

“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON BUYER PROCUREMENT PERFORMANCE IN SATARA CITY.”

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Abstract

In the current situation these social networking sites are no wind is sensible art of human lives. A modern way of lives is to change the traditional outlook into modern one. Some features of India's population which is showing how trends are changing. Around 75% of India's total population are below 35 years of age if we further divide then 36% are in the age group of 15 to 24 years, whereas 39% are in the between of 25 years to 34 years of age. If we can see the users of internet then in total population 34% of females are using the spending much time on social media websites.

The females whose age are in between the 35 years and 44 years are using highest falling under this. Society which has great network of social media marketing sites. Interest few decades ago it taken days to reach and do communication with any of consumer but now the situation has changed a lot. Social media marketing has changed however shoppers and sellers communicates. The social media has variety of extra ordinary advantages like reduced marketing expenditure, improved sales, increase traffic, generated leads, improved search rankings.

Key Factors: Social Media Marketing, Websites, Society, Consumer Buying Behavior.

1.1. Introduction

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified this hoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data- the power to function a physical distribution medium as software- relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the production the web, view the review and ranking of existing customers for the product before he purchased the product Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media

1.2. RESEARCH PROBLEM:

Now a day the concept of social media marketing has become the prominent aspects among the people to consider. It is provide comfortless and easiness to the users to avail all the marketing service but still some negative scenario problems is detected by the costumer. So considering these aspects some questions are use in the mind of researcher.

1. What is the influence of social media on consumer buying behavior?
2. What are the factors affect the consumer buying behavior on social media?

In order to find out answers of these questions the researcher has selected the topic impact of social media on consumer buying behavior.

1.3. OBJECTIVES OF THE STUDY

2. To study the concept of social media.
3. To analyses the influence of social media on consumer buying behavior.

1.4. RESEARCH METHODOLOGY

Type of research Present research is descriptive in nature. Data Required

A) Primary Data

The data required for this study is rural areas people's opinions & personal interaction with people. To find out the impact of social media on consumer buying behavior.

A) Secondary Data

The secondary data required the conceptual framework of the study of e-impact of social media on consumer

buying behavior.

Data sources

This research require primary data as well as secondary data for successful analysis.

A) Primary data

The source of primary data is collected from properly structured schedule which is filled by the respondent in presence of their research

B) Secondary data

The secondary data is collected by research articles, books, internet, etc.

Sampling unit

The researcher has taken referring the unit as a people to concerning impact of social media on consumer buying behavior.

1. Population

The population for the research is infinite.

2. Sampling Technique

The researcher has used simple random sampling method for their researcher.

a. Sampling Size

Sampling size was 50 i.e. there was 50 numbers of respondents.

b. Data Analysis

The data analysis deals with analysis of data collected by researcher, the data has been analyzed to fulfill the objective of the study.

1.5. FUTURE SCOPE OF THE STUDY

A. Geographical Scope: This study is limited for Samara city only.

B. Conceptual Scope: To study the impact of social media marketing on consumer buying behavior.

C. Analytical Scope: The present study has been analyzed with simple statistical tools such as Percentage, averages, etc.

1.6. IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR

A) Positive Impacts:

1. Social media which is doing the marketing helping to businessmen to understand their customers by understanding their likes and dislikes.
2. It helps various firms to understand how different types of activities can be done.
3. Social websites are helping to make not only to old customers but also to many new customers to attract them.
4. It increases awareness for consumers how to use branded goods and services.

B) Negative Impacts

1. Social websites are not fully protected. Anybody can misuse the websites information like Facebook anybody can take the image of any person can create problem for consumers.
2. Social websites are sending many advertisement mails messages to customers due to those customers are thinking as unsought goods.
3. Wrong type of brand advertisement can create a big problem for the company.
4. Many companies are not getting feedback from the customers though it is a free of cost. But still consumers are reluctant to share ideas and thoughts.

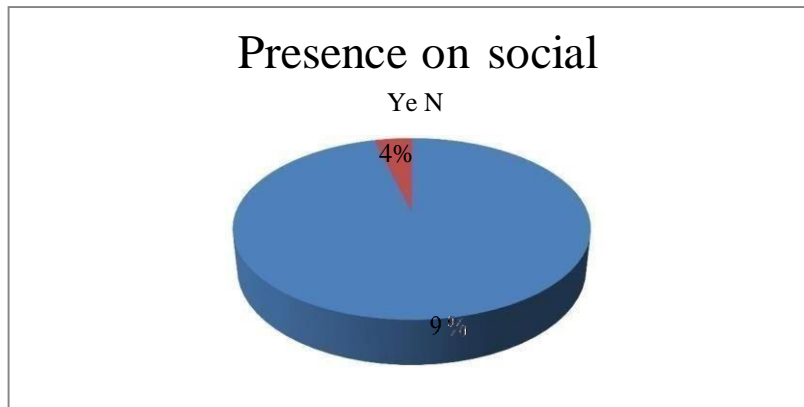
1.7. ANALYSIS AND INFERENCES OF THE DATA

Table.1
Are you on social media

Sr No	Particulars	No .of Respondents	Percentage
1	Yes	48	96%
2	No	2	4%
	Total		100%

(Source: Primary data)

Graph.1



From the above graph, we come to know that 96% of them are on social media and Above table and chart interprets that majority of people i.e. 96% are using social media so they can be influenced by social media.

Table 2.

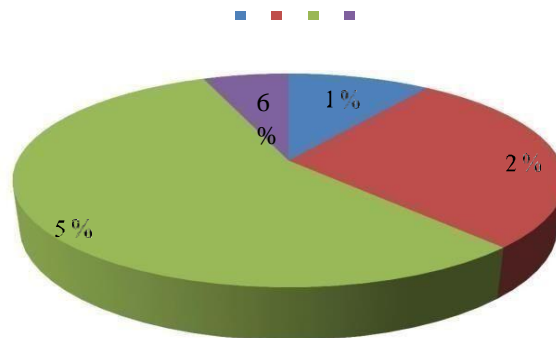
How many social media sites do you have account with

Social media sites	Frequency	Percentage
1	5	10%
2	14	28%
3	28	56%
4+	5	6%
Total	50	100%

(Source: Primary Data)

Graph.2

How many social media sites do you have account with?



From the graph, we can conclude that 56% of them have 3 social media accounts, 28% of them have 2 social media accounts, 10% of them have 1 social media account, 6% of them have 4+ social media accounts. Above graph can interpret that most of them have 3 social media accounts so

Table.3

how many times a day do you look at social media

Usage	Frequency	Percentage
Not everyday	2	4%
Once a day	4	8%
2-5 times a day	5	10%
10+ times	39	78%
Total	50	100%

(Source: Primary data)

From the above table, we can conclude that 78% of people use social media 10+ times a day, 10% people use social media 2-5 times a day, 8% of people use social media Once a day, 4% people use social media once a day. Above chart & table interpret that as most of them look at social more than 10+ times a day, so they can get attracted to the products on sites.

Graph.3

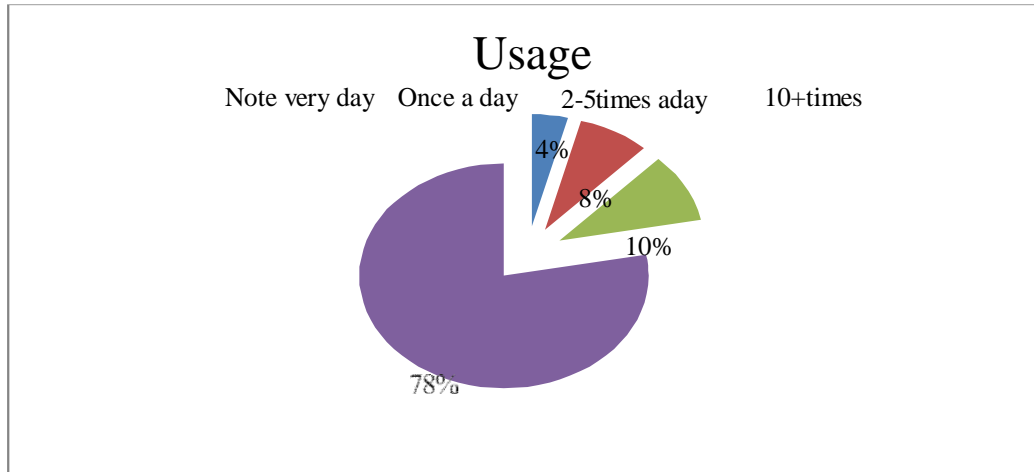


Table.4

How much time do you spend on social media per day?

Time	Frequency	Percentage
Less than 30 min	1	2%
1-2 hours	1	2%
2-3 hours	4	8%
3+ hours	44	88%
Total	50	100%

(Source: Primary data)

From the above graph we can conclude that, 88% of them use social media for more than 3 hours a day and 8% use 2-3 hours per day, and 2% use for 1-2 hours per day and 2% use less than 30 minutes per day. Above chart & table interpret 88% people use social media more than 3hr/day.

Table.5

For what purpose you use social media?

Purpose	Frequency	Percentage
Keeping in touch with friends and family	22	44%
News	2	4%
Buying and Selling	23	46%
To browse	2	4%
Others	1	2%
Total	50	100%

(Source: Primary data)

From the above table we can conclude that 46% of them social media for buying and selling, 44% of them use for keeping in touch with family and friends, 4% of them use to browse, 4% of them use to read news, remaining 2% use for other purpose. Above graph interprets that most of them i.e. 46% use for buying and selling of products.

Table.6

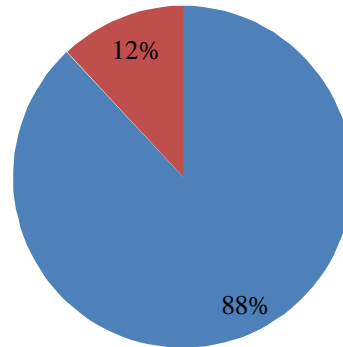
Do you consider yourself addicted to social media?

Addicted	Frequency	Percentage
Yes	44	88%
No	6	12%

(Source: Primary Data)

Graph .4

Do you consider yourself addicted to social media?



Yes No

From the above graph we can conclude that most of the people i.e.88% are addicted to social media and 12% of them are not addictedto social media. Above table & chart interpret that now days most of the people i.e. 88%spend more time on social media.

Table .7

Do you buy products online?

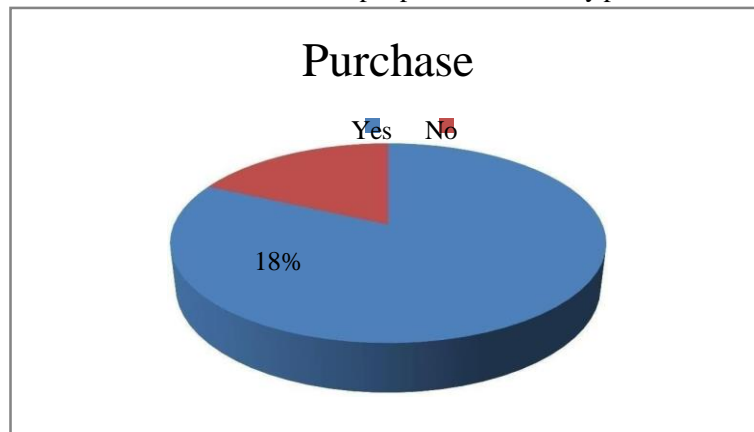
Purchase	Frequency	Percentage
Yes	41	82%
No	9	18%

(Source: Primary Data)

Table.5

Do you buy products online?

From the graph we can conclude that most the people i.e. 82% buy products online and



remaining 9% don't buy products online. Above table &chart interpret that most the people i.e. 82% ofthem buy products online.

Table .10

What makes you buy product from social media sites?

Buying decision	Frequency	Percentage
Offers	11	22%
Discounts	12	24%
Advertisements	15	30%
Brands	8	16%
Others	4	8%

(Source: Primary Data)

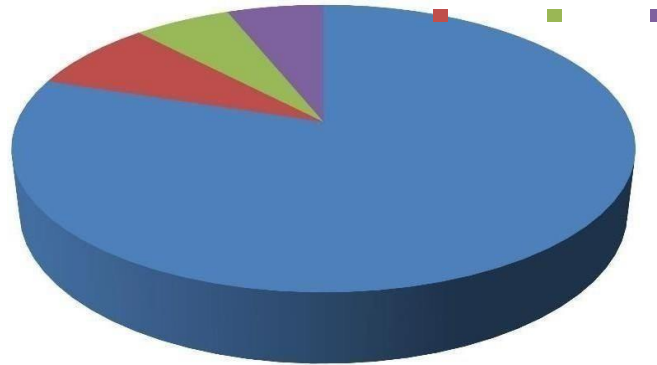
From the above table conclude that 30% of them buy after watching ads, 24% of them due to discounts, 22% of them buy due to offers, 16% of them buy dueto brands, 8% of them buy due to other reasons, and it interpret that 30% of them buy products after watchingadvertisements.

Table.11
How many times have you purchased product after watching it on social media?

Frequency of purchase	Frequency	Percentage
More than thrice	40	80%
Twice	4	8%
Once	3	6%
Never	3	6%

(Source: Primary Data)

Graph.6
How many times have you purchased product after watching it on socialmedia?



From the above graph we can conclude that 80% of them have purchased products more than thrice from social media sites, 8% of them have purchased twice, 6% of them have purchased once and 6% of them have never purchased. Above table & chart interpret that 80% of them have purchased product more than thrice from social media sites.

1.7. Findings, Suggestions and Conclusions

A) Findings

1. It is observed that, maximum i.e. majority of people i.e. 96% are using social media so they can be influenced by social media. (refer table no 1)
2. It is observed that, maximum i.e. 56 % respondents are have three accounts on social media. (refer table no. 2)
3. It is observed that, maximum i.e. 78 % respondents are look social media in day more than 10 times. (refer table no. 3)
4. It is observed that, maximum i.e. 88% respondents are spend time on social media is more than 3 hours. (refer table no. 4)
5. It is observed that, maximum i.e. 46 % respondents are use social media for buying and selling purpose. (refer table no 5)
6. It is observed that, maximum i.e. now days most of the people i.e. 88% spend more time on social media. (refer table no 6)
7. It is observed that, maximum i.e. 82% buy products online and remaining 9% don't buy products online. (refer table no 7)
8. It is observed that, maximum i.e. 78% of people are influenced after watching the advertisements. (refer table no 8)
9. It is observed that, maximum i.e. 76% of people find social media reliable. (refer table no 9)
10. It is observed that, maximum i.e. 30% of them buy products after watching advertisements. (refer table no 10)
11. It is observed that, maximum i.e. 80% of them have purchased product more than thrice from social media sites. (refer table no.11)

B) Suggestions:

1. As social media usage is increasing rapidly, people spend most of these time on social media companies should do there marketing more on social media.

2. Consumers should keep a check on authenticity of products/advertisements as there are high risks of fraudulent activities.

C) Conclusion

From the above analysis is and interpretation we can conclude the following points,

1. It is clearly seen that social media affects the consumer buying behavior.
2. Due to the current trends of digitalization a great impact has been seen in the buying behavior of the consumers.
3. Social Media has boosted the marketing pattern and has made marketing much easier.
4. The reach of the products and awareness about them through social media marketing has increased and more people are being influenced through it.
5. Social media marketing has changed the scenario of marketing patterns compared to that of the traditional marketing.
6. Social media marketing has gained a boom due to the digital influencers such as You-tubers, bloggers and social media influencers through current trends like Instagram, Facebook etc.

1.8. References:

1. Philip kotler and gery Armstrong , principles of marketing management Kothari C.R, Research Methodology -Methods and Technique Second edition;2004(15 march 2021)
2. SV Yadav Women empowerment through self-help-group: a case study of Nagthane Village, Tal: Palus, Dist-Sangli. Online International Interdisciplinary Research Journal 3 (3), 199-207