



PURCHASING PATTERN OF STUDENTS OF GALGOTIAS UNIVERSITY INFLUENCING FROM SOCIAL MEDIA MARKETING.

Ayush Jain¹, Prof. Anshu Goel²

22GSOB2010187

MBA 2022-2024

Galgotias University

Introduction:

As a virtual community, social media refers to online platforms and technologies that enable individuals to share, create, and exchange information, opinions, and material. It has transformed communication, interaction, and information consumption, becoming an essential component of contemporary civilization. With millions of users worldwide, social media platforms like Facebook, Instagram, LinkedIn, YouTube, and Twitter present a plethora of chances for individuals, businesses, and organizations to interact, establish rapport, and connect with their audiences.

Social media has completely changed how companies and organizations handle advertising and marketing, giving them more precise audience targeting and increased brand recognition. Individuals can also use social media as a platform to engage with people who have similar interests, voice their opinions, and However, social media has also raised concerns over issues such as privacy, cyberbullying, misinformation, and addiction. It has the potential to amplify both positive and negative messages, and its impact on society is complex and multifaceted.

In this introduction to social media, we will explore the history, impact, and challenges of social media, as well as the opportunities and benefits it offers for individuals and organisations.

The practice of using social media platforms to advertise a company, item, or service is known as social media marketing. In order to accomplish marketing objectives, it entails producing and disseminating content on social media platforms, interacting with followers, and evaluating the success of social media initiatives.

Numerous advantages come with social media marketing, including enhanced audience engagement, brand awareness, and lead generation. It gives companies and organizations the chance to establish a more genuine and personal connection with their audience, fostering loyalty and trust. Businesses may also more successfully target their audience thanks to social media, which lets them develop tailored promos and adverts utilizing psychographic, behavioral, and demographic data.

Establishing objectives and a target market is the first step in developing a successful social media marketing strategy for businesses. Then, based on the characteristics and actions of their audience, they ought to select the relevant social media channels. Companies should produce useful and interesting material, such as blog entries, pictures, videos, and infographics, that complements the tone and message of their brand. They should also interact with their audience, reply to messages and comments, and use analytics tools to track and evaluate the success of their social media activities.

Modern marketing strategies now include social media marketing as a necessary component, and this trend is only going to get bigger in the future. It provides companies and organizations with a special chance to connect and interact with their audience, increase brand recognition, and

Consumer Behaviour

Consumer behavior describes the choices and behaviors that people and households make when they look for, assess, buy, consume, and discard goods and services. Consumer decisions are influenced by a wide range of complicated elements, including cultural, psychological, social, and personal ones.

Consumer behavior can be influenced by individual variables like age, gender, income, education, way of life, and personality features. Consumer decisions can also be influenced by social variables, including friends, family, socioeconomic class, and culture. Moreover, psychological elements like motivation, perception, learning, attitudes, and beliefs are important in determining consumer behavior.

There are multiple steps in the decision-making process for consumers: identifying the problem, gathering information, weighing options, making a purchase, and evaluating the decision after the purchase. During the decision-making process, consumers may consult a variety of information sources, including advertisements, word-of-mouth referrals, personal experience, and internet reviews.

Consumer behavior research is a useful tool for marketers to better understand their target market and develop winning campaigns. They can employ pricing and promotional methods to sway consumer behavior, segment the market based on consumer attributes and preferences, and develop tailored messages that correspond with the requirements and aspirations of the target audience.

Understanding Consumer Behavior:

To flourish in the market, firms and organizations must have a thorough understanding of customer behavior. Here are several main justifications for the significance of studying consumer behavior:

Product development: Companies can create goods and services that cater to the requirements and desires of their target market by studying customer behavior. Increased client happiness, brand loyalty, and repeat business may result from this.

Marketing strategy: Researching consumer behavior gives companies a better understanding of how consumers choose products, what factors sway their judgment, and how they react to advertisements. Businesses can use this knowledge to create more persuasive marketing strategies that appeal to their target market.

Competitive advantage: Organizations can spot market gaps and create cutting-edge goods and services by analyzing consumer behavior..

Customer satisfaction: Companies can provide goods and services that are more likely to live up to the expectations of their clients by learning about their requirements and preferences. This will increase customer satisfaction.

Relationship building: Businesses can forge closer bonds with their clients by providing tailored experiences and speaking to them in a way that speaks to their needs and desires by having a deeper grasp of consumer behavior.

All things considered, in today's cutthroat market, understanding customer behavior is essential for companies and organizations to thrive. Businesses may improve customer loyalty, forge closer bonds with their clients, and boost sales by getting to know their target audience and developing marketing tactics that cater to their needs and desires..

4. Steps in consumer decision process:

the framework known as the "Consumer Decision-Making Process" is utilized to explain the steps that customers take while deciding what to buy. Below is a synopsis of every step:

Identification of the problem: This is the initial stage in which the customer becomes aware that there is a need or want that needs to be met. Advertising and word-of-mouth are examples of external influences that might cause this, as well as internal ones like hunger and thirst.

Information retrieval: The consumer will start looking for information on goods or services that can meet their needs or wants as soon as they identify the issue. Information from a variety of sources, including personal experiences, friends and family, advertisements, and internet reviews, may be gathered for this.

Evaluation of alternatives: After learning more about a range of goods and services, the customer will weigh the advantages and disadvantages of each option. This may entail weighing features, costs, and advantages to ascertain which choice best suits their requirements.

Purchase decision: Following consideration of all available options, the customer will decide which good or service best suits their requirements.

Post-purchase assessment: Following the purchase, the customer will assess the satisfaction level of their choice. This may entail evaluating the product's worth, overall happiness with the purchase, and quality for the money. Additionally, this action may have an impact on a customer's perception of the brand and future purchasing decisions..

4.1 Problem Recognition.

In order to identify an issue and encourage a customer to buy, marketers frequently employ advertising and promotional techniques to purposefully create a disparity between a consumer's ideal and actual states.

Need recognition and opportunity recognition are the two categories of problem recognition that Szmigin & Piacentini (2015) differentiate between. When a customer notices a difference between their current situation and their ideal situation, they are able to identify a need and realize that a purchase is required to close this difference. This can happen for more complicated wants like the need for social status or self-esteem, or for more fundamental needs like hunger or thirst..

On the other hand, opportunity recognition happens when a customer learns about a new good or service that they had not heard of before or had not given much thought to, and realizes that it could be able to satisfy a need or want they had not previously known about. This can happen through a variety of channels, including personal experience, word-of-mouth marketing, and advertising. In this instance, the buyer might not have been actively looking for a solution to their issue, but they might be inspired to buy when the chance arises.

4.2 Information Search

With the goal to obtain information and weigh their options, customers usually employ a variety of information sources throughout the information search phase. Personal (family, friends, and coworkers), commercial (advertising, salespeople, and websites), public (mass media, consumer groups, and government agencies), and experiential (handling, testing, and utilizing the product) are some examples of these sources.

Moreover, consumers might employ various search strategies based on the kind of decision they are making. Customers might employ a post-purchase search strategy to assess the efficacy of a new toothpaste or a pre-purchase search strategy while purchasing a new car..

The complexity of the choice, the perceived risk involved, and the availability and accessibility of information can all affect how much time and effort is spent searching for it. Customers might, for instance, spend more time looking into a new home than a new cereal brand.

In conclusion, information search is a crucial phase in the decision-making process when consumers obtain data to support their choices from a variety of sources. The kind of choice, the perceived risk, and the availability of information all influence the kind and volume of information that is obtained..

4.3. Evaluation Of Alternatives

As customers consider the advantages and disadvantages of each option before making a final selection, the evaluation of alternatives stage is crucial in the decision-making process. Customers can arrange their selections and cross out those that don't suit their wants or tastes with the use of the evoked set, contemplation set, incompetent set, and inactive set.

During this phase, marketing campaigns are crucial because they have the power to shape a consumer's opinion of a brand's qualities and make it stand out from the competitors. For instance, a brand may highlight its price or quality to appeal to various customer demographics.

Consumers usually compare brands while assessing alternatives, taking into account factors including price, quality, convenience, and product features. They might also take into account other elements, such as brand reputation, social status, and personal values. Lastly, it's critical to remember that positive views and perceptions about a brand do not guarantee a purchase. The final decision may also be influenced by additional elements like the consumer's budget, the product's availability, and contextual variables. To increase their chances of success, marketers must therefore consider these outside variables when creating their marketing plans. The consideration set is a subset of the evoked set that consists of only the brands that the customer is seriously contemplating purchasing, whereas the evoked set consists of all brands that the consumer is aware of and potentially suit their needs. Brands that the customer is aware of but does not take into account for this specific decision because of unfavorable experiences or other factors are included in the incompetent set. Brands that the consumer is unaware of or does not give any thought to are included in the inert set. These sets help consumers organize their options and make a more informed decision.

Conclusion :

Social media has a huge and unavoidable influence on how consumers behave. Social media has completely changed how customers communicate with companies, goods, and services. More than ever, technology has made it possible for customers to communicate with companies, provide feedback, and do product research.

The greater degree of interaction between brands and consumers is one of social media's most important influences on consumer behavior. Social media platforms facilitate instantaneous brand-consumer interaction, hence streamlining the process of firms cultivating client relationships. Businesses can also use social media to get customer input, which they can then utilize to enhance their goods and services.

The growing power of peer recommendations is one of social media's other major effects on consumer behavior. Social media has made it simpler for customers to share their product and service experiences, and such endorsements have the power to significantly impact other people's purchase decisions.

Additionally, social media has simplified the process for customers to investigate goods and services before making a purchase. Customers have access to a multitude of information on goods and services, including reviews, pricing comparisons, and information from other customers and companies.

To sum up, social media has a significant influence on how people shop. It has changed how customers engage with brands, goods, and services and given companies new ways to communicate with their clientele. Social media's influence on consumer behavior is probably only going to increase as it develops