Social Media Marketing and Consumer Buying Decisions - A Study of Online Consumers of Electronic Goods in Chitradurga City

Babu. S
Research Scholar
DOSR in Commerce, Davangere University, Davangere, India

Abstract:
Proper understand of consumer needs, wants and expectations helps marketers to create communicate and delivering the value to the consumers. Which is essential to long run survival in the market. Marketing through social media like Facebook, YouTube, twitters LinkedIn are recent e-marketing tools which offers cheapest and direct feedback to marketers to know about consumer’s attitude or expectation. Consumers also search their interested goods and services. This study aim at to know is social media affect (i.e., helps) consumer buying decision. This study conducted at Chitradurga.

Keywords: Social Media, Buying Decision, value to Customer.

1. INTRODUCTION

Social Media is one of the most recent and crucial E-Marketing tools now a days. Social Media provides accessibility to customers with the aim of knowing their interests, wants and needs as well as affecting their buying decisions. Social Media is defined as the websites that connect millions of users from different locations over the world who processes same interests, point of view and hobbies. Most popular social Medias like YouTube, Twitter and Facebook are the best examples having large proportion Online of Consumers. So they are used for the sharing of thoughts, ideas and reviews of a particular product, service or a certain brand to organize information and ideas formation as well as making the suitable purchasing decision. Therefore, social Media is one of the modern Electronic marketing tool, marketing via social Media in these days is the broadest, fastest, cheapest and most effective and efficient marketing channel where the Consumer can explore information and features of interesting goods easily with the possibility of completing the and selling process without the buyer’s need to go to goods and items place. Social Media Marketing is defined as a kind of internet marketing which uses social networking websites as a best marketing tool. Social Media allows customers and prospects to interact directly to brand representative or about brand with their friends and also with companies. The Consumer Electronics Goods industry has growing day by day and witnessed a rapid growth over the past few years. This growth may be attributed to the increasing effect of state of the art Electronic devices on the market. The Consumer Electronics Goods industry is entering in the dawn of Convergence. It is the confluence and merging of till now separated markets of digital primarily based audio, video and information technology, removing entry barriers across the market and business boundaries. The advancement of this technologies has resulted in a huge demand for Consumer Electronic devices, be they transportable, in-home (mobile phones, digital camera) or in-car (DVD players), providing multiple functions. Social Media puts customers put back to the center of the business world and provides marketers a new set of tools to interact with Consumers and to integrate them into the brands through innovative ways that. In this way, marketers have to understand how the Social Media has influenced Consumer Buying Decision. This research is focusing on the Online Purchasing perspective of Consumers who use different Social Media sites to buy the Electronic products in Chitradurga city.

2. SOCIAL MEDIA MARKETING

Social Media marketing is a type of Online marketing that utilizes social networking websites as a marketing tool. The aim of this is to produce content that users will share with their social network to assist an organization increase brand exposure and broaden customer reach. Company can get direct feedback from customers through SMM (and potential customers) while making the company seem more personable. The interactive components of social Media offer customers the chance to raise queries or voice complaints and feel they are being heard. This side of SMM is called social customer relationship management (social CRM), (whatis.techtarget.com) Social Media Marketing is related to relationship marketing where the firms need to shift from "trying to sell "to making connection" with the Consumers. Companies also need to keep away from "big campaigns" and stick with "small act" since some small campaigns can easily reach lots of people and accomplish the objectives.

3. REVIEW OF LITERATURE

01) Zafarullah Chandio, Shoaiib Ahmed and Sarah Zafer
Impact of Social Media Marketing on Consumer Purchase Intention This study aims at examining the impact of Social Media Marketing on customer purchase intention in Pakistani prospective. This study conducted with respect to internet marketing only. It selects Facebook, twitter and LinkedIn and other blogs etc. As social marketing Media it found that Consumers are showing purchase intention after verifying
perceived quality, information and world of mouth. It finally conclude that information search is a positive significance with purchase intention.

02) Adnan Veysel Ertenel, Ahmad Ammoura
The Role of Social Media Advertising in Consumer Buying Behavior This study concentrated on Buying process such as need recognition and problem awareness, information search, evaluation of alternatives, purchase decision and post purchase decision and it finds that resolution in range between strong and moderate regarding valuate the alternative stage through social Media advertising. Finally this study tried to provide guide could be important to used in fashion retail industry to make sure design advertising supporting company itself in a way that guaranty benefit.

03) Mrs. Smita Dayal
An Analysis of Social Media Influence on Online Buying Behavior of Indian Consumers?This study empirically examining the impact of social media on the Buying behavior of Indian customers. It provide information on the influence sustained Consumer behavior. This study found that social Media using social tactics, Media, tools and technologies across all components of marketing mix, product price promotion and place, and social earn and network. Business models, social networks have created a space for new services that is slowly being filled by small size entrepreneurial companies, social marketing thus implies a fundamental shift in the way firm interact with prospects, customers, employees and other stakeholders.

04) Walid Nabil Iblasi, Dr. Dojanch, M K Bader and Sulman Ahmad Ai-queini
“The Impact of Social Media as a Marketing Tool on Purchasing Decisions (A Case Study on Samsung for Electrical Home Appliances) This study investigates the impact of social Media as a marketing tool on purchasing decision making for Consumers. And this study identified that impact of using Facebook, twitter and YouTube on Samsung.co. And studied Consumer expectations from social Media and its performance and to identify the impact of using Social Media Marketing as a marketing tool in purchase decision making. Finally it concluded that social Media websites have a significant impact on stages of purchasing decision.

05) Ms. Shalaka Ayarekar
Impact of Effectiveness of Social Media Advertising on Young Working Women Buying Behavior with Reference to Consumer Electronics This study aimed of studying the reasons of Online Consumers Buying Behavior with respect to social Media advertising. And its impact of Buying Behavior of young women buying the Consumer Electronic Goods. The first part of this study studied the various concepts like social Media, social Media advertising, Consumer Buying behavior etc. Moving ahead in the second part social Media and Electronic goods, social Media and working women were studied.

4. STATEMENT OF THE PROBLEM
The lack and rareness of properly structured studies relating to Social Media Marketing and on Online Consumers purchasing Decisions on Electronic Goods in Karnataka. Led the researcher to address this issue. the ability of Social Media websites in attracting and encouraging Consumers especially those who look for goods and services with less cost and time, also in terms of the companies that are not well aware to what extent the Social Media websites have the ability of supporting business contacts in effective ways.

The Research question
a. Does Social Media play a significant role in the purchase decision of customers?

b. How can business sector effectively utilize customers’ presence in social media to increase their sales?

5. OBJECTIVES OF THE STUDY
The main objective of this study is to determine the impact of using Social Media Marketing on purchasing decision making of Online Consumer through the following objectives:
1. To empirically examine the Social Media channels Facebook, Twitter and YouTube etc. are helpful on Online Purchasing decision making of Electronic goods in Karnataka.
2. To study the present relationship between Social Media users and online purchase of Electronic Goods with the help of ads in Social Media.
3. To study the gap between Consumer expectations from Social Media and its performance.
4. To offer suggestions to improve the quality of Social Media Marketing to enable on-line buyers to strengthen their purchasing decisions.

6. RESEARCH METHODOLOGY
This study based on an exploratory research its primary objective is to provide insights into a Social Media marketing phenomenon, namely Online buyers pattern of using Social Media and Social networking sites, and particularly in relation to their reaction to advertising in a medium where they decide and choose the information they engage with. The responses were collected from online buyers in Chitradurga relating to Electronic goods.

Sources of data: For this study data have been collected from both primary and secondary sources.

a. Primary data
Primary data has been collected through structured questionnaire and direct interview with social media users

b. Secondary data
Secondary data has been collected through
Various books
Referred journals
Magazines and
Internet sources
c. Population
For this study all social media users in Chitradurga city constitute as population.

d. Sampling unit
For this study each social media users in Chitradurga city become as sampling unit

e. Sampling technique
This study uses cluster sampling method.
f. sample size
Sample of 50 Social Media users would be surveyed for collection of data
7. FINDINGS

The following table showing the respondents agreement on impact of social media on their purchase decision.(in percentage.)

<table>
<thead>
<tr>
<th>Sl.n o</th>
<th>Statements</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>neutral</th>
<th>disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I use social media to view online Advertisement</td>
<td>40</td>
<td>35</td>
<td>10</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>I use social media for interacting with others</td>
<td>30</td>
<td>35</td>
<td>5</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>I use social media to seek opinions about product/services</td>
<td>30</td>
<td>30</td>
<td>17</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Advertisements through social media are more Interesting and interactive than traditional advertising.</td>
<td>51</td>
<td>28</td>
<td>11</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Social media advertising is more informative and reliable than traditional advertising.</td>
<td>32</td>
<td>28</td>
<td>21</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>I refer to the opinion of experts on social media sites while considering any product or service</td>
<td>23</td>
<td>27</td>
<td>20</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>I am interested regarding a new brand or product through social media networking sites.</td>
<td>46</td>
<td>18</td>
<td>17</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>I respond to queries and promotional offers received through social networking sites. For electronic goods</td>
<td>10</td>
<td>14</td>
<td>28</td>
<td>28</td>
<td>20</td>
</tr>
<tr>
<td>9</td>
<td>Organizations that use social media for marketing purpose are more innovative than others in electronic goods</td>
<td>45</td>
<td>21</td>
<td>34</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Organizations that use social media for marketing purpose are more reputed than others who are not using it. In electronic goods</td>
<td>33</td>
<td>24</td>
<td>17</td>
<td>16</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Field survey.

8. FINDING STATEMENTS

- Most of the respondents i.e., 40 percentage are strongly agree on they use social media to view online advertisement
- Majority of the respondents i.e., 35 percentage are agree about they use social media to interact with people
- Most of the respondents i.e., 30 percentage are agree and strongly agree that they use social media to seek opinion about goods and services
- Most of the respondents i.e., 51 percentage are strongly agree that advertisement in social media is more interesting and interactive for purchasing electronic goods than traditional advertisements
- Most of the respondents i.e., 32 percentage are strongly agree that advertisement through social media is more informative and reliable for purchasing electronic goods than traditional advertisement.
- Most of the respondents i.e., 27 percentage are agree that they refer expert opinion in social media before purchasing electronic goods.
- Most of the respondents i.e., 37 percentage are strongly agree that they interested in new brand and new products through social media.
- Most of the respondents i.e., 28 percentage are disagree that they respond to queries and promotional offers received through social networking sites. For electronic goods
- Most of the respondents i.e., 45 percentage are strongly agree that Organizations that use social media for marketing purpose are more innovative than others in electronic goods
- Most of the respondents i.e., 33 percentage are strongly agree that Organizations that use social media for marketing purpose are more reputed than others who are not using it. In electronic goods

9. SUGGESTION AND CONCLUSION

Based on the results of the study and the literature reviewed, we suggest the following measures for effective implementation of social media marketing:

1. Allocate sufficient resources in terms of time, money and man power. There should be a separate social marketing department and budget allocated to it.
2. Conduct a research to identify the areas required to be focused during the campaign.
3. Make a Social Media Marketing Plan What, When, Where and How of SMM campaign i.e. What kind of Information will you share with the audience? And when is the time to target the traffic on social media sites?
4. Integrate and synchronize the social media marketing with other marketing communication messages across the channels, online as well as offline.
The motive of the research was attract by personal interest in how social media impacts the consumers buying decisions. The amount of information available to consumers increases in every day; as a result, consumers are given less attention to different aspects of information available in social media. The quick and transparency that social media offers has led changes in behavior of consumers... Apart from this, social media plays an important role in influencing the buyer buying decisions. Consumers regularly view social media on internet to view online advertisements. They use social media to provide feedback about the goods and services they use. Some of the respondents use social media to view online advertisements to keep themselves updating about new goods and services. Consumers also seek opinions of others about goods and services through social media. It is agreed that social media is more informative. Interactive and more reliable than traditional marketing tools. Consumers analyze the past performance of product/services through social media by checking comments for it. Consumers are of view that innovative firms use social media as their marketing tool. Public image of the company is also build through social media. The digital world has bought the change in every sphere. Its impact on consumers buying decisions.

10. REFERENCE

[1]. Funded yogesh., and Mehta Yesha., (11, may 2014 ). Effect of Social Media on Purchase Decision . Thakur Institute of management studies and research, Mumbai. pacific business review international volume 6, issue


[8]. Sita Mishra.,and Archana Tyagi ..( may/Aug., 2015). understanding Social Media mindset of Consumers: an Indian perspective Institute of Management Technology, Ghaziabad, up, India, Institute of Management Technology, Centre for distance learning, Ghaziabad, up, India


