Effect of Social Media on Consumer's Internet Buying Behaviour in Maharashtra

Prof. Priyanka T.Savale
Prof. PrabodhanU.Patil
Dr.Tushar K. Savale

Assistant Professor, College of Commerce Management and Computer Science, Nashik.
Associate Professor, Sandip Institute of Technology & Research Centre,Nashik.
Assistant Professor, Sandip Institute of Technology & Research Centre, Nashik.

Abstract

Social Media is a medium where several people from various locations around the world are able to simultaneously communicate and link through the Internet. The Internet has made it easier for people to communicate, but harder for companies to do business and for people to keep in touch. There is no imagining in this day and age without the internet. modes of production of transportation are five: boat, bicycle, truck, air, automobile, camel, horse, motorcar, electric, and the keys. The essence is changing from one-on-one and face-to-to-face to social contact networking using the virtual networking system social networking discusses the flow of knowledge on both an individual and collective basis We may use electronic media to enhance information, content, opinions, etc.

Online social media marketing has emerged as an important medium for goods & services marketing and for Internet users to be convinced. For current and future organisations, this is like paving up new paths. Most companies are currently attempting to make use of this new method of targeting the existing customers and raising awareness about their goods worldwide. The Internet is one of the easiest ways to connect and exchange information worldwide.

This study was set out to evaluate social media as the new medium to reach the consumers and its impact on internet buying behaviour of the consumers. Hence the study is majorly based on the responses of the consumers who are active on internet and do shopping online frequently or have knowledge in the field.

Keywords: Social Media, Social Networking, Marketing

Introduction

The word "social networking" refers to a collection of new types of online media that share characteristics such as transparency, community, connectedness, engagement, and conversation (Mayfeild 2008). Social networking is a medium for content dissemination, social exchange, and data discovery, among other things. It's a way to socialise by converting conversation into immersive dialogues using web-based technology.

Social networking is a forum that enables individuals to communicate with large communities of people with whom they want to exchange content, images, media files, videos, and songs, among other items. Social networking allows users to keep in touch with all of their peers and families who live in different parts of the country, as well as meet new friends to get to know them by messaging and posting. Video chatting allows two people to communicate face to face regardless of their distance. This is also one of the many features that social networking has to offer. Much of this is possible with just an internet connection and a laptop on which to do it. Facebook, Twitter, Google+, LinkedIn, YouTube, and other popular social networking platforms are only a few examples.

Advantages of Social Media Networking

- People may use social media to stay in contact with old friends and make new acquaintances. They will tell their friends and families about their joys, life experiences, career transitions, and so on. And if they are in various places, people can talk with their loved ones at any time.
- People will express themselves on social media by building pages devoted to their favourite subjects. People will donate to social organisations, join fan pages, and engage in different communities based on their interests.
- People should use social networking sites to improve their technology skills. It makes them more tech-savvy. People will learn about new applications and tailor them to their needs thanks to social media, which prepares them for the future.
- Another benefit of social media is the ability to do research. On social media, users may seek assistance with problems involving their connections.
- People can communicate in a different way thanks to social media sites. A huge amount of individuals at the same time People who are unable to communicate with people who are located far away may use this method. Social networking helps them to connect with their peers and relatives. They are going to on different social media sites, form friend and fan groups.

Role of Social Media Marketing in Business

The use of social media for marketing is becoming increasingly common in today's business world. Social media marketing may be described as the use of social media sites, online communities, blogs, and other similar platforms to increase a product's or service's market visibility. For advertisers, using social media is like the best opportunity possible. A number of organisations, whether national, international, or global, have recognised the importance of social media as an innovation for enhancing the effectiveness of their advertisement campaigns.

There are some benefits of using social media in marketing. It has Marketers provide a forum to listen to client suggestions/complaints and still selling their goods and services to the general public. Marketers may use social media to find an active community group that can help them expand their brand. One of the most notable advantages of social media marketing is that it is much less costly than most traditional media strategies and most social media and networking platforms have free access to their majority of services (Goud, 2016).

Impact of Social Media on Different Relevant Aspects

Today, social media has become an inextricable part of daily life; a large portion of the population is active on one or more social media sites, and thus social media affects people in some way. This segment discusses how social media impacts people. The effect of social media on families and youth, culture, social and academic growth, and intercultural adaptation is discussed here.

1. On Families and children

Social media has unified the whole planet and turned it into a small village. With the aid of social media, everyone in any part of the world will remain connected. Family members can exchange knowledge about one another and communicate with one another on a regular basis. Members in far-flung locations may be contacted with a single click of a mouse. Members will post photos, videos, and other media at any time. They can draw attention to specific items and tag people who are only concerned.

People today use social media to express their joys and sorrows. With the aid of emoticons, they may share their emotions. Feelings are quickly shared and no time is lost. People were able to remain linked via social media in the same manner they would if they were physically together.

2. On Society

Because of intercultural adaptation, social media has an effect on societal patterns. Trends from various countries can be seen in countries that are moving in opposite directions. This is attributed to the increased contact between citizens of different nationalities.

Similar festivals are observed by all cultures, and various traditions are practised by all societies. Increased engagement on social networking platforms has brought urban effects, fashion, and new trends into society. People now are more conscious than they have ever been, and they know and understand more than they did before social media. Social media platforms can be used to elicit social opinion and dissent. People may be summoned and brought together through social media to support or oppose a common cause.

Literature Review

Andre, Bernstein & Luther (2012)pursued a research on technology focused 1,443 respondents to determine the quality of tweets and found that36% tweets are worth reading', 39% tweets are just ok' and 25% tweets are not worth reading'. Twitter has half a billion registered users who together generate some 175 million tweets in a day. Twitter is adding new accounts ata rate of 11 per second. The outcome of this research showed that the tweets should be clear and not cryptic.

Facebook: Kya hotahai 1 Arab kiDuniya Mein (2012) presented the fact that Facebook has 100 crores monthly active users. Facebook gained this figure in only 7 years. At the global level, female users secure the first position by having 57% share and male users are at second position with43% share. In India, male Facebook users have 73% share whereas female users are at 27%. All over the world, 14% of total population is active on Facebook, among which Indian share is 3.9%. The average time spent on Facebook per visit is 20 minutes. 60 crores users access Facebook through their mobile devices. The global average of Facebook users is 40% of the total internet users whereas 57% of the total internet users are active on Facebook.

Sharma (2012) described that social networking over the internet is getting very important way to reach the potential consumers. The authors took a sample of 150 urban &educated internets using respondents from each Delhi& Haryana and used a well-structured questionnaire consisting of questions on various aspects of social networking sites and their effectiveness in business marketing.

The researchers got 143 responses in Delhi and 139 responses in Haryana. The collected data was analyzed with the help of two statistical techniques Z – test & Chi-square test for interpretation. The result shows that Facebook is the most preferred website for social networking (80% in Delhi & 71% Haryana). Metropolitan people are more inclined towards social networking for advertising as compared to smaller cities of Haryana. For professional networking also, Delhi people have more accounts on Linkedin& Twitter than Haryana.

Stelzner (2016) conducted a study on 5000 marketers on the use of social media marketing to grow their business and depicted that the use of video in marketing has become essential as 60% of the marketers are using it for promotional purposes. On the other hand, 73% of the marketers are planning to increase the use of video in their promotional campaigns on social media platforms. 49% of the marketers found that Blogging is very important for B2B marketers. The top seven platforms used by the marketers are Facebook (93%), Twitter (76%), YouTube (67%), Google+ (53%), Instagram(49%) and Pinterest (44%). The top paid social media advertising is through Facebook ads (87%), Google ads (39%), Twitter ads (18%) and so on. Additionally, 50% of the marketers plan to use live video services such as Facebook Live and Periscope and other 50% respondents want to learn about it.

Stelzner (2015)surveyed 3700 marketers on the use and importance of social media marketing and found that 66% marketers want to use Twitter, YouTube and LinkedIn in future for promoting their business. This report found that 57% marketers are using video for marketing purposes whereas72% marketers want to learn about the use of video marketing. 93% of the total marketers are using Facebook and 62% of marketers plan to increase Facebook activities for marketing. The top benefits of using social media are increasing exposure (90%), increasing traffic (77%), developing loyal fans(69%), increased marketplace insight (68%), and so on. The top paid social media advertising are Facebook ads (84%), Google ads (41%) and LinkedIn ads (18%).

Raghava& Krishna (2015) stated that social media marketing is one of the innovative marketing strategies through which companies can gain competitive advantage. Companies can use social media to reach directly to their present and prospective customers. They can establish a communication with their customers, create a buzz and develop referrals. On the other hand, customers can get opinion from other users and post their own feedback on social media and social networking platforms. Product review has become one of the major factors because most of the customers are sharing their reviews on the internet.

Stelzner (2014) presented the findings of social media marketing industry report which depicts that 92% of the total 2800 respondents identify the importance of social media for their business. 58% of the marketers stated that the most important content for marketing is originally written content which is followed by visual content. Facebook & LinkedIn are on top two positions as selected by marketers. 92% of marketers told that the toptwo benefits of using social media for marketing are increasing exposure(92%) and increasing traffic (80%). Other benefits are developing loyal fans(72%) and gaining marketplace intelligence (71%). The top seven social media platforms as selected are Facebook, Twitter, LinkedIn, YouTube, Blogging, Google+ and Pinterest.

Coker, Boostrom, Altobello (2014) described that social shopping or social commerce is mediated by social media that support social interaction and user contribution to assist buying and selling of products & services online and offline. Social shopping is highly contributed by word of mouth and combines shopping with social networking. Social shopping supports business-to-consumer interaction and consumer-to-consumer interaction. It involves exchanging of shopping ideas between the users of social networking sites. It enables marketers to increase their brand exposure with the help of their customers.

Arslantepe (2014) found that the popularity of social networking sites helped to increase widespread use of shopping websites and social commerce/shopping. Nowadays, people search for other people's experiences on websites prior to making purchases. It is highly valuable for the marketers to keep track of bidirectional process of communication on social media because people can influence potential customers by sharing their views & experience about the products.

Pandey (2011)shared her view in the article titled, ―Social Media is Changing Government‖ that Indian government organizations are also using social media platforms for building relationship and trust among the people. There are many political figures that are using Facebook and other social media platforms. The presence and continuous interaction of government agencies on social networking platforms have changed the citizen's perception about them.

Kalla& Gupta (2010)found that if marketers use internet timely with appropriate manner, it can bring them tremendous advantages. The authors described that internet is becoming an effective channel of communication between buyers & sellers due to its unique characteristics such as global reach, vast amount of information, cost effectiveness and interactivity. The interaction between channel

partners and customers is increasing with the help of internet using social networking dedicated groups, blogs, etc.

Deshmukh& Joseph (2016)conducted a study on online shopping in India and found that there are various reasons behind consumer acceptance of online shopping such as convenience, price & features comparison, etc. In addition to this, customer satisfaction can be increased with enhanced safety of online transactions. Social networking can be used as a part of promotion mix to attract more customers. The customer friendly websites can ensure there visit of customers to online shopping websites. The researchers found that post-purchase behaviour is directly related to the customer satisfaction. So, there must be a timely supply of products and services with appropriate specifications.

Singh & Kaur (2012) stated that the number of internet users in India, is expected to cross 230 million mark by the year 2015, i.e. almost 20 % of the total population. Still, the Indian buyers are less interested to buy a product online as they cannot see and touch the product physically. Normally, the online shoppers are male, well educated, married and of high economic standard. The researchers conducted a study on 500 urban female respondents for investigating online shopping behaviour of women in Punjab. The findings showed that the respondents like to purchase online due to several factors such as all-time shopping accessibility, availability of global products, time saving, product comparison, etc. Research showed that young women are more likely to purchase online as compared to older respondents. Additionally, personal privacy and security concern is a matter for online shoppers.

Research Objectives

1. To determine the usage of social media among the internet users of Maharashtra.
2. To identify the internet shopping pattern of internet users of Maharashtra.
3. To study the effect of Like/Share on internet buying behaviour.
4. To ascertain the effect of user generated contents/online reviews on internet buying

Research Methodology

Sampling

A sample of 412 people was selected from the Maharashtra state and responses of these respondents were recorded through online survey. The sample size was determined by considering 5% margin of error and 95%confidence level.

Sampling Method

The data collection was conducted by judgmental sampling method. It is one of the forms of non-probability sampling technique. It is most common sampling technique that is preferred because it is easy, fast, in expensive and readily available subjects because it is based on researcher's professional judgment. The benefits of judgmental sampling are availability and quickness of response.

Data Type

The researched used both primary and secondary data in this study. Primary data is collected by the researcher to gather the response for a particular problem with the help of observation, interview or questionnaire. In this research, primary data has been collected through the online survey of 412 respondents with the help of well-structured and pretested questionnaire. Secondary data refers to the data which is collected by some other individual or organization. Secondary data has been collected by reviewing available literature, reports, books, journals and websites.

	Parameters	**Frequency**	**Percentage**
Frequency of Internet Usage	Everyday	379	92%
	3-4 Days in a Week	25	6
	1-2 Days in a Week	5	1
	Once in a Month	3	1
Duration of Each Session	Less than 1 Hour	60	15
	1-3 Hours	143	33
	3-5 Hours	108	26
	More than 5 Hours	101	25
Device Used for Internet Surfing	Smart Phone	226	55
	Laptop	123	30
	PC	42	10
	Tablet	21	5
Top Usages of Internet	Social Networking	357	87
	Email	325	79
	Shopping	276	67

4

	Entertainment	251	61
	News	185	45
	Other: Job Search, Office Work, Academic	66	16
Online Purchase in Last Month	Yes	350	
	No	62	
Most Purchased item online	Apparels & Footwear	284	69
	Computers & Accessories	251	61
	Mobiles	251	61
	Electronic Items	222	54
	Cosmetics & Accessories	136	33
	Books	107	26
	Home Décor Items	87	21
	Others: Toy, Food Items	37	9
Reasons to Purchase Online	Convenience	300	73
	Discount Offers	284	69
	Wide Range of Products	280	68
	No Waiting Line	161	39
	Others: COD, Product Range	21	5
Frequency of Internet Shopping	More than once in a Month	115	28
	Once in 2-4 Month	111	27
	Once in Month	111	27
	Once in 3-6 Months	74	18
Preferred Payment Mode	COD (Cash on Delivery)	229	56
	Credit Card	69	17
	Debit Card	66	16
	Net Banking	48	12

Findings

- Apparels & Foot-wears were the most purchased item in online shopping, followed by Computers & Accessories, Mobiles and electronics, Cosmetics & beauty accessories respectively.
- Convenience is the major reason for shopping online as they don't have to stand in the queue for billing, they don't have to go out, no fuel cost, no fatigue etc. Additionally, consumers also preferred online shopping because of the discount offers with huge range of products available to select from.
- On the question of mode of payment, participants preferred cash on delivery followed by credit cards, debit cards and net banking respectively. The reason for this preference is the risk involved in internet shopping such as of loss money and not getting the desired product.
- The usage of social media has also been researched and it showed that 81% of the sample uses social media regularly and actively as in everyday. The duration of each session of using social media ranges from one hour to more than five hours in a day.

Conclusion:

Social Media Marketing has become a Life blood of each and every business. Gone are days of using traditional marketing tools. Now is age of digitalization because each and every consumer have more access the digital data rather than going in for offline data. The Companies which have least presence on social media are the one who will be sooner or the later thrown out of the market or will be left behind in terms of profit making& are bound to lose their market share. Whereas the companies using the social media for marketing their products and services have thick chances of increasing the customer base and in turn increasing their sales and revenue. But yes there has to be proper use of social media in order to gain the advantage, if not utilised properly than it would have reverse effect on the Balance sheet of the company consuming more of cost than before. Since the literacy rate of Urban population is more than that of the rural population the companies must bring more awareness regarding utilisation of social media in the rural areas and also must induce faith and confidence in the rural consumers regarding the security and safety of buying goods and services online or any other platform which involves digital transaction. Moreover digital platform must be absolutely user friendly because customer always prefers convenience while shopping online. Hope so companies

References

1. Madan, A., Jani, P., Shah, U., Nagendra, A. (2015). Social Media Marketing India Trends Study: Insights from social media-savvy brands in India.

2. Andre, P., Bernstein, M. & Luther, K. (2012). What Makes a Great Tweet. *Harvard Business Review, Vol 90*(5), 36 – 37.

3. Sharma, S. (2012). Consumer Perception about Social Networking Websites and its Impact on Present Business Scenario. *OORJA. InternationalJournal of Management & IT. Vol 9* (3), 41 – 45.

4. Goud, P.S. (2016, August). Role of Social Media in Marketing. *Indian Journal of Applied Research. Vol 6* (8), 663-665.

5. Stelzner, M. (2016, May). How Marketers are Using Social Media to GrowTheir Businesses. 2016 Social Media Marketing Report.

6. Stelzner, M. (2015, May). How Marketers are Using Social Media to GrowTheir Businesses. 2015 Social Media Marketing Report.

7. Coker, K.K., Boostrom, R.E.Jr., Altobello, S. (2014). What Makes SocialShoppers Click? The Role of Social Rewards in Social Shopping. *The Marketing Management Journal. Vol 24* (1), 66-79.

8. Arslantepe, M. (2014). Commercial Communication in Social Media. *Journal of Media Critiques [JMC] Special Issue – 1.*

9. Pandey, M. (2015, December 31). Internet: Digital & Social Media in India –Statistics.

10. Kalla, N. & Gupta, V. (2010). Online Marketing: A Strategic Approach. *Lachoo Management Journal. Vol 1 (1)*, 34 – 40.

11. Deshmukh& Joseph (2016). Online Shopping In India: An Enquiry of Consumers World. *IOSR Journal of Business and Management. Vol*18 (1). pp 28-33

12. Mathew, B. (2015). A Study on Changing Trends in Online Shopping of Indian Consumers in Apparel Segment. *International Journal of Applied Research 1*(9): 207-214.

13. Singh, H. & Kaur, K. (2012). Internet Marketing and Women's Online Purchasing Behaviour. *Review of Professional Management. Vol 10*(1), 47 – 54.