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A Study on Social Media Impact of Consumer Buying Behaviour on Electronics

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BSTRACTS

This research paper explores the numerous connection between social media platforms and purchasing behaviour of consumers towards electronic products. It mainly aims to know the way how social media not only gives access to products information but also has opened up new channels to review and purchase the products. This paper shed lights on many independent factors like purchase of electronic from the influence of social media, recommendations from social media, comparison of price and features, the convenience level, latest updates about products. This study is not mainly focused on a specific group. A Google form with few questionnaire had been circulated and 50 responses were collected from the students of PES university and few working professionals. The major findings from the responses shoes that there is a impact on the consumer purchasing behaviour due to social media.

INTRODUCTION

In the present digital world, the development and quick evaluation in the social media platforms have converted the overall view of consumer buying behavior and the strategies of marketing. The social media's influence on many aspects in people life has become undisputable and one of the main area which has immensely impacted in the buying behavior of consumers when it comes to electronics. Each and every social media platforms like face book, Instagram, twitter, YouTube etc are continuously growing and evolving along with the trends and also it is been used as a powerful tool for sharing information, to have conversations and networking . Accordingly this has been very much changed the way how consumers involve while taking decisions while purchasing electronics. Over the last couple of decades, Electronic industries has seen a remarkable development as well as innovation by coming up with latest mind blowing gadgets and latest technological devices. Social media has grown into ever changing information platform which allows customers to gain access about the product review, products suggestions and also get direct information from friends and social media influencers. So these information from the digital platform influence the customers to make decisions while purchasing electronics. Mainly understanding how social media influence on the purchasing behaviour of electronic is critical for firms engaged in the fast paced market. Electronic brands which accurately utilize the effectiveness of social media will have a great competitive advantage by actively connecting with its customers and modifying their marketing and promotional strategies according to the change in the digital trends.

LITERATURE REVIEW

- Kirti Arekar (2018) conducted the research to understand the social media effectiveness on Social media on several aspects of buying behaviour of consumers. This study was to attempt to identify the variables influencing customers choices and their behaviour towards Indian electronic industry and it was specifically conducted to the young working women in Maharashtra, India.
- Kadam Nimish, Deshmukh Anindita and Dr. Kadam rajashri(2021) conducted the study to know the impact of influencers of social media on the Gen Z buying behaviour for categories like life style and electronics. With the use of both Primary as well as secondary data this study seeks to link all the aspects of lifestyle and electronics. The main goal is to examine the relationship between the trust on consumers on influencers and the buying behaviour from that faith. This was mainly conducted o the youth from the age 15 to 25 in Pune.
- Shu chuan chu and Yoojung Kim(2015) This paper investigates the connection between social relationship characteristics and electronic word of mouth communicated through social media platforms. Particularly an analytical model was developed and validated to know the electronic word of mouth behaviour in platforms like Face book, Friendster and MySpace.
- Dhivya GS(2022) this overall study about the consumer behaviour towards the electronic marketplace shows the link between the buying habits and digital marketing. This also study the factors that affects the habits of electronic buying habits. Some of the famous electronic brands contents have been used in this research.
- M.Nick hajili (2014) A huge opportunities is been provided to the consumers through social media platforms to engage in social interactions. This study focus on how social media promotes consumers social interactions and a model has been developed to demonstrate the main

purpose of social media for the growth of e-commerce in the world of social commerce. At the end author has given the results with their findings ,limitations and the future decisions to be taken.,

- Uzir Hossian (2020) The study's main goal was to look at the effects of the quality of the product, service, and the perception of value on consumer satisfaction in relation to the strength of the social networking site effect. The analysis used a quantitative study technique, with a questionnaire that was organized constructed for collecting data from 323 Bangladeshi families. For data gathering via social media, a judgemental sampling strategy was used. SPSS was used to examine the data collected.

- Indrani Kona (2022) This Study concentrates on theoretical advances and the growth of a fresh conceptual framework using previous study on social networking advertisement and buyer preferences. The paper focuses on the features of online advertisements & how they have an effect on client purchase choices. Previous study, on one hand, has identified a variety of characteristics of internet ads in terms of customer purchase intent and mindset.

- Nithin Sharma (2022) This paper provides helps in analyzing the relation between social media and buying behaviour of consumer related to tourism goods. Every customer use social media and get information from net and all social media platform to know the cost effectiveness and convenience.

- Choi-Meng leong(2022) The paper analyze the overall connection among the data aspects and the buying behaviour connected with online WOM, which includes the quality of information, trustworthiness of the information and the perception from the information to purchase newly launched flavored bubble tea. 222 responses were collected for anlysising the data.

OBJECTIVES

- To examine the impact of Social media contents.

- To study the purchasing pattern due to recommendation from social media.

- To evaluate the awareness of customer from social media content.

- To look at the impact of consumer due to reviews and ratings.

- Examining the impact of social media influencers.

METHODOLOGY

This study applies a quantitative research approach to evaluate the impact of social media platform on the buying behaviour of consumers towards electronics. A sample of 85 respondents from a selected population who are active on social media. A Google form was designed and circulated to collect the primary data. To determine the underlying variables influencing the use of social media and consumer electronics purchasing behaviour factor analysis is been used. The relationship between the independent and the dependent variables is been examined using regression.
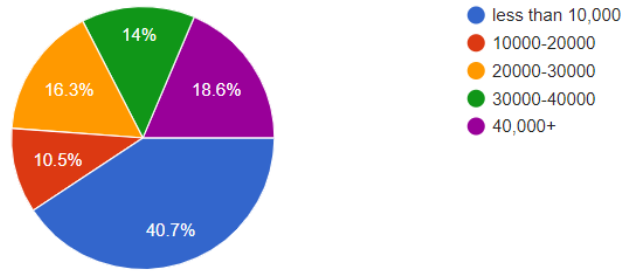
ANALYSIS

Gender

85 responses
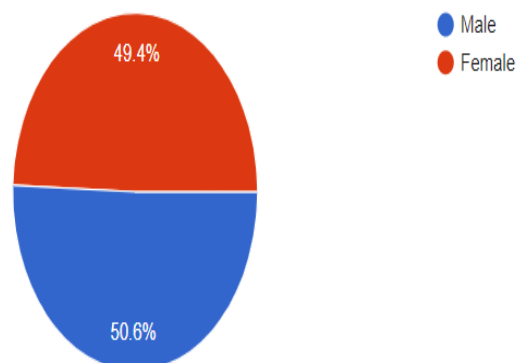
From the collected response we can see that 49.4% i.e. 42 of them are male respondents and remaining 49.4% i.e. 43 of them are female.

Income level

86 responses

- less than 10,000
- 10000-20000
- 20000-30000
- 30000-40000
- 40,000+

The age group is been categorized into 5 parts are mentioned above so 80% of them are in the age group of 20 – 25 that is 63 respondents , 11.8% of the responses is from the age of 26 - 30, 5.9% are from 31 – 35, 1 is from the group and 36-40 and 1 from 40+ category. So we can see that majority of the responses from the age group of 20-25.

From the above graph we can observe that 40.7% of the respondents have the income level less than 10000. 10.5% of them have income between 10000 to 20000, 16.35 have 20000 to 30000, 14% of the respondents' income is 30000-40000 and remaining 18.65 of them have more than 40000.

HYPOTHESIS

- H0: There is no particular impact of the factors on the consumer buying behaviour of electronics.
- Ha: There is particular impact of at least one factors on the consumer buying behaviour of electronics.

Factors analysis output:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.875
Bartlett's Test of Sphericity	Approx. Chi-Square	501.210
	df	45
	Sig.	.000

- 0.875 (0.8-1 is good) is the KMO value so the taken observation is adequate.

- From Bartlett's test the model is significant so we reject the null hypothesis.

 least 50% of variance should be explained from the commonality table by all the variables taken. Here recommendation variable is explaining only 0.425 thus this can be removed which increases the total cumulative variance explained.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.596	55.956	55.956	5.596	55.956	55.956	4.247	42.472	42.472
2	1.055	10.552	66.508	1.055	10.552	66.508	2.404	24.036	66.508
3	.888	8.883	75.391						
4	.617	6.172	81.563						
5	.504	5.039	86.602						
6	.366	3.661	90.263						
7	.333	3.333	93.596						
8	.250	2.498	96.094						
9	.215	2.152	98.246						
10	.175	1.754	100.000						

Extraction Method: Principal Component Analysis.

In this table we can see that n variables are reduced into 2 factors which is explained about 66% of total variance

Rotated Component Matrix[a]

	Component	
	1	2
information	.857	
significant_role	.835	
comparsion	.746	.301
discover_new_product	.718	.315
influence_daily_decision	.695	.337
trust_reviews	.691	.386
awarness	.593	.408
recommendation	.520	.393.
trust_information		.939
promotion	.369	.844

Extraction Method: Principal Component Analysis.
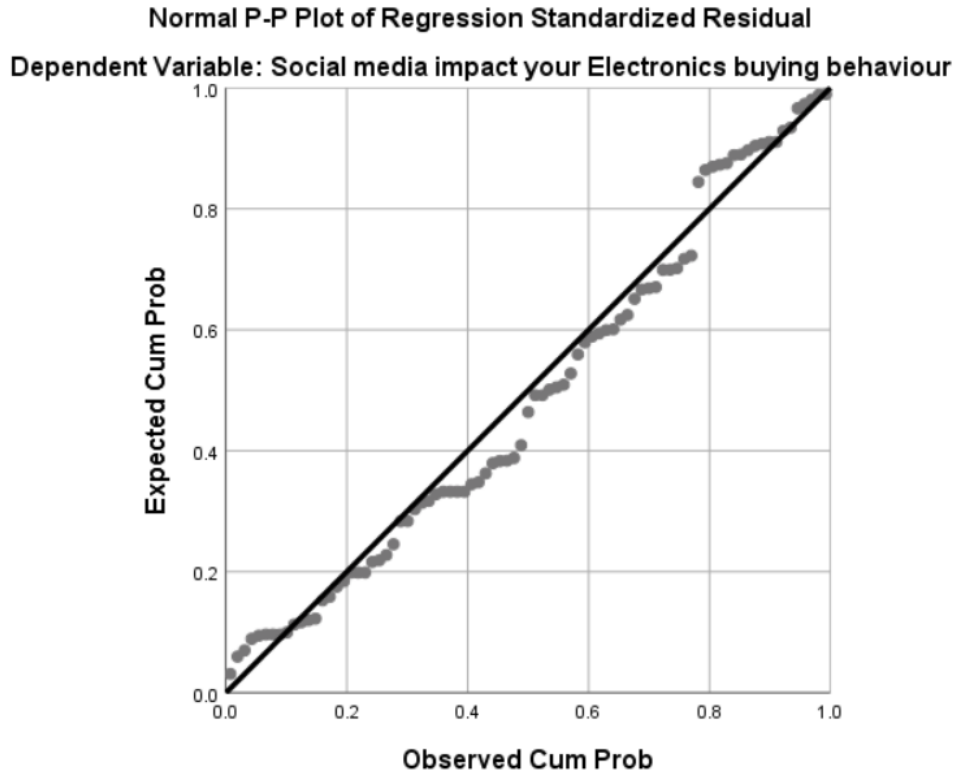Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

- This table tells that which all variables are been loaded on which factors, The axis is rotated to understand the reliability.

- R square value is 0.096 i.e. the total variance of the dependant variable (Does social media impact the customer buying behaviour) been explained by the 2 factors.

- The value of Durbin Watson is 1.87 which is in the range of 1.5-2.5 thus the values are not auto correlated.

- From the Anova table we can say that the model is significant as p value is less the 0.05, thus we reject the null hypothesis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.624	.125		21.032	.000
	REGR factor score 1 for analysis 1	.291	.125	.244	2.320	.023
	REGR factor score 2 for analysis 1	.228	.125	.191	1.820	.072

a. Dependent Variable: Social media impact your Electronics buying behaviour

- From this table we can see that only factor 1 is significant thus the variables in factor 1 impact the consumer buying behaviour due to social media.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Social media impact your Electronics buying behaviour

- From the above table we can say that most of the values are normally distributed.

Histogram

Dependent Variable: Social media impact your Electronics buying behaviour

Mean = 9.96E-17
Std. Dev. = 0.988
N = 85
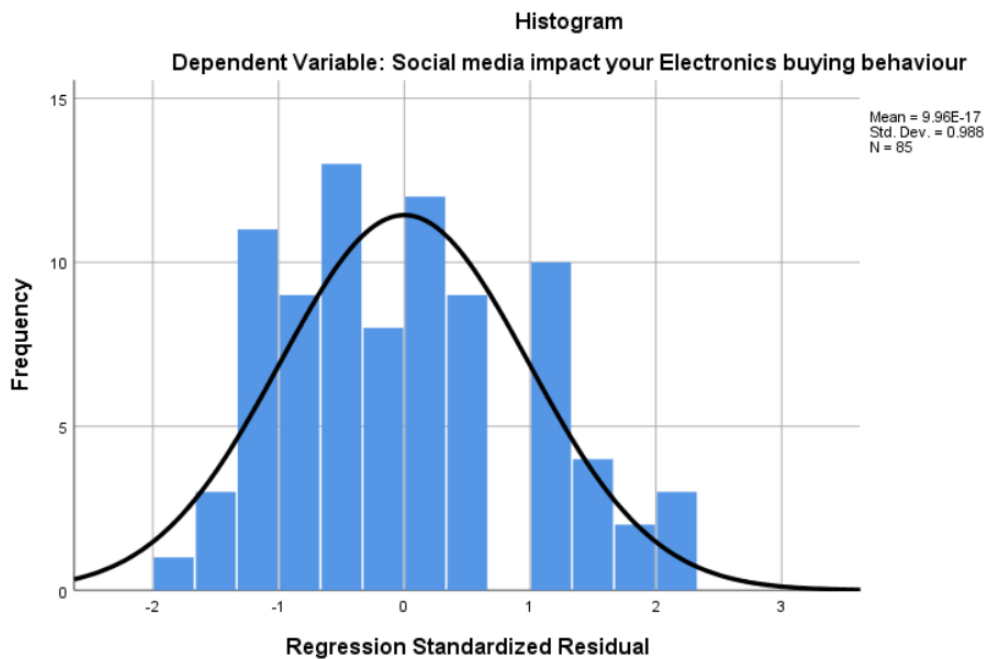
CONCLUSION

The use of social media has a clear impact on the purchase behaviour of consumers in the age of digital transformation, especially when it is about electronic products. This study examined the complex relationship b/w digital media platforms and the purchasing behaviour of consumers with regards to electronic. This study overall results and analysis focus on many significant issues.

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