

Social Media and Consumer Behavior: Conceptual Framework

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Abstract

The social media has a huge impact on consumer buying decision, it create Image & Knowledge enhancement for the product & market. It decreases the role of physically present consumer, seller & market, save time & speedy transaction of buying. These current retail marketing play roles to favorable to both buyer & seller, which lead to enhance the buying & selling, grow to economy.

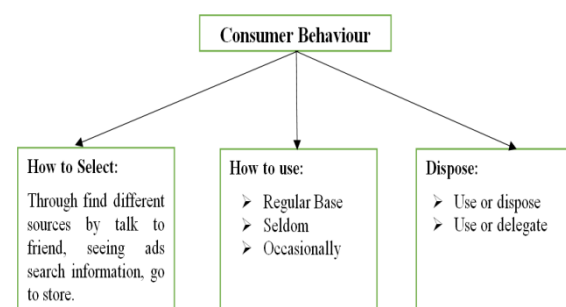
Keywords: *Social media, Consumer behavior, Communication, Growth to economy, Influence buying decision*

INTRODUCTION

Consumer behavior is which relate purchaser & product that is how people approach toward product available in market. In among consumer & market there is large diversity. Marketing situation are change constantly, it arises the role of brand management so, to create competitive brand, we have to pay focus to our purchases constantly. Primarily, Consumer are given many opportunities with plenty of brand & product. All these impact is created by or spread by social media.

Consumer Behavior

In simple word, to satisfied their need a consumer whatever do or act by influencing environment & different factor of marketing.



NATURE OF CONSUMER BEHAVIOUR

1. Systematic Process

- a. Need Identification
- b. Information search
- c. Evaluation different brand & source
- d. Purchase
- e. Post Purchase evaluation

2. Influence by various factor like

- a. Social Factor
- b. Culture Factor
- c. Marketing
- d. Social Media
- e. Income

3. Different for different Consumer
4. Different for different Product
5. Undergoes changes

Scope of Consumer Behaviour

1. Consumer Behaviour & Marketing
2. Organization
3. Demand forecasting
4. Selecting target marketing
5. Educating Consumer

7 O's Framework of Consumer Behaviour

1. Who is Consumer ---Occupant
2. What does Consumer buy
---Objective of Purchase
3. Why is Consumer buying ---Objective

4. When do they buy or How
Often do they Buy & use ---Occasion
5. Where do they buy ---Outlets
6. How do they buy ---Operation
7. Who is involved ---Organization

Objectives of Study

- To study consumer decision process.
- To study the factors which encourage customer to purchase through social media?
- To study the impact of different social media on buying behavior.

INTERPRETATION

1. To study consumer decision process.

Consumer Decision Process

1. Problem Recognition
2. Information Searching
3. Evaluation different Alternative
4. Take Final Decision
5. Purchase make
6. Post Purchase Decision

Problem Recognition

At this stage consumer buyer is at a situation where their desire for something have & actual state differ. Through this find their need or their impact, after this they change their need & desire into want according to resources they have.

After creating want they try to find the question of how they fulfill their demand. This lead to second stage.

Information Searching

For the purpose of fulfill the want & demand equal to desire. Consumer searches information from different sources, so that they will satisfy in optimum level.

Evaluating Alternative

During the second stage buyer find lots of information from different sources, but at this stage they try to evaluate best among the available alternatives. For this they compare each other alternative & rate them.

Take Final Decision

After find or evaluate the best one, buyer finally take the decision, where to buy or how much price to paid. This stage is major or significant among all the stages.

Purchase make

Once the buyer take decision, he will do the transaction which the make virtually or give shape to decision.

Post Purchase Decision

At this stage buyer or consumers try to make match or feel the experience about

the product. Consumer match between desired & actual product if they match.

Desired = Actual (Satisfied)

Desired < Actual (Delight)

Desired > Actual (Dissonance)

- To study the factors which encourage customer to purchase through social media?

FACTOR AFFECTING CONSUMER BEHAVIOUR

1. Psychological

- a. Perception
- b. Learning
- c. Attitude
- d. Belief

2. Economic

- a. Personal Income
- b. Family Income
- c. Income expectation
- d. Saving

3. Personal

- a. Age
- b. Occupation
- c. Life style

4. Social

- a. Family
- b. Role & Status
- c. Reference

- d. Cultural
- e. Sub culture

- To study the impact of different social media on buying behavior.

Social Media

Social Media is a platform of Internet based application, this reflect the wide rang to people having different source like newspaper, magazine, virtual as: (Amazon, Flipkart, Instagram, Whatsapp) that play a role of whole market, where buyer & seller are met, it creates a source of information or influence consumer not only those who want or demand even by giving wide information attract instant demand.

Type of Social Media

- Social Networking (Face book, Google+)
- Micro blogging (Twitter)
- Photo share (Snapchat, Pinterest, Instagram)
- Video Share (Facebook live, you tube, Periscope)

Need of Social Media Marketing in Business

1. This help to analyze your audience.
2. It is prime to customer service.
3. Strong Social Media create brand loyalty.

4. It leads high sale, high revenue

Positive Impact

- Faster Information
- Wider reach
- Technology
- Options

Type of Social Media Advertising

There are two type of social media advertising.

- Word of Mouth from Pee
- Social Media & Interest advertising

How Marketing Done in Social Media can Affect Consumer Behaviour

- Have Social Image
- Through familiarity
- By spending
- Through Entertainment Marketing

Social Image: It makes a perception about things around them. It can show social class & how their lifestyle is.

For example: Rolex, they use celebrities & sportsperson & depict, how their lifestyle is also knowing their customer's lifestyle.

Familiarity: This one is prime factor should be shown to the viewers during advertising. Through familiar faces as TV

sportsperson, film stars & celebrities are way to fetch attention of the viewers.

By Spending: Through spending on social media, it influences buying behavior in people, create good impression on people.

Questionnaire to be used in Further Research to analyze the impact of different social media on buying behavior.

Do you know what Social Media is?

- Yes
- No

Have You Use Social Media for Shopping?

- Yes
- No

Which Type of Social Media You Use for Online Shopping?

- Facebook
- Instagram
- Snapchat
- Other

Time Spent By You on Social Media for Shopping Purpose?

- 0 hr.
- 1-5 hr.
- 5-7 hr.
- 7-10 or more

Are You Attracting Toward Advertisement By Social Media Website?

- Yes
- No
- May be
- Some time

Your Trust Level for Social Media, Shopping Purpose?

- > 50%
- 50% - 70%
- 70% - 100%

Is Social Media Affect Your Buying Decision?

- Yes
- No
- May be
- Some time

How Much of Your Purchase Influence By Social Media Advertisement?

- 25 %
- 25% -- 50%
- 50% -- 75%
- 75% -- 100%

Do You Think that With the Social Media Site You are Able to Seek Out Product/Services Information Actively?

- Agree
- Strongly agree

- Neutral
- Disagree
- Strongly disagree

What You Feel that Promotion Discount or Deals on Social Media Influence Consumer Behaviour?

- Yes
- No
- May be
- Some time

Finding of the Research

1. Through Social Media Consumer can take rational decision for buying product.
2. The other benefit of Social media is both side for consumer to take buying decision & for market or supplier for express.
3. Social media give information at a same time to big platform.
4. This research finds that maximum time in this new era, buyer take decision to buy after influencing the social media platform.
5. Through Social media consumer not only get information about product

Mix, but also give suggestion, review about the product.

6. It creates consumer about product in market in both ways to know about product quality, price, place, payment method, anywhere on the other side it also aware the other consumer through the review or suggestion of these consumer who take place the transaction.
7. Consumers are free to express its rating toward product or market facilities that it satisfied or not.
8. Social Media help to remove the time & distance constraint, by giving a wide range of selection available.
9. These Marketer or Company who want to create a brand, social media has a prime tool for them.
10. If there is any dissatisfaction toward product to buyer they are able to change, return, by taking post concern on social media.

Practical Implications

This Social media impact on consumer behaviour is beneficial to the buyer,

marketer & social media using people or company in different ways-

1. Buyer are helpful for this by knowing the benefit of social media.
2. Buyer take transaction after knowing all information, they know that there is platform for them which give & help them in their personal purchasing decision.
3. After knowing about the such a big platform social media, it is benefit to create a brand to the company.
4. Not only existing company, but also new ventures also take advantage from the social media, by spreading large information, in little time.
5. Social media help to grow economy, through this research. It also reflects the one component of taking decision about economy.

CONCLUSION

Social media has huge impact on consumer buying behaviour. It transforms continuously routine shopping through social media information & enhance trust level toward market social media has different references like company website Google, Twitter, WhatsApp, Flipkart and

Amazon. These apps increase the demand of new generation product & easily available them create a trust level & good relation among the buyer & seller in virtual market.

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