

A STUDY ON SOCIAL MEDIA AND CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO EAST SIANG DISTRICT OF AP

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ABSTRACT

In today's life Social Media plays a very significant role in every activities of the people even it has a huge contribution in making of buying decisions by consumers. At present days there are various online networking sites which have a great influence on consumer buying behavior. Social websites like Facebook, Whatsapp, Twitter, Instagram, YouTube etc plays a major role and it is having many features which can affect and attract many numbers of social media users. This paper will focused on how the consumers use social media in the stages of decision making process and the Social Media Factors That Influence Consumer Buying Behavior that influence their behavior. A survey of 100 consumers selected randomly in the east siang district of Arunachal Pradesh was conducted, to find out to what extent they are impacted by the use of social media, and what role it plays in their decision making process. Around 66% of the respondents reported that they had paid attention on the advertisements presence in social media platform, and 69% of the respondents believe that Social Media influence their buying decisions. The implication of these findings suggests in what segment businesses in east siang district of Arunachal Pradesh should focus their market research and marketing strategy.

Keywords: Social Media, Consumer Behavior, Decision Making Process, Social Media Factors.

Introduction

The present trend in commercial field is using of social media for marketing purpose. Social media assist marketers to access and monitor consumer preferences and opinions on a continual basis through online mode. It has creating high quality contents that are consumer relevant. The decision making is much easier and enjoyable in the Social media platform for the users. Moreover it has offered tremendous amount of accessibility and transparency of relevant information to the potential customer. The consumer's perceptions and their intention to buy have been badly influenced by the Social media marketing tactics. There are many factors which impact social media users like reviews from influencer, brands presence in social media etc. The Consumer buying behavior involved actions and processes before (and after) buying a product or a service which are followed by the consumers in a marketplace and these part of consumer behavior is greatly consummated by social media. In these modern days business, individuals and organizations can select and buying the products and services through both online and offline mode. According to studies, there are main 5 (five) stages of consumer decision making process which are greatly impacted by social media usage, all around the world irrespective of developing and developed countries. These 5 stages of consumer buying decision making process comprised of Need/problem recognition, information search, alternative evaluation, purchase decision and post purchase behavior [1, pp.258]. Even it has a great impact on rural India like East Siang district of Arunachal Pradesh. One of the main reasons behind growth of social media usage is the increasing of Internet penetration and the use of smart phones. In the study area it has dramatically increased due to cheap internet facilities provided by various telecom services of India. Social media plays a huge role in

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influencing consumers in their way of purchasing. Here are some of the ways that social media affects the behaviors of consumers like Reviews from influencers, Reviews from social media connections, Brand's social media presence, Social media advertising and "Trending" and "Popular" algorithms.

Literature Review

Ranjeet Singh (2020) highlights the Issues & Challenges of Social Media and its affect on Consumer buying Behavior. He concludes that social media is an indispensable tool for consumers. Undoubtedly all kinds of businesses have turned to social media to find and connect with their target market. A social media platform puts in a prime position for executing effective digital marketing campaigns. Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost- infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences.

Fitore Jashari (2017) concludes that young unemployed people are the main social media users in Pristina. Considering the increasing trend in the use of social media, makes young people to continuously using social media. The most used social media in Pristina are social networks (Facebook, LinkedIn), while the least are the Blogs and the Microblog. This high share of using the social media by consumers in Pristina is also impacting their behavior as consumers, affecting each of the stages of consumer decision making process, and the influential factors of this process i.e., (motivation, attention, learning, memory).

Rob FitzGerald (2019) clear about that Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost-infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Have the right strategies, and your brand can surely take advantage of social media when it comes to converting visitors into customers.

Mukhaini (2014) examined the impact of using social media on consumer buying behavior. With the main objective to understand which type of products mostly purchased using social media that are mostly used by consumers in Oman. The study shows that Instagram is the most suitable social media site for the Omani consumers to buy their preferred product (fashion) online.

Objectives of the Study

The main objectives of the present study are in the following ways:

- To study the most constantly used social media platforms or websites by the consumers.
- To examine Social Media Factors that Influence Consumer Buying Behavior
- To analyze the impact of social media on the stages of consumer buying decision process.

Research Methodology

For the present study both the primary and the secondary data has been used. However, the paper is mainly based on primary data, collected through a survey questionnaire conducted directly with consumers. A random sampling method was used. The sample consisted of 100 participants. The questionnaire was created in google form and sent to all of them through email ID and Whatsapp and other social media. The questionnaire consisted of 10 questions, including Yes/No questions, filter questions, closed questions with alternatives, closed questions with possibilities of adding more responses through the box "Others:", and five-point Likert scale, asking respondents to evaluate their responses with rates from 1 to 5.

The data obtained from the survey were statistically analyzed and presented in numerical figures, using the arithmetic average, percentage, standard deviation, etc. The results are interpreted and presented by using charts, tables, and descriptions by words, in order to have a clearer presentation.

Data Analyses and Results

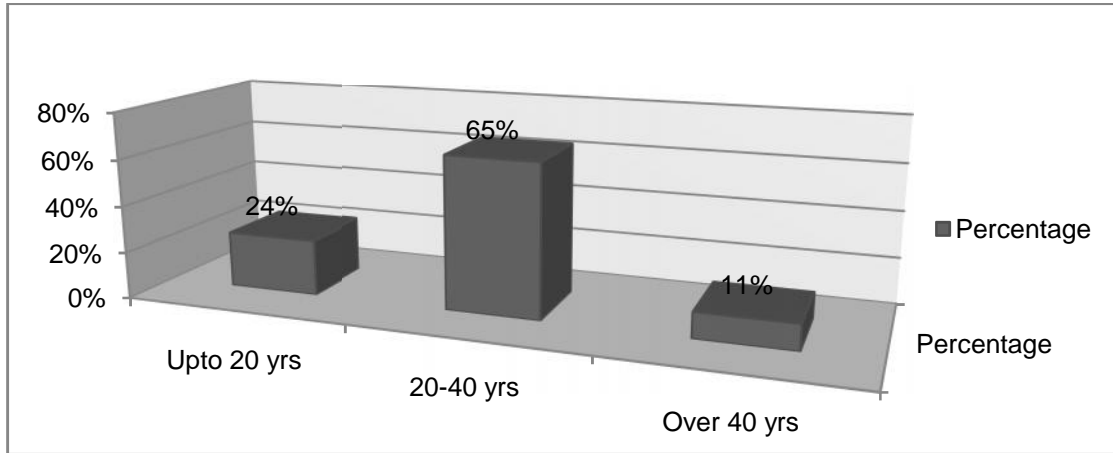
Q.1 Age of the respondents

Table 1: Descriptive Statistics of Age

Age	Frequency	Valid Percent	Cumulative Percent
upto 20 yrs	24	24.0	24.0
20-40 yrs	65	65.0	89.0
over 40 yrs	11	11.0	100.0
Total	100	100.0	

Source: Field Survey

Chart 1: Age



From the study it was found that the highest social media users in the study area are age between 20-40 years with 65% respondents. And it was followed by the respondents with the age of upto 20 years with 24% respondents. Respondents with Over 40 years were only 11% and most them rarely used social media for any kind of purpose.

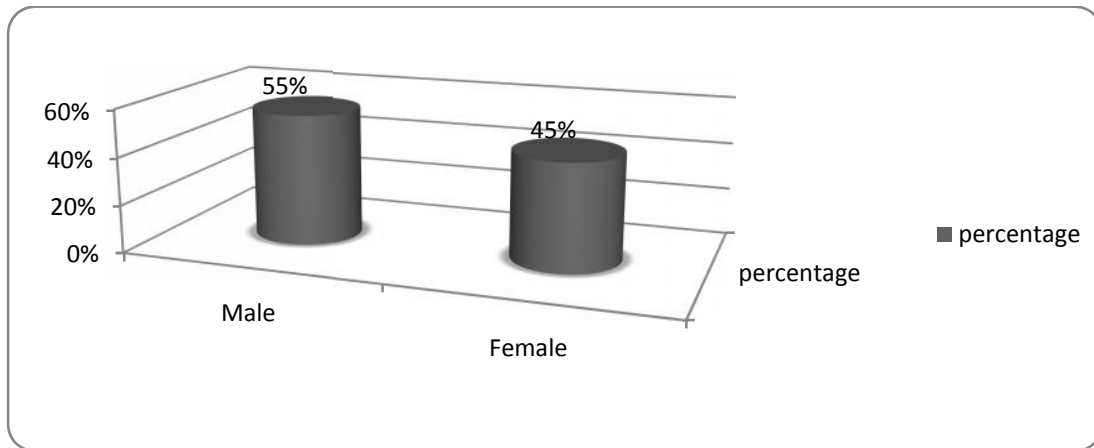
Q.2 Gender of the respondents

Table 2: Descriptive Statistics of Gender

Gender	Frequency	Valid Percent	Cumulative Percent
Male	55	55.0	55.0
Female	45	45.0	100.0
Total	100	100.0	

Source: Field Survey

Chart 2: Gender



Out of 100 respondents it was found that 45% are female and 55% of them are male. Both of them used social media from different sources like facebook, whatsapp, instagram and blogs etc.

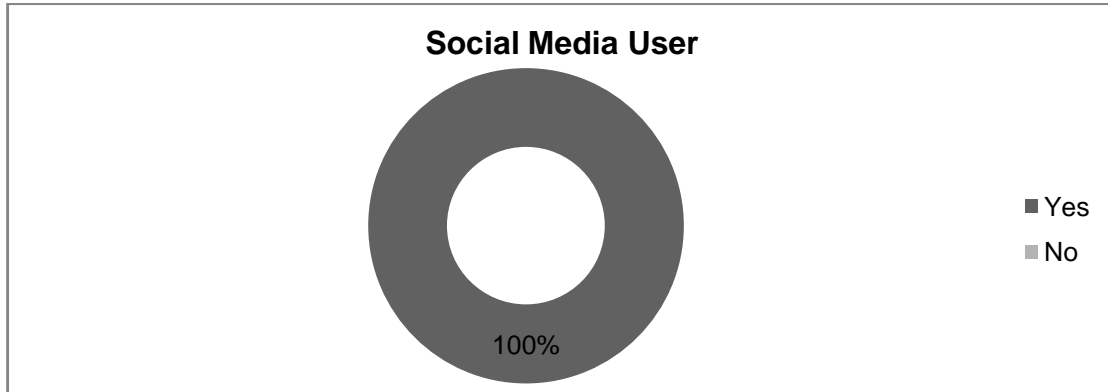
Q. 3 Do you use social Media?

Table 3: Descriptive Statistics on the Statement do You Use Social Media?

	Frequency	Valid Percent	Cumulative Percent
Yes	100	100.0	100.0
Total	100		

Source: Field Survey

Chart 3: Social Media User



The results show that 100% respondents were used social media via their personal phones or any other device and computers. So it is concluded that most of the residence of East siang district were used social media either on their mobile phones or computers for various purposes such as shopping, making friends, information and chatting etc.

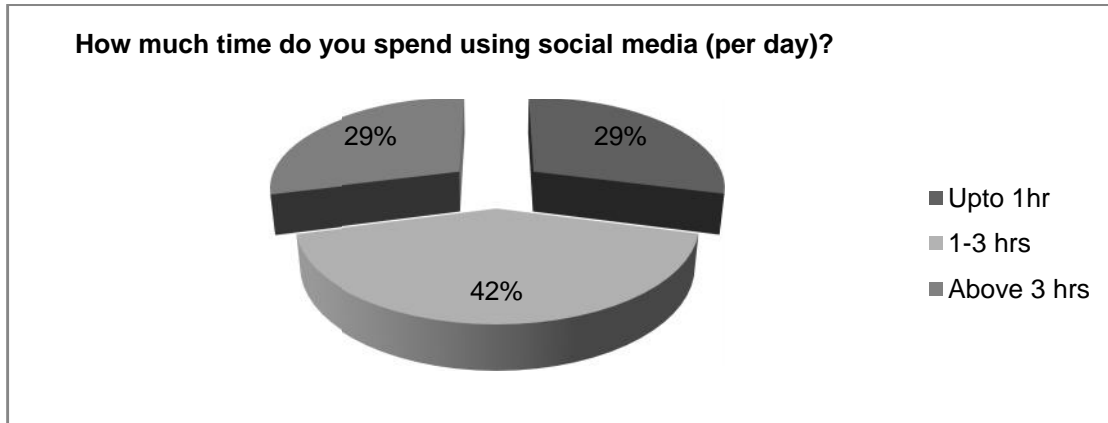
Q.4 How much time do you spend using social media (per day)?

Table 4: Descriptive Statistics of the Statement of Spending Time in Social Media (Per Day)

Time	Frequency	Valid Percent	Cumulative Percent
upto 1hr	29	29.0	29.0
1-3 hrs	42	42.0	71.0
above 3hrs	29	29.0	100.0
Total	100	100.0	

Source: Field Survey

Chart 4: Spending Time in Social Media (Per Day)



Source: Field Survey

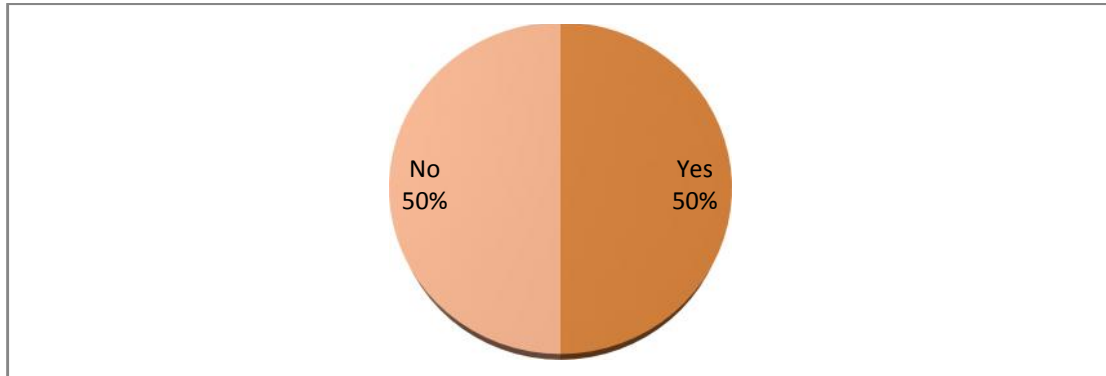
Out of 100 respondents all of them are social media users. 42% of them spend a time between 1 and 3 hours a day with social media for certain purposes. 29% of them spend upto 1 hour and similarly 29% of the respondents spend over 3 hours a day.

Q.5 Do you trust social media?

Table 5: Descriptive Statistics on the Statement Social Media Trust?

Statement	Frequency	Valid Percent	Cumulative Percent
Yes	50	50.0	50.0
No	50	50.0	100.0
Total	100	100.0	

Source: Field Survey

Chart 5: Trust on Social Media

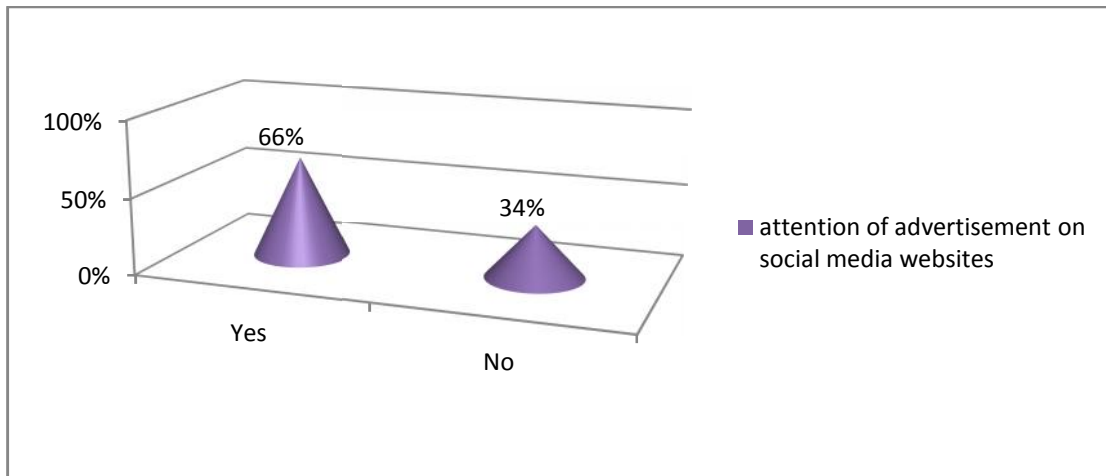
From the above table it is concluded that out of 100 respondents 50% of the respondents trust social media and 50% of them were not support and trust social media information and contents.

Q.6 Do you pay attention to advertisement on social Media websites?

Table 6: Descriptive Statistics on the Statement do You Pay Attention of Advertisement on Social Media Websites?

Statement	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	66	52.0	66.0	66.0
No	34	26.8	34.0	100.0
Total	100	78.7	100.0	

Source: Field Survey

Chart 6: Pay Attention on Advertisement on Social Media Websites

From the above chart it is clearly shows that out of 100% respondents most of the respondents with 66% were pay attention on advertisement on social Media websites and about 34% of the respondents were not pay any kind of attention on the advertisements which are displayed in the social media websites.

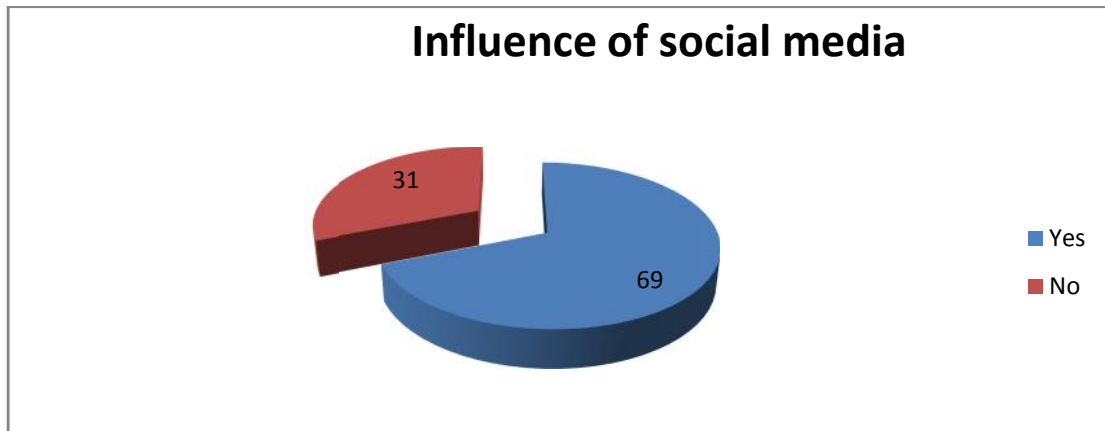
Q.7 Do you believe that Social Media influence your buying decisions?

Table 7: Descriptive Statistics on the Statement that Social Media Influence your Buying Decisions

Statement	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	69	54.3	69.0	69.0
No	31	24.4	31.0	100.0
Total	100	78.7	100.0	

Source: Field Survey

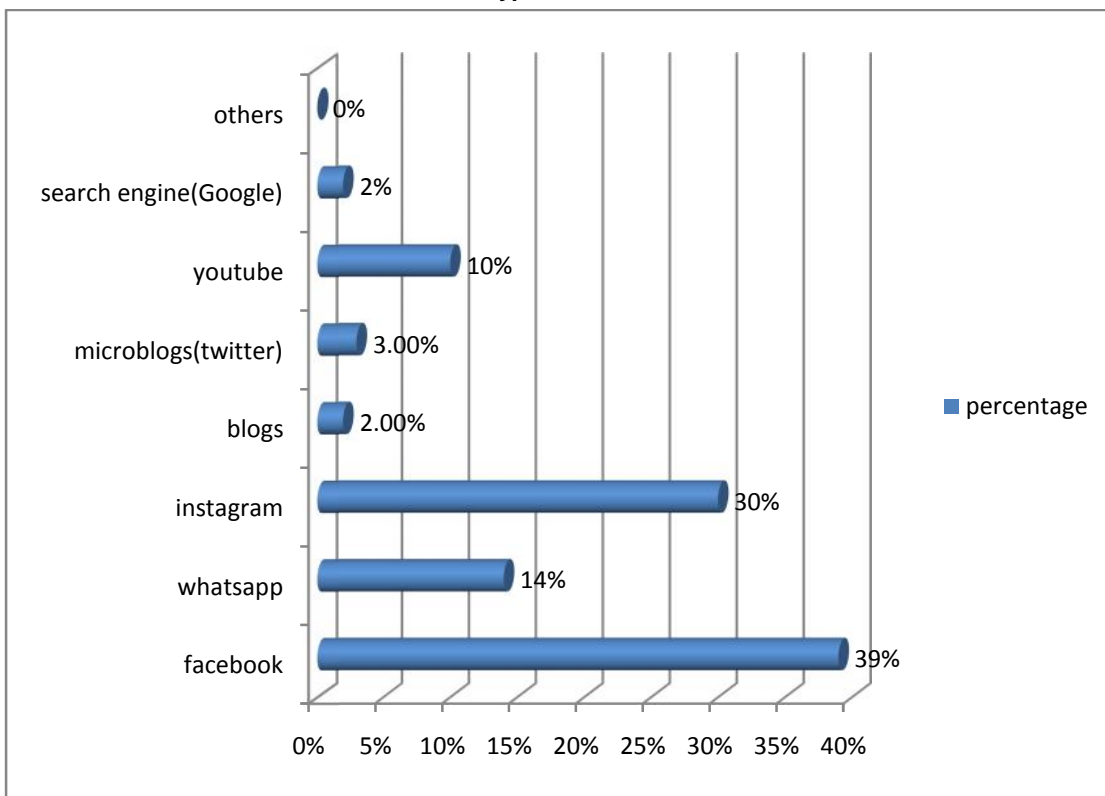
Chart 7: Do you believe that Social Media Influence your buying Decisions



Out of 100 respondents 69% of the respondents accepted that they believe that Social Media influence their buying decisions. And remaining 31% did not accept that consideration, their preference and buying decisions regarding any kind of products are same as usual despite of social media presence.

Q.8 which of the social media do you used?

Chart 8: Types of social media



Source: Field Survey

It was noticed that most of the respondents about 39% of them used facebook , 30% of the respondents used instagram and whatsapp as a social media apps followed with 14%. Youtube users are around 10% followed with microblogs (twitter) with 3%. Search engine (google) and blogs were rarely used by the respondents.

Q.9 How do you consider the social media impact in each of the stages of your consumer decision making process?

Table 9: Descriptive Statistics on Impact of Social Media in the Stages of Consumer Decision Making Process

Statement	N	Min.	Max.	Mean	Std. Deviation
Need/problem recognition,	100	1.00	5.00	2.2400	.99615
Information search,	100	1.00	5.00	1.9700	.89279
Alternative evaluation	100	1.00	5.00	2.6000	1.14592
Purchase decision and	100	1.00	5.00	2.3600	1.03005
Post purchase behavior	93	1.00	5.00	2.4301	1.01508
Valid N (listwise)	93				

Source: Field Survey

From the study it was found that each and every stages of consumer decision making process had a great impact on the respondents. However the stages of alternative evaluation, purchase decision and post purchase had a larger standard deviation which implies that these stages had much different impact on respondent's decision making process. The range and spread of these factors are wider then information search and problem recognition stages. Because searching information and problems or need recognition had a lower standard deviation which implies that the respondents had a more rational impact on their decision making process.

Q.10 How do you consider Social Media Factors that influence consumer buying behavior?

Table No. 10: Descriptive statistics on Social Media Factors that influence consumer buying behavior

Statement	N	Min.	Max.	Mean	Std. Deviation
Reviews from influencers	100	1.00	5.00	2.6200	1.26953
Reviews from social media connections	100	1.00	5.00	2.7300	1.30929
Brand's presence in social media	100	1.00	5.00	2.6800	1.26235
advertising in Social media	100	1.00	5.00	3.0300	1.26695
"Trending" and "Popular" algorithms	100	1.00	5.00	2.5200	1.32939
Valid N (listwise)	100				

Source:Field Survey

From the above table it was clear that every social media factors had a great influenced on consumer buying behavior. However, "Trending" and "Popular" algorithms and Reviews from social media connections in social media as a factor had a larger standard deviation as compared to other social media factors that influence consumer buying behavior. This means that respondents had much disagreement in influenced level by "Trending" and Reviews from social media connections. The range and spread of "Trending" and Reviews from social media connections are wider than other social media factors which affected consumer buying behavior. Brand's presence in social media, advertising in Social media and Reviews from influencers had a lower standard deviation, it implies that the respondents had a more consistent level of influenced with these factors.

Discussion

From the above discussion it can be concluded that social media is a kind of weapon for marketing strategy and tactics. From social media it is quiet easy for the businesses to trace and reached their target market. From the present study it was found that most of the domicile were using social media for any kind of purpose and the age between 20-40 years are the main social media users through facebook, whatsapp and instagram etc. facebook users are highest with 39%.Almost 1-3 hours a day is spent on social media. Male users are higher in the present study with 55%.50% of the respondents trust social median and remaining 50% does not believe in social media contents. 60% of the respondents agreed that they pay attention on social media advertisement. They immediately catch their attention with their outstanding contents and display which is being very informative for customers. 69% of the respondents accepted that social media badly influenced their buying decision at greater extent. Searching information and problems or need recognition had a more rational impact on the decision making process as compared to other stages of decision making process. Similarly, Brand's presence in social media, advertising in Social media and Reviews from influencers as a social media factor had a more consistent level of influenced. Performing and doing business in social media platform is one of the most successful trends in today's business world. It has a great contribution towards business institution

by attracting various potential customers from every nook of the country as an individual and world as a whole. With the support of social media business houses have seize every bit of opportunity and explore and apply all the possible social media marketing tactics to reach their target group or customers.

Conclusion

The main goal of the present study was to determine the impact of social media on consumer buying decision making stages and to examine the various social media factors which influenced consumer buying decision. The presence of social media had a great influenced on the stages of buying decision making process of the consumers. They benefitted huge from social media by searching information of the products and enable to access to relevant information not only in a great range but also in a faster speed. Simultaneously, businesses got the advantage to reach even the rural customers with the support of social media presence in today's businesses. In the research findings, various social media factors play a vital role in consumer decision making such as advertising and presence of brands in social media etc, had a great impact on consumers' decision making process. From the research it has revealed that most of the consumers access their information from the facebook page. Social media websites such as Facebook and whatsapp has much used in the present study area. In the research findings, many respondents have noticed and agreed that advertisement in social media had a great influenced on their buying decision. Moreover, half of the respondents agreed that they trust social media and in contrary, another half of respondents does not agreed with the statement even they cited that social media gives false information. To conclude, from the findings of this research, it can be observed that consumers in east Siang district of Arunachal Pradesh are actively exploiting social media platforms as a tool in-validating of the purchase decisions. it has suggested that the essence of consumer behaviour still remains the same despite the advent of social media. The present study has the limited time and scope so Future Research should considering of this limitation for better findings, many aspects related to social media are unable to cover up in the present study. Therefore, if further research could be conducted, then an in-depth survey should be carried out in tackling the research objective.

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Appendix 1

Questionnaire on a survey on the study of Social Media on buying behavior of consumer with special reference to East siang district Arunachal Pradesh

Q.1 Age

1. Upto 20 yrs
2. 20-40 yrs
3. Over 40 yrs

Q.2 Gender

1. Male
2. Female

Q.3 Do you use social Media

1. YES
2. NO

Q.4 How much time do you spend using social media (per day)?

1. Upto 1 hr
2. 1-3 hrs
3. Above 3 hrs

Q.5 Do you trust social media?

1. Yes
2. No

Q.6 Do you pay attention to advertisement on social Media websites?

1. Yes
2. No

Q.7 Do you believe that Social Media influence your buying decisions?

1. Yes
2. No

Q.8 Which of the social media do you used?

1. Facebook
2. Whatsapp
3. Instagram
4. Blogs
5. Micro blogs(twitter)
6. Youtube
7. Search engine (google)
8. Others

Q.9 How do you consider the social media impact in each of the stages of your consumer decision making process?

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Need/problem recognition,					
Information search,					
Alternative evaluation,					
Purchase decision and					
Post purchase behavior					

Q.10 How do you consider Social Media Factors that influence consumer buying behavior?

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Reviews from influencers					
Reviews from social media connections					
Brand's presence in social media advertising in Social media					
"Trending" and "Popular" algorithms					