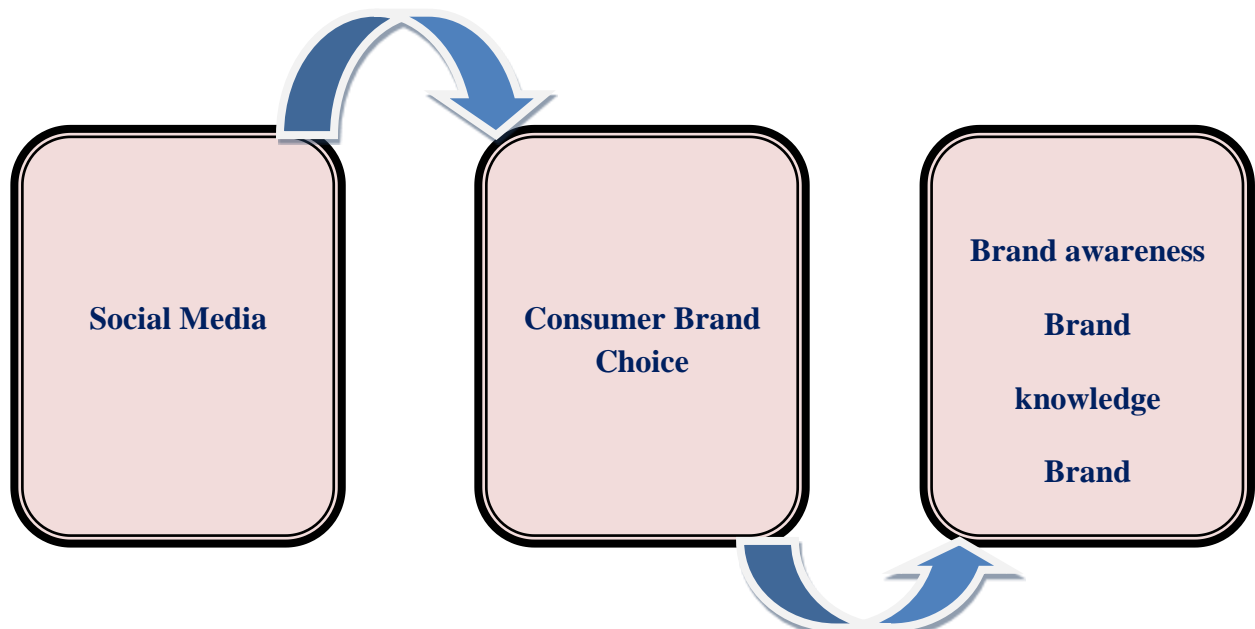
INTRODUCTION

Social media has become one of the most important marketing strategies to attract consumer for a particular brands and products. However, social media is best opportunity for medium to connect with the prospective consumers. Most of the research study has been proved that social media has a strong impact on purchasing behaviour of the consumer. Now a day's social media is most popular platform to promote the brands because this helps consumers to search detail information of a brand and products. Most of the marketers consider social media as the right way to get right information at the right time to the right consumer, on the other hand social media provide peoples high control as it provides consumers much more information's. The purpose of the study is to explore impact of social media on consumer brand choice towards selected electronic products. In order to explore the impact of social media various dimensions has been discussed such as **brand awareness, brand knowledge, brand experience and brand image**. The study is based on primary data which has been collected among those peoples who purchase the product by influencing their self with social media platform.

Social Media

Social media related with large number of technology that helps to sharing ideas and information among their user. However, this is the digital technology that allows the sharing of ideas and information's including text and visuals through virtual networks and communication.

RESEARCH FRAMEWORK



REVIEW OF LITERATURE

Anubha Sani (2018), has been conducted a research study on analysis of factors affecting brand choice on social media. The purpose of the research paper is to find out the impacts and benefits of using social media on brand choice of the consumer. The study was based on primary data which has been collected directly from the people with the help of questionnaire method. Data for the present study has been analysis by bar chart frequency and cross tabulation and multiple linear regressions has been conducted to examine the impact and relationship of various factors such as purchasing behaviour brand awareness, word of mouth, brand choice and brand engagement. Findings of the study indicate that there is a linear relationship between all the five variables. In the conclusive remark study indicates that social media have a great positive influence on consumer brand choice.

Anchal Dhingra (2023), has been conducted a research study on the impact of social media on consumer behaviour and preference. The study explore that social media is most significant platform that provides customers with increase exposure about product and services and also influence their decision making. This research study was based on secondary data, in this process various secondary research has been investigate to examine the influence of social media on consumer behaviour and preference. The findings of the study indicate that markets need to increase the scope and effect of social media in shipping consumer behaviour for a particular brand and product. In the conclusive remark study explore that the organization can boost their visibility and engage with customer with the help of social media platform.

Shubham chohan et.al (2022), has been conducted a research study to explore the influence of social media on consumer buying behaviour. The purpose of this research is to significantly explore the role of social media on decision making process of the consumer. The study was based on primary data which has been collected among the 109 peoples of Delhi NCR. Findings of the study indicate that the use of social media for promotes the product and services are highly influence the level of customer satisfaction. Furthermore study explore that the level of customer satisfaction is influence consumer purchasing intention. In the conclusive remark study reveals that use of social media is most important marketing strategies to attract large number of customers for purchasing product and services.

Aditya Shankar et.al (2022), has been conducted a research study to explore the impact of social media on consumer behavior. the purpose of this study is to measure the influence of social media on consumer decision making process. Author has been taken decision making process for complex transaction which is expensive and rare and also includes those products which are related with strong consumer engagement and risk. The EBM model has been used for information search, alternative appraisal and purchase decision making. The study was quantitative in nature and sample for the study was taken among the peoples and user of social media. The findings of the study explore that customer satisfaction is highly influence by using the social media during the information search process, alternative evaluation. However study also reveals that customer satisfaction increase on the basis of final purchase choice and post purchase review.

OBJECTIVE OF THE STUDY

The objectives of the study are as under

1. To study the relationship between social media and brand awareness in the context of consumer brand awareness.
2. To study the relationship between social media and brand awareness in the context of consumer Brand Knowledge.
3. To study the relationship between social media and brand awareness in the context of consumer brand experience.
4. To study the relationship between social media and brand awareness in the context of consumer brand image.

HYPOTHESIS

The hypothesis of the study may be explore as

H₀₁: Social media in the context of consumer brand choice has no significant impact on brand awareness.

H_{a1}: Social media in the context of consumer brand choice has a significant impact on brand awareness.

H₀₂: Social media in the context of consumer brand choice has no significant impact on brand Knowledge.

H_{a2}: Social media in the context of consumer brand choice has a significant impact on brand Knowledge.

H₀₃: Social media in the context of consumer brand choice has no significant impact on brand experience.

H_{a3}: Social media in the context of consumer brand choice has a significant impact on brand experience.

H₀₄: Social media in the context of consumer brand choice has no significant impact on brand image.

H₄₄: Social media in the context of consumer brand choice has a significant impact on brand image.

RESEARCH METHODOLOGY

The target population comprised for the study among the peoples of selected electronic products users which have significantly affected by the social media. Random sampling techniques have been adopted to collect the sample. In order to explore the impact of social media on consumer brand choice the primary data were collected by using the survey method. However the data has been analysis by using pearson t test at the 5% level of significant.

SOURCES OF DATA COLLECTION

The data for present study has been collected by using primary and secondary sources.

Primary Sources: Primary data for the present study has been collected from the primary sources. In this process the survey method was adopted among the group of people.

Secondary Sources: Secondary data has been collected from various sources such as published research paper, literature study etc.

Sample Size and design

Sample for the present study has been designed by using random sampling method. However sample for the study were collected among the peoples of selected areas and electronics mall in Bhopal City. In order to maintain the accuracy the sample were taken from various location of the respondent. Total 150 respondents has been target for sample collection and participated in survey analysis, after reviewing the survey result 21 peoples have respond wrongly. Hence final sample size of the study was **129**.

Measurement Scale

The present study deals with 5 point Likert scale for scaling of data such as 01 strongly satisfied to 05 strongly dissatisfied.

DATA ANALYSIS

1. Relationship between Social media and Brand awareness

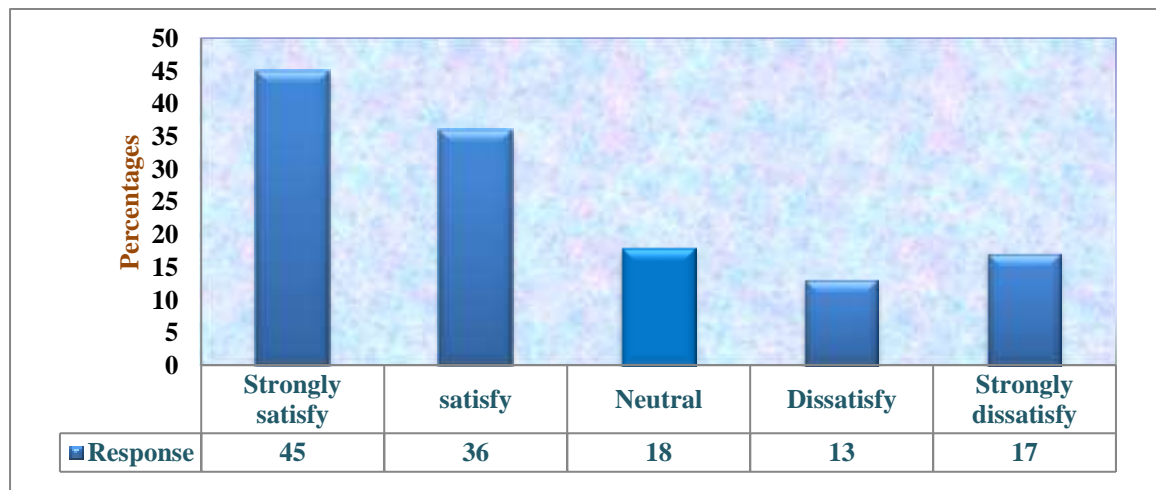


Fig 1: Social media and brand awareness

Discussion: Above figure explore the response of the respondents regarding impact of social media on brand awareness. Among all the respondents **45** employees were strongly satisfy with the process of communication within the organizations. However **36** employees were satisfied, **18** employees were neutral, **13** employees were dissatisfied and **17** employees were strongly dis-satisfied

2. Relationship between Social media and Brand Knowledge

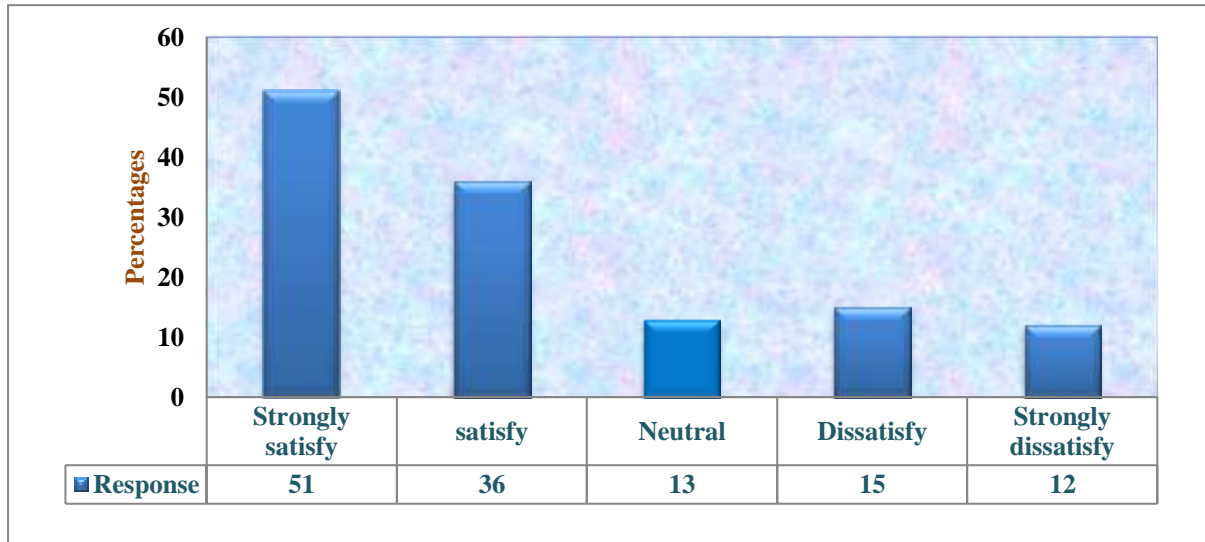


Fig 2: Social media and Brand Knowledge

Discussion: Above figure explore the response of the respondents regarding social media and brand knowledge. Among all the respondents **51** employees were strongly satisfy with the process of communication within the organizations. However **36** employees were satisfied, **13** employees were neutral, **15** employees were dissatisfied and **12** employees were strongly dissatisfied

3. Relationship between Social media and Brand Experience

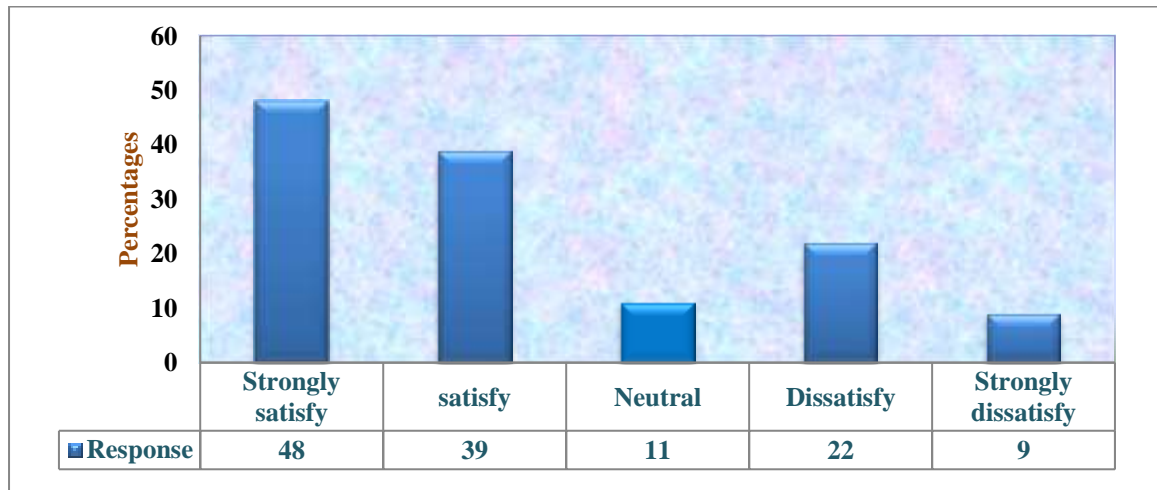


Fig 3: Social media and brand experience

Discussion: Above figure explore the response of the respondents regarding impact of social media on brand experience. Among all the respondents **48** employees were strongly satisfy with the process of communication within the organizations. However **39** employees were satisfied, **11** employees were neutral, **22** employees were dissatisfied and **9** employees were strongly dissatisfied.

4. Relationship between Social media and Brand Image

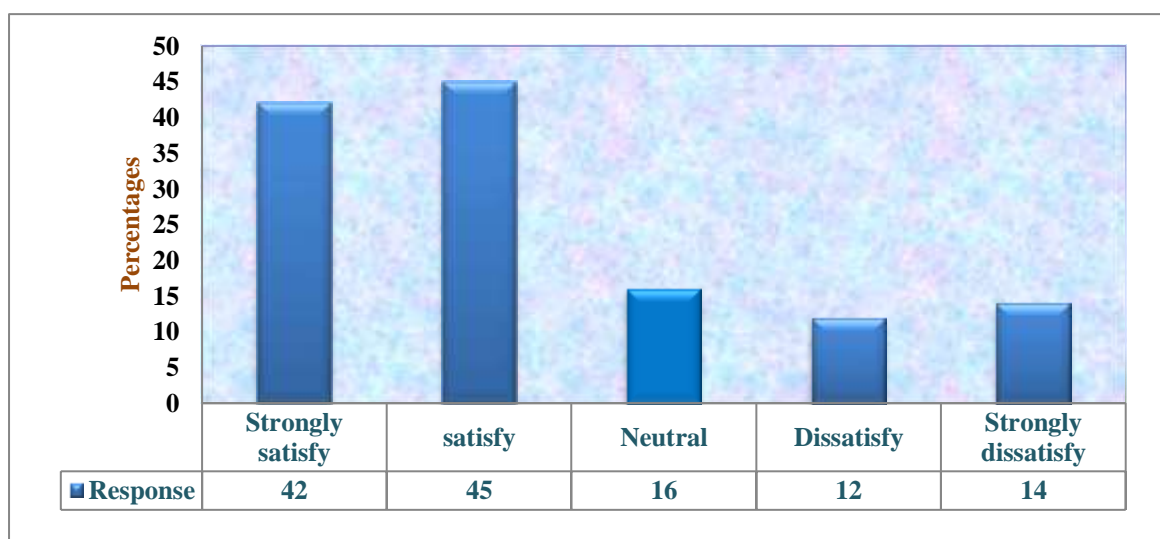


Fig 4: Social media and brand image

Discussion: Above figure explore the response of the respondents regarding impact of social media on brand image. Among all the respondents 42 employees were strongly satisfy with the process of communication within the organizations. However 45 employees were satisfied, 16 employees were neutral, 12 employees were dissatisfied and 14 employees were strongly dissatisfied.

Testing of Hypothesis

Table 1
Relationship between Social media and consumer brand choice

Hypothesis	Variables	B	Std. Error	t- Score	Sig	Result
H ₀₁ /H _{a1}	Brand Awareness	0.221	0.156	5.036	0.038	Significant
H ₀₂ /H _{a2}	Brand Knowledge	0.189	0.093	3.129	0.001	Significant
H ₀₃ /H _{a3}	Brand Experience	0.335	0.114	6.489	0.014	Significant
H ₀₄ /H _{a4}	Brand image	0.093	0.089	6.214	0.000	Significant

Dependent variable :- Consumer Brand choice

FINDINGS

The various findings of the study are as under

1. Above table deals with the relationship between social media and consumer brand choice with respect to Brand awareness. It is clearly from the table that calculated value of t is 5.036 and significant value is 0.038 ($P \geq 0.05$). However the level of significant is explore the rejection of Null hypothesis and accepting of alternative hypothesis. On the other hand result positively reveals that there is a positive and significant relationship between social media and brand awareness.
2. Above table deals with the relationship between social media and consumer brand choice with respect to Brand knowledge. It is clearly from the table that calculated value of t is 3.129 and significant value is 0.001 ($P \geq 0.05$). However the level of significant is explore the rejection of Null hypothesis and accepting of alternative hypothesis. On the other hand result positively reveals that there is a positive and significant relationship between social media and brand knowledge.
3. Above table deals with the relationship between social media and consumer brand choice with respect to Brand experience. It is clearly from the table that calculated value of t is 6.489 and significant value is 0.014 ($P \geq 0.05$). However the level of significant is explore the rejection of Null hypothesis and accepting of alternative hypothesis. On the other hand result positively reveals that there is a positive and significant relationship between social media and brand experience.
4. Above table deals with the relationship between social media and consumer brand choice with respect to Brand image. It is clearly from the table that calculated value of t is 6.214 and significant value is 0.000 ($P \geq$

0.05). However the level of significant is explore the rejection of Null hypothesis and accepting of alternative hypothesis. On the other hand result positively reveals that there is a positive and significant relationship between social media and brand image.

CONCLUSION

In the present age of marketing social media has become one of the most important tool to attract large number of peoples in order to increase sales. The present study related with impact of social media towards selected electronic products with respect to brand awareness, brand knowledge, brand experience and brand image. Findings of the study evidently proof that all the study variables and parameters of consumer brand choice is significantly and positively related with social media. However, on the other hand study can be concluded that there is a strong association between social media and consumer brand choice regarding electronic products.

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