

Social Media Influencing Online Buying

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ABSTRACT

Today Global Economy is affected with the buying process of new generation by online. Throughout the world online shopping is increasing worldwide. With the increase of internet usage in India also it has been proved that no one is untouched by online shopping. Social media has become a main tool for online shopping with the emergence of internet so many online platforms has been introduced on social media. Both online shopping portals and social media platforms has changed the buying capacity, buying behaviour. No other market is growing rapidly like online shopping. Social media influence buyers in such a way so that consumer definitely go for buying products online. Facebook, YouTube, Instagram, Twitter are being used to share and exchange opinion about products or services like insurance, healthcare, or any other. These platforms are easily accessible for everyone in this digital world so many companies preferred to reach these social media platform. Marketer need to know about online customers. What and why buyers want to buy online. This study is totally based on the changes in the behaviours of a consumer just after getting influenced by social media. It evaluates the importance of social media. Experts aim to understand that how consumer use social media to influence their decisions.

Keywords: Social Media, Consumer Behaviour, Online Buying

INTRODUCTION

Today most businesses are going on online pattern. With invention of online stores like Myntra, Flipcart, Amazon, Shopsee are the main market place of Indian Consumers. Providing the variety of choices with best deals and convenience. In real the open markets has lost footfall of consumers or customers, on another side there is a very tough and hard competition among online stores. Traditional shopping have many issues like parking, long queue, less discount, few varieties everything not under one roof. Consumers are getting habitual and adaptable to online shopping (Rehman and Ashfaq, 2011; Varghese and Nandhini, 2020).

The main purpose of this study is to find out the impact of social media on customer buying behaviour. Social media is that platform which gives people chance to interact and access information and share their content on this digital world social media is being used widely to

create awareness about services and products, advertize brands, keep old customers intact and grab new customers. Social media enhance brand worth with awareness and expand the reach to increase customers. Famous social media platforms are Facebook, LinkedIn, Instagram, YouTube, Twitter which has become the necessity of our day to day life. With the expansion and reach of internet everything is available on online stores. Every product or service is easily available. Customer and brands or business is connected to each other through internet. India has become the second largest internet user in the world. As per data on the internet metro cities of India are the largest user of internet. By the passage of the time figures are increasing from metros to small cities and towards villages. Today in India internet services are very good even in villages of remote areas. With the service provided by telecom companies the use of social media is shaping customer perception enhancing brand value and influencing brand value. Social media has

changed the whole scenario of the customer and the buying capacity and interest in online shopping or buying some particular brands. This study is being conducted to identify proper strategies for improving better customer engagement through social media (Gupta *et al.*, 2018; Packer, 2011).

Literature Review:

The research highlights that the social media is the best and effective way of advertising. It finds out how social networking changes customer buying behaviour and builds a relationship between company brand activities customer engagement and purchase pattern (Barhemati, and Ahmad, 2015).

Social media enables customer to access about the product and services regarding its reviews and feedback. It tells us that it can be impulsive buying which depends upon the trust build up by the recommender and attachment towards the product (Liu *et al.*, 2020)

Business is now transformed from a traditional to a social relationship – the advent of social media has created new avenue marketing. The traditional world is replaced by word of web. Consumers are highly referring to social media sites before making a purchase. Which has changed buying behaviour, now, buyers first gather information regarding product about its reviews and feedback from existing customer. Firstly, they make sure that the product is best in its class and offers good value for money. This disseminating information regarding product on social media made this platform trust worthy and reliable for the customers where it plays an important role in deciding to choose the product (Sudhakar and Rani, 2012).

METHODOLOGY

The research is conducted to know that how many people use social media and which tool to decide and take decision to buy something. How much people are being influenced by social media to buy something. Up to what extent social media influence them to change

their behaviour in context of shopping through online and offline. The empirical data has been collected from 250 respondent who constantly use online shopping tools. A structural questionnaire was used to collect data from 250 respondent we have taken samples from different classes *i.e.* students, housewives, employees and businessman, farmers and the results were as following in Table 1.

In total the results says that after traditional shopping style the customer is now shifted towards online shopping and change their mind after getting opinion through social media. As now the behaviour has changed by getting habitual of online shopping the trends are different now.

At first if we talk about students 92% of the students have account on Facebook, 90% on Instagram, 20% use twitter whereas 88% use YouTube. If we talk about purchase on influence or decision making by these platform students are influence 40% by Facebook, 30% by Instagram, 5% by twitter and 25% by YouTube. So all these finding tells us that all these communities use social media tools in their day to day life and are highly influenced by them. Facebook and instagram are highly used and recommended for shopping opinions. Students use YouTube too for the buying process. Everyone is influenced by these platforms according to their use and taste which has changed the buying behaviour of today's customer in the world of digital technology. Social media have positive effects on customer purchasing decision. It is the most effective platform to attract customers. Customer inspired by social media for purchasing spends three times more than normal buying practices. For companies to promote their market and business social media is the most cost effective advertising tool.

Conclusion:

Study undertaken tells us that customers today are influenced by different reasons including social media, need, interest and enjoyment with the growth of internet at same time social networking is also growing and influencing customers very rapidly specially youngster and females. The result divulge that majority of the

Table 1 : Empirical data, who constantly use online shopping tools

| | Facebook | Instagram | Twitter | YouTube |
|----------------|----------|-----------|---------|---------|
| 1. Student | 92%/40% | 90%/30% | 20%/5% | 80%/25% |
| 2. Housewives | 80%/60% | 73%/28% | 8%/2% | 38%/10% |
| 3. Employees | 91%/65% | 75%/21% | 10%/4% | 40%/10% |
| 4. Farmers | 85%/85% | 22%/10% | 1%/0% | 33%/5% |
| 5. Businessman | 91%/54% | 39%/20% | 9%/6% | 77%/20% |

customer are using online platforms for shopping. They trust marketer now recommended and reviewed by social media platforms as they have build up that trust and bond between customer and the brand or company. The social media has changed the scenario of both customers and the marketer. Social media is providing a big amount of information, opinions, options to the customers which plays a pivotal role in making decisions to buy that product. Now-a-days customers have lots of information available easily to share his/her opinion with others because companies are aware about negative feedback on social media platforms which can damage their reputation. Social media is working like a bridge between customer & company building strong relationship which retain their customers for a long time intact. Companies rather than going for big investment on advertisement prefer social media platforms and influencers to reach their customers because the reach of social media is very far from the metro cities to the remote area of a small village that's why companies are continuously improving their marketing skills to retain old and gain new customers.

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