

A study on Social Responsibility of Social Media Channels on Influencing the Buying Behavior of the Consumers

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Abstract

Online Media Marketing is vital and it is amongst the finest instrument besides strategies in the ground to each kind of publicizing. It is as of nowadays comprehended that how dissimilar showcasing apparatuses and processes can be extended total number of marketing products is the primary opinion of every money manager. Presumably, it can increase the advantage of a diverse administrations type. The chief point of this study is to inspect deliberate to analyze how online media endorsing will impact the last purchaser conduct between individuals who normally employ web-based media sites and additionally to discover the determining influences between dissimilar online media showcasing exercises, client exercises, and conduct of the customer. The execution of Social Media sites is rising constantly to give the fulfillment of the social requirements of sites clients, at the meanwhile time it has additionally prolonged the chances for company to publicize their articles and managements in a custom-built manner. The preceding record displays that online media has subsidized fundamentally in varying the allowing for the clients in acquiring measures. Associations can't under device the emerging importance of person-to-person communication destinations regarding customer conduct also, how it's affecting customer conduct.

Keywords: *Social responsibility, social Media, Consumers, Marketing, Internet, Buying Behaviour*

I INTRODUCTION

The online correspondences medium keen to wide-area-based information, communication, and content-sharing is known as web-based media or social media. Among the many types of web-based media are sites and apps dedicated to meetings, long-distance informal contact, social bookmarking, and so on. Facebook, Google Plus, Twitter, LinkedIn, Wikipedia, Pinterest, and other social networking sites are examples. As the number of user friendly and adaptable websites and apps grows, social media is suitable an essential portion of online life. Consumers today make extensive use of technology, such as the computer, which is used by many purchasers, as well as the use of online advertising. The influence of internet media on buyer purchasing decisions is influenced by group communication. Another method for growing the company is to use the online stage. The specific methods used by merchants and buyers are changing as a result of online media. The purchaser's purchasing decision is influenced by online commerce. Correspondence through internet media is another way to exchange information about products and services. The growth of digitalization, coupled with cheap data costs, allowed a large number of individuals in India to actively utilize the internet. Maharashtra has the uppermost percentage of Internet users at 61 percent, followed by Goa at 60 percent and Kerala at 59 percent. The states with the fewest users are Chhattisgarh, Jharkhand, and Bihar, with 29 percent, 29 percent, and 24 percent, respectively. Delhi, Mumbai, Chennai, and Kolkata are the cities having the most internet users. The growing use of the Internet by teenagers is the primary reason for the growth. There are a lot of factors that have contributed to this shift, the most important of which are an increase in wide communication openness and an increase in the number of interpersonal interaction apps aimed at young people.

II IMPORTANCE OF THE STUDY

In today’s world, responsibility of social media has developed an indispensable tool for internet buyers. People in their twenties and thirties employ most of their time online, with web-based media inducing 47 percent of their purchases. They are 1.6 times more likely to use advanced channels to learn about new products. In light of these facts, understanding how consumer buying behavior works can help you develop recommended processes before investing in online media advertising and other marketing methods. A study of how individuals and organizations choose and use products and services is called buyer buying behavior. It mostly focuses on brain science, inspiration and how people choose between brands, how they explore and shop, and how companies can improve performance efforts in a way that has a positive impact on them. Current purchasing behavior is referred to as "dynamic online". Data overload is one of its features. These days’ customers are bombarded every day with many bits of material online and their concentration capacity is rapidly declining.

Internet Penetration Rate in India

The graph below shows how internet access in India has increased from almost four per cent in 2007 to over 45 per cent in 2021. Despite the small number, almost half of the world's 1.37 billion people had access to the Internet that year. In reports of active internet users, the nation ranks second in the world. This shows that responsibility of social marketing with the advancement of technology, the Internet has become more widespread. Future generations will be referred to as the Digital Tech Generation because it is difficult to live without both. Consumers are increasingly embracing innovations, especially social media, as a viable tool in their online shopping strategy. This connection can be compared to an online course, which allows buyers to control financial professionals and resolve issues in their purchases. Web based media has played a major role in accelerating this phenomenal spread. In addition to transforming current potential customers into buyers, SM inspires these buyers to come forward and share their buying knowledge with their friends by sharing their positive or negative feelings about the bought item.

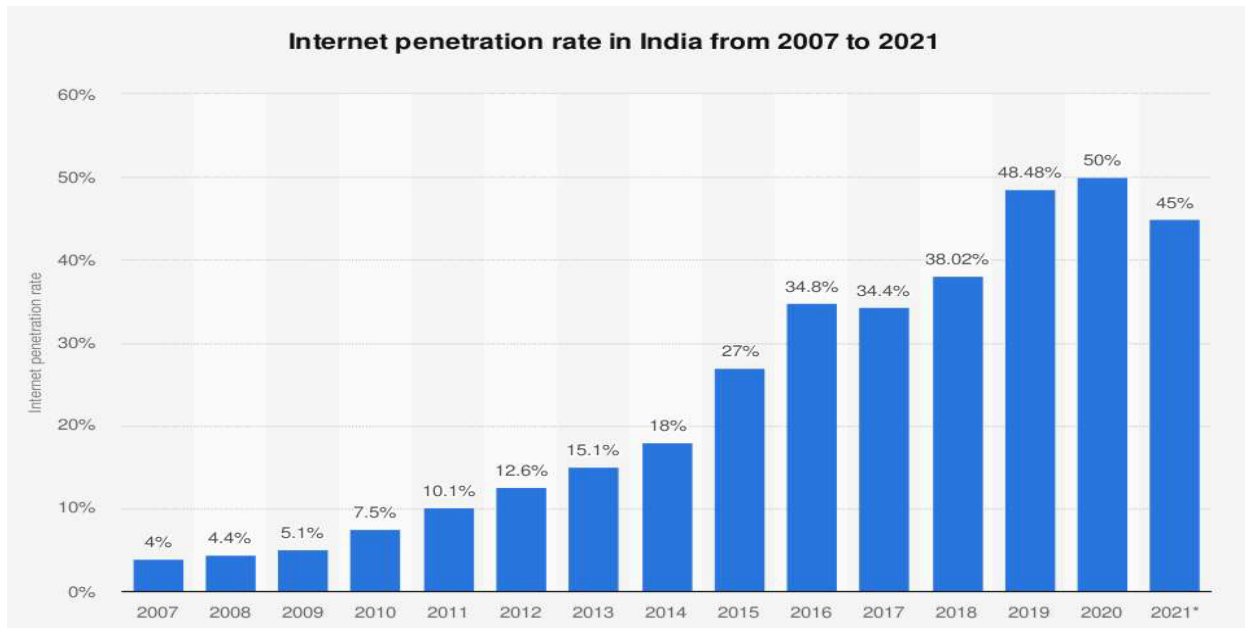


Figure 1: Internet Penetration Rate in India

III NEED OF THE STUDY

Responsibility of social marketing in Social media has transformed the manner in which we cooperate with information and others. Presently, it is fundamental for some organizations to have web-based media stages to become effective and get by in contest. Web-based media is a reasonable channel for advancing exploration mindfulness and expanding commitment in the crowd. Since web-based media pages talk according to a first-individual perspective, it tends to be genuinely simple to fabricate your own persona on the web. Not exclusively would you be able to spread your message on the web, yet in addition use media destinations as an instrument in your own exploration. This thought has assisted analysts with leading their examinations and exploration in a less expensive way while as yet acquiring consideration on the web.

IV REVIEW OF LITERATURE

NimaBarhemmati et al. (2015) Social media marketing has become the most productive method of marketing. The purpose of this study is to find out how social media advertising affects consumer buying behavior among shoppers using person-to-person communication sites. It also looks at links between customer loyalty, online media marketing activities, and consumer buying behavior. Fifty students from the National College of Malaysia participated in an overview. The results revealed a positive relationship between consumers' commitment to web-based media and their purchasing habits.

Wakarnadeem et al. (2015) this research looked at how consumers buy goods online through friends and Facebook recommendations. This study also looked at whether site management quality has an impact on user confidence, perspectives and reliability goals. A survey was conducted with young Italian customers shopping for clothes on Facebook. Several hypotheses have been proposed and these theories have been tested using the main case presentation. Study results show that the quality of online help and the use of Facebook for online shopping can have a significant impact on buyer confidence.

Clip and Formentary (2018) Research has shown that online media clients are more dynamic, simpler and more involved in the process compared to those who use traditional data sources such as television, radio, and newspapers. By listening to and participating in online conversations, web-based media allows marketers to access and filter buyers' expectations on a consistent, moment-by-moment basis.

V STATEMENT OF THE PROBLEM

The responsibility of the Internet has altered the way businesses market their goods and services, as well as the channels of communication between them and their customers. This can be seen in the way they present and distribute their brands and products, which has become a tough task. Clients are overwhelmed with advertisements and limited-time events. Customers' capacity to be energized on a short-term basis is dwindling, and they are beginning to resist the influence of some businesses in marketing them. Essentially, the conventional wide communications ad style, which includes business TV, radio jingles, and promotions on paper arrangements, such as papers and Magazines, alongside announcement positions, is the primary focus of some organizations. It is now well documented that, as the Internet spreads rapidly across the global business center, the adequacy of traditional broad communications is rapidly eroding. This evaluation should be based on this basis in order to determine the pace at which online media may contribute to agreements.

VI OBJECTIVES OF THE STUDY

1. To study the social responsibility of online media on the purchaser purchasing choice interaction.
2. To see how organizations can connect more clients to expand the brand esteem.
3. To discover which is the best online media liked by clients.
4. To break down the effect of online media on customer purchasing conduct.

VII MATERIALS AND METHODS

The research will be carried out using a sample technique. The researcher will create a sample design, and data will be gathered through questionnaires from people ranging in age from 18 to 60. The tools/methods for choosing data units are referred to as data collecting techniques. It is made up of two parts: primary data collection and secondary data collection. In this study the Primary Data will be collected through the questionnaires and the response given by the test subjects for the questionnaires. The Secondary Data will be collected through the existing survey reports, observations and through the journals.

VII DATA ANALYSIS AND INTERPRETATION

The analysis of the data obtained from the questionnaire is presented in the next section. Individuals residing in different regions of India were given the set of questions. Because there is a Covid epidemic across India, the questionnaire was delivered over the internet. A total of 44 people responded. The questionnaire consists of 11 items in total.

1. AGE DISTRIBUTION

The age distribution of individuals who filled out the questionnaire in five distinct age groups is shown in the pie chart below.

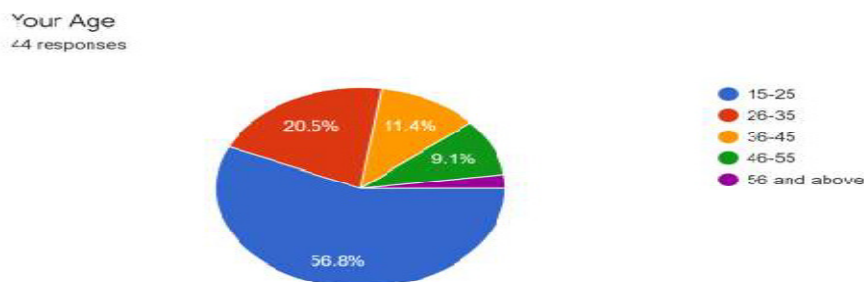


Fig No 1 Pie chart showing Age Distribution

Interpretation

Social media is loved not only by the younger generation but also by the older generation. As we can see in the graph above, most of the respondents are in the 15-25 age group, which is 56.8%. It shows that teenage teens are leaning towards social media.

2. GENDER DISTRIBUTION

The following pie chart shows the gender distribution among the respondents.

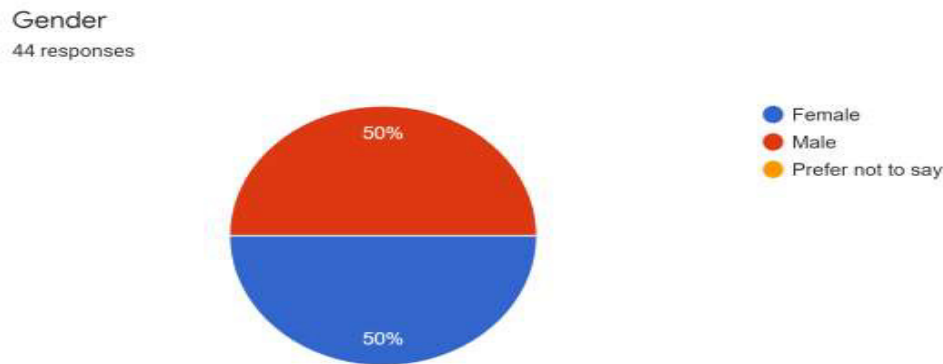


Fig No 2: Pie chart showing Gender Distribution

Interpretation

Female and male responses were evenly distributed, with each receiving 50% of the total. Gender plays a significant role in social media across all platforms. The primary goal of gender marketing through social media is to include men's and women's demands into the creation, distribution, pricing, and communication of goods and services.

3. DAILY USAGE OF SOCIAL MEDIA BY INDIVIDUALS

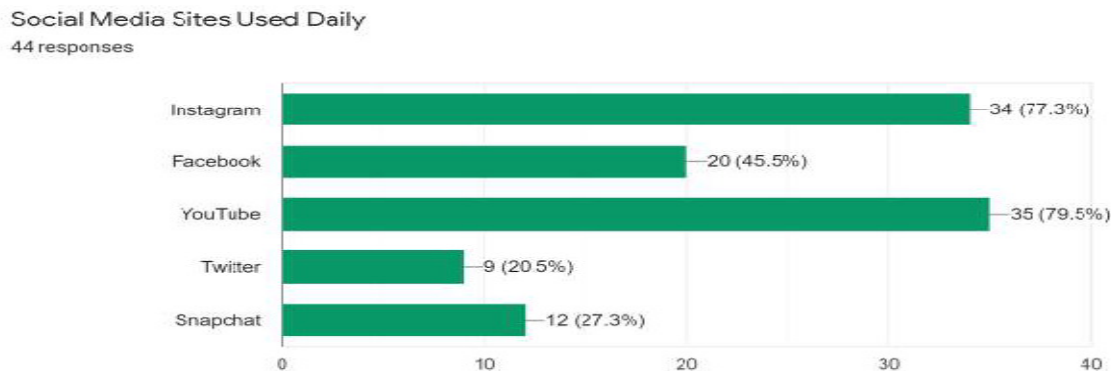


Fig No 3: Bar Graph showing Daily Usage of Social Media

Interpretation

The above bar graphs shows, which social media was used most by the respondents. According my questionnaire the respondents uses the YouTube and Instagram most in their daily usage. As in the graph, 35(79.5%) for YouTube and 34(77.3%) for Instagram was chosen by the respondents. It says that along other social media these two are most used by them. There were 6 responses by the respondents, shows that they use every social media shown in the bar graph.

4. TIME SPENT ON SOCIAL MEDIA ON A TYPICAL DAY

Time Spent on Social Media on a typical Day
44 responses

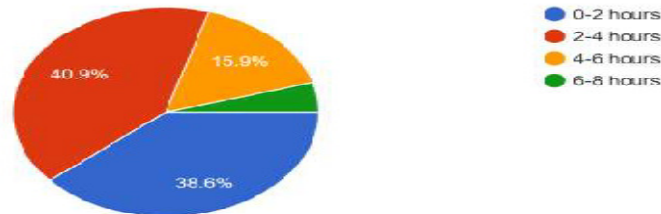


Figure No 4: Pie chart showing Time Spent on Social Media

Interpretation

The survey's fourth question concerned the amount of hours individuals spend on social media each day. We learned from this that the majority of individuals spend 2-4 hours each day on social media, accounting for 40.9 percent of their daily time. Furthermore, 38.6% of the population spent 0-2 hours on social media, 15.9% spent 4-6 hours on social media, and the least amount, 4.6 percent, spent more than 6 hours or more on social media.

5. FREQUENCY OF ONLINE SHOPPING DONE BY PEOPLE

How often do you do Online Shopping?
44 responses

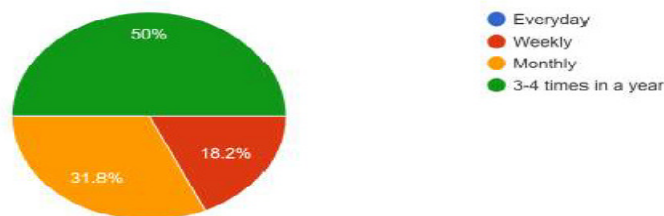


Fig No: 5 Pie chart showing Frequency of Online Shopping

Interpretation:

The pie chart above depicts the frequency with which people buy online. According to the study, 50% of individuals only buy online 3-4 times each year. This demonstrates that the popular of respondents prefer to buy in the conventional manner. 31.8 percent of individuals shop online on a monthly basis, while 18.2 percent shop on a weekly basis. According to the pie chart, none of the respondents buy online on a daily basis.

6. DO PEOPLE FOLLOW BRANDS ON SOCIAL MEDIA

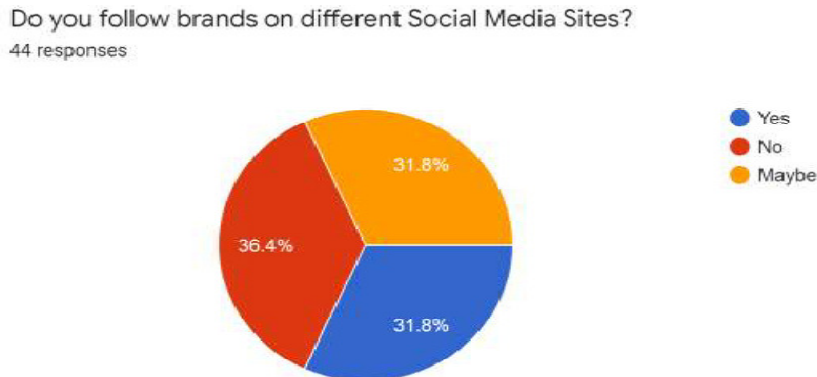


Figure 6: Pie chart showing People Following Brands on Social Media

The pie chart above depicts the percentage of individuals who follow different companies on social media. Surprisingly, 36.4 percent of respondents do not follow any companies on social media, and 31.8 percent do not know if they are following any brands on social media. On social media, just 31.8 percent of consumers follow the companies.

7. DOES SOCIAL MEDIA AFFECT THE VISION OF THE BRAND

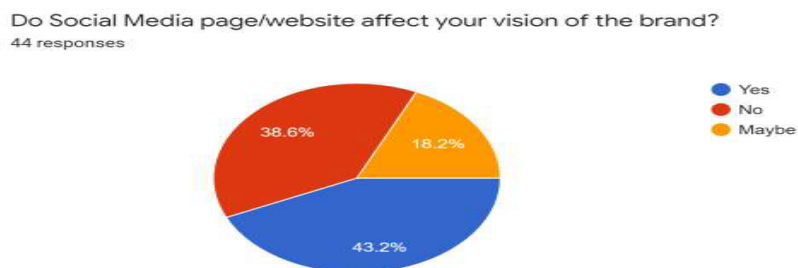


Figure No: 7: Pie chart showing Social Media affective on Brands Vision

Interpretation

Social media is a massive structure that provides consumers with information and knowledge about businesses. Through this medium, businesses may shine and get an edge by creating favorable impressions about their products and services. Brands utilize the social media platform as a marketing tool, posting information about upcoming promotions and discounts on their goods.

8. DO SOCIAL MEDIA INFLUENCE THE PURCHASE?

Do you feel that your purchase is influenced by Social Media?

44 responses

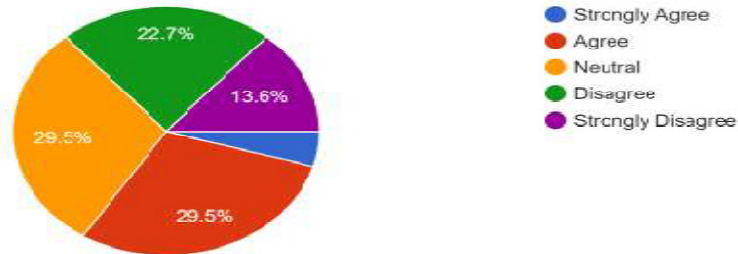


Figure No 8: Pie chart showing Social Media Influence on purchase

Interpretation

All types of companies have resorted to social media to identify and engage with their target audience in today's world. 29.5 percent of those polled acknowledged that social media had impacted their purchasing decisions. It demonstrates that social media has a beneficial effect on businesses' ability to promote their goods more readily. Consumers' purchase decisions and purchasing habits will fluctuate from time to time. Around 22.7 percent of respondents have faith in that social media has had no influence on their purchasing habits. They view it as a platform for entertainment.

SEARCH TRENDS OF SOCIAL MEDIA

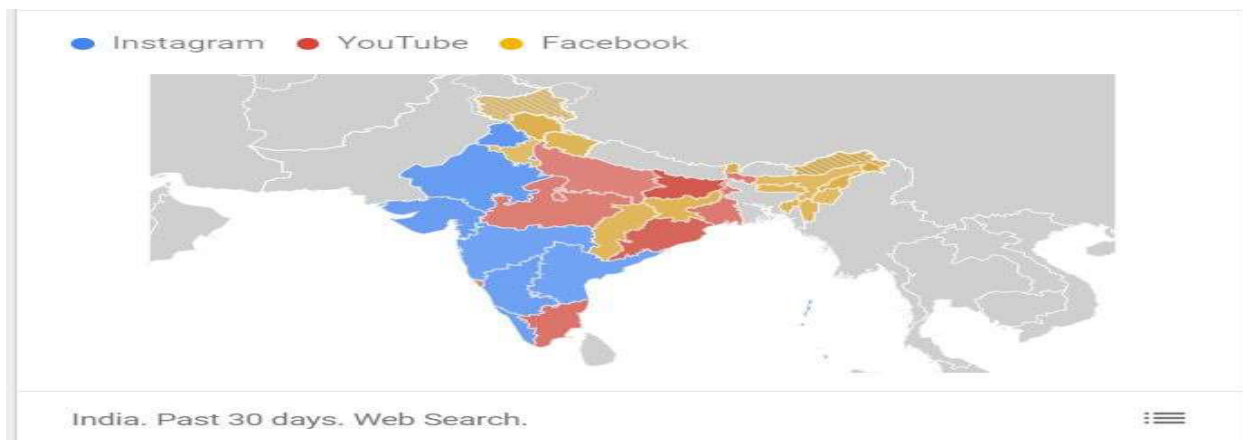


Figure 9: Social Media Usage in India through Google Trends

Interpretation

The above figure represents the web search of top most social media's in the states of India for the period of 30 days (July 8 2021 to August 6 2021). The figure shows that most of states search Instagram and YouTube. It is a real time data. This gives a clear idea for the brands to know which social media they should target for which state. The brands even can divide their Products geographically.

VIII SUMMARY OF FINDINGS

1. The majority of respondents are between the ages of 15 and 25, as this is the age when they spend maximum of their time on social media.
2. According to the results of the study, almost half of the people buy online two or three times every month. This may indicate that they are working class, they do not have much free time and prefer to buy in bulk but not much from online platforms.
3. According to study results, almost half of the people spend 2 to 4 hours a day on social media platforms. Social media plays a significant role in connecting people and building relationships, enabling us to move forward in our careers and broaden our horizons.
4. According to the study results, almost 60% of respondents are following companies on social media. People follow businesses on social media to find out about discounts, new items and other information.
5. According to the study results, approximately 47% of respondents believe that the brand's social media page / website has influenced their perception. Many online shoppers read reviews about the brands of goods they buy, which affects their perception of that brand.
6. According to statistics, only 35% of respondents believe that social media has influenced the buying behavior of customers.
7. According to the study results, 46% of respondents believe that social media influences their choice. This is because most consumers read online reviews and comments about a product before deciding on the best brand and price.
8. According to the study results, almost 88 percent believe that social media plays an important role in brand promotion because it helps improve visibility, allowing the company to generate leads and increase sales.

IX CONCLUSION

Personal curiosity, especially in relation to social media, has prompted the study of how consumer behavior has evolved in the digital age. As the amount of accessible information increases day by day we are gaining different knowledge through social web. Due to the accessibility and openness provided by social media, there have been deviations in how customers keep themselves in today's market, which requires businesses to adopt a new marketing mind-set. The main goal of the study was to find out why, when, and how social media influenced consumer decision-making from a theoretical and practical perspective. There are a large number of studies on social media marketing that mainly help companies take advantage of this marketing trend. Companies often think they are on the right track in the modern marketing age, for example, by creating a Facebook page to engage customers; however, customers may not share the same focus with companies. As a result, the study focused on customer perceptions, with the aim of describing the effects of social media at dissimilar stages of the decision-making procedure by determining how consumers observe social media in the process. Furthermore, research can help companies gain new visions from this viewpoint and recognize possible pitfalls and chances on social media, such as developing appropriate avenues such as making timely decisions or gaining a well-considerate of social causes. Media marketing promotions are not working as expected.

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