



A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING

HARSH DEEP¹, HARSHIT RAJ², GOPAL KUMAR³

Department of MBA, Noida Institute of Engineering and Technology,
Greater, Noida 201306, India.

ABSTRACT-

Advertising marketing is one of the most innovative and successful of all types of marketing tools. For the business to be successful, advertising must reach the maximum number of customers and create a complete and clear image of its brand. There is no doubt that marketing is the most expensive form of advertising. While most social networking sites have free accounts and registration, some online ads require payment. On the other hand, when it comes to social media advertising, the return is more than the investment. With a small investment of money and time, anyone can optimize and increase conversions and get a good return on investment for advertising dollars. To determine the ultimate decision and behaviour where consumers spend the most time on social media, to estimate the relationship between various activities of the consumer, the market and choice and behaviour. On the other hand, demand also increases the opportunity for companies to personally promote their products and services. Past literature shows that social media helps change consumer behaviour and organizations are beginning to understand consumer behaviour. Marketing has changed the way consumers think and organizations should not ignore marketing.

The growth of social media has forced Business people to consider this medium as much as the workplace of the business. Social media are internet or mobile-based applications and tools that are mostly used to share information between people. Today, the number of people using social media is higher than the population of some countries. The impact of social media on business can be determined by comparing the business before advertising with the business after the introduction of advertising and the type of technology used in advertising.

KEYWORDS- Online Marketing, Social media, online purchase, Consumer behaviour

INTRODUCTION –

The most important thing for any organization is its brand, and today's organizations need to know that using branding can help achieve growth, profitable goals, and stability. With the continuous development of the global economy, social media has become the best platform for business advertising and marketing. Increases the visibility of services and products. The main purpose of this study is to examine how social media marketing may affect the ultimate health of people who frequently use social media sites and to find ways to predict the relationship between various types of social media marketing, consumer activities, and consumer behaviour. Social media has changed the entire structure of where to buy and sell products online. It plays an important role in today's media by explaining the characteristics and potential effects of business marketing and describing various tools and industries. Social media is not only changing ideas about consumers' behaviour, it is also used as a tool for direct marketing and personal products. This is a low-cost way of doing business that allows organizations to come into direct contact with end users. Social media marketing agency selection creates products by advising the customer to make a choice. Products influence customers, and customers influence other customers for a long time. It is difficult to spend time purchasing goods or services. Nowadays, users can collect information from different websites and online platforms without wasting time and effort. Marketing not only benefits customers because it provides information about the company, but it also provides the company with information about customer preferences. All social media tools try to create the image of the company's name and products. So we can say that customers can change their minds about purchasing goods or services by advertising the business and bringing the goods or services online. These services focus on creating content that engages readers on social media and getting them to share content on social networking sites. A service, brand or company called electronic word of mouth. When a user shares information about a product/service/brand/company on social media, many users on other social networks will retweet this information and when the information is distributed and shared by a reliable source, it often gains popularity about the promoted product/services. /brand/company. Products are worth more than paid advertising. This shows the power of marketing. Law is not the same as writing. Authorship is a feature created by Google in 2011 that allows authors and publishers to add more content to their search engine pages, including images, ratings, and more words. Trust is the basis for how search engines read social signals. Those whose social media profiles have credibility are called influencers. This also affects the quality of the customer. Social media sites provide consumers with an environment where they can communicate online, and this can have a significant impact on consumers' understanding of relationships.

LITERATURE REVIEW-

Bikhchandani et al., (1998) - In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003)

In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the most effective factor that influences buying behaviour of customers.

Muhammad Shafiqul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customers. The study involved the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

Ramsunder (2011)

Their study says that shopper's decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

RaghuramIyengar et al., (2012)

Investigated in Korea, how friends influence shopping through Social Network. Their study concentrates on two important questions, the first question is there any influence by friends on purchases by consumers in social media networks, the second question is if there is such influence which consumers are affected to strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and non-buying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behaviour.

Mir et al., (2012)

Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

OBJECTIVE OF THE STUDY

1. To study the concept of social media.
2. To evaluate the various channels preferred by consumers for buying decisions Over Traditional Channels
3. To analyse the impact of social media on consumer buying behaviour.
4. To find out which is the best social media preferred by customers.
5. To find out the impact of social media on consumers with reference to the Gr Noida area.

RESEARCH METHODOLOGY & DESIGN

RESEARCH DESIGN

Descriptive Research design has been used which clearly indicates that the study is About the characteristics of individuals or investors towards their investments.

SAMPLE DESIGN

The sampling design is the definite plan for obtaining a sample from a given population. It consists of number of items such as sample size, sampling unit, sampling technique, sampling area. In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data collected among various Social Websites, various Literature Review, National, International Journals and various Thesis. Probability sampling design technique has been used in this study.

SOURCES OF DATA

The study used both primary data and secondary data

Primary Data

The primary data was collected through 128 respondents.

Secondary Data

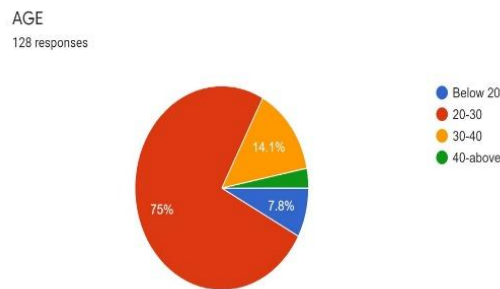
The secondary data was collected from reviewing various literature, internet and ma Related books.

ANALYTICAL TOOLS

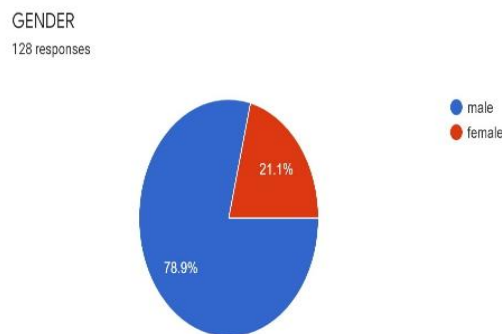
Various tables and charts are used as a means for easy representation of data
Analysed through Percentage Analysis.

SOFTWARE USED

Microsoft Excel

DATA ANALYSIS AND INTERPRETATION**Age profile****INTERPRETATION**

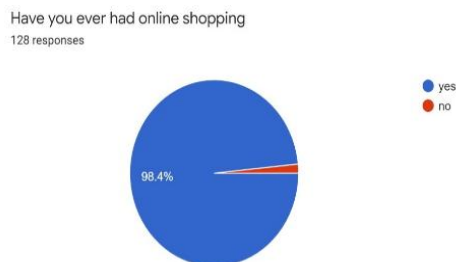
From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

**INTERPRETATION**

From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

Inference

Majority of the respondents are Male i.e. 78.9%

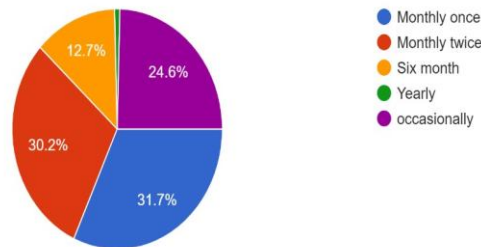
Have you ever had online shopping?**INTERPRETATION**

In the above data total no. of Respondents are 128 in which 126 members are doing online shopping i.e., 98.4% and the 02 members are not doing online shopping i.e., 1.6%

Inference Majority of the respondents are doing online shopping i.e. 98.4%

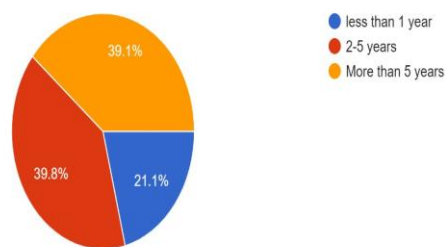
SHOWING RESPONDENTS HOW OFTEN DOES ONLINE SHOPPING

How often you do online shopping
126 responses

**INTERPRETATION**

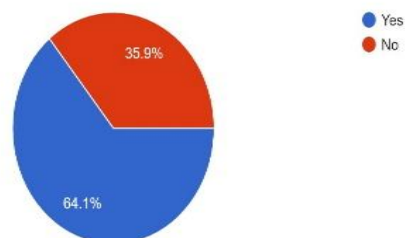
In the above data total no. of Respondents are 128 in which 40 members are shopping online in monthly once i.e., 31.7%, 38 members are doing monthly twice i.e., 30.2%, 16 members are doing online shopping in 16 months at once i.e., 12.7%, 01 member are doing yearly i.e., 0.8% and 31 members is doing occasionally i.e., 24.6%.

For how long have you been shopping online
128 responses

**INTERPRETATION**

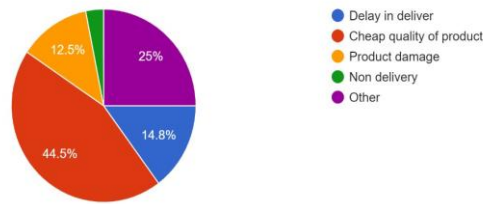
In the above data total no. of Respondents are 128 in which 27 members are doing online shopping less than 1 year i.e., 21%, 51 members are doing online shopping between 2 - 5 years i.e., 39.8%, 50 members are doing online shopping more than 5 years i.e., 39.1%.

Have you ever faced any problem while conducting online shopping
128 responses

**INTERPRETATION**

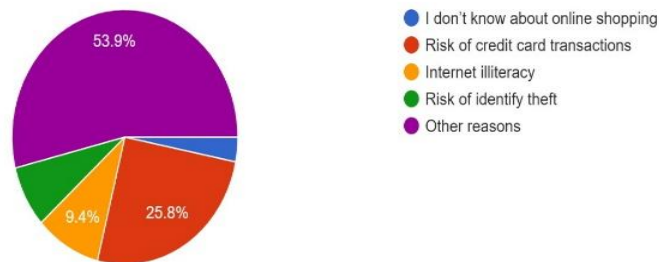
In the above data total number of members are 128 in which 82 members are faced problem while conducting online shopping i.e., 64.1%, and 46 members are not facing any problem while conducting online shopping i.e., 35.9%, According to my Response

If yes, what kind of problem
128 responses



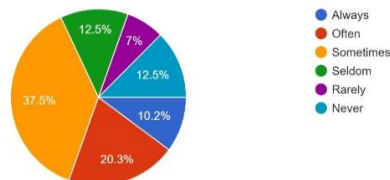
If you never had online shopping please specify the reason.

128 responses



INTERPRETATION In the above data total number. Of respondents, I have 128 in which 04 members who don't know about online shopping i.e., 3.1%. 33 members have getting risk of credit card transaction while doing online shopping i.e., 25.8%, 12 members have internet literacy for online shopping i.e., 9.4%, 10 members who never had online shopping due to risk of identity theft i.e., 7.8%, 69 members never had online shopping due to other reasons i.e., 53.9%.

How often you rely on information available on social media if you have uncertainties regarding a purchase
128 responses



Majority of the member responds that they sometimes rely on information available on Social media if they have uncertainties regarding a purchase i.e. 37.5%

Findings

I find that 93% of all marketers indicated that their social media efforts have generated more exposure to their business, increased traffic was the second major benefit, with 87% reporting positive results.

- Majority of the respondents are between 20-30 years old i.e. 75%
- Majority of the respondents are Male i.e. 78.9%
- Majority of the respondents are doing online shopping i.e. 98.4%
- Majority of the respondents are doing online shopping is monthly once i.e. 31.7%
- Majority of the consumer responds that they are doing online shopping for more than 2-5years i.e. 39.8%
- Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e. 55.5%
- Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e. 64.1%
- Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e. 44.5%
- Majority of the members Shows the Respondents ever had online shopping for other reason i.e 53.9%
- Majority of the member responds that they sometimes rely on information available on social media if they have uncertainties regarding a purchase i.e. 37.5%

- Majority of the members are showing sometimes they change their initial after searching relevant information via social media sites i.e 47.7%
- Majority of members are agree to show the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media i.e 45.3%

CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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