

A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR WITH REFERENCES TO MAHENDERGARH CITY

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ABSTRACT

Now days, the using of social media website by consumers has mostly increasing day to day. When consumers face the any type of problem they uses the social media and find their solution Social media is the very essential tools for every type of fields. Social media affects the consumer behaviour. There are many social media websites like face book, twitter, Instagram, snap chat, messengers, you tube etc. through the social media, and we can exchange our thought and ideas in one person to another person. The main aim of this study to find out what factors affect the consumers behaviour when he/she purchase the goods and services and how social media affect the consumer buying behaviour. In modern era, social media is the very powerful element in our daily life.

Keywords: Social Media, Consumer Behaviour, Social Networking, Modern Era, Web- Based Software.

Introduction

Concept of Social Media

Social media is the technology based network system which facilitates the sharing of ideas, thoughts, and information and builds the relationship between the two peoples. It provides users quick electronic communication of content. Content includes personal information, document, videos, and photos. Many Users busy with computer, tablet, or Smartphone which is web- based software or web application, often utilizing it for messaging. While social media is everywhere in American and Europe, china and India now lead the list of social media usage.

Understanding Social Media

Firstly social media starts as a way to interact and communicate with friends and family and person to person but was later take on by businesses which wanted to take superiority of a popular new communication trend to reach out the customers. The power of social media is the ability to connect and share information with anyone on world or with many people simultaneously.

Globally there are more than 3 billion social media users. Social media is an ever changing and ever evolving web based platform. According to the **Pew Research Center**, social media users tend to be adulterys. Nearly 90 percent of people between the ages of 18-29 used at least one form of social media. Further the users tends to be better educated and relatively wealthy, or earning over \$75000 per year.

Forms of Social Media

Social media facilitates the form of a diversity of activities. These activities includes photo and idea sharing, messaging, blogging, social gaming, social network, video sharing, business network, chatting and much more. Even government and politicians are also use the social media and provide the essential and informative information with the help of it. Some people will use various social media application to network carrier opportunities, find people across the global with like interests, and share

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their thoughts, feeling, insights, and emotions. Virtual social network is the type of social media where users share their ideas, feeling, and emotions. For businessman and many enterprises, social media is a very essential element for build the customer relationship. Many business enterprisers use the social media to find the loyal customer and run their business through the social media with the help of advertisement, and promotion, and build the customers trends. They offer many type of customer services or support. Over the one fifth of an individual's online time is spent on social media.

Social media's role in very helping element for every type of businesses .It is very significant for businessman and customers. Social media provides much way to interlink age of customer through the e-commerce .With the help of E- commerce every business enterprises and customers interplay with each other through the electronic medium. It does provide the capability to collect the data about the customers taste and their preferences and build the target market of customers. It provides the many type of facilities like promoting the product, distribution of services. Social media is providing the help in building customers relationship with the help of loyalty programs which are linkage with social media.

According to article by Thomas J Law (December 2020) .The most popular social media sites in 2021 and ranked by the monthly active users:

- Face book : 2.32 billion
- You tube : 1.9 billion
- Whatsapp : 1.6 billion
- Messenger : 1.3 billion
- Instagram : 1 billion
- QQ : 807 million
- Reedit : 430 million
- Snap chat : 287 million
- Pinterest : 250 million
- Telegram : 200 million

Consumer Buying Behaviour

“Consumer behaviour is the action and the decision process of people who purchase goods and services for personal consumption” – According to Engel, Blackwell, and Mansard.

Mainly consumer behaviour is the study of consumer activities when he/she purchase the goods and services and how they behave when he/ she select the product according to that satisfies their needs and wants. Consumer's behaviour study is the most important element of every type of business and enterprises. It is the very significant for marketers. It helps to understand the consumer behaviour what makes a consumer to buy a product. It is the study about the different situations such as how to purchase, when to purchase, for whom to purchase and for what reason do they buy, and much more and last what factor are affect when he/she select the product. Every businessman wants to achieve their target goal and impress the new customer. For improving the customer he launches the new product but every customer has a different choice and attitude towards buying a single products. If a businessman does not understand the customer's needs and want, this will make the reason of product failure.

Various factors that affect the Consumer behaviour:

Consumer behaviour is affects the different factors. A marketer should try to understand the factors that influence consumer behaviour. The factors that affect consumer behaviour are follows:

- **Psychological Factor:** It is related with the mind of customers. These factors are very difficult to understand because every consumer has different choices, and perceptions. There are few psychological factors like motivation, perception, learning and their attitude and beliefs.
- **Social Factors:** A customer purchases the product according to their social backgrounds because his/her buying behaviour is influenced by the people around them. Some social factors like family, references group, role and status.
- **Cultural Factor:** Every customer has belongs to different type of culture. Customers purchase the product according to their cultures. Some cultural factors like values, religion, caste, social classes.
- **Personal Factor:** these personal factors differ from one person to other person. It is depend upon our personal experiences and their perceptions. Age, income, occupation, lifestyle are some personal factors.

- **Economic Factors:** economic factor is the most important role playing in consumer buying decision. Personal incomes, family income, consumer credit, liquid assets, saving are some economic factors which are influencing the customer buying behaviour.

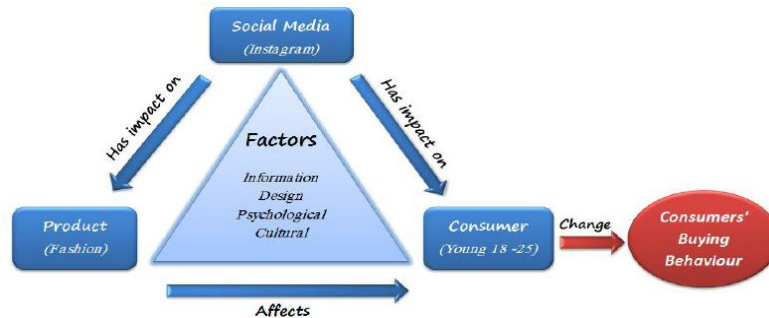


Figure 1: Matrix Model of Changing Consumer buying Behaviour

How the Social media influences consumer behaviour:

Many consumers are now on social media network than ever before. When the consumer purchases the product firstly they are looking for review and recommendation. Social media platform are most important element which are influences the customers. Here are four ways in which social media influences consumer behaviour:

- Builds products awareness: social media is the essential element in our daily routine. When people face the problem, they start the finding their solution with the help of social media.
- Social proof as greater forces of buying decision
- Promotion, discounts, and deals on social media
- Social media influencers: 49% of customers seek guidance from social media influences before making a buying decision.

Conclusion

From the above discussion it can be said that at present, social media is the very significant role playing for consumers. 49% of customers take the guidance through the social media. Social media provide a platform for sharing our ideas, thoughts, feeling and emotions. There are different type of social media platform like face book, twitter, Whatsapp, you tube, messenger, Instagram etc. unadoubtable ever marketer turned to social media and achieve their target market.

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