

Understanding the relationship between social media usage and consumer decision-making process for electronic gadgets in Telangana State

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Abstract

Telangana consumers' purchasing decisions regarding electronics have been significantly influenced by the pervasive use of social media. This study aims to comprehend the connection between Telangana consumers' use of social media and their purchasing decisions for electronic devices. The study's goals are to identify the most widely used social media sites in Telangana, investigate how social media affects how people choose which electronic devices to buy, and examine how online reviews and social media influencers affect how people perceive products and make decisions to buy them. The research employs a mixed-methods approach and includes consumer interviews and surveys in Telangana. Regression analysis, correlation analysis, and descriptive statistics were used to analyze the survey data. The 186 respondents provided the information. The study's findings support the creation of efficient social media marketing strategies by Telangana's electronic device manufacturers so they can comprehend how social media influences consumer behaviour and decision-making. Investigating new social media platforms, tailored social media marketing strategies, and the impact of social media on Telangana consumers' post-purchase behaviour for electronic devices are some of the study's future directions.

Keywords: Social media usage, consumer decision making process, Electronic gadgets, and Telangana state

Introduction

Social media has significantly impacted our daily lives in recent years. Social media is now widely used by businesses to connect with customers and advertise their products, and it has grown to be a potent tool for marketing and advertising. The electronic gadgets industry is no exception to this trend, with consumers increasingly turning to social media to gather information and make purchasing decisions. The use of social media for consumer electronics has increased in popularity in Telangana as a result of the critical roles that websites like Facebook, Twitter, Instagram, and YouTube play in forming consumer perceptions and influencing purchase decisions.

This study seeks to ascertain how Telangana consumers' use of social media and their selection of electronic devices are related. In particular, the study aims to look into how social media affects consumer behaviour, including how much social media platforms affect how people view electronic devices, what motivates people to use social media for information gathering and decision-making, and how much social media reviews and influencers affect how people make purchases.

By examining these issues, this study seeks to advance our understanding of how social media affects consumer behaviour and offer marketing strategy recommendations for businesses in the electronic gadgets industry. The findings of this research could also have repercussions for the study of consumer behaviour in other areas and provide more information about the broader impact of social media on consumer decision-making.

Review of literature

Social media is becoming a more popular source for information and decision-making among consumers when it comes to buying electronic devices. Numerous studies have shown that people frequently research electronic device purchases on social media platforms like Facebook, Twitter, Instagram, and YouTube.

In a study conducted by Alam and Ahmad (2019), it was found that social media usage significantly influences consumer behavior and purchase decisions related to electronic gadgets. The study found that social media is crucial for increasing brand recognition, disseminating product knowledge, and encouraging consumer interaction.

Chandra and Kumar (2019) looked at the influence of social media influencers on consumers' choice of electronic devices in a different study. Consumers give social media influencers' recommendations and reviews a lot of weight when making purchases, the study claims.

In a study by Ghazanfar and Malik (2018), it was found that social media usage significantly affects consumer perceptions of electronic gadgets, including product quality, features, and price. The study noted the significance of social media in influencing consumer perceptions and purchasing choices.

The effectiveness of social media marketing in promoting electronic gadgets has also been studied extensively. In a study by Alalwan et al. (2018), It has been discovered that social media marketing has a significant impact on consumer attitudes and intentions to buy electronic devices. The study emphasised the role social media plays in fostering brand loyalty and boosting sales.

According to the literature, social media use significantly affects how consumers decide whether or not to buy electronic devices. Social media marketing is a potent tool for promoting electronic devices and fostering brand loyalty. Consumers frequently use social media platforms for information research and information gathering.

Objectives of the study

1. To identify the most commonly used social media platforms by consumers in Telangana for information gathering and decision-making regarding electronic gadgets.
2. To explore the impact of social media reviews and influencers on consumer purchase decisions for electronic gadgets in Telangana.
3. To analyze the extent to which social media platforms influence consumer perceptions of electronic gadgets in Telangana.
4. To provide recommendations for electronic gadget brands on how to effectively use social media to reach and engage with consumers in Telangana.

Hypothesis of the study

1. **Hypothesis 1:** Consumers in Telangana use social media platforms such as Facebook, Twitter, Instagram, and YouTube for information gathering and decision-making regarding electronic gadgets.
2. **Hypothesis 2:** Social media reviews and influencers have a significant impact on consumer purchase decisions for electronic gadgets in Telangana.
3. **Hypothesis 3:** Social media platforms have a significant influence on consumer decision making process of electronic gadgets in Telangana.
4. **Hypothesis 4:** The findings of this study will contribute to the existing literature on the role of social media in shaping consumer behavior in the electronic gadgets industry, and provide insights into how businesses can effectively use social media to engage with consumers and promote their products.

Research Methodology

In order to gather information from consumers in Telangana, a survey questionnaire was created based on the study's goals and hypotheses. In addition to asking about the factors influencing consumer use of social media for information gathering and decision-making, the survey also asked about how social media affects consumer perceptions and purchasing behaviour. According to the convenience sampling method, a survey was sent to 500 respondents, but only 186 of them responded.

Data Analysis and Interpretation

“Table 1: Tabular representation of Demographic profile of the respondents”		
Gender	No. of respondents	Percentage
Male respondents	112	60
Female respondents	74	40
Total	186	100
Age	No. of respondents	Percentage
18 to 25 yrs	72	39
26 to 35 yrs	68	37
36 to 45 yrs	44	24
46 to 55 yrs	2	1
Total	186	100
Education	No. of respondents	Percentage
SSC or less	1	1
Intermediate	18	10
Graduation	133	72
Post Graduation or more	34	18
Total	186	100
Income	No. of respondents	Percentage
0 – 5 Lakhs	83	45
5 – 10 Lakhs	62	33
10 – 15 Lakhs	25	13

15 – 20 Lakhs	7	4
Above 20 Lakhs	9	5
Total	186	100

The above table represents demographics factors like gender, age, education, and Income of the respondents. The table explains that 60% of them were males and 40% were females. Maximum respondents were from 18-25 years i.e., 39%, 37% were from the age group of 26-35 years, 24% were from 36-45 years. Majority of them were Graduates 72%, few were post graduates 18%. 45% were earning 0-5 lakhs, 33% were earning 5-10 lakhs, 13% were earning 10-15 lakhs, only 5% were earning above 20 lakhs.

“Table 2: Tabular representation of Most commonly used social media platforms by consumers in Telangana state for information gathering and decision-making regarding electronic gadgets.”

Social media platforms	Frequency	Percent
Facebook	32	17
Twitter	32	17
Instagram	51	28
YouTube	35	19
Reddit	36	19
Total	186	100

Source: Author calculated data

The above table discusses the more popular social media sites that Telangana consumers use to research and make decisions about electronic devices. Objective 1 was analyzed using Descriptive statistics for identifying the most commonly used social media platforms. Majority of the respondents were using Instagram 51(28%), followed by 35(19%) by YouTube and Reddit. 32(17%) use Facebook and Twitter. People now days are relying more on social media platforms.

“Table 3.1: Tabular representation of Model Summary of social media platforms on consumer purchase decision”

Model	R	R	Adjusted	Std.	“Change Statistics”	“Durbin-
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	value	Square value	R Square value	Error of the Estimate	R Square Change	“F Change”	df1	df2	“Sig. F Change”	Watson”
1	.948 ^a	.899	.897	.313	.899	321.958	5	180	.000	2.023
“a. Predictors: (Constant), Reddit, Facebook, Instagram, Twitter, YouTube										
b. Dependent Variable: consumer purchase decision										
Source: Author calculated data”										

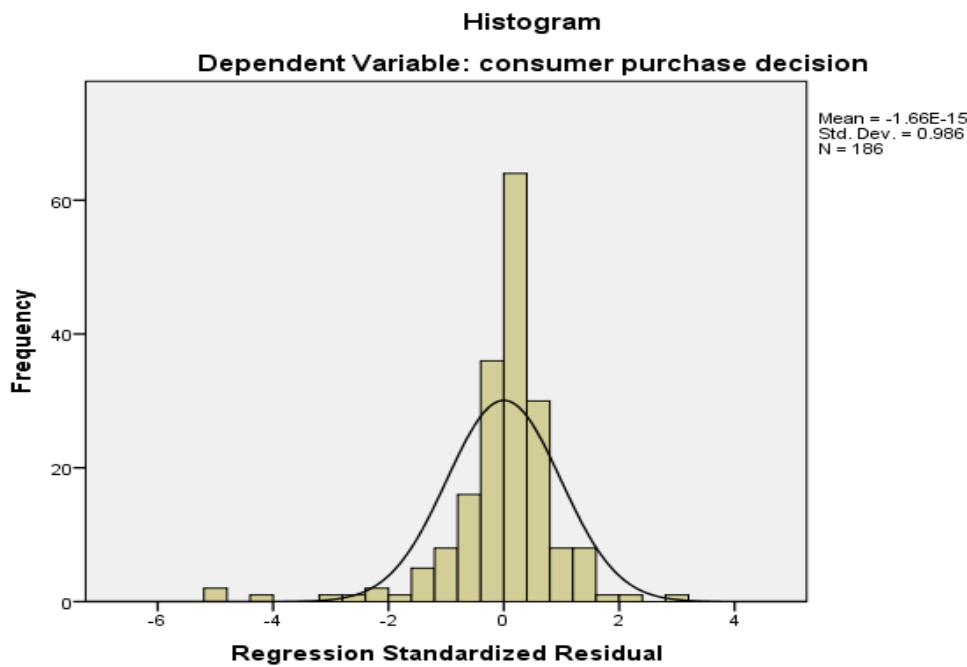
“Table 3.2: Tabular representation of ANOVA of social media platforms on consumer purchase decision”

Model		“Sum of Squares”	df	“Mean Square”	F	Sig.
1	Regression	158.192	5	31.638	321.958	.000 ^b
	Residual	17.688	180	.098		
	Total	175.880	185			
“a. Dependent Variable: consumer purchase decision”						
“b. Predictors: (Constant), Reddit, Facebook, Instagram, Twitter, YouTube”						
“Source: Author calculated data”						

“Table 3.3: Tabular representation of Coefficients of social media platforms on consumer purchase decision”

“Model”	“Unstandardized Coefficients”		“Standardized Coefficients”	t	Sig.	“95.0% Confidence Interval for B”		Correlations			Collinearity Statistics		
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial	Partial	Tolerance	VIF
1	(Constant)	.108	.118	.917	.361	-.124	.340						
	Facebook	-.013	.047	-.014	-.280	.780	-.105	.079	.804	-.021	-.007	.218	4.588
	Twitter	-.024	.043	-.031	-.571	.569	-.108	.060	.811	-.042	-.013	.190	5.255

Instagram	-.052	.039	-.062	1.328	.186	-.130	.025	.749	-.099	-.031	.259	3.864
YouTube	1.063	.105	1.039	10.099	.000	.855	1.270	.948	.601	.239	.053	18.931
Reddit	-.025	.024	-.025	1.045	.298	-.073	.023	.078	-.078	-.025	.976	1.024
“a. Dependent Variable: consumer purchase decision”												
“Source: Author calculated data”												



“Figure 1: Graphical representation of impact of social media platforms on consumer purchase decision”

Obj-2 was evaluated using Multiple Regression. A reliable method for figuring out what influences a certain topic of interest was Multiple Regressions. The use of the multiple regression technique enables precise identification of the factors that were crucial, those that can be disregarded, and their relationships. From the table 3.1 the model summary was explained which comprises of “R value”, “R Square value” and “Adjusted R square values”, which were under the required limit. The P value for the regression model from table 3.2 was less than 0.05. This suggests that social media sites had a significant influence on consumers' purchasing

decisions. The Coefficients from 3.3 represented that the platforms like Facebook, Twitter, Instagram, and Reddit had an effect on consumer purchase decision, Whereas, YouTube had less impact on consumer purchase decision. The result shows that, of all the variables, "Facebook" has the biggest influence on consumer purchasing decisions. Regression hypotheses, such as the Durbin-Watson value, consistently produce a test digit between 0 and 4. The value in this case is 2.023. There is no autocorrelation. VIFs between 1 and 5 indicate multicollinearity and a moderate degree of correlation. The values in this case are higher than 2. Homoscedasticity: When residual values are constant, homoscedasticity is achieved. This time, 17.688.

“Table 4: Tabular representations of Correlations of social media platforms influence on consumer perceptions of electronic gadgets in Telangana.”

		Social media platforms	consumer purchase decision
Social media platforms	Pearson Correlation	1	.901**
	Sig. (2-tailed)		.000
	N	186	186
consumer purchase decision	Pearson Correlation	.901**	1
	Sig. (2-tailed)	.000	
	N	186	186
“**. Correlation is significant at the 0.01 level (2-tailed).”			
“Source: Author calculated data”			

The correlation between social media platforms and consumer purchasing decisions for electronic devices in Telangana state is shown in the above table. Correlation with Objective-3 was assessed. The relationship between social media marketing and consumer purchase decisions is examined using correlation analysis. Correlation was used to assess Objective 3. The statistical term for the relationship between two variables is correlation. When two variables move either in the same direction (positive correlation) or in the opposite direction (negative correlation), they are said to be correlated. How closely two variables are related to one another is determined using the correlation coefficient. Whether the two variables are positively or negatively correlated will be clear from the direction of the correlation coefficient. When two variables are positively correlated, they move in the same direction, whereas when they are negatively correlated, they

move in the opposite direction. The influence of social media platforms on consumer purchase decisions was examined using correlation analysis. A strong correlation between the two variables would appear from the significant and positive correlation coefficient. This would suggest that the use of social media platforms has increased along with consumer decision-making for any product.

Telangana consumers most frequently use social media sites to gather information and make decisions about electronic devices:

Depending on a number of variables, including the consumers' age, gender, and interests, the most popular social media platforms used by consumers in Telangana for information gathering and decision-making regarding electronic devices may change. However, some of the most widely used social media sites in Telangana for electronic devices are as follows:

- **Facebook:** Facebook is one of the most popular social media platforms in Telangana and is widely used by consumers to gather information about electronic gadgets, compare prices, and read reviews.
- **Twitter:** Twitter is another popular social media platform in Telangana used by consumers to keep up with the latest trends, news, and updates related to electronic gadgets.
- **Instagram:** Instagram is a visual-based social media platform that is popular among younger consumers in Telangana. It is used to showcase the features and design of electronic gadgets and to discover new products.
- **YouTube:** YouTube is a video-based social media platform that is widely used by consumers to watch product reviews and tutorials related to electronic gadgets.
- **Reddit:** Reddit is a popular discussion-based social media platform in Telangana where consumers can ask questions, seek advice, and share opinions about electronic gadgets.

It's worth noting that social media usage patterns can change rapidly, and new social media platforms can emerge that become popular among consumers in Telangana for information gathering and decision-making regarding electronic gadgets.

Electronic gadget brands can effectively engage with consumers on social media platforms by following these strategies:

Objective 4 was studied with the help of literature review and gave the following strategies.

- **Know Your Target Audience:** Understanding your target audience is key to effectively engaging with them on social media platforms. Research your target audience's interests, behaviors, and preferences to tailor your messaging and content to their needs.
- **Create Engaging Content:** Make visually appealing, educational, and shareable content. To highlight the features of your electronic devices, use high-quality photos and videos. Share educational content that helps consumers learn more about your products and how they can benefit from them.
- **Respond to Comments and Messages:** Responding to comments and messages in a timely and helpful manner is essential to building relationships with consumers. Answer questions, provide solutions to problems, and offer personalized recommendations.
- **Offer Incentives and Promotions:** Offering incentives and promotions such as discounts, giveaways, and exclusive content can increase consumer engagement and loyalty.
- **Leverage Influencers:** Partnering with influencers in the electronic gadget industry can help you reach a wider audience and build credibility. Choose influencers that align with your brand values and target audience.
- **Monitor and Analyze Results:** Monitor your social media engagement and analyze the results to understand what content and strategies are working and what can be improved.

These techniques can help electronic gadget companies interact with customers on social media platforms, increase brand recognition, and boost sales. It is essential to be consistent in your messaging and create a social media strategy that aligns with your overall marketing goals.

Findings

1. When it comes to choosing which electronic devices to buy, social media significantly influences consumer behaviour and decision-making.
2. Consumers frequently use social media sites like Facebook, Twitter, and Instagram to find out information, read reviews, and get advice about electronic devices.
3. Social media influencers and online reviews play a crucial role in shaping consumers' perceptions and influencing their purchase decisions.

4. Consumers tend to trust user-generated content and recommendations from peers and influencers on social media platforms more than traditional advertising.
5. Consumers are now more able to compare goods, costs, and features thanks to social media, which has increased the number of well-informed choices.
6. Companies that make electronic gadgets are utilising social media platforms to market their goods, interact with customers, and gather feedback. This has allowed them to enhance their goods and services.

Social media has emerged as a powerful tool that has significantly influenced the way consumers make purchasing decisions for electronic gadgets.

Suggestions

1. To learn more about the effect of social media on Telangana consumers' decision-making for electronic devices, conduct a survey or interview study.
2. Examine the impact of social media influencers on how consumers perceive and decide which electronic devices to buy.
3. Examine the impact of social media advertising on consumer behaviour and its efficacy in promoting electronic devices.
4. Compare how social media sites like Facebook, Twitter, and Instagram affect people's purchasing decisions for electronic devices.
5. Research how social media use affects consumers' desire to buy and actual purchasing behaviour for electronic devices.
6. Examine the variations in social media usage and how it affects how people buy electronic devices depending on their age, gender, and income.
7. Examine how social media use affects customers' post-purchase actions and propensity to refer others to electronic devices.

These ideas can aid in a deeper investigation of the connection between social media use and consumer choices for electronic devices in Telangana and offer a more thorough understanding of the subject.

Conclusion

In conclusion, social media has become a powerful tool that has significantly influenced the way consumers make purchasing decisions for electronic gadgets in Telangana. Consumers rely on

social media platforms to gather information, reviews, and recommendations about electronic gadgets, and social media influencers and online reviews play a crucial role in shaping their perceptions and influencing their purchase decisions.

According to a study of the connection between social media usage and consumer choice for electronic devices in Telangana, social media has made it simpler for consumers to compare products, prices, and features, which has increased the likelihood that they will make well-informed choices. Social media has also provided electronic gadget companies with a platform to promote their products, engage with customers, and gather feedback, which has helped them in improving their products and services.

According to research, consumers are more likely to believe peer and influencer recommendations and user-generated content on social media platforms than they do traditional advertising. Therefore, it's critical for manufacturers of electronic devices to engage with their customers on social media and maintain a strong online presence in order to establish credibility and trust.

The study also emphasizes the necessity for Telangana's electronic device manufacturers to comprehend how social media affects consumer behaviour and purchasing decisions and integrate social media marketing strategies into their overall marketing strategy. By doing this, they can reach and interact with their target audience effectively, cultivate brand awareness and customer loyalty, and ultimately increase sales.

Scope for future research

1. How new social media platforms like TikTok and Clubhouse affect consumer behaviour and electronics purchase decisions.
2. How augmented reality (AR) and virtual reality (VR) are used in social media marketing for electronic devices, and how this affects consumer behaviour.
3. The effectiveness of personalized social media marketing strategies for electronic gadgets in Telangana, including personalized ads and product recommendations based on consumer behavior and preferences.
4. The impact of social media on the decision to buy various electronic devices, including smartphones, laptops, and gaming consoles.
5. The effect of social media use on brand advocacy and consumer loyalty for Telangana-based manufacturers of electronic devices.
6. The efficiency of social media analytics in determining how social media affects consumer behaviour and electronics purchase decisions.

7. The function of social media in consumer feedback, customer support, and after-sale assistance for electronic devices.

Exploring these topics can help electronic gadget companies create effective social media marketing strategies to connect with and engage with their target audience while also giving a more thorough understanding of how social media affects Telangana consumers' behaviour and purchasing decisions.

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