



IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BUYING BEHAVIOR

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Abstract

Social media marketing is a powerful tool that businesses can use to connect with their audience and promote their brand. The impact of social media on consumer behavior cannot be understated. Consumers today are more informed than ever before, and they look to social media for guidance when making purchasing decisions. It's important for businesses in the electronic sector to take note of this trend if they want to succeed in the market. This paper investigate into how social media impacts consumer buying behavior specifically in the electronic sector within India also discuss effective strategies that businesses can employ to improve their social media marketing efforts and gain an edge over competitors in this highly competitive industry. The current study investigates influence of the social media marketing on customer buying behavior in electronic sector. Descriptive research design was used to describe this study. The required sample size, according to the calculations, is 400. The sample size was set at 440 since the research expected a 10% non-response or non-corporative rate. The systematic random sampling technique was used to choose these sample respondents. With Mean & Standards, a one-way ANOVA is performed. It is found that those who are having below 20 years of age groups, they are experienced higher amount of experience relating to facebook, Twitter, Instagram, LinkedIn and YouTube.

Key words: Social Media Marketing, Customer buying behavior, face book, twitter

Introduction

In today's digital age, social media has become an indispensable tool for businesses to reach out to their target audience. With the increasing number of people using social media platforms like Facebook, Twitter, and Instagram every day, it has become a prime channel for marketing activities. Social media marketing is not only

cost-effective but also offers an opportunity to interact with customers on a personal level. In this blog post, we will explore how social media marketing impacts consumer buying behavior in the electronic sector in India and what strategies can be used to improve it. social media has become an integral part of our daily lives. It has revolutionized the way we communicate and interact with each other. Social media platforms have evolved from being just a means of communication to powerful marketing tools that businesses can use to reach their target audience.

Social media marketing refers to the process of using social media platforms like Facebook, Instagram, Twitter, LinkedIn and others for promoting products or services. The rise of social media has led many companies to shift their focus from traditional advertising methods towards social media marketing as it offers better results in terms of engagement levels and ROI.

The importance of social media marketing lies in its ability to generate brand awareness and build relationships with customers by creating engaging content that resonates with them. This approach is particularly effective when it comes to influencing consumer buying behavior. Consumer buying behavior refers to the decision-making processes that individuals go through before making a purchase. Factors such as price, quality, brand reputation play a crucial role in shaping consumer behavior. Social media marketing can impact consumer buying behavior in several ways including increasing brand awareness, driving traffic to websites or online stores and providing customers with valuable information about products or services they are interested in purchasing. In India's electronic sector where competition is fierce between local brands and multinational companies alike, effective use of social media marketing tools can make all the difference when it comes attracting potential buyers while building trust among existing ones.

Social media marketing

Social media marketing is a type of digital marketing that utilizes social media platforms to promote brands and products. It involves creating content, engaging with audiences, and running advertisements on popular social media channels like Facebook, Instagram, Twitter, LinkedIn, and more. The introduction of social media has revolutionized the way businesses interact with their customers online. Social media platforms have become a crucial part of people's daily lives and are now an essential tool for companies to reach out to potential customers. Through creative campaigns and targeted advertising efforts on social networks, businesses can increase brand awareness among consumers who might not otherwise know about their products or services. The use of influencer marketing has also increased in recent years as companies leverage the power of individuals with large followings to promote their products or services. The introduction of social media marketing has opened up new avenues for businesses to connect with audiences through various mediums like video content or interactive polls. As technology continues to advance at breakneck speed - it will be interesting to see how companies continue leveraging these evolving platforms moving forward!

Importance of social media marketing

Social media marketing has become an integral part of any business strategy, and for good reason. With millions of people using social media platforms every day, it is an incredibly effective way to reach a large audience

quickly and easily. One of the most important benefits of social media marketing is its ability to build brand awareness. By regularly posting content on social media platforms, businesses can increase their visibility and establish themselves as thought leaders in their industry. Social media marketing also allows businesses to engage with their customers directly, creating a two-way dialogue that fosters trust and loyalty. This engagement can take many forms, from responding to customer comments and questions to running contests or promotions that encourage user-generated content. Another key advantage of social media marketing is its cost-effectiveness. Compared to traditional advertising methods such as print or TV ads, social media campaigns are often much cheaper while still being just as effective at reaching target audiences. By leveraging data analytics tools offered by various social platforms, companies can gain valuable insights into customer behavior and preferences. This information can then be used to refine messaging strategies and improve overall campaign performance over time. The importance of social media marketing cannot be overstated when it comes to building brand awareness, engaging with customers directly, keeping costs down while still reaching target audiences effectively through data-driven insights- all essential elements for success in today's competitive digital landscape.

The various social media platforms

There are numerous social media platforms available on the internet today. These platforms allow users to connect with friends, family, and even strangers from all over the world. Some of the most popular social media platforms include:

1. **Face book:** This is the largest social networking platform in the world, with over 2.8 billion monthly active users as of 2021. Facebook allows users to create profiles, share photos and videos, send messages, and join groups.
2. **Twitter:** This microblogging platform has over 330 million monthly active users as of 2021. Users can post short messages called tweets, follow other users, and engage in conversations.
3. **Instagram:** This photo and video sharing app has over 1 billion monthly active users as of 2021. Instagram allows users to post photos and videos, follow other users, and engage with content through likes and comments.
4. **LinkedIn:** This professional networking site has over 740 million members as of 2021. LinkedIn allows users to create professional profiles, connect with other professionals, and search for jobs.
5. **YouTube:** This video-sharing platform has over 2 billion monthly active users as of 2021. YouTube allows users to upload and watch videos, subscribe to channels, and engage with content through likes and comments.
6. **TikTok:** This short-form video app has exploded in popularity in recent years, with over 689 million monthly active users as of 2021. TikTok allows users to create and share short videos set to music or audio clips.
7. **Pinterest:** This visual discovery platform has over 459 million monthly active users as of 2021. Pinterest allows users to discover and save ideas for recipes, home decor, fashion, and more.

8. Snapchat: This multimedia messaging app has over 280 million daily active users as of 2021. Snapchat allows users to send photos and videos that disappear after a set amount of time, as well as post stories that last for 24 hours.

9. Reddit: This social news aggregation and discussion platform has over 430 million monthly active users as of 2021. Reddit allows users to post content and engage in discussions on a wide variety of topics.

10. Tumblr: This micro blogging and social networking site has over 400 million blogs as of 2021. Tumblr allows users to post text, photos, videos, and other types of media.

Consumer buying behavior

Consumer buying behavior refers to the process that a consumer goes through when deciding whether or not to purchase a product. It is influenced by several factors, including personal beliefs and attitudes, social norms, culture, economics and marketing efforts. One of the primary determinants of consumer buying behavior is motivation. Consumers are motivated to buy products for different reasons such as fulfilling their basic needs like food and shelter or satisfying their wants like luxury goods. The motive behind making purchases also varies depending upon age group, gender and social status. Another factor affecting consumer buying behavior is perception. Perception involves how consumers interpret information they receive about a product based on their prior experiences with similar products or brands. This plays an important role in influencing purchasing decisions as it helps consumers form opinions about the reliability and quality of a product before making a purchase.

Social influence also greatly impacts consumer buying behavior as people tend to follow what others around them do especially if they hold significant meaning in one's life like friends, family members etc . Marketers recognize this fact too well; hence many rely heavily on influencer marketing campaigns where influencers post reviews about electronic gadgets used by them in daily life thereby attracting followers to make informed choices. Understanding consumer buying behaviour remains crucial for businesses selling electronic products since it helps companies create effective strategies for meeting customer needs while building strong relationships with potential clients via social media platforms

Impact of social media marketing on buying behavior

Social media has become an integral part of our lives. We use it to keep in touch with our friends and family, share our thoughts and ideas, and even make purchases. Social media marketing has revolutionized the way businesses interact with their customers. It has also impacted consumer buying behavior significantly. The rise of social media platforms like Facebook, Twitter, Instagram, and Pinterest have given businesses a new platform to engage with their audience on a personal level. Through targeted ads and sponsored posts, companies can reach consumers who are interested in their products or services. This personalized approach helps build trust between the brand and the customer. Social media marketing also allows for real-time feedback from customers through comments or direct messaging features on various platforms. Brands can address customer concerns quickly while creating positive interactions that influence future purchasing decisions. Another impact of social media marketing is its ability to create buzz around a product launch or event promotion. Companies can leverage

influencers or user-generated content (UGC) to showcase how others are using their products effectively while highlighting unique benefits that set them apart from competitors. Social media has changed consumer buying behavior by providing more information about products before purchasing decisions are made while facilitating personalized communication between brands and customers at scale.

Electronic sector in India

The electronic sector in India has experienced a significant growth over the past few years. With the increase in demand for electronics, there has been a surge of new players entering the market. This is due to the rising disposable income of consumers and their changing buying behavior. The Indian consumer's preference for electronic products is rapidly increasing, driven by technological advancements and social media marketing. Social media platforms have become an important tool for companies to reach out to their target audience by showcasing products through videos and posts. The availability of affordable smart phones and internet connectivity has made it easier for people to access social media platforms from any part of India, including rural areas. As a result, more people are exposed to advertisements on social media promoting various electronic products. Social media marketing allows companies in the electronic sector to engage with customers directly, providing them with information about products and services that would meet their needs. By leveraging social media analytics tools such as Facebook Insights or Twitter Analytics, businesses can understand consumer behaviors better which helps tailor specific offerings that cater specifically towards customer demands. As competition increases within this lucrative industry segment, it becomes critical for businesses operating within this space not only utilize but also maximize their online presence through effective digital strategies inclusive of SEO optimization techniques such as targeted keywords & backlinks acquisition methods integrated into their website design features amongst others as well as monitor & measure ROI metrics associated with social campaigns undertaken across key channels; all aimed at driving overall business performance levels upwards while simultaneously meeting evolving customer requirements effectively

Social media marketing and electronic sector

Social media marketing has become an integral aspect of modern-day business strategies. The electronic sector in India is no exception to this trend. In fact, social media marketing has revolutionized the way electronic products are advertised and sold. In recent years, social media platforms like Facebook, Instagram, Twitter, and YouTube have emerged as powerful tools for reaching out to potential customers. By leveraging these platforms effectively, electronics brands can create a strong online presence and engage with their target audience directly. One of the biggest advantages of social media marketing for the electronic sector is its ability to provide real-time feedback from customers. Brands can use this feedback to improve their products and services based on consumer preferences. Moreover, social media channels allow electronic brands to showcase their product features in a visually appealing manner through images or videos. This helps consumers make informed buying decisions by providing them with detailed information about the product before they purchase it. Additionally, influencers play an important role in promoting electronic products on social media platforms. By collaborating with influencers who have a large following on these platforms, brands can increase brand visibility and reach

newer audiences that they may not have been able to target otherwise. Social Media Marketing facilitates communication between buyers and sellers which often leads not only into customer loyalty but also positive reviews for both parties involved Overall, Social media marketing offers numerous opportunities for the Electronic Sector in India which makes it essential for any brand operating within this industry.

Review of literature

Flannery (2010) has examined the use of social media in youth and found that most youths use the internet. The study underlined that for most purposes, they use social media. Cox (2010) pointed out a relationship between age and attitude in his study. It was found that different age groups have different attitudes towards online advertising platforms. Chu (2011) says that most Facebook users are more attracted to social media marketing and related advertisement. The study says that this kind of user joins a particular Facebook group. Heinonen (2011) says that consumers' consumption, production, and participation of consumers are not based on a particular aspect. Different motivations attract them.

Benjamin Ach (2013) has examined the marketing strategy of the business and communication strategy in an Australian marketing company. The study underlined that all type of business, whether small or medium, is getting online and shows the importance of social media in this competitive world. Ramsunder's (2016) study says that online brands influence shopper decisions. The opinion put forward by one consumer shall influence the purchase decision of another customer. Customers are moving to online media to get more data for buying decisions. Chowdhury et al. (2019) examined the impact of Facebook on youth and found that it had greater features to attract them. The study found that it has enabled the youth to expand their contacts.

Research Methodology

The current study investigates influence of the social media marketing on customer buying behavior in electronic sector. The various reviews that have been gone through by the researchers and also made personal interaction along with customer's opinions have also been collected. Based on the information, it considers the major social media platforms namely face book, Twitter, instagram, linkIn, and YouTube. The customer buying behavior also used to investigate the customer perception about social media marketing. Descriptive research design was used to describe this study. The required sample size, according to the calculations, is 400. The sample size was set at 440 since the research expected a 10% non-response or non-corporative rate. The systematic random sampling technique was used to choose these sample respondents. With Mean & Standards, a one-way ANOVA is performed.

Tables and interpretation

Table No -1 Social media platforms based on age groups of users

Social media	Age groups of users	Mean	S.D	ANOVA result	
				F-value	P-value
Face book	below 20 years	21.19	3.36	6.662	0.001*
	21-40 years	20.08	3.63		
	Above 40 years	19.42	3.89		
Twitter	below 20 years	26.19	4.39	19.730	0.001*
	21-40 years	23.61	5.04		
	Above 40 years	22.10	4.96		
Instagram	below 20 years	20.67	3.76	26.149	0.001*
	21-40 years	17.91	4.67		
	Above 40 years	16.05	5.88		
LinkedIn	below 20 years	22.12	3.85	15.902	0.001*
	21-40 years	19.97	3.77		
	Above 40 years	19.25	4.96		
YouTube	below 20 years	24.45	5.31	12.646	0.001*
	21-40 years	22.19	5.44		
	Above 40 years	20.54	6.54		

Source: Primary data computed *Significant at one percent level

Table 1 the respondents are asked to rate their opinion towards social media platforms based on their age group and experience with the social media. The customer age group is classified into four groups. The mean value and standard deviation value of social media platforms are calculated based on the customer experience. The calculated values are displayed in the table 1. While observing the mean score, those who are having below 20 years of age groups, they are experienced higher amount of experience relating to facebook, Twitter, Instagram, LinkedIn and YouTube.

Ho: Respondents opinions towards social media platforms are not varied based on age groups with their social media experience.

To test the above stated hypothesis, One-way ANOVA is employed. From the ANOVA result, it is inferred that social media platforms facebook, Twitter, Instagram, LinkedIn and YouTube are significantly varied due to customer age groups with their social media experience. Because the corresponding P-values are significant at one percent level. Hence the stated hypothesis is rejected.

In the case of facebook, those who are having below 20 years of age groups with their social media experience, they are perceived higher level of (21.19) facebook social media experience followed by 6 to 10 years of experience customer (20.8) and above 40 yearss experienced customer (19.42). It shows that the customer who are having above 40 yearss of age groups of users and the customer who are having below 20 years of age groups of users, they are perceived better level of facebook social media experience. But, those who are having above 40 years of age groups of users, they are perceived moderate level of Twitter social media experiences.

Relating to Instagram social media experience, the customer who are having below 20 years age groups of users, they are perceived better level of social media experience. But, those who are having above 40 years of age groups of users, they are experienced least level of social media experience.

With regard to LinkedIn aspect, those who are having below 20 years of age groups of users they are perceived better level of LinkedIn social media experience .Whereas, those who are having above 40 years of experience, they are experienced least level of LinkedIn social media experience.

In the case of YouTube social media experience, below 20 years experienced customer are received higher level of YouTube social media experience. However, above 40 years experienced customer said that they are received moderate level of YouTube social media experience.

It is found that there is a significant difference of opinion towards social media platforms based of their age groups with their social media experience. Here, the customers who are having below 20 years of age groups of users, they are experienced better level of social media experience than other experienced group.

Table No-2 Buying behaviour level based on age groups of Social media users

Age groups of users	Customer buying behaviour		ANOVA result	
	Mean	S.D	F-value	p- value
below 20 years	15.07	3.92	6.389	0.002**
21-40 years	13.75	3.85		
Above 40 years	13.20	4.75		

Source: Primary data computed **Significant at five percent level;

Table 2 indicates the respondents opinion towards the buying behaviour based on age groups with their social media experience. The mean score and standard deviation values for customer buying behaviour calculated based on the customer age groups with their social media experience. The mean value is ranged between 15.07 to 13.20. From the mean value, it is inferred that the customer who are having below 20 years of age groups with their social media experience, they are perceived higher level of buying behaviour of users followed by 6 to 10 years of experienced customer (13.75) and above ten years experienced customer (13.20).

Ho: There is no difference of opinion towards customer buying behaviour based on year's age groups with their social media experience.

In order to prove the above stated hypothesis, One-way ANOVA is executed. From the ANOVA result, it is inferred that there is significant difference of opinion towards buying behaviour level of customer based on their years of age groups with their social media experience. Because the calculated F-value is 6.389 and the P-value is 0.002. Here, the P-value is significant at five percent level. Here, the stated hypothesis is rejected. It is found that the customer who are all having below 20 years of age groups of users, they are perceived better level of buying behaviour than other groups.

Suggestions and recommendations

Improving social media marketing can be a daunting task but with the right strategies in place, it can lead to better consumer engagement and increased sales. Here are some suggestions for improving social media marketing:

1. Develop a clear strategy: Before embarking on any social media campaign, it's important to develop a clear strategy that outlines the goals and objectives.
2. Consistent branding: Ensure that the brand message is consistent across all platforms by using the same logo, color scheme, and tone of voice.
3. Engage with customers: Social media is an excellent tool for engaging with customers directly through comments or direct messages.
4. Use visuals effectively: People respond well to visual content such as images and videos so make sure the incorporate these into the content plan.
5. Regularly update content: Keep the audience engaged by regularly updating the social media accounts with fresh and relevant content.
6. Monitor analytics: Analyze data from the campaigns to determine what works best for the brand and adjust accordingly.

By implementing these strategies, businesses can improve their social media marketing efforts leading to increased customer engagement, loyalty and ultimately sales growth in electronic products sector in India!

Conclusion

It is concluded that the social media marketing has become an integral part of every industry today. In the electronic sector of India, it has proven to be a game-changer by influencing consumer buying behavior in

various ways. By leveraging the power of various social media tools, companies can create a strong brand image and influence purchase decisions. The impact of social media marketing on consumer buying behavior is undeniable. It not only helps businesses reach their target audience but also provides valuable insights into their preferences and behaviors. The key to success in this field lies in creating engaging content that resonates with the audience while keeping up with the latest trends and techniques. As more consumers continue to rely on social media for information and recommendations, businesses must adapt their strategies accordingly if they want to remain competitive in today's market. There is no doubt that social media marketing will continue to play a vital role in driving sales for electronic products now and beyond. With its ability to connect brands with consumers on a personal level, it offers endless possibilities for businesses looking to expand their reach and grow their customer base.

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