

Study of the Impact of Social Media on the Purchasing Behavior of Retail Consumers (Special Reference to Damoh District in Madhya Pradesh)

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Abstract: Social media has a great influence on the buying behavior of current retail consumers. Social media is the best option under technology-based strategies to connect retail consumers towards consumption or useful goods. The objective of this study is to investigate how social media affects the buying behavior of retail consumers in damoh city. In the study, data related to the use of social media and product buying decisions was collected from 200 retail consumers of Damoh city through an interview schedule. The study found that there is a deep relationship between social media use and consumer buying behavior. Retailers have to understand that the information available on social media most influences the retail consumer buying behavior of the current retail consumers regarding the brand, quality, durability, price and availability of the desired goods.

Introduction - Communicating is most important for connection of retail consumer in the faceable purchases.¹there is a different change in the method of communication in modern time. Social Media is a convenient way to communicate among all rural-urban area and various age clusters. The Internet and social media have modification the retail sales and marketers communicating medium. Social media is helpful in understanding retail consumer behavior in modern times.² Social media provides information to consumers regarding the usage of goods and services and to manufacturers and sellers regarding the demand.

The purpose of this paper is to study the influence of social media on retail consumers' purchasing decision-making process for a good or service.³ The survey data examine how the influence of advertising and influential people available on social media change the purchasing decision for a utility or consumer good. Social media has attracted retail buyers because advertisers have no control over the content, timing, or frequency of online discussions among buyers.⁴the results show that social media use affects consumer satisfaction at the information search and alternative evaluation stages, and satisfaction increases as the consumer progresses through the process to the final purchase decision and post-purchase evaluation.

What is social media consumer behavior: Social media retail consumer behavior refers to how consumer make porches decisions with daily uses products and services on social media. Social media provided information about

content, making purchase decisions. Several social media platforms including Face book, Instagram, YouTube etc. along with point of sale applications like Amazon, Flip kart, Big Basket, Meesho, Myntra etc. have changed the way customers search for goods and services, compare products and make purchase decisions, thereby drastically changing the purchasing behavior of retail consumers.⁵ It is important to analyze factors such as social media trends, retail consumer trends to understand the diverse brand preferences of retail consumers and the way they share their online shopping experiences.

Social Media and Purchasing Decision: Presents descriptive statistics related to the impact of social media on purchasing decision of retail consumer. These statements reflect respondent's engagement with social media, response to various ads, and influence of influencers on their choices. The data provide insights into how social media affects retail customer purchasing behaviors regarding variant products.

Review of Literature:

- **Akar, E., &Topçu, B. (2011)**⁶this study is examination of the factors influencing consumers' attitudes toward social media marketing. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behavior. These seven factors were: would like for Social Communication,

website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

- **AvesehAsough,(2012)**⁷the aim of this study is to analyze the influence of social media on customers views on buying intention and brand image. Sample of around 200 customers in an Iranian was taken to study and they were asked to fill the survey form. The conclusion of the study proved both social media and traditional advertising have an important impact on brand image.

- **Dhiman, D. B. (2023)**⁸The researcher compared the ups and downs of the usage of SNS and New media and concluded that, these are just some of the many issues and challenges that are associated with new media, and it is important that we continue to work together to address them in order to ensure that technology and digital media are used in a responsible and sustainable manner.

- **Dhiman B (2019)**⁹several factors contribute to addiction and overuse of new media. One is the constant availability and accessibility of these technologies, making it challenging to disengage from them. Another is their instant gratification, which can make them highly rewarding and reinforcing, leading to a desire to use them repeatedly.

- **S. Mittal, A. Goel, R. Jain,(2016)**¹⁰this study is Sentiment analysis of E-commerce and social networking sites. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

- **Sharma et al., (2012)**¹¹in their study find the advantage and disadvantage about a brand or product present on the Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

Objectives:

- 1 To examine how social media influences the purchasing behavior of retail customers.
- 2 To examine whether and how retail customers perceive information (price, quality, usability, size, color, etc.) about the desired product through social media users.
- 3 To examine how the content used by social media influencers, celebrities and users influences the behavior of retail customers in viewing fashion businesses and products.

Hypothesis:

- 1 There is no relationship between age of the retail customer and purchasing behavior.
- 2 There is no relationship between Profession of the retail consumers' and purchasing behavior.

Research Methodology:

Sampling Technique : The respondents are selected using a multi-stage sampling technique. As a whole 200 respondents had been selected for in depth study. Information was collected by structured interview scheduled. Information that is collected from the respondents their socio-economic characteristic and about

social media used includes.

Analysis Techniques : The data collected were analyzed using descriptive methods. Hypothesis tested by correlation and Chi-Square test. The descriptive statistics employed involved the use of tables, frequency, percentages and mean. The descriptive statistics used for the analyzed of the socio-economic characteristics of the respondents.

Results and Discussion: The purchase of products and their forms are influenced by age. Like urban areas this is highly visible in case of rural areas. Since the collected data covers people from different age groups, preferences and gender, therefore the following analysis is carried out in assessing the general consumer behavior in damoh city.

Five different age groups are covered by collected data From the received responses, 29.5 percent of the respondents were female, and 70.5 percent were male., where are 18-25 years old 36.5 percent, 26 – 35 years old 21.5 percent, 36-45 years old 20 percent, 45–55 years old 14 percent, and 56 above 8 percent. In the study maximum 58 percent of the respondents were from the age group of 18-35. This is the age group which spends maximum number of hours on Social Media.¹²

According to 11 percent of the respondents included in the study are not in any kind of employment. 4.5 percent of male respondents are unemployed. Whereas 6.5 percent of women are not in any kind of employment but they are successful housewives. 25.5 percent of the respondents are students. 9.5 percent are government employees, 17 percent are private employees, and 25.5 percent of the respondents are engaged in business. Among the respondents engaged in business, 21 percent are men and 4.5 percent are women. 11.5 percent of the respondents are engaged in other types of business.¹³

The frequency of use social media done by respondents. It shows that 93.5 percent of the respondents use social media, 6.5 percent of the respondents not use social media. The people follow brands on Social Media as they want to know about sales, new products etc.

The frequency of see ads on social media done by respondents. It shows that 78 percent of the respondents see ads on social media and 22 percent of the respondents not see ads on social media. Almost of the respondents believe that Social Media page/website affected their vision of the brand. As most of the consumers who shop online read reviews about the brands of the products, they are buying which might affect their vision of that particular brand.

The frequency of the ads on social media influence purchase decisions done by respondents. It shows that 70.5 percent of the respondents the ads on social media influence my purchase decisions and 22 percent of the respondents not ads on social media influence my purchase decisions.

The frequency of follow influencers who promote various brands on social media done by respondents. It shows that 59.5 percent of the respondents follow

influencers who promote various brands on social media and 40.5 percent of the respondents not follow influencers who promote various brands on social media. respondents believes Social Media plays an important role in promoting a brand as it helps increase the amount of exposure which enables the brand to generate leads and increase sales.

The frequency of the recommendations of influencer's impact of purchasing on social media done by respondents. It shows that 42.5 percent of the respondent's recommendations of influencers of purchasing on social media done by respondents and 57.5 percent of the respondents not the recommendations of influencer's impact of purchasing on social media done by respondents. Almost take Social Media as the Electronic word of mouth as many people make purchase related decisions according to Social Media referrals.

The frequency of the perceive information (price, quality, usability, size, color, etc.) about the desired product ads on social media influence purchase decisions done by respondents. It shows that 54.5 percent of the respondents the perceive information (price, quality, usability, size, color, etc.) and 45.5 percent of the respondents not perceive information (price, quality, usability, size, color, etc.). The respondents believe that their decision was influenced by Social Media. It is because many people tend to see online reviews and comments about that particular product to choose the perfect brand and price.¹⁴

Conclusion: It can be concluded from this research that consumers in Damoh city are actively utilizing social media platforms as a tool in validating their purchase decisions. Social media is taken as the electronic word of mouth by majority of the respondents. Reviews and preferences by the past consumers on Social media platforms affect the decision process of potential customers. Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. The quantitative data collected by the survey showed substantial positive relationships between social media users and retail consumer behavior involvement, brand influence, and consumer behavior. Those who perceived the information on social media to be of higher quality and greater quantity than expectations were more satisfied overall. The results overall show that Social Media has a strong impact on the consumer decision-making process.

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