

Effect of Social Media Marketing on the Buying Behaviour of Consumers in India: A Critical Review

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ARTICLE DETAILS

Article History

Published Online: 10 December 2018

Keywords

Internet, Social Media, Advertising, Merchandise, Marketing

Scan and Access Online



ABSTRACT

Social media is not restricted to socializing with pals and family, however is going a lot higher; human beings use merchandise and specific their sincere evaluations that affect capacity customers to determine to shop for or now no longer to shop for the merchandise. Social media offers clients the capacity to analyse merchandise they're inclined to shop for. By changing conventional strategies of advertising and marketing, social media has supplied new possibilities for organizations to interact clients in social interplay at the Internet. Companies integrating a strategic method to social media use may have blessings over those who do now no longer. In assessing the effect of social media on branding and advertising and marketing approaches, surveying the prevailing literature on social media use and logo belief can assist perceive rising and a hit technique for enhancing patron engagement via social media. Research shows that engagement in SMM has a superb impact on clients' logo cognizance and buy intentions. The article additionally analyses the terrible effect of a company's social media sports on basic patron engagement and engagement. The take a look at therefore gives a manner to discover managerial demanding situations and plan higher responses to patron sports on social networks.

1. Introduction

The social media revolution has modified the advertising panorama and bolstered the advertising verbal exchange process. The client now has greater energy than ever to initiate, manipulate and alternate the whole shopping for process. This cost-powerful manner has now no longer most effective helped organizations growth logo awareness, however has considerably advanced logo loyalty and client pleasure through supporting them advantage higher marketplace insight. As the client spends increasingly more time on social media, an growing share of verbal exchange happens inside those social networking environments. This approach that logo interactions and publicity to advertising campaigns are an increasing number of taking location inside social media. The rising verbal exchange setup has as a consequence converted purchasers from passive advertising contributors to lively creators and influencers and transferred a few energy over manufacturers immediately to purchasers.

Social media consists of a extensive kind of on line forums, which includes blogs, company-subsidized dialogue forums and chartrooms, client-to-client e-mail, client products or services assessment web sites and forums, Internet message forums and forums, moblogs and social networking web sites to call a few. The interactive energy of social media, with its capacity to create conversations among purchasers and businesses, allows organizations create price and has excited specialists approximately its capacity to higher serve clients and meet their needs. People are uncovered to a extensive variety of social media to accumulate records approximately products, purchase and eat them, and proportion their reports with others. On the alternative hand,

organizations are responding to this client shift through making more use of social media advertising channels.

1.1 Research Objectives

- Gain insight into the impact of social media on consumer behaviour
- Exploring the impact of social media on different stages of the consumer decision-making process.
- Exploring the impact of social media on consumer dissonance

2. Review of Existing Literature

Keller (1993) He explained that whole awareness could be an element equity and is formed by consumers' information of the brand and its merchandise and also the consumer's response to the brand's selling message. whole equity analysis typically aims to work out the impact a whole has on client perception and decision-making.

Aaker (1997) argues that wholes accept brand awareness to influence message perception. Aaker attributed this to his temperament, which has whole associations and attributes. whole temperament is outlined as "a set of human characteristics related to a brand".

Richter & Koch (2007). Social media is AN active communication platform that enables users to interact and share info and opinions on-line. Social networks square measure on-line applications, platforms, and media designed to facilitate interaction, collaboration, and content sharing. Social media has modified the means society consumes and contributes to info creation. Technology makes it easier for individuals to post their thoughts, opinions and creations on-line. This has essentially modified the means info is made and distributed. Understanding the role of social networks within

the context of promoting is very important for researchers and managers alike.

Robinson (2007), A primary tool for sharing information and empowering users. AN economical use of your time and resources, social media selling provides the most effective platform for businesses to have interaction with shoppers to make whole loyalty on the far side ancient ways. per a survey conducted by Info-graphics, a minimum of half Twitter and Facebook users same they were additional probably to debate, suggest or purchase a product once interacting with it on social media. increase. **Constantinides and Fountain (2008)** planned an innovative stimulus-response model supported Kotler's framework because of the increasing use of social media.in an ancient looking setting, shoppers square measure possibly to be influenced by the standard selling combine (eg, radio, television, etc.) and alternative uncontrollable stimuli (eg. demographics, perceptions, etc.); however, it extends to the net selling combine and social media experiences that square measure way on the far side the marketer's management.

Vollmer and Precourt (2008), shoppers square measure additional probably to show to differing types of social media to conduct info searches and get selections.

Safko and Brake (2009) outline social media as "activities, practices, and behaviours among communities of individuals UN agency gather on-line to share info, knowledge, and opinions exploitation colloquial media.

Rockendorf (2011), social media is therefore changing into a hub for market intelligence as marketers begin to grasp client shopping for behaviour and gain insight into why shoppers feel the means they are doing. this text examines the

role of SMM tools, on-line advertising, on-line communities, and email in influencing client whole loyalty and get intent.

Forbes & Vespoli, (2013), the impact of social media on getting behaviour are often seen all told services and merchandise. Quality, brand, advertising or worth will influence client selections. per this study, shoppers purchase low cost or high-priced merchandise supported social media recommendations from their contacts and social media friends

3. About Consumer Behaviour

3.1 Consumer

There is a difference between consumers and buyers. A consumer is a person who buys and consumes the services offered by a seller, and a customer is a buyer who directly or indirectly interacts with the seller, who may or may not be willing to consume the product. Consumers are the people who make, produce and actually consume/use products. It is the consumer who interacts with each other through social media so that others can know the true image of the product. A clear and truthful picture is presented to potential consumers.

3.2 Consumer Decision Process

Every consumer goes through a decision-making process before making a purchase. Businesses face barriers to getting their message across to consumers/prospects as consumers/prospects face decision-making problems until they become loyal to one brand or product, which requires a lot of research or thought. In this information age, consumers are overwhelmed by the amount of information available, leading to greater confusion and confusion among potential customers.

Figure 3.2.1: Consumer Decision Making Process



Source: Silverman, 2001.

Social media as a consequence involves the rescue while records from real clients of services and products is made to be had to ability customers. Social media performs a position in all of the levels that clients comply with while creating a decision.

Phase I – Problem Recognition

Problem popularity is the level while clients stumble upon a country of scarcity, there may be a distinction among the real level and the favoured level. Problems may be diagnosed via way of means of making records approximately the goods to be had and speaking approximately the advantages and the way the product is capable of resolve a specific hassle. Social media creates a want for people via way of means of making records to be had approximately numerous services and products. possibilities additionally gravitate in the direction of merchandise that they have got determined have helped many humans attain a positive country that clients need to be in. The social handles of numerous agencies are continuously importing pics of its new launches, triggering the wishes of people.

Phase II - Information Search

Once a man or woman acknowledges a hassle, they start to search for the quality to be had choice to fulfil the want. Instant choices are very uncommon as soon as a hassle is diagnosed, so a ability patron makes positive all records is amassed and carefully researched earlier than creating a purchase. Social media is an essential platform for humans seeking out records approximately a product/service. There are numerous channels for which records is to be had to ability customers, they're blogs, company's social page, humans score merchandise/offerings on their social platform.

Phase III - Evaluation Of Alternatives

Once the records are accumulated and processed, options from a massive range of alternatives are narrowed down. Alternatives that don't meet the requirement are excluded. The narrowed options are once more evaluated for numerous motives to reach on the quality feasible alternative. Social media performs an essential position due to the fact reviews, product rankings and phrase of mouth from different clients honestly assist humans make a decision.

Phase IV - Purchase Decision

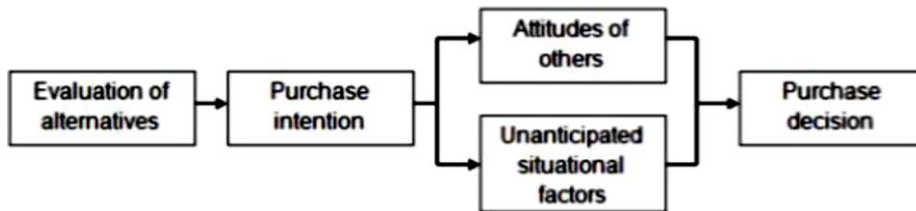
Consumers prefer certain products when evaluating alternatives, but still resist making a final decision. There are two factors that prevent the purchase decision process from leading to a purchase decision. This is another person's attitude and situational factors. Other people's attitudes are an important factor because they are positive or negative attitudes of others toward the choices you make. You can tell what other people's attitudes are by going online and looking at other consumers' product reviews and ratings. Social media is the perfect platform where product attitudes can be gauged from the perspective of other consumers, which can lead to adjustments in the choices made. There may also be

situational factors that influence the purchase, just as other urgent purchases may stop the current purchase.

Phase V - Post-Purchase Decision

Once the products are consumed, the experience follows that the face of the consumer may or may not match the experience expected during the research. The experience can be bad or good, which can further lead to consumer dissatisfaction or satisfaction. When a consumer is faced with a purchase mismatch, their choice is invalidated and the consumer restarts the information search process. They look to a variety of sources to shape their purchasing decisions.

Figure 3.2.2 – Purchase Decision



Source: Sternthal and Craig, 1982.

4. About the Buying Intention & the Brand Awareness

The growing use of social media has led to a fundamental shift in the approach to tracking consumer brand awareness and making the connection between brand awareness and purchase intent. A key shift is that brands are no longer just static descriptors or associations, but live as part of a social process. Brands are now seen as an ongoing social process. Thus, brand awareness and brand value are linked to social interactions and response within social networks, in which value becomes an element of exchange as part of social mechanisms. Researchers are increasingly aware of the social nature of brands and the importance of brand relationships in creating value and supporting consumer decision making. Adept companies recognize that consumers have countless opportunities and brand choices on a daily basis, and social media influences how they perceive different brands at the moment they make a purchase decision. Even in the presence of changing social media mechanisms and increasing use of technology, consumers still go through a common set of decision-making steps that influence purchase choices. In deciding which product to choose, "the consumer first acquires awareness and knowledge about the product, then develops positive or negative feelings toward the product, and finally acts by buying and using or rejecting and avoiding the product."

By involving consumers early in the decision-making process, you can decide whether to proceed to the next step. This does not guarantee that early engagement will lead to purchase intent, but it does show that early engagement or early social and brand awareness can keep a product ahead of potential purchase options. As the process progresses, evaluation structures and decision-making strategies become more individualized and may take time to become apparent. For example, if a consumer is looking at luxury cars, they can quickly filter out seven different brands because of their brand-specific knowledge base. You can also exclude these brands based on their brand presence on social media, consumer comments about specific brands, and the social mechanisms that shape brand perceptions. As consumers move to the next stage where brand awareness no longer directly influences responses, consumers are more likely to be influenced by social media, including consumer needs, values, interests, and values. You can make decisions based on some other level of awareness. You can get off and benefit people in their social group. Decision making is not as simple as choosing a product. Consumers often find the best way to find information about brands and products by reviewing products on social media.

5. Social Media and its Impact on Consumers

Social media plays a key role these days in influencing sales, brand awareness and loyalty. As mentioned in the decision-making process, the influence of social media remains important during stages such as information seeking, alternative evaluation, and post-purchase evaluation. However, social media complicates the decision-making process and increases the time it takes for consumers to make a purchase. Consumers now spend more time researching information and making decisions than relying solely on information provided by online or offline advertising. Kotler's (1994) theory states that consumers are influenced by traditional media (television, radio, newspapers, magazines, etc.) and personal factors such

as values, society, attitudes, perceptions and demographics. increase. He adds that consumers are also influenced by social media, including the online marketing mix (banners, social handles, etc.) and the experiences people share on social networks.

5.1 Consumer Trust on the Social Media

Social media has revolutionized the way marketers see how to build trust with consumers. The trust factor is determined by how consumers interact with other consumers online. Advertising and advertising techniques are no longer attractive to consumers, as consumers do not trust businesses and believe that businesses present glorified images of their products and services in order to purchase them. Social media is the best way to bring buyers and sellers closer together. Consumers can reach out directly to merchants as needed and stay up to date with all brand news and innovations. Social media brings a personal touch to the seller-consumer relationship. Not only do individuals have social accounts, but brands also have social contacts on nearly all popular and trusted social media such as Facebook, Instagram, Twitter, and even his Snapchat. This allows you to connect with consumers around the world instantly and conveniently. Social media as a platform helps brands establish a good name and brand image, which in turn leads to higher profits. In certain industries such as beauty and cosmetics, the way products are sold has fundamentally changed. Many other new brands can easily attract all women through their social girlfriend platform by displaying numerous tutorials. Brands actively market their products on social media to attract as many consumers as possible. Because social media marketing is an exchange of ideas and insights, it is a two-way process between marketers and audiences, no longer just marketers communicating messages to audiences. These days, there are avid bloggers who use their products to give outspoken opinions about their products, bringing more goodwill to the brands. A great example of a brand that has grown from a start-up to a well-known brand by selling its products exclusively through social media. is Sugar Cosmetics. It only sells its products through social media and YouTube and currently competes with big name brands. Simply put, a brand that believes in providing its customers with high-quality, innovative products, regardless of its size, will have word of mouth, positive reviews, and the brand's image will bring greater prestige to consumers. Therefore, we can conclude that they definitely benefit from social media.

6. Conclusion

This article explores the different ways social media influences consumer decisions and general behaviour. The trust generated by social media is an important tool for influencing consumers. Consumers are drawn to products with

more positive reviews, and the image of these brands on social media is also very positive. Trust in social media comes from consumers perceiving reviews to be from their middle, the general public, and not sponsored, as sponsored reviews are more likely to be manipulated. As people trust social media, they are more likely to gain influence and buy the products they are most excited about. Since consumers have a pre-purchase decision-making process, it is very important to examine the impact of social media on an individual's decision-making process. Three of the five levels are heavily influenced by information from social media. These are information searches, alternative reviews and repeat purchases.

Social media helps potential customers looking for product information. A lot of information about many products is available on social media. Gathering information from various social media outlets helps potential buyers narrow down their choices in their minds. Evaluation of alternatives is possible through social media by reading reviews of each alternative and choosing the best of all options based on how effective it has been for other consumers. Post-purchase reviews can create a cacophony, and consumers can reduce that cacophony by knowing how other consumers feel about the same product. This can increase consumer confidence in their purchase and reduce dissonance. with purchase. Violations lead to buyback decisions and must be taken seriously by brands. Brands should be constantly presenting information through social contact to reduce consumer dissonance.

Social media also benefits brands as buyers and sellers are in personal contact. Brands actively market their products on social media because they have accepted the fact that social media brings goodwill and is more effective and cheaper than online marketing. Brands need to analyse decisions at every level and market their products on social media accordingly. Brands that sell high-quality products are more likely to benefit from social media than brands that sell mediocre products. The concept of bloggers reviewing products and devoting themselves to letting the world know about their experiences has also emerged over the past decade. This situation is beneficial for both consumers and sellers. In conclusion, it can be said that social media these days has a great influence on consumers.

7. Suggestion

Due to the limited time and scope of this study, we are addressing some common questions to help our readers understand the impact of social media on consumer behaviour. However, we can conduct research on specific cases that confirm general theories, and on how marketers explain changes in consumer behaviour. The move from mass media marketing to social media marketing also allows you to delve deeper into social media.

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