A Study on Impact of Social Media on the Buying Choice of the Buyers with Reference to Vadodara City

Bijal M. Shah* and Ankita U. Parikh**

ABSTRACT

As customer is the king of the market, similarly a buyer's decision also creates a deep impact towards building brand image for various products in the open market. In today's global era the social media is playing a dynamic role and there is a shift of the ultimate end users say from consumers to buyers. Anyone consumer is the buyer for buying his or her utility products and for this social media plays a very vital role. Buyers develop an emotional bonding with particular brand which, they see on social media sites and thus, social media leaves a deep impact or say a deep impression on the buyer's mind and accordingly buyers make their buying decisions. Objectives of this Research Paper are: i) To study the impact of social media on the minds of the buyers as well as consumers. ii) This research paper emphasis on the Buyer's choices which can be highly influential in regards with various brands and products.iii) Brand imaging plays a vital role to influence buyers for buying decisions.

Keywords: Social media; Buying behaviour; Impact.

1.0 Introduction

Social media is a very wide platform nowadays for virtual shopping across the globe. Buying behaviour of the buyers creates quite a huge impact on the buying decisions and patterns respectively. As market is flooded with many commodities, it is the buyer or say consumer who is the end user who will decide what to buy and what not to buy. Online shopping, digital marketing, media, advertisements plays a very vital role in promoting various products. As different buyers have different perception, likewise their choices also differ. In a way, social media is that virtual and digital platform where, buyers and sellers come to gather either to buy or sell their respective products. Google, Myntra, Flip kart, and few more are the portals where buyers and sellers can buy or sell their required products. It is a creative platform in an innovative way. Google, Indeed, Wikipedia and others are the most powerful search engines which supports such online portals by which consumers or buyers can get what they want and also its time saving and cost effective. Through social media platform the buyers or consumers get their desired products at their disposal in less time. Buying behaviour changes according to the buyer's demands and needs. So, personal and environmental factors leave a deep impact on their minds and they actually get influenced by the current market trends. Buyers or consumers in a way also do a "word-of-mouth" publicity regarding their likings or disliking of the particular products through various social media sites.

2.0 Obstacles

As rightly said, where there are advantages, definitely there are disadvantages of social media sites. Likewise, in Social media online marketing sites also one wrong or say fake information can

*Corresponding author; Assistant Professor, Faculty of Management Studies, Parul University, Vadodara, Gujarat, India (E-mail: shahbijal1609@gmail.com)

**Assistant Professor, Faculty of Management Studies, Parul University, Vadodara, Gujarat, India (E-mail: parikhanu4852@gmail.com)

create a wrong impression in the buyers mind. Due to lack of proper information at times it may happen that, buyers or say dissatisfied buyers passes on wrong message to various people regarding their bad experience with some products.

3.0 Remedies

To overcome such discrepancies or say obstacles, the buyers or consumers should take an initiative to change this mindset of different people. They should create their profiles on the online shopping sites and share their ideas and views publically in order to get better results. This is termed as public profile building strategy which also creates a good image in minds of buyers and consumers, so they can see things differently and positively.

4.0 Research Methodology

4.1 Objectives of the research study
* To evaluate the real impact of social media on the buying behaviour of the buyers.
* To know the perception of buyers regarding online shopping.
* To examine the factors are motivated to do online shopping through various social media networking sites

4.2 Scope of the research study
In reference with the objectives of the social media's impact on the buyers mind, this would be a quite effective and suitable approach. In a way, \researcher understands that social media platform helps businesses to gain good profit and credit but on the other hand, the buyers or consumers find it very challenging to identify the right social media platform to fulfil their buying needs. Here the Researcher is trying to intimate the target audience, say the potential readers to upgrade or enhance their decision making process more powerful through the social media sites available at the buyers or consumers disposal.

4.3 Sampling frame
Sample size = 50 respondents
Sampling Area: Vadodara city
Collection method= Primary as well as secondary
Primary data: Using Questionnaire
Secondary: website, books.
Sampling technique: Convenience sampling
Analysis Tool = Statistical tools and Graphical presentation
Statistical tools: Mean, Regression and Correlation
Hypothesis Formulation
H0: There is no significant Impact of social media on buying behaviour of buyers.

5.0 Literature Review

Mangold, W.G. and Faulds, D.J. (2009) conducted a survey during their research on The New Hybrid Element of the Promotion Mix. Journal of Business Horizons in which they concluded that the relationship between telecom consumer by exploring customer switching behaviour and classifying

communication categories to support companies in planning are applicable via communication to thwart the consumer switching and improving consumer loyalty. The research is done with Quantitative research technique in which we carried a survey in which 383 telecom consumers that has experienced the switching process. So from this survey the researchers got findings which uncovers that the telecom consumers selected distinct information methods before making switching decision. Mangold, W.G. and Faulds, D.J. (2009) concluded that, Active consumers prefer newsletter based on quality of service, while passive consumers select newsletter largely based on competitive prices.

Robinson, Jillian E. (2007) conducted a study of social media marketing in North Carolina special libraries described a Web questionnaire through a survey of special librarians in North Carolina who are members of the Special Libraries Association. The survey, based on the theory of the diffusion of innovations, was conducted to determine special librarians' familiarity and knowledge of social media and its possibilities for use in the marketing of special libraries. Their observations also aimed to determine special librarians' professional development activities and their impact on the adoption of social media marketing techniques. The results of this study supported classical diffusion theory. The non-random sample showed user perceptions of relative advantage, compatibility, complexity and observability correlated, in most cases, with the adoption of social media marketing techniques.

Jackson's (2011) explore a research on using social media to build brand loyalty reflected that building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing. The researcher's aim was to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The objective of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the following study showed that brand loyalty of the customers is positively affected when the brand offers advantageous campaigns, offers relevant content, offers popular contents, appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on findings and results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners and for upcoming generation too.

Weinberg (2009) The new community rule: Marketing on the social web a Weinberg's research throws light on the most important topic of the current digitalized market i.e. The New Community Rules goes beyond simply discussing the importance of social media marketing and provides specific details, reviews, and recommendations about blogging software, social networking applications, social media monitoring services, social bookmarking services, social news services, multimedia publishing services, and more. The book also describes the behavioural norms that exist on blogs, social networks, and discussion forums in order to provide the reader with guidelines about how to use the new internet marketing tools. To conclude, the researcher strongly believes that, the combination of both the technical and the behavioural elements associated with social media marketing make this book a great resource for a wide audience of readers interested in learning more about social media marketing.

The findings of the research done by Silverman(2011) on the secret of word of mouth marketing reveals that the main purpose of this research was to dispel the perception that academic libraries do not need to market their services and resources; to acquaint academic librarians to the

concept of word-of-mouth marketing and its potential for academic libraries; and to share a word-of-mouth marketing academic library success story. The methodology they used to carry out this research Includes, an introduction to the concept of word-of-mouth marketing and its application to academic libraries. Also it indicates how one academic library successfully employed this marketing technique. Moreover it provides an introduction to the word-of-mouth marketing strategy and its usefulness for academic libraries. It reveals the real-life success story of academic library through word-of-mouth marketing. Henceforth, this strategy proved to be useful to serve as an introduction for academic librarians to a specific type of marketing strategy that works well in a college/university setting and provides some successful techniques of word-of-mouth marketing for academic libraries.
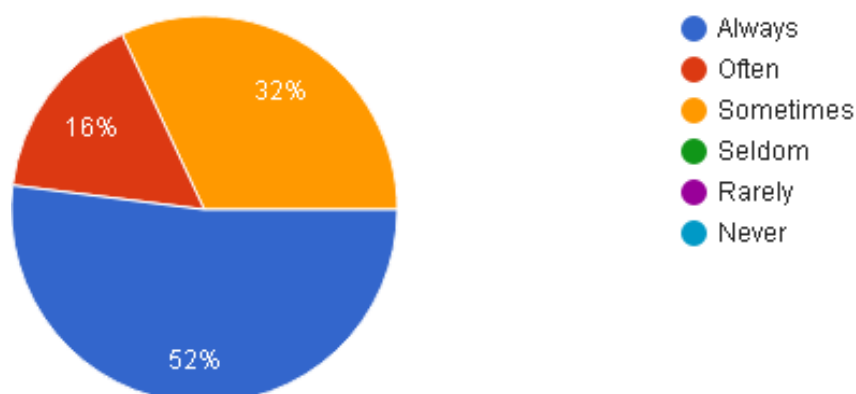
6.0 Data Analysis and Interpretation

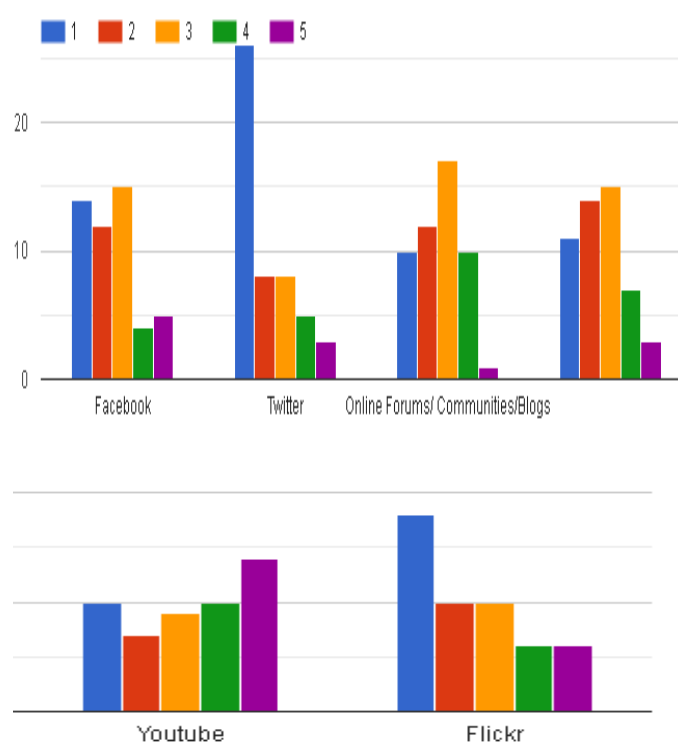Do you agree that feedbacks on social media affect your purchase
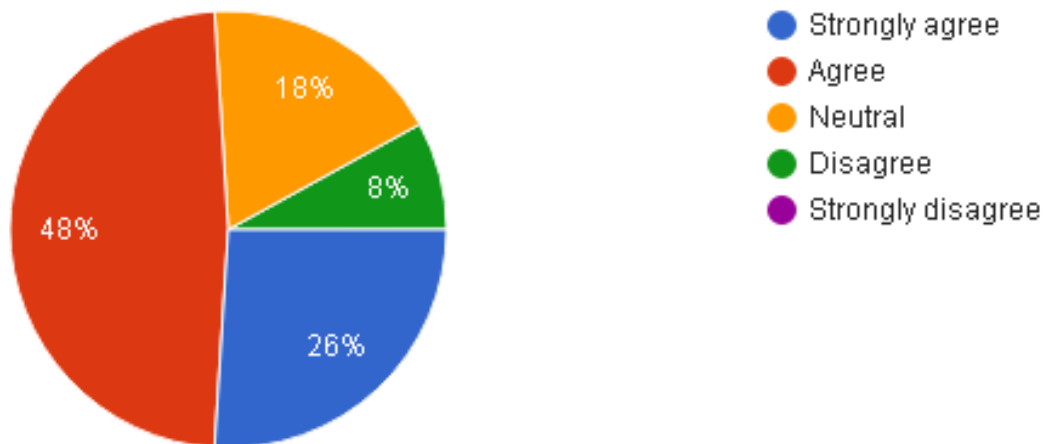
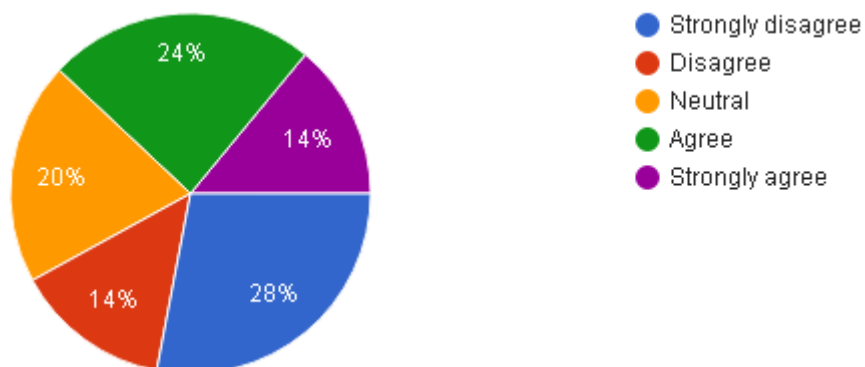Does social media triggers you to purchase a product/service?
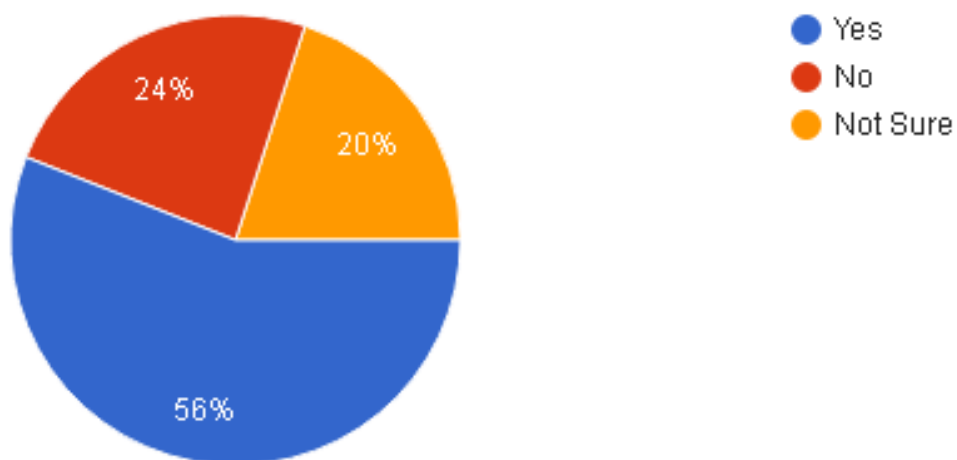
Do you search for related information on social media before a purchase?

Source of information on social media you use before a purchase. 1 being least, 5 being most

Do you agree that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than mass media channels?

7.0 Findings

Majority of the respondents (48%) agree that that feedbacks on social media affect their purchase. 56 % respondents agreed that social media triggers their to purchase a product/service. 52% respondents search for related information on social media before a purchase. Majority of the respondents agreed that Twitter is the Source of information on social media they use before a purchase. 28 % respondents said that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than mass media channels

8.0 Conclusion

In mass media the person who publishes the information will be responsible but in social media everyone have right according to their own perception. It is easy to make a decision with social media. We can use social media 24/7 which mass media don't. It gives information about particular product that one can make decision accordingly!! Social media is more reliable than mass media for the younger generations. Social media is kind a new platform rather than the mass media. social media provide full information about product and Mass media only highlight the information about product so it is a big difference in making a purchase decision between using information from the social media and information from the Mass media. Social media gives wide information for relevant product. Social media tells true picture and mass media doesn't. Social media helps to know about products qualities by the previous customers reviews and ratings. In social media we easily collect the information for particular product and for mass media it takes more time. Using social media we come to know new-new technology available and new product related to new technology available.

References

https://researchleap.com/impact-social-media-consumer-buying-intention/
https://www.dnyanasadhanacollege.org/docs/research/Vinodchandwani_thesis.pdf
https://www.lyfemarketing.com/wp-content/uploads/2015/05/Compressed-PDF.pdf
https://nairaproject.com/projects/895.html
https://zenodo.org/record/1285933#.XigM3P4zbZ4
https://www.theseus.fi/bitstream/handle/10024/62367/Lee_Ethel.pdf?sequence=1&isAllowed=y