



# A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR

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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. The social media have changed the power structure at the place of the where good sold and purchased online. It describes their attitude and potential role playing as part of company marketing planning and identifies different ways of managing them as marketing tools and technique. This study is based on descriptive research design and both primary and secondary data have been collected. 160 responses were collected in this study. The sampling method used in the study is convenience non-probability sampling method. The hypothesis is education is not related with the social media marketing data analyses have been done through frequency distribution, test of normality, chi – square, Kruskal- Wallis and Mann- Whitney.*

**KEY WORD:** social media marketing, planning, tool and techniques.

## INTRODUCTION

Social media marketing is the use of social media & social networks and website to promote company's product & services. A business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). Another business that wants to understand how it's performing on social media would analyses its reach, engagement, and sales with an analytics tool. current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone". Gives you the chance to tell your story to all your followers and inspire them through your success or past failures.

## LITERATURE REVIEW

(paul, 2016)The use of social media is growing rapidly. For marketing professionals, social media is a new outlet that can potentially be used to help increase the interest in a product or service. Our analysis provides preliminary statistical evidence to help evaluate the impact of social-media usage on customer purchase. (haji, 2014)Results show that social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The study of social media can also identify the advantages to be gained by business. A multidisciplinary model, building on the technology acceptance model and relevant literature on trust and social media, has been devised. The end of the paper, the author discusses the implications, limitations and recommended future research directions. (Levin, 2005) Online Insiders are very active users on internet and highly influential online

shoppers in using different social media to buy and sell. Usually, consumers' choices are influenced heavily by online brands and consumers can influence each other. Consumers are increasingly turning to social media in order to get more information on which to base their decisions. (Grewal, 2019) Posting about products on social media can reduce a consumer's subsequent purchase intentions for the same and similar products, as this action allows consumers to virtually signal their identity. The authors suggest theoretically and managerially relevant moderators that attenuate this negative effect on intent to purchase. These findings have important implications for how firms can conduct social media marketing to minimize negative purchase outcomes. (Gupta, 2016)The rapid growth of social media and social networking sites, especially in developing countries like India is providing marketers a new avenue to contact customers. This research paper analyses the behavior of the people how their purchase decision is affected by social media. As social media generates both positive and negative comments so again how it affects the decision making.

## OBJECTIVE

- To study the impact of social media marketing on consumer buying behavior.
- To find out which are the best social media advertisement effect on consumer buying behaviors.

## RESEARCH METHODOLOGY

The research is an exploratory followed by descriptive one because the entire project is based on questionnaire and analysis which is of exploratory nature followed by the detailed description and analysis show the project is of descriptive design also. In this research primary data for the present study. Primary data were generated through



questionnaire for this study. A well-structured questionnaire was prepared and distributed to collect information. The study has been conducted in the Surat district where the population for the research was general people. For this study, the sample size taken for the survey is of 160 people from Surat district. The sampling technique used in this study is non-probability

convenience sampling. In such techniques research seeks his or her own convenience to reach the ultimate target group.

### TOOLS AND TECHNIQUES

Analytical tools: Chi-square, Frequency, Man-Whitney, Kruskal-wallis

### ANALYSIS

		Frequency	Percentage
<b>Gender</b>	Male	95	59.4
	Female	65	40.6
<b>Age</b>	16 to 20	37	23.1
	21 to 25	67	41.9
	26 to 30	56	35.0
<b>Qualification</b>	Student	64	40.0
	Working	33	20.6
	Self-employed	44	27.5
	Other	19	11.9

The study on impact of social media marketing found that 59.4% people are male and 40.6% people are female respondents. Majority of the people age group has between

21-25 years which considered highest 41.9% of sample population. Majority of the people are students which constituted highest 40% of sample population.

**Table: 2**

Particular	Frequency	Percent
<b>Do you use social media</b>		
Yes	154	96.3
No	6	3.8
<b>How active you are on social media on a daily basis</b>		
More than 3-5 hours	50	31.3
1-3 hours	104	65.0
0 hours	6	3.8
<b>Social media advertisement influences your buying decisions</b>		
Strongly Disagree	25	15.6
Disagree	20	12.5
Neutral	38	23.8
Agree	53	33.1
Strongly agree	24	15.0
<b>Have you purchased anything after viewing an advertisement on social media</b>		
Yes	146	91.3
No	14	8.8
<b>Does reviews and rating of a product/service is one of the key elements in purchasing decision for you</b>		
Yes	148	92.5
No	12	7.5

**Table: 3**

Table shows relationship between gender and types of advertisement.

DemographicFactor	Image Ads					Chi – Square		
	Strongly Not Affect	Not Affect	Neutral	Affect	Strongly Affect	$\chi^2$	Df	P-Value
Male	4	2	9	34	46	3.407	4	0.492
Female	2	3	11	18	31			



DemographicFactor	Video Ads					Chi – Square		
	Strongly Not Affect	Not Affect	Neutral	Affect	Strongly Affect	$\chi^2$	Df	P-Value
Male	3	2	10	36	44	5.245	4	0.263
Female	0	2	8	33	22			
DemographicFactor	GIF Ads					Chi – Square		
	StronglyNot Affect	Not Affect	Neutral	Affect	Strongly Affect	$\chi^2$	Df	P-Value
Male	9	13	18	22	33	7.225	4	0.124
Female	2	8	20	20	15			
DemographicFactor	Text Ads					Chi – Square		
	StronglyNot Affect	Not Affect	Neutral	Affect	Strongly Affect	$\chi^2$	Df	P-Value
Male	6	12	22	16	39	2.646	4	0.619
Female	3	8	16	17	21			

**H0:** The no significant relationship between Gender and Types of advertisement.

**H1:** The significant relationship between Gender and Types of advertisement.

#### Interpretation

From the above table indicate the relationship between responding view regarding purpose for Impact of social media marketing on consumer buying behavior and demographic factors like gender. Since P-value of demographic variable is

greater than 0.05 Thus, null hypothesis is accepted. So, it can be interpreted that there is no relationship between various variable and customer reference regarding purpose of Impact of social media marketing on consumer buying behavior. and demographic variable is less than 0.05 thus, null hypothesis is rejected. So, it can be said that there is a relationship between demographic variable and customer reference regarding purpose of Impact of social media marketing on consumer buying behavior.

From the following advertisement which advertisement mostly affected to your buying decision.						
	Strongly Affected	Affected	Neutral	Not Affected	Strongly not Affected	Total
Large pop-up ads (cover entire screen)	38.8	31.9	16.9	8.8	3.8	100.0
Small pop-up ads (covers a small part of the screen e.g., like on YouTube videos)	40.0	31.9	18.8	5.0	4.4	100.0
Adverts that play before a video starts (e.g., like on YouTube)	31.3	33.1	21.3	10.0	4.4	100.0
Ads that appear in news-feeds (e.g., like on Facebook)	31.9	31.9	21.3	11.9	3.1	100.0
Ads that appear in Stories (e.g., like on Facebook)	32.5	35.0	20.0	10.0	2.5	100.0



Ads that appear along the side of websites	32.5	32.5	23.8	6.9	4.4	100.0
Simple text ads	26.9	33.1	30.6	5.0	4.4	100.0
Video Ads (e.g., a trailer for a game or movie)	41.3	30.6	20.6	5.6	1.9	100.0
Image Ads (e.g., a trailer for a game or movie)	48.8	28.7	13.8	5.0	3.8	100.0

H0- there is no significance between Gender, Age, Qualification and advertisement which affected to buying decision.

H1- there is significance between Gender, Age, Qualification and advertisement which affected to buying decision.

### Interpretation

From the above table, it can be interpreted that, near to 40% respondent set that large pop-up ads (cover entire screen) as Strongly Affected. near to 40% respondent set that small pop-up ads (covers a small part of the screen e.g., like on YouTube videos) as Strongly Affected. 40% respondent set that Adverts that play before a video starts (e.g., like on YouTube) as Affected. 35% respondent set that Ads that appear in news-feeds (e.g., like on Facebook) as Strongly Affected. 35% respondent set that Ads that appear in Stories (e.g., like on Facebook) as Affected. 35% respondent set that Ads that appear along the side of websites as Strongly Affected. 35% respondent set that Simple text ads as Affected. 45% respondent set that Video Ads (e.g., a trailer for a game or movie) as Strongly Affected. 50% respondent set that Image Ads (e.g., a trailer for a game or movie) as Strongly Affected.

### CONCLUSION

From the research it can be concluded that buying behaviour and impact of social media marketing for consumers buying decision. It is understood that the highest preference given to Instagram compare with image ads, video, text ads and gifts. Through this study it is also proved that there is no single rule to prefacing has been given to advertise benefits while purchasing as per goal and objectives of buying decision. It is conducted through this research work that consumers are trying to buy a good product. The best option for advertising is social media platform or app used on highest respondents are using Instagram. Consumer believes that the product which are shown on social media are best. Consumers are well aware about social media marketing. It can be suggested to the consumers that social media marketing products are best in quality and quantity.

### FINDINGS

- Out of 160 respondents, 59.4 % of the respondents are male instead of female, and 40.6% of the respondents are female.
- Majority of the respondents are age group has between 21 to 25 years which considered highest 41.9 % of sample population.

- 64 no. of respondents were represented done with schooling which constituted highest 40.0% of sample population.
- From respondent it can be seen that 96.3% of the people are active on social media, and 3.8% people are not active on social media.
- Social media platform or app used on highest responses are using Instagram 22.5 % frequently.
- 104 Respondent are more than 3 to 5 hours mostly active on social media on daily basis.
- 33.1% responded are agree with social media advertisement influence buying decisions.
- 91.3% of people purchased anything after viewing an advertisement in social media, and 8.8% of people purchased anything after viewing an advertisement in social media.
- 29.9% respondents who are using Instagram in comparison of other application, there are 48.1% respondents influence by the image ads, video ads influenced 43.1% consumers, 30.0% are affected by the GIF ads and 37.5% are influenced by text ads.
- 38.8%, 40.0%, 33.1%, 31.9%, 35.0%, 32.5%, 31.1%, 48.8% respondents who are strongly affected by the large pop-up ads, small pop-up ads, video ads, appear in news feeds ads, appear in stories, along with the websites, simple text etc.
- Here, the data was checked by the normality test and the finding of the normality the results was that the data is not normal.
- In the hypothesis are the relationship between demographic variables and types of advertisement and the relationship between demographic variables and factor affecting to buying decision.
- The result of the first hypothesis, where null hypothesis was accepted with the demographic variables expect age and qualification. They two variables are not related with the hypothesis.
- The result of second hypothesis, where null hypothesis was accepted with all demographic variables who relate with the factors are affecting buying decision.

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