

**“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR AT
PARAMOUNT NUTRITION’S INDIA PVT.LTD (CP-UNIT OF BRITANNIA INDUSTRIES LTD)”**

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ABSTRACT

Purpose: The prime objective of the study is to analyze the impact of social media on consumer buying behavior. And To analyze the impact of social media on consumer loyalty and repeat purchasing behavior.

Design/Research methodology: Empirical study surveyed 104 respondents through convenience sampling technique and has been tested with correlation and regression, in the correlation coefficient ($p = 0.086$) is too high to reject the null hypothesis, which is the accepted scientific practice. Therefore, there is insufficient data to infer a significant relationship between the variables thought to affect the likelihood of a consumer taking advantage of a certain offer or promotion.

Findings: This study has found that most consumers are not impacted by considering that they should in rural areas, in accordance with collected statistics. So, social media doesn't have an appreciable effect on repeat purchases or customer loyalty.

Scope for future work/ Limitation: The study is restricted to consumer buying behavior at paramount nutrition's India pvt.ltd (CP-unit of Britannia industries ltd). The study was conducted for short duration due to time constraint, and in this study limited only 104 consumer buying behavior at paramount nutrition's India pvt.ltd.

Keywords: social media, consumer buying behavior, empirical, questionnaire, regression, correlation, consumer loyalty.

INTRODUCTION

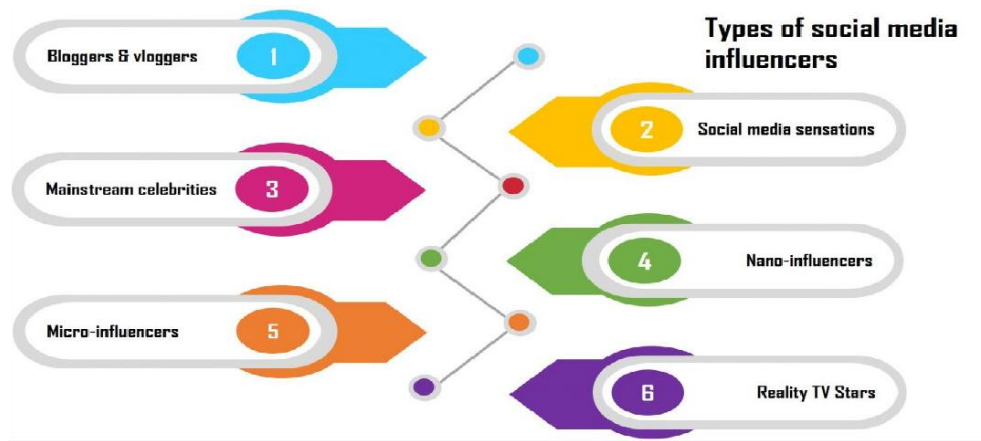
An online communication tool called social media enables peer engagement, content exchange, and data gathering. The various sorts of social media include social networking, forums, social bookmarking, and others. Examples of social media platforms include Face book, Twitter, Instagram, Snap chat, LinkedIn, and Tik Tok. Social media is a crucial part of modern life because millions of people use it to connect with others, share knowledge and ideas, and keep up with news and trends. It has also become a vital tool for businesses and groups to engage with their audiences and advertise their products and services. Social media has benefits like facilitating collaboration and granting access to information, but it also has downsides.

Consumer buying behavior: 1) Personal variables: 2) Psychological variables, 3) Social factors: 4) Cultural aspects, 5) Situational factors:

Social media's effect on consumer purchasing behaviour, How individuals shop is greatly influenced by social media. Because of the expansion of social media platforms, consumers now have easier access to more information than ever before, and they can easily share their ideas and experiences with others. This has changed how consumers select their items.

Here are a few instances of how social media might influence people's purchase choices:

1) Greater exposure for goods and brands: 2) Reviews and suggestions: 3) Influencer marketing: 4) Personalization: 5) FOMO (Fear Of Missing Out):



Why some consumers prefer offline shopping rather than social media.

There are a number of reasons why some customers choose to make their purchases offline rather than on social media. These are a few scenarios that could apply:

1. Tangible Experience:
2. Instant Ownership:
3. Personalized support:
4. Social involvement:
5. Trust and Security:
6. Returns and Exchanges:
7. Limited Digital Skills:
8. The need for individualized fittings or testing:

REVIEW OF LITERATURE

1) (Elisabeta Ioană, Ivona Stoica 2014) “Social Media and its Impact on Consumers Behavior”. Consumers now have the ability to research products, label them, and offer further feedback thanks to technology. As a result, a lot of businesses today have social media profiles to supplement their product information and customer reviews. Customers tend to feel more connected to a business after reading reviews. The research was quantitative because the paper is on how social media affects consumer behaviour. 16 respondents made up the sample, and from a statistical standpoint, univariate and bivariate analyses were used to draw findings.

2) (Amandeep Singha , Taranjit Singh Vijb , Rajveer Kaurc , Daljeet Kaurd 2021) “Impact of Social Media on Consumer Behaviour” This paper includes research studies on

The effect of social media on consumer behaviour. Social media is used by billions of people worldwide and has quickly emerged as one of the defining technologies of our time. People are using various social media websites, and as a result, the entire marketing landscape is changing. Changing. Given the large number of people who spend many hours a day on social media across various platforms and are primarily involved in information processing, entertainment, and social connection activities, it is not surprising that marketers have begun to use social media as a marketing channel.

3) (Michael Pütter 2017) “The Impact of Social Media on Consumer Buying Intention”

Companies all over the world are constantly looking for new ways to reach out to customers. Television and print advertising were key components of marketing strategies just a few decades ago. These traditional marketing channels are only a small part of the picture today. A subset of the various approaches used to market and brand products. The growing emphasis on social media has shaped cutting edge advertising and altered how businesses interact with their target audiences. As a result, effective social media use has become an essential component of establishing and maintaining a competitive advantage.

4) (Kirti Sharma 2020) “Impact of Social Media Marketing on Consumer Buying Behaviour” Internet-based presentation of life has become the most dominant mode for organizations seeking to connect with them opportunities and customers. The sample counted her 220 respondents, and in terms of facts, the endpoint was set there. Univariate and bivariate studies. Similarly, after conducting a complex measurable study in SPSS And the survey provided by the survey organizer's online stage gives a good sense of how and how severely it is affected. The real-world impact of social media marketing reflected in consumer decision-making processes.

5) (Mr. Sony Varghese1*, Ms. Mansi Agrawal2 2021) “Impact of Social Media on Consumer Buying Behavior” This research concerns the study of the purchasing process of complex consumer purchases with a particular focus. How is your process affected by social media use? Here, complex purchasing behavior is A rare purchase by consumers due to the high level of engagement that makes a big difference for brands. Socializing Media is becoming a new trend. Over the past decade, the World Wide Web has witnessed the rapid growth of the user-generated web. Technologies such as blogs, social networks, and social media websites. Collectively, this is known as social media, Technology is the very reason why it enables user-generated content, i.e. community expansion Worldwide.

OBJECTIVES

- 1) To identify the factors that affect the success of social media marketing campaigns, such as the quality of content, the timing of posts, and the choice of social media platforms.
- 2) To analyze the impact of social media on consumer buying behavior.
- 3) To examine how social media affects the decision-making process of consumers when they are considering purchasing a product or service.
- 4) To identify the different ways in which social media platforms influence consumer behavior, including through social proof, social influence, and other psychological factors.
- 5) To determine how social media can be used as a tool for marketers to increase brand awareness, generate leads, and ultimately drive sales.
- 6) To analyze the impact of social media on consumer loyalty and repeat purchasing behavior.

HYPOTHESIS

- 1) H0 : Social media has no significant impact on consumer buying behavior. HA : Social media has a significant impact on consumer buying behavior.
 - 2) H0: There is no significant relationship between social media on consumer loyalty and repeat purchasing behavior.
- HA: There is a no significant relationship between social media on consumer loyalty and repeat purchasing behavior.

DATA AND METHODOLOGY

Research design: Research design refers to the overall plan or structure that a researcher develops to guide the collection, analysis, and interpretation of data in a scientific study or investigation. It outlines the specific steps and procedures that will be followed to address research questions or objectives and provides a framework for ensuring the validity and reliability of the findings. A research design serves as a roadmap for the entire research process, helping researchers make informed decisions about various aspects of their study. It encompasses several key elements, including: research questions, study type , sampling, data collection, variable and measures, data analysis.

Type of research: Empirical research refers to a type of scientific research that relies on the collection and analysis of empirical evidence or data to answer research questions or test hypothesis. It is based on observation, experiences, and measurement obtained from the real world, rather than relying solely on theoretical or abstract reasoning.

Sources of Data: To carry out the research or testing the hypothesis the primary and secondary data is essential. Customer surveys and questionnaires provided the bulk of the study's primary data. Secondary information on the firm was acquired from many places, such as scholarly journals and the website.

(1) **Primary data:** primary data refers to original data that is collected firsthand by a researcher or research team for a specific research purpose. It is gathered directly from the source or through direct interaction with individuals, organizations, or phenomena under study.

(2) **Secondary data:** secondary data refers to data that has been previously collected and recorded by someone else for a purpose other than the current research study. It is data that already exist and is available for analysis and interpretation.

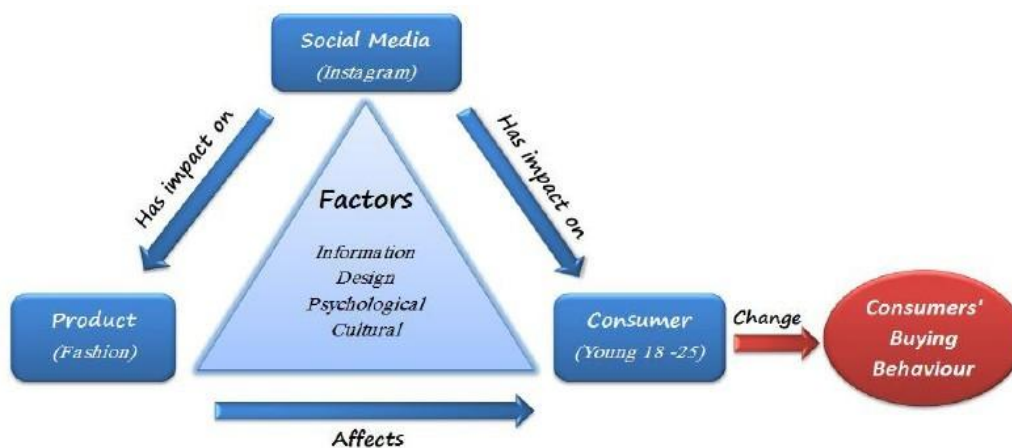
(3) **Questionnaire design:** refers to the process of creating and structuring a set of questions intended to gather specific information from respondents. It involves careful planning and consideration of various factors to ensure the questionnaire effectively collects the desired data. And in this paper the primary data collected through Google form.

Sample Size: The study relies on real data from participants who make regular use of internet shopping platforms. 104 well-selected respondents provided the primary data. A well-designed questionnaire collected the data.

Sampling techniques: Convenience sampling selects individuals who are accessible, cooperative, or close. This method is used when time, money, or resources prevent more careful sampling.

Statistical tool: correlation and regression are the tools used for the research.

Model framework.



Explanation of Model framework:

The above model framework of this study shows Matrix Model of Changing Consumer buying Behavior. 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 behavior: Social media impact on product: It plays a crucial role in increasing brand awareness, as companies can share product information and promotions to reach a wider audience. Customer feedback and reviews on social media influence the perception of products, affecting potential customers' purchasing decisions. Influencer marketing on social media leverages popular individuals to promote products, driving product awareness and consumer behaviour. Brands can use social media for social listening and market research, gathering insights on consumer preferences and market trends. Viral marketing and user-generated content shared on social media enhance product visibility and credibility. Overall, social media has transformed the way products are marketed, sold, and perceived by consumers. Social media impact on consumers: Social media platforms provide consumers with instant access to a wealth of information about products, services, and brands. It helps consumers stay updated, discover new products, and make informed purchasing decisions. Social media impact on consumer buying behaviour: Overall, social media has transformed consumer buying behaviour by increasing access to information, fostering peer recommendations, providing visual and interactive content, enabling real-time feedback, integrating social commerce, leveraging influencers, stimulating FOMO, and amplifying user-generated content. Consumers are now more empowered, informed, and connected, shaping their purchasing decisions in new ways.

Hypothesis

1) H0 : There is no significant impact of social media on consumer buying behavior.

HA : There is a significant impact of social media on consumer buying behavior.

2) H0: There is no significant relationship between social media on consumer loyalty and repeat purchasing behaviour.

HA: There is a significant relationship between social media on consumer loyalty and repeat purchasing behavior.

Limitations of the study

1) The study is restricted to consumer buying behaviour at paramount Britannia.

2) Study was conducted for short duration due to time constraint.

3) Study is limited only 104 consumer buying behaviour at paramount Britannia India pvt.ltd.

DATA ANALYSIS AND FINDINGS ANALYSIS:1

Linear Regression

Table 5.2(1) : Showing Linear Regression Analysis.

Model Measures		Fit		Overall Model Test			
Model	R	R ²	Adjusted R ²	F	df1	df2	p
1	0.371	0.138	0.129	16.1	1	101	< .001

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	
11. Have you ever shared a product or service on social media with your friends or followers?	9.61	1	9.614	16.1	< .001
Residuals	60.23	101	0.596		

Note. Type 3 sum of squares

Model 1. Coefficient on social media? ts - 9. Have you ever made a purchase based on an advertisement or recommendation you saw

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	1.200	0.2044	0.794	1.605	5.87	<.001	
11. Have you ever shared a product or Service on social media with your friends or followers?	0.365	0.0909	0.185	0.545	4.02	<.001	0.371

Data Summary

Cook's Distance				
Range				
Mean	Median	SD	Min	Max
0.0103	0.00734 4.20e-	0.0118		0.0475
5				

Assumption Checks

Normality Test (Shapiro-Wilk)	
Statistic	p
0.946	<.001

Source: primary data.

Based on the provided linear regression results, here's the interpretation:

Model Fit Measures:

- R: The correlation coefficient between the predictors and the response variable is 0.371. It indicates a moderate positive relationship.
- R²: The coefficient of determination is 0.138, which means that approximately 13.8% of the variability in the response variable can be explained by the predictors in the model.
- Adjusted R²: The adjusted R² accounts for the number of predictors and sample size. It is 0.129, suggesting that the predictors in the model explain about 12.9% of the variability in the response variable after adjusting for these factors.

➤ F: The F-statistic of 16.1 with 1 and 101 degrees of freedom is associated with a p-value of $< .001$, indicating that the overall model is statistically significant.

Model Specific Results:

➤ The omnibus ANOVA test examines the overall significance of the predictors in the model. The sum of squares for the predictor variable "Have you ever shared a product or service on social media with your friends or followers?" is 9.61, and the associated F-statistic is 16.1, with a p-value of $< .001$. This result indicates that this predictor variable is significantly related to the response variable.

➤ The coefficients table provides information about the individual predictor variables. The intercept has an estimated value of 1.200, indicating the expected value of the response variable when all predictors are zero.

➤ The predictor variable "Have you ever shared a product or service on social media with your friends or followers?" has an estimated coefficient of 0.365, suggesting that a one-unit increase in this predictor is associated with a 0.365- unit increase in the response variable. Both coefficients have p-values $< .001$, indicating their statistical significance.

Assumption Checks:

- Normality Test (Shapiro-Wilk): The p-value of $< .001$ suggests that the residuals in the model are not normally distributed. Violations of normality assumptions may affect the reliability of the regression results.

- Q-Q Plot: The Q-Q plot can help assess the normality assumption. However, without the plot itself, it is not possible to make a specific interpretation.

- Residuals Plots: The provided information does not specify the nature of the residuals plots, so their interpretation cannot be provided.

In summary, the linear regression analysis indicates that the predictor variable "Have you ever shared a product or service on social media with your friends or followers?" has a significant positive relationship with the response variable. However, it's important to note the violation of the normality assumption and the potential impact on the reliability of the regression results.

FINDINGS

- Bangalore is where the majority of the respondents to this survey work.

- From this survey, we can infer that majority of consumers in the study(81.7%) use "Instagram" and (1%) of consumers use twitter.

- The largest proportion of individuals in the study(57.7%) engage with social media platform multiple times a day.

- From this survey, the most common time spent on social media is in the range of "30 minutes to 1 hour" (31.7%).

- A significant portion of individuals in the study (68%) have made a purchase based on an advertisement or recommendation seen on social media, either occasionally (32%) or frequently (32%). However, 35.6% of individuals have never made a purchase based on social media ads or recommendations.

- a significant portion of individuals in the study (50%) always read online reviews before making a purchase, indicating a high reliance on reviews for decision-making.and while a smaller proportion (12.5%) never reads online reviews before making a purchase.

- In the study (60.6%) have shared a product or service on social media. However, 31.7% of individuals have never shared a product or service on social media with their friends or followers.

CONCLUSION

In conclusion, social media has a big influence on what people buy. It has completely changed how consumers research, assess, and decide what to buy. Consumers can access a multitude of information, peer recommendations, and direct brand contact through social media platforms, which has a variety of effects on how they make purchasing decisions.

From the study, in conclusion According to the findings of the linear regression study, social media sharing behaviour significantly positively affects the dependent variable. The model sheds light on how the predictors and dependent variable are related, emphasising the significant of social media sharing in affecting the outcome variable. It's crucial to keep in mind that the model only accounts for a modest amount of the variation, suggesting that additional variables that weren't considered in the analysis might possibly affect the dependent variable. And

In the correlation “Based on data collection, most of the (50%) consumers are from rural area and therefore they are not influenced by social media in any way. So, there is no significant relationship between social media on consumer loyalty and repeat purchasing behavior”.

Suggestions:

- Maintain active social media presence on platforms your target audience uses. Create a social media plan that involves regular posting, compelling material, and quick replies to consumer questions and comments.
- Look for well-known figures in your field or field of interest who also have a substantial online following. Utilize the credibility and following of influential people to influence customers' purchase choices in your favour.
- Request social media evaluations and comments from customers. User-generated content provides social evidence, which may sway future customers.
- Follow customer feedback on social networks input on your company, products, or sector. Use social listening to acquire target audience input to improve advertising and product offerings.
- Make Social networking sites usage give limited-time discounts or bargains to your online followers.
- Incorporate social media widgets that provide real-time customer feedback and ask for evaluations and ratings from customers. Customers' purchase choices might be influenced by social proof, which is increased by positive reviews and testimonials.

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