

# A Study on Impact Factor of Social Media Marketing in Consumer Behaviour

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## ABSTRACT

*The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Social media marketing puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how the social media has influenced consumer buying behaviour.*

**Keywords:** Web-based social networking, behaviour, Customer, consumers

## INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has

characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button.

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Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how social media is affecting consumer behavior.

Literature review is the most important and the second step in the process of any research. First of all literature review is to do find out and to understand the main background of the particular subject or research which is taken by the researcher. It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher. He/she will become expert in his/her subject and he/she will become Master. It shows what had already done and what type of work yet to be carried out. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicated what type of methodology was adopted by various experts' researcher. When review of literature is done one should remember that Textbooks and encyclopedic document must not be taken into consideration. The researcher must

question from himself what kind of research he has to do. What points must be considered while preparing on studying review of literature. From the literature the researcher must percolate down specific problem to general problem. A various types of research studies have been conducted on various aspects of on impact of social media marketing on consumer buying behaviour, which is relevant for this research.

D. Anthony Miles (2014) The study aims at analyzing and finding influence level of a website on consumers and their decisions. This study also examines the impact of social media on client behaviour. This study employed survey method with a sample 105 of 682 Farmers . Statistical methods like factor analysis and structural equation modelling were applied on collected data to test the factor structures and psychological factors of the data. Three hypotheses were framed and tested using AMOS software and the results notes that social media have an impact on customer behaviour.

BidyanandJha et al., (2015) This study makes an analysis on how social media impacts on buying intentions on adults. This study analysed the information in 3 parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modelling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behaviour with respect to the brand image.

Harshini C S (2015) This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer's shopping behaviour. This study provides a cluster of consumer's response towards Social Media Advertisements with reference.

NugzarTodua et al., (2015) This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research has unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

### MATERIALS AND METHODS

Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers' women those who are working in various organization like Banks, Private organizations and many more industries have shown their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers.

Social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

Social media allows marketers to connect and engage potential customers where 45 they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.

### CONCLUSION

Social media can be a powerful tool for any organizational can increase your visibility. Enhance relationships, establish two-way Communication with customers, provide a forum for feedback, unimproved awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the advertising respondents agree that Social media advertising channels are better than that of tradition media advertising.

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