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An empirical study of impact of social media on consumer purchase behavior for electronic goods

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Abstract

Platforms for social media marketing include Facebook, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Quora, and Instagram, among others. They provide marketers several possibilities for marketing their goods, including as company profile sites, various groups, messengers, and advertising in various forms. Social media marketing is expanding at a fast pace. Social media marketing is used by billions of individuals. In the instance of electronic goods customer behaviour, marketers are now posting their items on social media and then attempting to boost the positive remarks. The current research is empirical in nature, using a mean and a one-sample test to compare the mean to the standard value. The customers were chosen from the Delhi-NCR area. A questionnaire was used to obtain the information. It was shown that social media had a favourable influence on customer purchasing decisions for electronic items.

Keywords: social media, social media marketing, electronic goods, consumer purchase decision.

Introduction

The customer is the enterprise's kingmaker. During the advancement period, the shift from a local to a worldwide financial worldview extended the work of consumers, which cannot be overlooked in current global economies. In a free market economy, buyers are aware and educated, and they have the capacity to influence the market by logical selections as compared to market choices. As a result, shopper decision making is a source of great excitement for buyer instructors and advertising eager to serve the customer.

Businesses in a global economy need be more aware of customer behaviour in diverse social orders in order to effectively sell their goods and services. As is obvious, India, the world's second most populous country, with a constantly growing population, provides a sufficient expansion to prospective purchasers. There has been a significant shift in conventional buying practises, discretionary income flow, and the proportionate increase in the younger population. The shift in purchasing attitudes emphasises a shift away from value considerations and toward design, quality, and trendiness. The desire to appear and feel well has become a deciding factor for purchasers when making purchasing selections.

In this day and age of fast change and innovation, it is critical for every organisation to understand its clients. One of the most important areas of endeavour for businesses has most certainly been to acquire new clients while maintaining existing ones. It is critical for the company to understand its prospective consumers' preferences and motivations in order to achieve both of these objectives. Only when the marketer understands the aspects that influence or hinder consumers from making purchasing choices can they design successful marketing tactics.

Despite the fact that customer purchasing choices on the Internet have been seen to be fairly similar to those made in person, there are some extra concerns that have become a vital aspect due to the unique nature of the Internet as a business medium. Later on, more people will use the Internet to make purchases. Despite the fact that the internet is another marketing medium, many of the conventional principles, including the marketing concept, will apply. The use of the marketing concept suggests that shippers must look at things from the perspective of the customer in order to be productive. Consumers will be small suppliers who offer more advantages in the purchasing experience than drawbacks.

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Digital marketing is a method of using information technology to carry out marketing activities that include developing, communicating, and distributing crucial information to customers as well as managing client relationships. Web-based business is concerned with the buying and selling of goods and services over the internet, as well as the use of electronic media for financial transactions.

When contrasted to internet marketing, digital marketing is a wider word. It comprises channels, one of which is a continual internet connection. It also comprises the components of digital television and other digitally linked devices. According to Hubspot's analysis, the pace of transformation in digital marketing is expanding significantly due to the engaging material. Subjects displaying videos perform much better on the landing page than text and pictorial material.

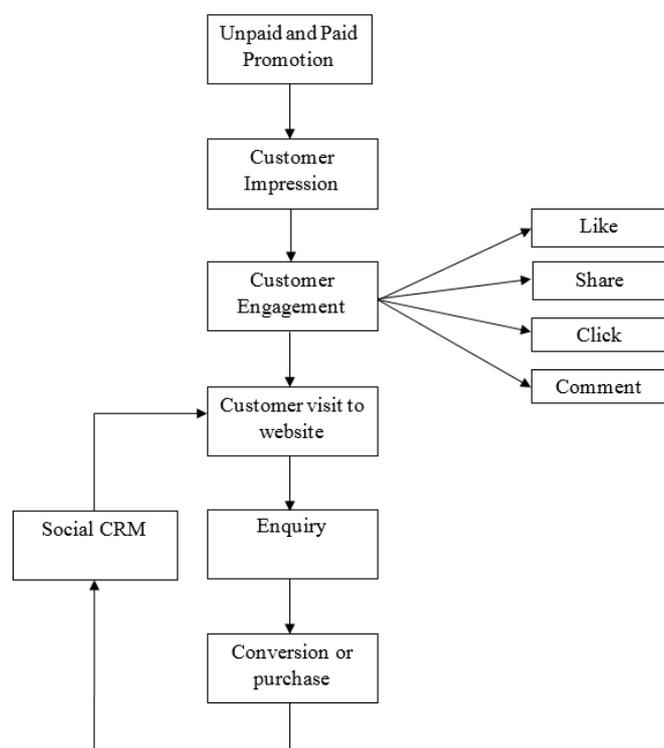


Fig 1: Process of Social Media Marketing

Digital marketing is only feasible because of the availability of the internet. It is relatively simple to join the internet, and as such, it is prevalent in digital marketing. It has several Internets, which is one of the most significant breakthroughs of this decade. Currently, the things are found, shown, distributed, and acquired over the internet. It has altered conventional marketing methods. It allows advertising organisations to market a wide range of products on a huge scale. Customers may use the internet to help them compare comparable items. It has also instilled alternative channels of delivery that are even easier, faster, and better. The advertising techniques' perspectives have shifted. Conversations occur in response to company posts, and many consumers often discuss their experiences. Promoters employ a variety of marketing strategies to combine digital marketing, including SEO ("Search Engine Optimization"), SMM ("Social Media Marketing"), SEM ("Search Engine Marketing"), and PPC ("Pay per click"), among others.

Review of Literature

Dara (2015) ^[1] investigated digital marketing, which is the use of digital media to attract clients. Digital photos and videos, mobile phones, social networking sites, display advertising, web pages, and other types of digital media are examples. It is now frequently utilised for the advertising of products and services. She primarily focused on comprehending the value of digital marketing to both buyers and merchants. For it to be successful, she said that it should be more user-oriented and learn to respond to their requests and requirements. Digital marketing aids in the creation of needs and the subsequent identification of means to meet them.

Gupta *et al.* (2013) ^[2] discovered that advertisements on different social media platforms are a few of the astute E-marketing advertising methods that aid in consumer acquisition. E-marketing is designed in such a manner that adverts placed on social and other media platforms do not distract viewers but rather pique their interest in learning more about the advertising and the brand. The pop-up advertising that appears on your screen entices you to consider the many items and services that you encountered without having to go through the trouble of visiting the company's website. It has little effect on an individual's job yet effectively delivers information to them. These social platforms enable businesses to freely market their items on various social networks for increased exposure. E marketing is not limited to the company's website but can also be done via various social media programmes, social media messengers, smart phones, and other technologies. According to the survey, e-marketing has become a common but unusual kind of advertising.

Kumar and Raju (2013) ^[2, 3] investigated Traditional mass media is dwindling as a result of current mass media's multiple breakthroughs. Digital media has broadened customers' tastes and educated them on advertising and marketing. It also provides complete control over consumers' pre-purchase decisions. Foux's (2006) ^[4] research of social media found it to be a more honest and trustworthy source of information about an organization's products and services than communications funded by corporate entities through marketing.

Kotler and Armstrong (2012) ^[5] investigated the majority of the company's internet presence. Amazon.com is only one of many instances. These businesses interact with their clients through the internet. Companies with traditional tactics are observed using cutting-edge ways to improve their sales operations. Firms with no online presence are difficult to identify and much more difficult to sustain in today's competitive industry. In the last several years, social media has developed enormously. Winer's research on e-commerce emphasised the relevance of social media for advertising and brand promotion. His description of a blog is that of a website created to provide users a place to express themselves and encourage others. However, his research did not investigate the possibility of word-of-mouth value for businesses in blogs. He thought that if a blog is developed by the corporation, it is a non-intrusive way of engaging consumers. He also indicated that user ratings and suggestions might be useful or detrimental.

Lages *et al.* (2008) ^[6] identified the five most significant criteria required for positive word-of-mouth value and client loyalty. Relationship orientation, relationship commitment,

trust, collaboration, and relationship satisfaction are the five criteria. Foux's (2006) research of social media found it to be a more honest and trustworthy source of information about an organization's products and services than communications funded by corporate entities through marketing.

According to Abdul Brosekhan and C. Muthu Velayutham (2008), there is a significant difference between contemporary and traditional marketing and their influence on customer purchasing attitudes. It has been shown that minor concerns connected to both the medium of advertising can greatly impact the purchasing choices of customers. A thorough examination of both types of advertising will not only assist customers in determining which is best for them, but will also assist companies in becoming acquainted with the feelings, thoughts, family, reference groups, and other environmental, cultural, social, personal, and other psychological factors that influence them. To understand the customers, e-marketers must examine these variables.

Bansh Hari (2002) [8] analysed people's attitudes regarding electronic devices. Many individuals see it as a natural phenomenon and have gladly consented to pursue a profession in marketing these items since they have a stronger impact on society. Promoting is seen as a positive activity, and marketing electronic things is sufficient to enhance their value. This research is solely concerned with the marketing of widely used electronic items such as televisions and computers, while electronic items include televisions, DVDs, music systems, play stations, and so on. It focuses on marketing strategies that are widely used by businesses.

Losarwar (2002) [9] made an attempt to investigate the impact of socioeconomic qualities, the importance of family and acquaintances, the style of living, and brand awareness, as well as characteristics that influence purchasing behaviour. It also demonstrates the effectiveness of advertising methods on purchasing choices for five consumer goods: television, washing machine, refrigerator, mixer, and fan. The findings demonstrate the competitiveness of the new marketing environment and serve as an intermediate. As a result, the consumer is critical, and the seller should consider the buyer's behaviour before introducing the item into the marketplace.

Platforms for social media marketing include Facebook, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Quora, and Instagram, among others. They provide marketers several possibilities for marketing their goods, including as company profile sites, various groups, messengers, and advertising in various forms. Social media marketing is expanding at a fast pace. Facebook has 2.3 billion active monthly users, Twitter has over 350 million users, and YouTube has 1.8 billion logins. Every day, 1 billion hours of video are seen on YouTube. Social media influences customers in a variety of ways: individuals are motivated by their friends to purchase certain things, and they are also affected by sponsored promotions on social media. "Social network marketing is the technique of increasing the number of one's commercial and/or social contacts by connecting with others. Social media is not an isolated entity. It's a powerful engine on a bigger marketing ship."

Erik Qualman (2013) [10] proposed the following process and model:

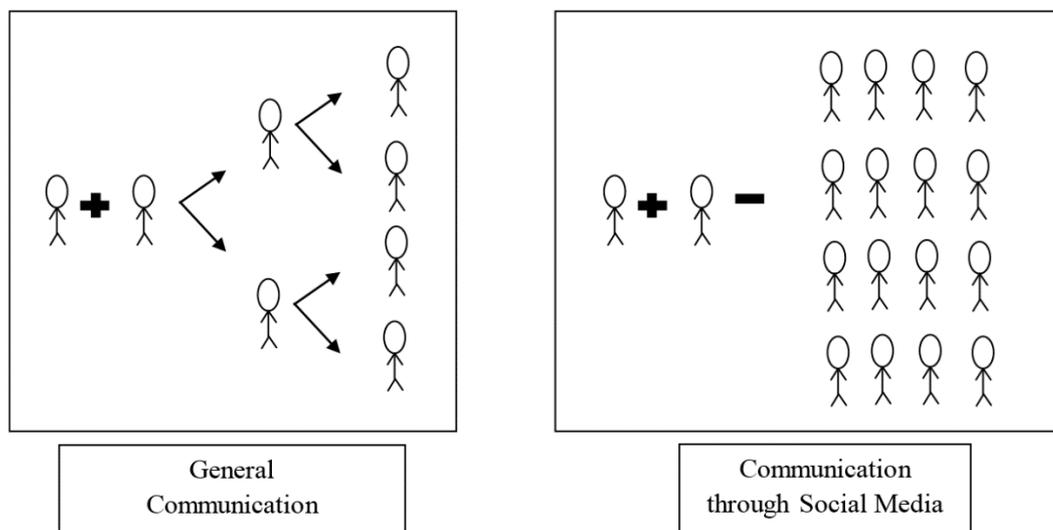


Fig 2: Social Media Communication Model

People utilise social media marketing to communicate their opinions, accomplishments, and moods. The main reason for social media's appeal is its widespread connectedness. Because there are so many people on social media, marketers utilise these sites for sponsored advertisements. When users click on these promos, they are sent to the marketer's website, where the prospective buyer may get further information and, if satisfied, make a purchase.

Objectives

1. To explore the impact of social media on Consumer purchase behavior for Electronic Goods.

2. To know recent perspectives and future trends of Consumer purchase behavior for Electronic Goods.

Methodology

Present study is exploratory in nature. A survey method was used to collect the primary data from the respondents, for which a structured questionnaire was developed and used to validate the hypothesis of this study. A sample of 170 respondents has been considered. The sampling method was purposive sampling. Mean and t-test was applied to find out appropriate results of the study.

Finding of the study

Table 1 shows that number of Male respondents are 57.06% and female respondents are 42.94% respondents. Respondents Age below 35 is 21.77%, 35-50 are 51.17%, and above 50 are 27.06%. With reference to Marital Status,

Unmarried are 46.47% and married are 53.53%. With reference to Income of consumers (Per Month), Below 20,000 are 10.59%, 20,000-80,000 are 40.59% and above 80,000 are 48.82%.

Table 1: Demographic profile of the respondents

Variables	Number of respondents	%age
Gender		
Male	97	57.06%
Female	73	42.94%
Total	170	100%
Age		
Below 35	37	21.77%
35-50	87	51.17%
Above 50	46	27.06%
Total	170	100%
Marital Status		
Married	91	53.53%
Unmarried	79	46.47%
Total	170	100%
Income (P.M)		
Below 20,000	18	10.59%
20,000- 80,000	69	40.59%
Above 80,000	83	48.82%
Total	170	100%

Table 2: Impact of social media on Consumer purchase behavior for Electronic Goods

Sr. No.	Statements	Mean Score
1.	Consumer's attitude is changing rapidly towards quality, design and trendiness of Electronic Goods	4.41
2.	Social Media provide repetitive impact on Consumer to make purchase decision	4.35
3.	Social media is trustworthy and honest source of information presented by a company	3.77
4.	Consumer's are able to relate with products through social media	4.13
5.	Social Media provide all relative and important information to consumer	4.27
6.	Consumer believe products shown on social media are more genuine as compare to other source of information	3.69
7.	Social Media is a mass communication channel and reach to maximum number of consumers	4.11
8.	Consumer are able to compare products before visiting the store	4.33

Table 2 shows the Mean value for the statements with reference to the "Impact of social media on Consumer purchase behavior for Electronic Goods". The highest mean value was observed for the statement that "Consumer's attitude is changing rapidly towards quality, design and trendiness of Electronic Goods" the mean value is 4.41 followed by "Social Media provide repetitive impact on Consumer to make purchase decision" with a mean value of 4.35 and "Consumer are able to compare products before visiting the store" with a mean value of 4.33. The statement "Social Media provide all relative and important information to consumer" also got a good mean value of

4.27, which is followed by "Consumer's are able to relate with products through social media" with mean value of 4.13 and "Social Media is a mass communication channel and reach to maximum number of consumers" having a mean value of 4.11. Two statements showed a mean value of much below 4, and the statements are "Social media is trustworthy and honest source of information presented by a company" and "Consumer believe products shown on social media are more genuine as compare to other source of information" having the mean value of 3.77 and 3.69 respectively.

Table 3: Impact of social media on Consumer purchase behavior for Electronic Goods

Sr. No.	Statements	t Value	Df	Sig
1.	Consumer's attitude is changing rapidly towards quality, design and trendiness of Electronic Goods	12.074	169	0.000
2.	Social Media provide repetitive impact on Consumer to make purchase decision	10.607	169	0.000
3.	Social media is trustworthy and honest source of information presented by a company	3.286	169	0.001
4.	Consumer's are able to relate with products through social media	6.548	169	0.000
5.	Social Media provide all relative and important information to consumer	8.399	169	0.000
6.	Consumer believe products shown on social media are more genuine as compare to other source of information	2.337	169	0.010
7.	Social Media is a mass communication channel and reach to maximum number of consumers	7.796	169	0.000
8.	Consumer are able to compare products before visiting the store	11.733	169	0.000

Table 3 shows that all the above statements with reference to the impact of social media on Consumer purchase behavior for Electronic Goods are found to be significant, as the t-value for all the statements are positive and significance value is less than 0.05.

Conclusion

In the digital age, consumer behaviour has shifted dramatically. Customers want immediate results, immediate enjoyment from their purchases, and immediate payment or delivery of the goods. However, although delivery may take some time, buyers want their information search to be as quick as possible so that they may seize the chance to choose the finest goods. With repeated commercials and social media marketing methods, customers begin to relate to the product, and when acquiring electronic goods, he recalls the things that had a strong impression on his mind. Consumers may also compare items before visiting shops and learn the benefits and drawbacks of comparable items or brands. Social media also makes fresh product information, features, and technology accessible. Digital marketing and online marketing give pricing comparisons for their consumers' better choice making, as well as tailored items and product information, rapid transaction, and social media link, making their purchase choice quick and dependable.

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