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# Impact of Social Media Marketing on Consumer Buying Behaviour

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**Abstract:** Internet based life showcasing has become the most dominant mode for organizations trying to contact their possibilities and clients. The example tallied 220 respondents and from the factual viewpoint, the ends were set up as far as the univariate and bivariate investigation. In like manner, in the wake of doing the complex measurable examination utilizing SPSS and the investigation offered by the online stage the host of poll, it very well may be perceived the amount it is affected and the genuine effect of Social Media Marketing reflected in the Consumer Buying Decision Making process. In this examination the Pearson's Correlation investigation investigates a positive critical direct connection between Social Media Marketing and Consumer Buying Decision Making. The relationship coefficient ( $r^2$ ) was 30.9% at the 1% level. This suggests Consumer Buying Decision Making can be anticipated with Social Media Marketing. Future investigations can be concocted to distinguish extra variable(s) for clarifying the CBDM. Expand this investigation by considering web based life content and different respondents too for additional comprehension of focus on client's basic leadership conduct.

**Keywords:** Social Media Marketing, Consumer Buying Decision-Making Process

## I. INTRODUCTION

Online networking advertising returns shoppers to the focal point of the business world and gives advertisers another arrangement of instruments to connect with purchasers and to coordinate them into the brands through creative ways. Generally, advertisers need to see how the web based life has affected purchaser purchasing conduct. Internet based life showcasing is the contemporary style of advertising as it focuses on opening new skylines for advertisers so as to advance an item or administration when contrasted with traditional media. Lately, buyer conduct and fulfillment has become a significant resource for any association to accomplish its situation in the market and to build its gainfulness. For this reason, associations are utilizing internet based life procedure. From investigate, it is obvious that organizations are utilizing web based life advertising so as to associate with the purchasers. Web based life advertising has given associations another method for managing and changing the purchasing conduct of the shoppers. Individuals utilize web-based social networking to share their encounters, surveys, data, counsel, admonitions, tips and any sort of issues that are fascinating to their "association" or companions. Online networking is utilized as promoting for the advertiser. Advertisers exploit and make showcasing procedure, which thusly could assist them with increasing more clients. The web based life condition is exceptionally simple to apply and to arrive at the client. These advantages give people comfort to accomplish what they are searching for. The initiation of Social Media Marketing (SMM) is one of the relentlessly improvement throughout the entire existence of trade. This specific specialized upset during the most recent decade has radically changed the customary advertising draws near and carried advertisers to another period. SMM returns shoppers to the focal point of the business world and gives advertisers another arrangement of instruments to associate with customers and to coordinate them into the brands through inventive ways. Fundamentally, advertisers need to see how the web based life has impacted Consumer Buying Decision Making (CBDM). Consumer conduct is a significant part of promoting as it helps advertisers to devise solid and vigorous showcasing methodologies and systems. For example, associations dispatch new items or administrations, which are by and large purchased by not many clients in the underlying stage and steadily, there is an expansion in the clients. Today, associations are utilizing internet based life system so as to change shopper's conduct and to win their faithfulness.

These days online networking turns out to be a piece of an individual's life. Internet based life, for example, Facebook, Twitter, Instagram or LinkedIn has a numeral number of the client and continues developing each day. It is evaluated that more than 500 million individuals are collaborating with web based life (Ostrow, 2010). The quantity of web based life clients developing has pulled in advertisers. Advertisers have perceived that web based life promoting as a significant piece of their showcasing correspondence systems. Additionally, web-based social networking encourages associations to speak with their clients.

Along these lines this exploration endeavors to investigate how SMM impacts on CBDM process. The particular research question of this investigation is: "Does Social Media Marketing effects on Consumer Buying Decision Making Process among internet based life clients"

Minimal availability of literature to inspect the connection among SMM and CBDM process. Consequently, there exists an away from hole with deference of the impacts of SMM on CBDM process inside the setting of internet based life clients. This experimental hole turns into an issue to organizations who are advancing their administrations through online networking to know whether their administration is effective or not among the internet based life clients. In fact, there is a need to assess what expand the SMM affected on CBDM process among online life clients.

## II. HYPOTHESIS

Based on these literature reviews, this study is taken in to account about how the social media marketing impacts over the consumer buying decision making. Regarding this study the hypothesis statement constructed such as below

### A. The Hypothesis Statement Regarding This Study Is

- 1)  $H_0$ : SMM does not significantly impact on CBDM process
- 2)  $H_1$ : SMM significantly impact on CBDM process

## III. METHODOLOGY

A web-structured poll was intended for this examination reason by utilizing "Google drive" which can be founded on a web connect, which can be open in all web working frameworks, for example, web investigates, Google chrome, Firefox, and Mac OS, and so on. Essential information were gathered for address both needy and free factors by put together a with respect to line overview using an organized survey in a website page position posted in the "divider" of My Facebook which can be sent to all companions of us. Among 500 companions, around 200 twenty (220) companions have been reacted to the transferred survey inside the necessary time period. The sort of research is deductive and factors are estimated with quantitative examination. Essential information are gathered through organized polls with shut explanations estimated with Likert's scale (1-5 as emphatically concur, concur, nonpartisan, deviate, firmly differ separately), in view of result from face book respondents. Among 500 companions, around 200 twenty (220) companions have been recognized utilizing helpful examining system (see Table 1).

Table 1: Sampling Framework

| Study Setting          | Unit of Analysis     | Sample Size   |
|------------------------|----------------------|---------------|
| All Social Media Users | Facebook Respondents | 220 Customers |

## IV. RESULTS AND DISCUSSION

### A. Choice of Social Media Contents

There are a few online networking substance accessible in around the world. Inside these, Social Networking Sites (for example Facebook), Micro-blogging (Twitter), Blogs/Forums, Social appointments locales/Social news (for example Reddit, Digg), Photo and Video Sharing Sites (for example Flickr, YouTube) are chosen for this examination reason. From 220 respondents of 91.81% customer's decision is Social Networking Sites (for example Facebook), 4.54% of shopper's decision is Photo and Video Sharing Sites (for example Flickr, YouTube), and 3.63% off customer's decision is Micro blogging (Twitter), and nobody rely upon web journals or reddit digg. So with in this internet based life substance individuals for the most part like to go for facebook references when they settle on choices about buying (see Table 2).

Table 2: Distribution of social media contents

| Choices of Social Media Contents | Facebook | Twitter | You Tube |
|----------------------------------|----------|---------|----------|
| Frequency                        | 202      | 8       | 10       |
| Percent (%)                      | 91.81    | 3.63    | 4.54     |

### B. Variables and Dimensions

- 1) *Level of Independent Variable and Its Dimensions*: Based on the literature review SMM is evaluated with three dimensions: E-word of mouth, social community and social advertising. SMM as an independent variable has high level attribute of the customers buying decision making process (Mean  $X_1 = 3.454545$  and see Table 3). In addition, most of the respondents expressed generally a common opinion regarding the variable of SMM concepts (Standard deviation = 0.638). With individual analysis, it is also noted that about all respondents in this study have high level attribute for the Social Media Marketing.

Specifically, all dimensions of SMM have high level attributes in relation to their mean values (mean values of E- Word of mouth Factors X1.a = 3.66, Social community X1.b = 3.50 and social media advertising X1.c=3.205). Among these dimensions, E word of mouth high value of mean and social media advertising is comparatively lower than other dimension that contributes to social media marketing.(see table 4)

Table 3: Overall Measures of Independent Variable

| Description             | Social Media Marketing (X1) |
|-------------------------|-----------------------------|
| Mean                    | 3.45                        |
| Standard Deviation (SD) | 0.638                       |
| Decision Attribute      | High Level                  |

Table 4: Measurements for dimensions of SMM

| Dimensions of SMM        | X1    |
|--------------------------|-------|
| E- Word of mouth         | 3.66  |
| Social community         | 3.50  |
| social media advertising | 3.205 |

2) *Level Of Dependent Variable And Its Dimensions:* The CBDM is surveyed with four measurements: data search, assess the other options, buy choice and post buy conduct. Demonstratively, all components of CBDM have elevated level characteristics of respondents according to their mean qualities (mean estimations of data search X2.a = 4.01, assess choices X2.b = 3.65, buy choice X2.c = 3.50 and post buy conduct X2.d= 3.832). Among these measurements, data search of CBDM process has high estimation of mean; and Status is similarly lower than different measurements in commitment to Consumer Buying Decision Making.

Table 5: Overall Measures of Dependent Variable

| Description                    | Consumer Buying Decision Making (X2) |
|--------------------------------|--------------------------------------|
| Mean                           | 3.74886                              |
| Standard Deviation (SD)        | 0.403854                             |
| Decision Attribute             | High Level                           |
| Measures for dimension of CBDM |                                      |
| Description                    | Consumer Buying Decision Making (X2) |
| information search             | 4.01                                 |
| evaluate alternatives          | 3.65                                 |
| purchase decision              | 3.50                                 |
| post purchase behavior         | 3.832                                |

C. *The Relationship between SMM and CBDM*

The correlation analysis is initially carried out to explore the linear relationship of SMM with CBDM, if it exists. Results indicate that there is statistically linear and positive relationship ( $r^2 = 0.309$ ,  $p < 0.01$ ) between SMM and CBDM. Because dots are show upward in the straight line. Which mean there is a positive relationship between the social media marketing and consumer buying decision making

Table 6: Correlation between SMM and CBDM process

|                        |         |
|------------------------|---------|
| Pearson Correlation: r | 0.556** |
| Sig. (2-tailed)        | 0.000   |

As per the table 6 we can accentuate that WE dismiss the H0: there is no connection among's SMM and CBDM, in light of the fact that as indicated by the sig (2 followed) 0.000 hugeness level. In view of the dismissal rule it is beneath the 0.05 so we dismiss the H0 and acknowledge the H1 which is indicated by there is connection among's SMM and CBDM. At the point when take a gander at the individual relationship, it indicates that there is the positive and solid connection among's SMM and CBDM. So with respect to this investigation we have the end that SMM impacts on CBDM.

## V. CONCLUSION AND RECOMMENDATIONS

This study considers SMM as autonomous variable and CBDM as the needy variable. While these factors exclusively have moderate level qualities of the respondents, the Pearson's Correlation investigation investigates a solid positive direct connection among SMM and customer purchasing basic leadership. The relationship coefficient ( $r^2$ ) was 30.9% at the 1% level. This suggests purchasing basic leadership can be anticipated with web based life promoting.

As indicated by Chui and Manyika (2012), Rockendorf 2011, Forbes and Vespoli, (2013) SMM can have beneficial outcome on buyer purchasing basic leadership. Our examination additionally has a similar constructive outcome of SMM on purchasing basic leadership. Which mean SMM has slight positive effect on CBDM process.

*Recommendations:* Based on end a few recommendations are advanced to online networking advertisers to improve their administrations. Concerning some recommendation for them to win the web based life advertise they are, Good SMM requires inside and out information on its association and a strong arrangement of how it tends to be utilized to accomplish business objectives. Before endeavoring to advance their business on the different systems, consider SMM not as an impermanent arrangement that will get advertisers traffic now. What's more, second one is They would prefer not to hazard losing guests and potential clients, ensure they have an unmistakable SMM plan that you adhere to regardless.

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