

# Impact Of Social Media On Buying Choices

Prasad Dhamal  
Tanya Singh  
Prasad Suryawanshi  
Ayush Agarwal

MIT WPU School of Management ,MIT World Peace University

## Abstract

The Social Media Platforms and the app are most popular within the millennial and the next generation. The growth is the usage of the internet among all the people was increasing day by day. The main purpose of this investigation is examining the impact of social media on buying choices of the customers. This investigation embraced quantitative examination with essential information gathered through a survey with social media popular apps and client dependent on their insight, mentalities, points of view, and needs of all the social media apps to buy all things online easily without traveling and effortless buying anything. Analysts including us likewise have analyzed the plan of action these organizations follow and its impact of social media on buying choices of peoples. This investigation which are focuses on the conduct of the clients towards a social media online delivery app's that are quick changing the buying scenarios of the customers towards online across India and worldwide. Consumer buying behavior is a combination of customer's attitudes, intentions, preferences and decisions while purchasing a product or service. purchases are the considered a risky and therefor decision-making processe the a are informtion intensive. Grown in Social media marketing depths over the last 10 years with the increasing fame of social media sites such as Twitter and Instagram are few and many more for reference and the habit of living life in quick succession through these portals by connecting socially with people through stories and reels, tweets and pictures have increased the knowing of social media promotion.

**Keywords:** Customer behaviors, .customer preferences, customer services, Online ,delivery apps, Online Products, business, Online Shopping, Social media platform like amazon, flipkar\_t.

## Introduction

In India online Product conveyance market arrived the consumer internet segment dropped from pre-Covid \$75 billion GMV in January to \$10 billion in April before it bounced back to around \$45 billions in June, approximately \$65 billion in Aug, and finally to \$80 billion in December, according to the data from RedSeer. It includes browsing the sites or application, choosing from a wide option of Mobiles, Electronic devices and buying Product online and making the payment through various Online Payment methods. Some of the leading players include You Tube, Instagram, Facebook which are the mentioned in our survey.

The online Product is all about customer satisfaction and further their behavior on this service. This case study examines about the behavior towards various services of online product delivery and the social media impact on buying various choices of buying product.

Social Media has completely transformed the activities related to buying process. Consumers are searching products online the social media show that there are a number of benefit of having presence on of Social Media that marketers are lacking in the traditional marketing (Renu and Bansal, 2019). The main purpose of this study is to analyze Social Media influence on the consumer through their purchase if which is to decision making process.

Social media enjoy a phenomenal success in the terms of adoption and usage level. They cause paradigm shifts on how the people connected and communicate with other, on they express and share ideas, and even on how they engage with product, brand, and organization. Consumers adapt to the Internet for many reasons price, convenience, and range and over the last 10 years, a big development in the e-commerce arena is social media shopping and a lot of fund is moving through it. Social media shopping is the use of virtual social networks. Reviews and various other online social tools in the buying process. This research paper concentrates on Consumers who are increasingly spending money and time on the internet. They have continual opportunity to connect with people, organizations, and with brands at work, home, and when mobile. Social media sights are emerging as a dominant digital channel via which consumers interact with brands, learn about, share information on and they consider, purchase, review.

This research goes deep into that. It has been estimated that more than 54 million businesses have set up their online brand communities on Facebook for marketing purposes. Firms are the engaging in social media advertising by a posting a wealth of content's (e.g., new product or new deal information) and orchestrating various activities to engage their customers.

## Objectives

1. To examine the behavior of customers towards online product delivery.
2. To understand the shift of consumer's behaviors with the impact of technology and the impact of social media buying choices and customer satisfaction delivery with these availabilities.
3. To understand the relation between facilities and the purchase behavior of customers.
4. To find the most popular app in the social media platform to buying things online and get delivery fast.
5. To know about the influencing factors, needs and various attributes of different social media platforms.

**Literature review:**

In this research, the fundamental reason was to analyze a connection between buyer perspectives toward online Product services. Based on some previous research conducted on this topic .it clearly indicates that most of the people prefer to order products through online administrations.

This study is received through a research with primary information gathered through a poll with buying all online product conveyance stages and customer dependent on their insight, point of view, requirements of online product conveyance administrations, how frequently they request products on the web, what days you request your buying product, and so forth As the investigation points towards the conduct of clients or customers towards online shopping conveyance stages that are fast changing the products retailing across India. As we probably are aware, online buying the product conveying has become mainstream these days, as it offers a solitary window from which wide assortment of product and we can arrange product from the more extensive scope of cafés. As we can see there are numerous assortments of eateries which convey product through online administrations which gives the best offers and gives us the any favorite product at truly sensible costs. As we can likewise see there are numerous online product conveyance applications like Instagram, Facebook, You Tube other Social media platforms applications like Amazon, Flipkart and so forth individuals can arrange through this application and they request there most loved product from the favorite online shopping apps from the internet.

OPD (online Product delivery) assumes an immense part in developing internet business. The internet requesting is contributing to equal by the innovation progression. So, it will be completely true saying that OPD is contributing decidedly in financial state of a country.

During Covid-19 episode, the malls and showrooms adventures are influenced seriously. Individuals quit going to shopping and utilizing OPD (online product conveyance). However, after 2 months as over 20% individuals like Bachelors, occupants, understudies are solid on little shoppers and OPD for product, they began confronting trouble as they have need cooking abilities or not having sufficient asset to cook. Around then a few eateries likewise opened and began their administration. Yet, Peoples are still wonder whether or not to arrange, so the eatery began showcasing their OPD also disinfected malls, Hotels ,shops ,tine temperature check of gourmet experts and workers. Explanation for is to realize what are the affecting elements, needs, discernments, and so on of various online stages in their brain and complete fulfillment with online product shopping conveyance administrations.

Based on the research aim, research objectives, and research questions, this chapter critically discusses the available options, and provides adequate justification, for all methodological decisions taken, describing the research process in depth.

Given that an understanding of philosophy of research is considered as an essential prerequisite in conducting research, the chapter starts with a discussion on research enquiry paradigms. Towards his effort to meet the requirements of this study's specific research problem, the researcher admits his pragmatic orientations, and provides adequate argum'entation for the choices of the social constructionism perspectives. The choice the qualitative approaches adopted in the study is then substantiated. Among the available qualitative data collection methods, the chapter proceed with providing detaild rationale for the choice of focus groups.

### Research Methodology

- Data used - Primary Data.
- Number of responses 72 responses from different states of India.

The research design used of this study is descriptive. It is research that describes a population or sample that is being studied. It is important to have a proper understanding of a research problem before investigating why it exists.

- Data used – Secondary data.

#### Consumer Sample Design

**Population:** The population includes online consumer from Chandigarh region those are active on social media about their favourite products and services.  
**Sample Size:** The sample size of 100 respondents was considered. Sample size was selected by random sampling from population of Chandigarh region.

#### Type of Research:

The Reserch Design used the in this Resear is a Descriptive Research Design. It is Conclisive type of Reserch.

**Sample Size:** 234 Employees (Department managers and Area supervisor)

**Sample Area:** Household appliance manufacturer (U.S)

**Sampling Method:** Convenience Method

#### Research On:

- To identify the popular social media sites used by the marketers.
- To study the influence of social media on consumer buying decision making process.
- To identify factors affecting the consumer purchase intentions influenced by social media.

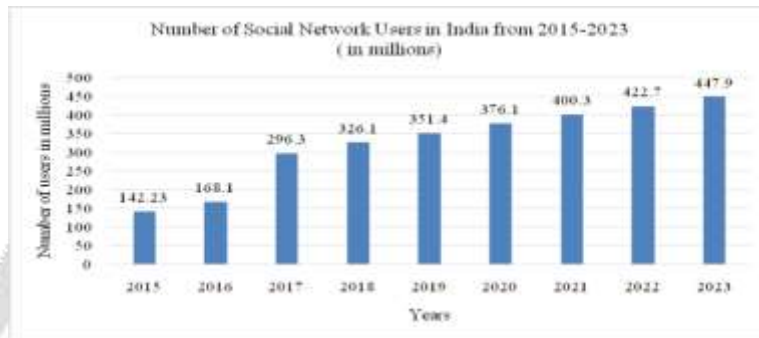
During the last years social media are enjoying a phenomenal success: Facebook, a social networking website, claims that its active users reached 1.3 billion worldwide, more than 50% of which log in every a day; Twitter, a micro-blogging website host's 225 million user who post on an average 500 million tweet per day (Twitter 2014); More than 1 billion unique user visit YouTube each month.., watching more than a 6 billion hours of video (YouTube 2014), and at the same time it is estimate that there area over 181 million blogs worldwide (Nielsen 2012). Within the tourism context, two thirds (67%) of US travellers seem to read reviews provided by other travellers during their travel related search process (Google 2014), while 15% of U.S adults write's hotel reviews after returning home a trip (Expedia 2013). TripAdvisor, a travels review website, seem a clear leader among travels related to the social media.

The objective of this research was obtained by, hypotheses establishment to get detailed understanding of Kean University student engagement on social media sites. The constraints used were intended at understanding how through their engagement they were influenced to make online purchases.

A pre-tested a survey instrument was developed to measure the variables in the model. Small modifications between UK and USA survey were made, while the survey was translated from English to French, then back-translated in preparation for data collection in Franch states. Surveys were done online. More than partial surveys were completed in 5-10 minutes.

**Data collection**

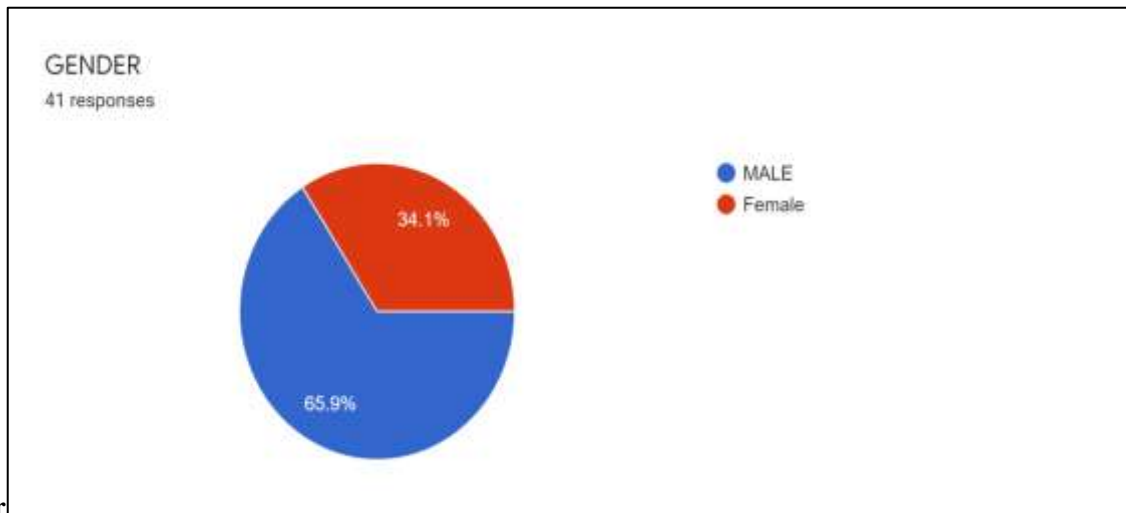
- Population Size: The total population size is indefinite.
- Sample Size: The sample size used for this study is 88 out of which maximum people were of age group 18-24 years.
- Statistical tool: The data have been collected by both primary and secondary sources. Primary data include the questionnaire from which information is collected based on customers’ behavior towards online product delivery. Secondary data include information collected from various journals, news articles, etc.
- Data used – Secondary Data.



**Fig.No: Number of Social Users in India from 2015 - 2023**

- Social Media has completely transformed the activities related to buying process. Consumer are searching products online through social media show that a there are no. of benefit of having presence on the Social Media the marketes are lacking in the a traditional Marketing (Renu and Bansal, 2019).The main purpose of this study is to analyse the Social Media influence on the consumer throughout their purchase decision making process, their attitudes towards the Social Media, so that companies are able to decide whether social media marketing strategies stands good for their business, or whether to continue with mass media marketing strategies. The use of social media in business has resulted in additional exposer and increase in online traffic, is agreed by 89% and 75% of marketers respectively. or reply instantly to the customer’s comments and satisfy their customers which leads to customer loyalty.
- Purchase intention represents customer retention and is influenced by extrinsic factors like brand image, customer satisfactions, product quality and many more (Hawa et al., 2014). Swinyard (1993) and Mcquitty et al. (2000) analyse effect of the purchase a intention values and a involvemnt customer satisfactions. Sweeny et al. (1999) studied how customer satisfaction influenced purchase intention of consumer. To investigate the relationship between product quality and purchase intention, an empirical analysis was presented by Parasuraman et al. (1996). Nowadays, people are highly active and engage on social media platform which force the companie,s to start looking the such technoloy effective mechanism to the interact more than with their customers (Renu and Bansal,2018).

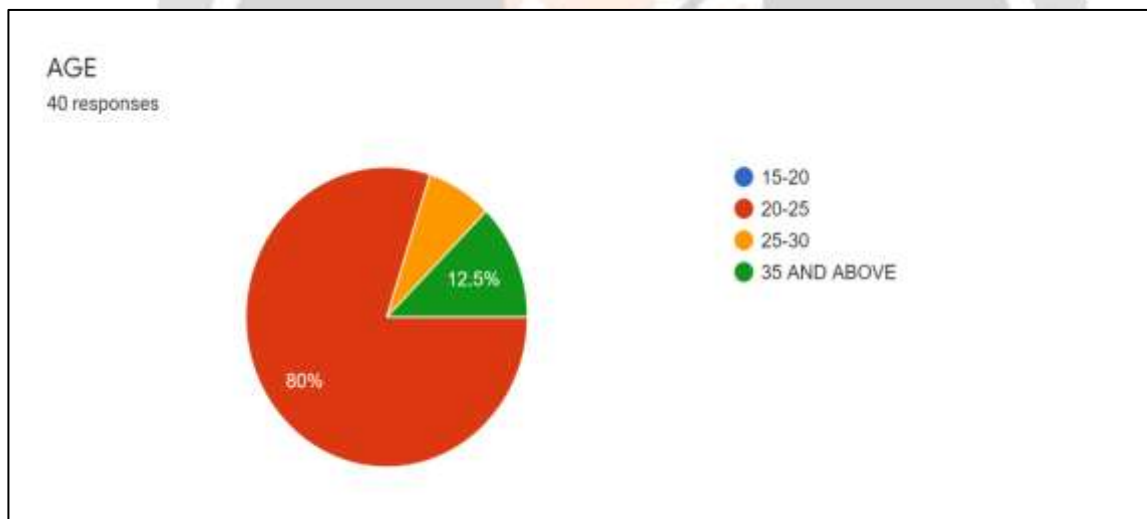
Data Interpretation and Data Analysis



Gender

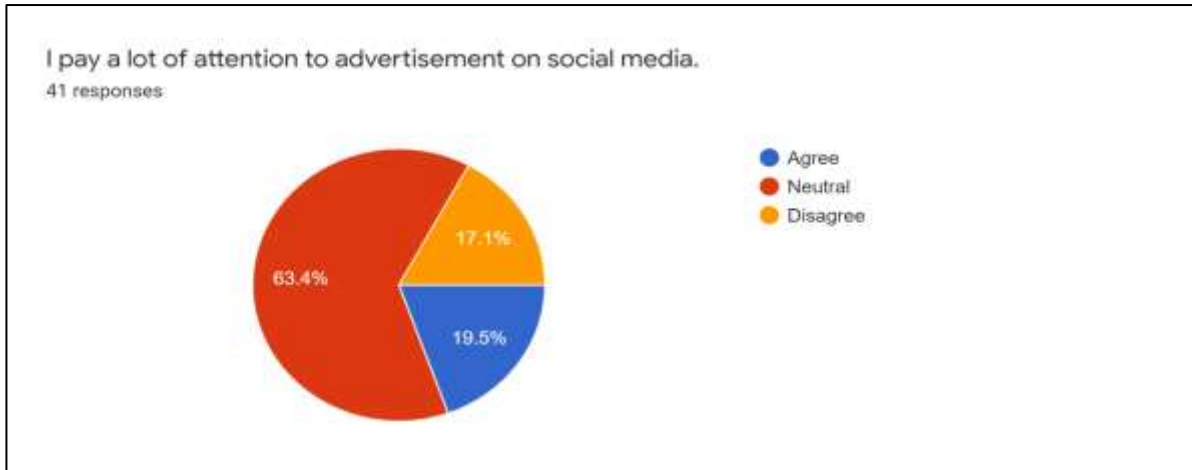
**Interpretation:** With this review we could comprehend that the proportion of male and females concerning effects of social media on consumer buying behavior is extraordinary. The female respondents were 34.1% and the male were 65.9% respondents.

Age

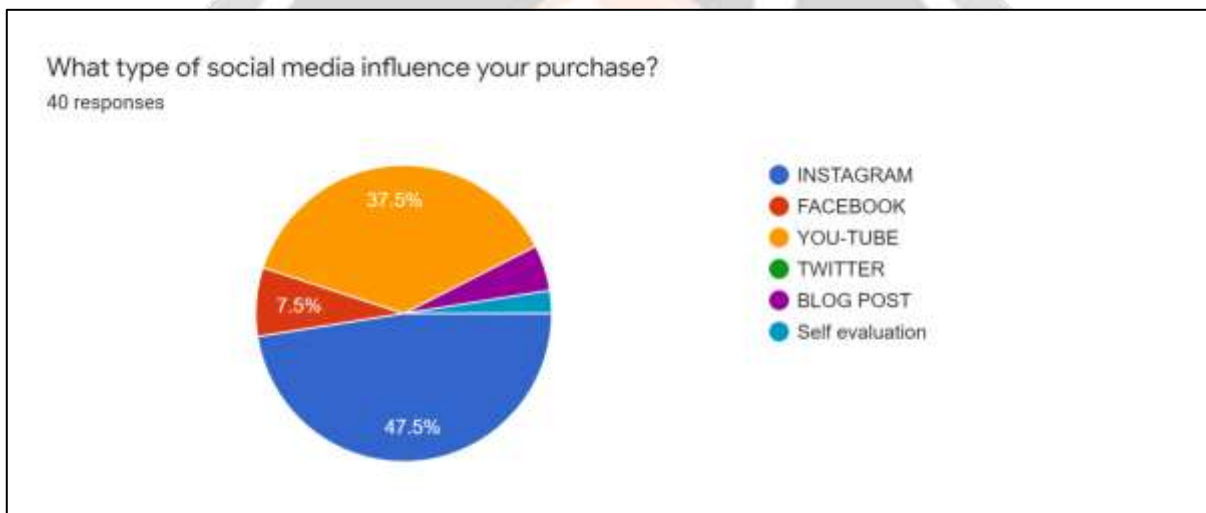


**Interpretation:** Most of the respondents i.e; 80% are of between 20-25 years of age. 7.5% are of between 25-30 years of age, and 12.5% are of above 35 years and above.

Ease and Convenience

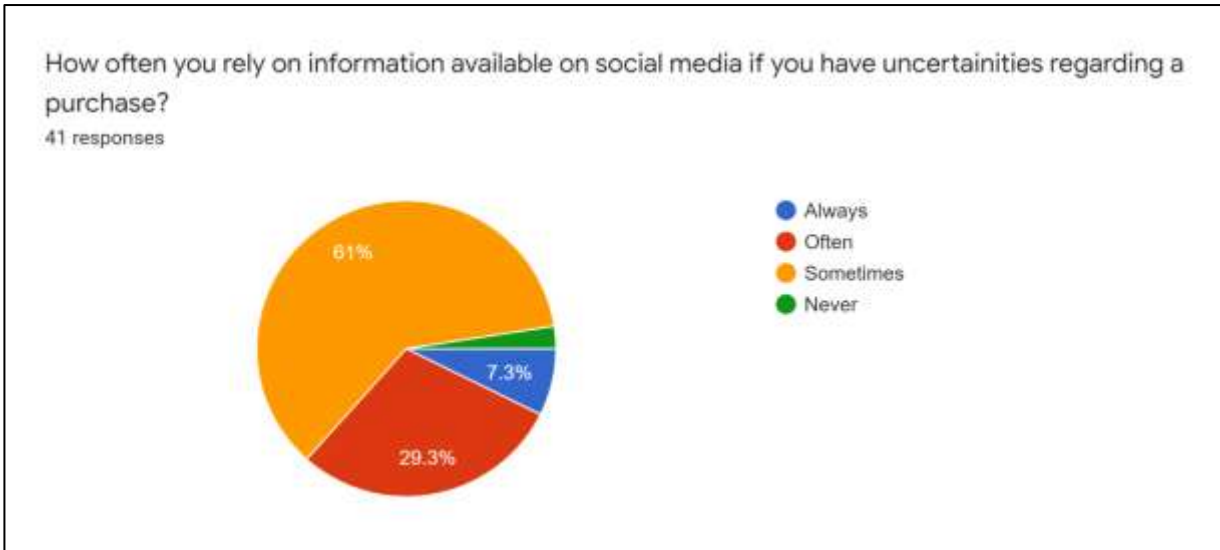


**Interpretation:** 63.4% of the respondents are the neutral having lot of attention to the advertisement on social Media while 19.5% respondents are agree that they pay lot of attention to advertisement on social Media .17.1% respondents are disagree with that are they not having so much attention to the advertisement of social media for their buying choice.Preferred Social Media Platforms



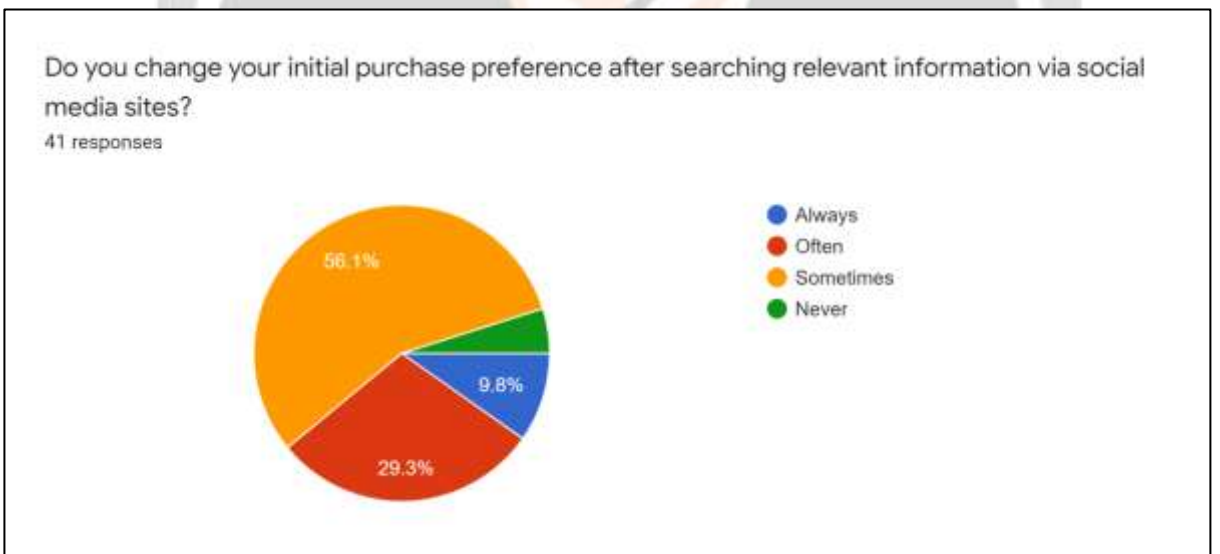
**Interpretation:** Through this survey we got to know that the maximum number of respondents preferred to use the Instagram app i.e., 47.5%, While You Tube users are 37.5% among the respondents, Facebook has 7.5% users. The remaining 3.75 % responders use blog post and 3.75 % use different platforms for their online product delivery service.

**Preferred Time**



**Interpretation:** From this survey, we analyzed that almost half of the responders likely to order any product sometimes i.e 61 %. i.e 29.3 % were of those who order often i.e only on some special occasions and 7.3 % of the respondents were those who order product online always on a daily basis. 2.4% are those who never purchase any online product from social media platform.

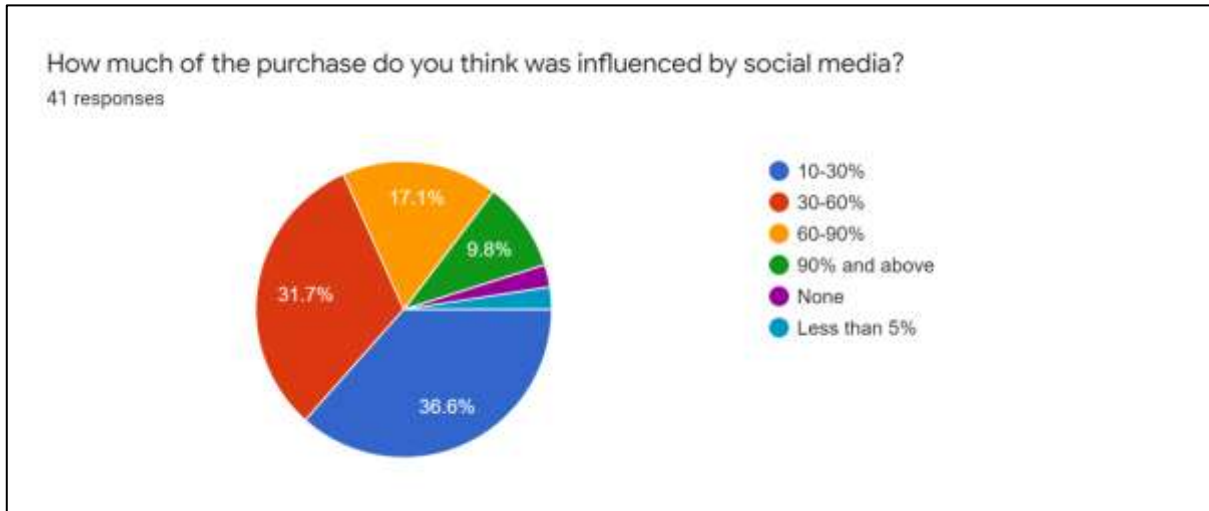
**Preferred Changes**



**Interpretation:** We Interpreted that 56.1% of respondents responded sometimes that they change their purchase preferences after relevant information via social media sites. those 29.3 % are responded often who change their preferences to order product after receiving relevant information from social media sites. on the other 9.8 % preferred to order product online always. 4.8% are responded never that they will never change their preferences of buying product after searching and receiving relative social media sites information.

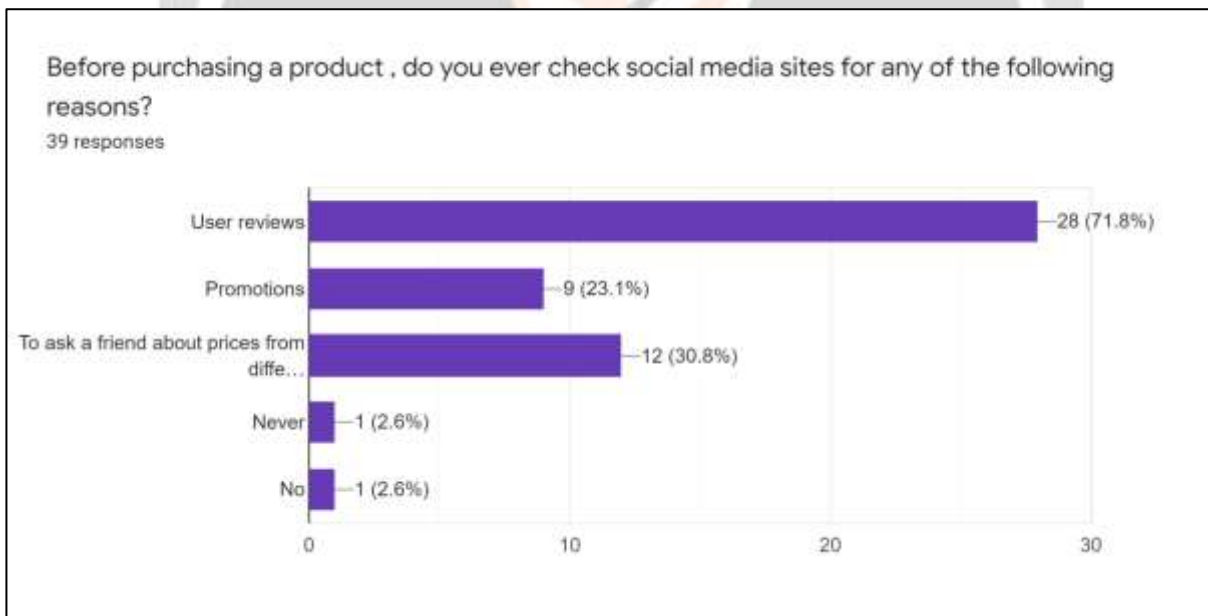


**Purchase Information**



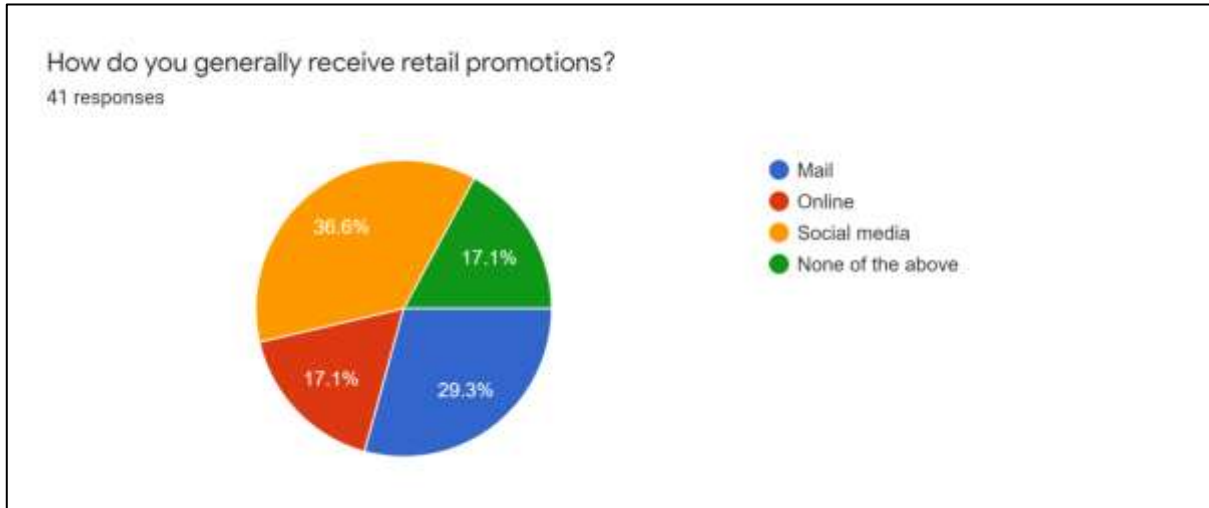
**Interpretation:** We interpreted that 36.6% of respondents responded 10-30% that they change their purchase preferences after relevant information via social media sites. those 29.3% are responded often who change their preferences to order product after receiving relevant information from social media sites. on the other 9.8% preferred to order product online always. 4.8% are responded never that they will never change their preferences of buying product after searching and receiving relative social media sites information.

**Source of Information**



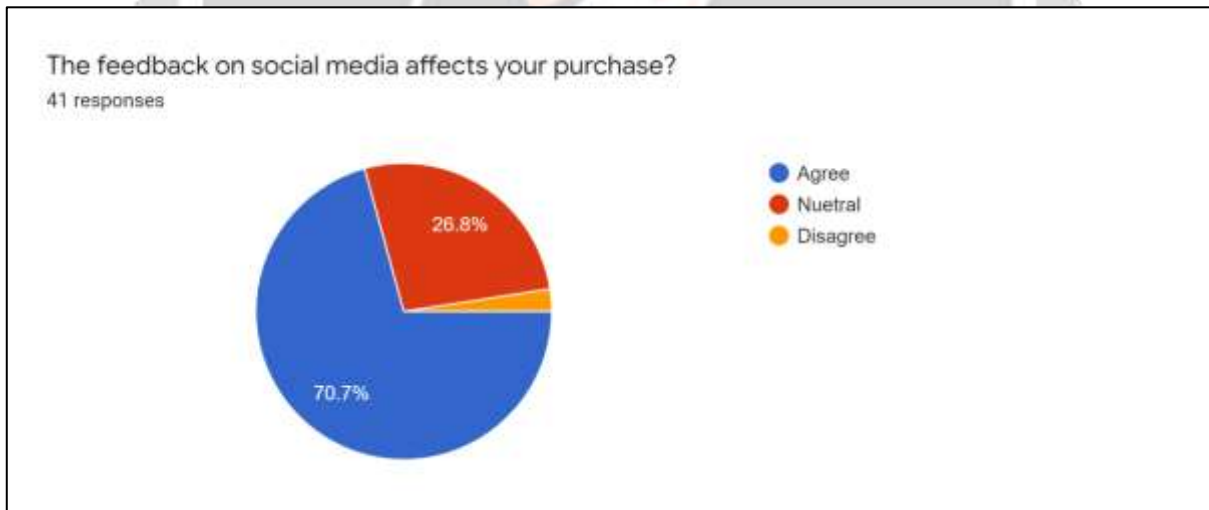
**Interpretation:-** user reviews are 28% so the before buying any product online customer must look the review of that product.

**Source of Information**



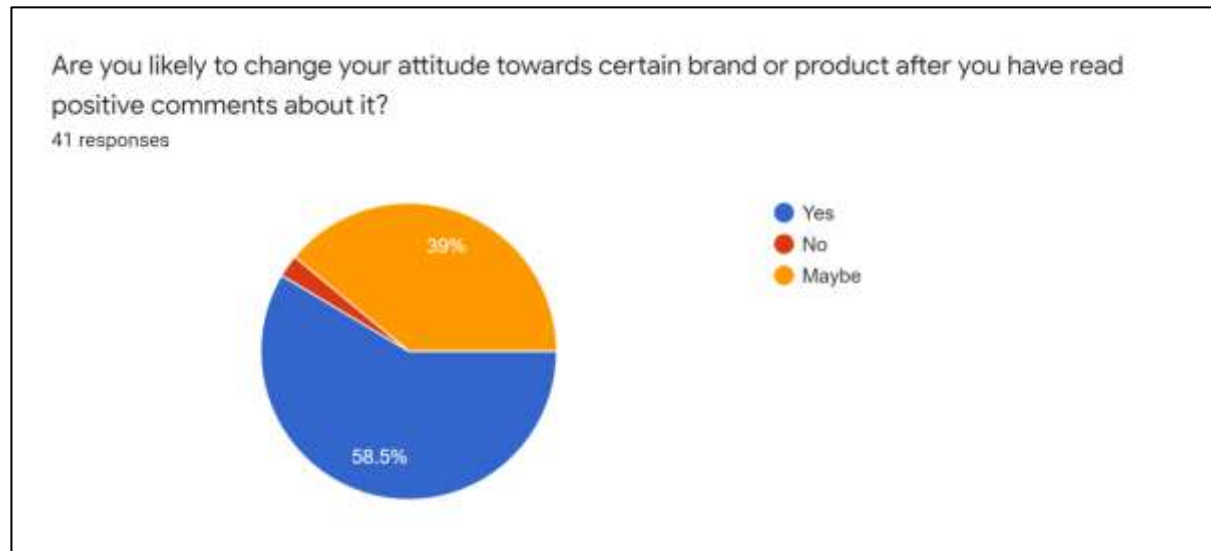
**Interpretation:** From this survey we got to know about the money consumers spend on ordering product online. There were 35.6% responders who receives lots of promotions from social media and 17.1% from online and 29.3 of responders have receives through the mail and 17.1 % on other platforms.

**Feedback of customers**



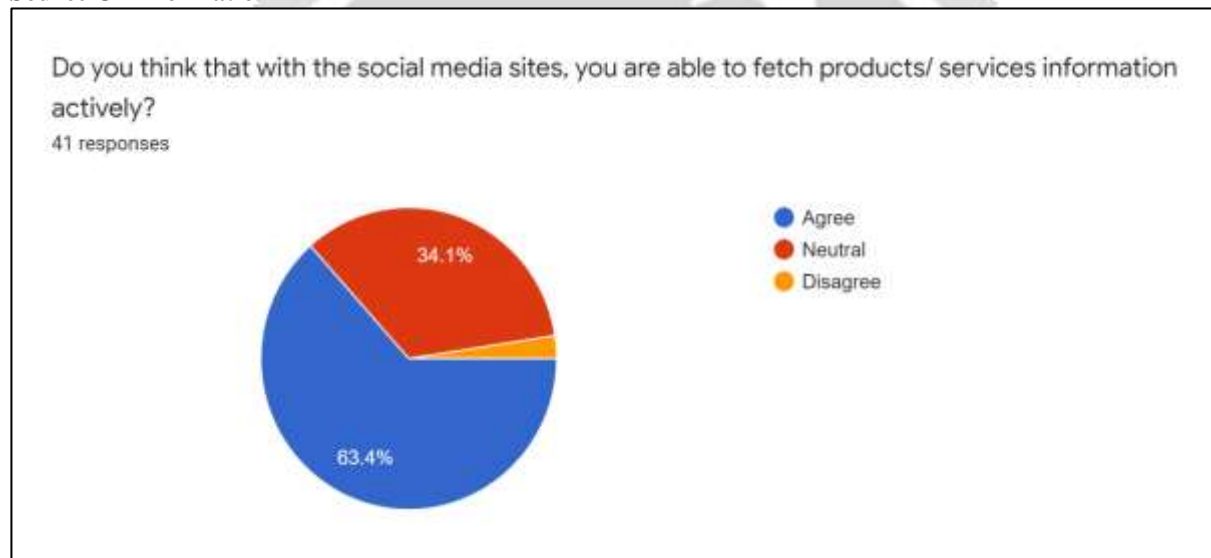
**Interpretation:** 70.7%are responded agree.26.9% responded neutral and remaining are disagree.

**Preferred Changes**



**Interpretation:** 58.5% are responded yes and 39% responded may be.

#### Source Of Information



**Interpretation:** 63.4% Agree respondents and 34.1% are responded neutral and remaining are disagree

#### Findings

- Total 41 number of people took this survey who were from different parts of India.
- Most of the respondents were males, I.e., 65.9 % male.
- Most of the respondents were between the ages of 18-30 years.
- Instagram is the most preferred Channel of the customer as per the survey.
- 54.4% of the respondents orders online product with the frequency of once or twice a week.
- Statistical, that requires a representative sample, something found only in quantitative methodologies.
- Tentative or incidence, when researchers find common findings across a specific social category and assume that it is likelihood that the population within the same social category might share similar opinions, thus leading to hypothesis development and not to a final conclusion.
- Existence generalization relates to the existence of a specific response but acknowledges that there may be others as well.

- Theoretical generalization which occurs when based on focus groups material the researcher proceeds to theoretical statements characterized by a level of universality.
- Analogical generalization occurs when findings from a small group with particular characteristics are generalized to another small group sharing similar characteristics
- The objective of study by Duangruthai Voramontri, Leslie Klieb (2018) was to analyze the impact of social media on consumer 's buying decision process for complex purchases and evaluation of extent to which decisions are modified by the usage of social media. Finding revealed that social media influence the most in first and second stage of buying behavior process (information search and search for alternative) but didn't much helpful in boosting up in purchase decision stage, nor in the post purchase evaluation.
- Customers prefer to visit malls rather than showrooms and branded shops for shopping. Family, social media, peer review and celebrity endorsements are the most influencing factor in making purchase of branded apparels. Customers of all age groups preferred discount rather than any other promotional scheme.
- Social media users like and enjoy the decision process as compared to others who opted any other information sources. Social media users feel satisfied and confident during their decision process, and information overload didn't have any negative impact on consumer satisfaction.

**Popular Social Media Channels by Marketers**

- In this digital world, there are number of social networking sites like Facebook, YouTube, Pinterest, LinkedIn, Pinterest, Instagram, Google+ and Twitter available for the individuals and have also been adopted worldwide for business purposes.
- **Facebook**

Facebook founded by Mark Zuckerberg in February 2004, has 2.27 billion users as per reports by Statista (2018), out of which 294 million users are from India and this makes it most popular social networking site worldwide..

- **Twitter**

Twitter the most followed social networking website after Facebook, it was developed by Jack Dorsey in March 2016. As per Statista this social media site has more than 326 million active users. Users can communicate or interact through message called —tweets, while messages are restricted to 140 characters to pass the information

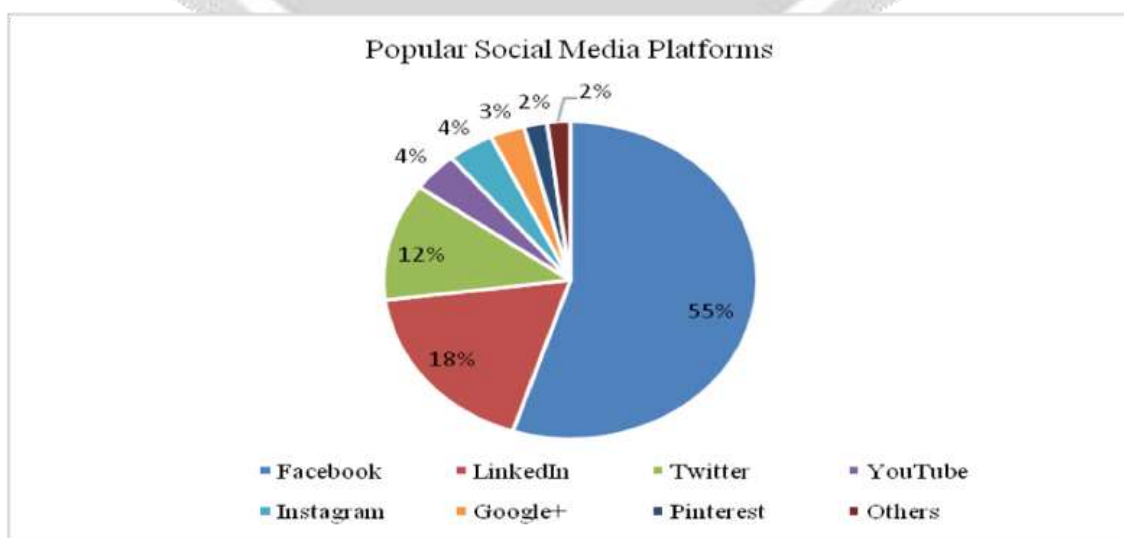


Figure: 1. Popular Social Media Platforms [Social Media Examiner Report (2018)]

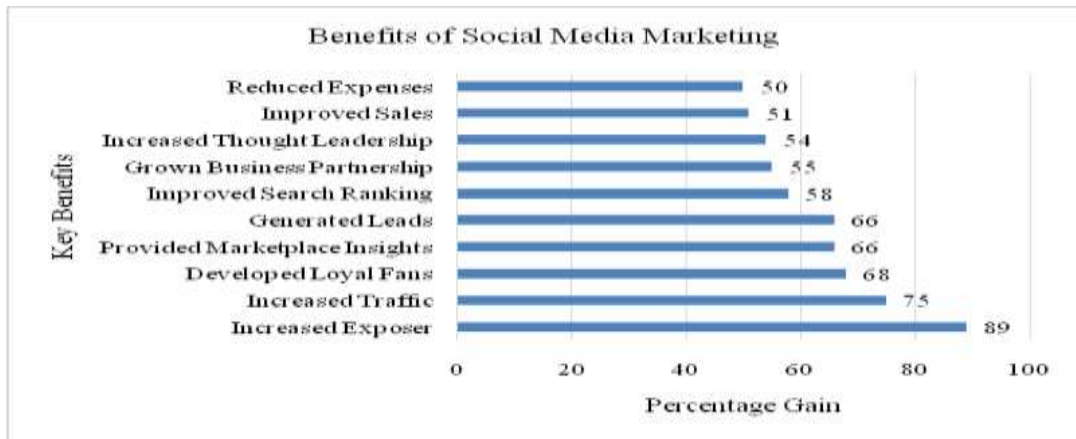


Figure: 2. Benefits of Social Media Marketing [Social Media Marketing Industry Report (2018)]

**Instagram**

In 2010 Instagram was developed as a visual social media site by Kevin Systrom and is now owned by Facebook. It has more than 700 million active users out of them 71 million are from India as per Statista report (2018). This social network is a successful marketing platform that facilitate users with many interesting features like filtering and editing of videos and photos online. The Instagram is having 3.31% average users post engagement rate as compared to 0.07% of Twitter.

**Google +**

Internet giant Google owned online social network popularly knowns as Google+ is a key player in online marketing with more than 111 million users worldwide. Individuals can add their brands on Google Plus circle, share with their network and communicate with the content posted by retailers.

**YouTube**

YouTube was founded in February 2005 by three former PayPal employees: Steve Chen, Chad Hurley and Jawed Karim. It was later acquired by Google Inc. in November 2006. YouTube is most popular video based social media website over 1.8 billion users per month. It allows all users to upload, rate, share and comment videos.

**Conclusion**

The approach of the customer changes as indicated by different likenesses and contrast in light of their sincere beliefs. It is additionally seen that greater part of individuals like to arrange product through Amazon instead of Flipkart. The shopper's insight on online product requesting differs from individual to individual and the discernment is restricted to a certain degree with the accessibility of the appropriate availability and the openness to the online product services. In brief, it is found that most of the respondents uses this facility of online product delivery service which shows the growing popularity of online services among youths. Change in the patterns of product requesting is happening in view of the changing way of life of the customers in India and development in online action.

In consumer purchase intention case study, we have analyzed the influence of purchase intention on consumer buying behavior on social media. From our study, we conclude that rewards, interaction, entertainment, electronic word of mouth, customer 's reviews, trust and satisfaction are the factors having positive influence on purchase intention on consumer buying behavior through social media, while trust has maximum influence and satisfaction has lowest influence on consumer purchase

This holiday social media impact on buying choices study makes four contributions to knowledge. First, to consumer behavior theory by proposing information exchange as an enlarged consumer behavior construct consisting of nine components. Second, to the theory of technology fluidity. Fluidity, from being a characteristic of a specific technology, is now proposed as a characteristic of the sets of behaviors and cognitive functions associated with the use of the specific technology or medium. Third, to social media related research in the context

of holiday travel by identifying six functional spaces that enclose active users' specific behaviors and cognitive functions: inspiration, collaboration, decision making, self-expression, communication, and entertainment. Brands use promotion to influence the emotions of their customers to brainwash them to spend money on their offerings. The US market is wants-based markets, one survives on the a desire of consumer to the want more, to want to look like their favorite celebrity, to want the latest gadgets to want to keep up with current trends. The research done here reveals how social media influences brand to customer dynamics, and if social media-based influence led to wanted result such as customer satisfaction or not, recommendations, and loyalty. They conducted a three-country research and compared how consumers who interact with brands using social media, versus ones who do it without social media, think about those brands, and resulting how those interfacing affect desired promotional result.

Their findings show that consumers in France, the UK and the USA who engage in brand-related social media have greater emotional attachment with the brands, are more likely to humanize the brands, have higher quality brand relationships, and are more satisfied with, willing to recommend, loyal to the brands. Their study gives compelling, international support on the benefits of social media interaction on brand-customer relationships.

Social Media provide two-way communication, customer reviews and easy access of information about the products. It also facilitates the customers with several social networks to evaluate and compare alternatives. Purchase intention is a critical factor to get understanding about consumers buying behavior.

In consumer purchase intention on social media study, we have analyzed the influence of purchase intention on consumer buying behavior on social media. From our study, we conclude that rewards, interaction, entertainment, electronic word of mouth, customers reviews, trust and satisfaction are the factors having positive influence on purchase intention on consumer buying behavior through social media, while trust has maximum influence and satisfaction has lowest influence on consumer purchase intention. Marketers can exploit social media by providing rewards, entertainment, customer 's review and satisfaction, to understand the buying behavior of consumers. But on the other hand, through social media companies are directly dealing with the customers and if the customer found product, posts or social networking activities of the brand irrelevant then there are high possibilities of losing the customer.

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INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 9, ISSUE 03,  
MARCH 2020

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