

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON BUYING BEHAVIOR OF CONSUMERS

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ABSTRACT :

Consumer purchasing behaviour, also known as consumer decision making, is the process by which individuals search for, select, purchase, use, and dispose of goods and services to satisfy required needs. Consumers search for, select, purchase, use, and dispose of these items in order to fulfil their requirements. The primary objective of this research project is to provide a solution to the primary issue regarding the impact of social media advertising on consumer purchasing behaviour in a particularly dynamic area, namely the fashion retail business, and then to determine the differences if any existed in this relation with regard to the names of the brands as well as the demographic aspects of the consumers. The findings of the electronic questionnaires that were given to consumers who live in Raipur, India revealed a moderate relation for both buying decisions and post-purchase behaviour, as those steps represent the five steps need recognition model in consumer buying behaviour. The questionnaires revealed that there was a weak relation between social media advertising and consumer need recognition, that there was no relation at all with search for information, that there was a strong relation with evaluate the alternatives, and that there was no relation at all with post-purchase behaviour. In addition, the data demonstrated that there were no variations in this association with regard to the age of the customer or their degree of education. On the other hand, there were differences between males and females in terms of the relationship between consumer need awareness and information search. In addition, additional modifications have been made with regard to income between social media advertising and evaluating the alternatives, particularly for customers who make more than 20,000 INR among the various income levels.

Keywords: Social Media, Social Media Advertising, Consumer Buying Behavior, Five Steps Need Recognition, Fashion Retail Industry

Introduction

This technological revolution had a huge impact on the traditional marketing approach, brought new era among marketers, an era in which social media changed completely the relationships between marketers and stakeholders, and social media is shifting the power from marketers to consumers because regarding the democracy allowed by social media. Web 2.0 is one of the most significant developments in the history of commerce, and it was accompanied by Social Media as an evolution based on Web 2.0. In addition, consumers can learn about new products and things they may want or need through advertising. This is significant for two reasons: first, the more consumers know about a product, the more options they have to select from; second, because no one likes to make poor choices when it comes to making purchases, and what social media provide is smart many choices rather than just many choicnes overall; and third, because the more choices consumers have, the more likely they are to be satisfied with those choices (Evans, 2008).

This study aims to highlight the impact of social media advertising as a paid social media marketing tool on consumer buying behaviour in relation to the five-step need recognition model for companies operating in the fashion retail industry in Raipur city. More specifically, the study aims to determine which step has the strongest relation with social media advertising and which step has no relation at all in regard to the changes in the consumer's demographic factors.

Literature Review

The Apparel and Accessories Retailing Industry and Social Media

The second half of the 20th century was full with significant historical events and developments. This development paved the way for online retailing. The advent of the internet and the dot-com led to a host of pure play online retailers and an era of fast-moving technological innovation that touched virtually every aspect of the retail value chain, from product development and inventory management to marketing and customer service (KPMG, 2009, P7-9).

The fashion retail business has deep roots and is one of the most significant forms of retail sector. The fashion retail industry, like the majority of other retail industries, immediately started using the internet to obtain gains in the efficacy of their operations and marketing.

Despite this, more and more customers are turning to the internet in order to conduct exhaustive research on a variety of topics, including products and fashion trends, prior to making a purchase via traditional or digital media (Tuhnainen & Rossi, 2012). In addition, customers are shopping more and more on the internet.

There have been a few noteworthy studies conducted on the influence of social media on the retail fashion industry. Dorado (2011) examines the use of social media by fashion retail companies, how they use it effectively to reach their target audiences, and how their audiences are responding. Dorado (2011) then examines why people choose to create a relationship with a particular fashion brand through the use of social media. Preece (2012) conducted a second research that focuses on the use of social media as a strategy for public relations. Moher (2013) conducted research on the use of social media as a marketing technique and how it influences the contraction of markets for luxury goods and fashion. As a result of the findings of all three of the studies cited, one can draw the conclusion that customers desire to interact with fashion businesses via social media platforms. This fact compels fashion retail firms to give social media a significant amount of interest as a marketing channel.

2.2 The Purchasing Patterns of Customers and Social Media

According to Khan (2006), we are all consumers since we consume on a daily basis in response to our own wants, tastes, and levels of purchasing power. This leaves us with an overwhelming number of choices over what to purchase. How we buy? When and where do we make purchases?

In addition, when we use the term "consumer," we are referring to two distinct categories of consuming units: the first category, known as organisational consumers, includes entities such as corporations, government agencies, and charitable organisations; the second category, known as final consumers, includes individuals, families, and households (Al-jeraisy, 2008, P43). As the industry of fashion retail is the one that we are most interested in working in, we will most certainly centre our attention on the second category, which comprises the end users of our product.

A Model of Consumer Purchasing Behavior Comprised of Five Steps

Because customers are the focal point of every choice made in the retail industry, a great deal of attention has been paid to the processes by which customers select the goods, services, and establishments from which to purchase them. For this reason, it is essential to have an understanding of how customers make their purchasing decisions. There are many models that attempt to explain the process of consumer purchasing behaviour, but for the purpose of this project, we will focus on the well-known five stages of need recognition. These stages begin with the first sensation of need and continue on through the making of the purchasing decision, searching for information, evaluating other alternatives, and finally making a purchase.

1. Need Recognition

The recognition of an unfulfilled need is the first step in the purchasing process. An unsatisfied need occurs when a customer's degree of contentment with a product or service differs from the level of satisfaction that the consumer has at the present time (Levy, Weitz, 2004, p.111).

Furthermore, need arousal can be prompted either from the buyer's external environment or from the buyer's own internal state. Needs themselves can originate from either physiological (biogenic) or psychological (psychogenic) states. Once a need has been stimulated, the buyer will look for a way to satisfy it (Sullivan, Adcock, 2002, p.52). According to Cox and Brittan (2004), consumers as human beings have certain fundamental needs that can be satisfied in quite simple ways; however, when it needs some complex requirements, it becomes a problem; the natural response to this problem is to seek a solution, which leads to search of information (p.79); in other words, it is reasonable to suggest that consumers are looking to satisfy needs when they buy products or services; in other words, it is reasonable to suggest that consumers are looking to satisfy needs when they buy products or services; (Semenik, 2002, P152).

2. Information Search:

When a customer recognises a need, it is not always evident what the best strategy to meet that need is. As a result, this step is involved with receiving information and processing it to allow customer to make a purchasing choice, and this search may include buyer information retrieval. If internal information is inadequate, an external search is conducted (Sullivan, Adcock, 2002, p.52).

Semenik (2002) further on the differences between internal and exterior information searches. Searching for information using own previous experience and prior knowledge may be all that is necessary to make a decision.

As a result, it is critical for the promotion function to focus on customer perceptions and attitudes at this point. However, when this is insufficient, External Information Search will be necessary to assist customers in gathering information. Information they require, which is usually obtained through searching about the experiences of others, such as friends and family. Lately social media has become the most important instrument for this type of study to read and watch what other people are doing.

3. Alternatives Evaluation:

This step is an extension of the previous one; after the necessary information is obtained, the buyer will begin to negotiate. Each purchase choice should be evaluated with the goal of gradually limiting the list of possible purchases to one. In fact, this

The procedure will create a strong purchase intention in the buyer's mind, which will lead to the predicted purchase until some issues exist between the creation of an intention and the ultimate purchase (Sullivan, Adcock, 2002, p.53).

Furthermore, Semenik (2002) explains that evaluative alternatives can be constructed by the consumer's preferences. Consideration set, which refers to a subset of brands from a certain product category, and assessment criteria incorporate a variety of additional aspects such as price, warranty, and colour (P154).

4. The Purchasing Decision:

It is a collection of decisions, any one of which can end in a change of heart and an exit. (Cox, Brittan, 2004, p.80). According to Weitz (2004), buyers may not buy the product that ranks top on the list of evaluations, but they will buy it provides significant advantages, but it may not be sold in stores, or the hazards exceed the possible benefits (p.122).

5. Post-Purchase Analysis:

Following the purchase, evaluations continue so that the buyer may feel confident that he made the proper selection. Fulfilling the expectations, which we referred to as Post-purchase contentment, or Post-purchase discontent if the ratings were negative does not live up to expectations (Sullivan, Adcock, 2002, p.53). Again, promotion might be quite beneficial in this situation. To ensure

consumer satisfaction by setting suitable expectations for a brand's performance prior to a launch purchase, as well as making the consumer who has previously purchased the promoted goods feel good about doing so P155 (Semenik, 2002).



After going over consumer behaviour and purchasing decisions, it is critical for this project to determine how social media can affect consumer behaviour in general and consumer buying behaviour in particular as a starting point for determining the role of social media advertising on them in relation to other studies on the subject.

Advertising on Social Media

Social media is described as "a collection of internet-based apps that build on the conceptual and technological roots of web 2.0 and allow for the production and exchange of user-generated content." Kaplan and Haenlein (2010) (P60). Furthermore, Social Media Advertising is defined as "an online advertisement that combines user interactions that the customer has agreed to show and share." The final Ad incorporates these interactions, as well as the user's persons (photo and/or name), into the Ad text" (IAB, 2009, P4).

Advertising is an important instrument in the promotion mix for all types of companies. It typically refers to one-way communication through any mass medium. The American Marketing Association defines it as "the purchase of time or space in any of the mass media by business firms, nonprofit organisations, government agencies, and individuals seeking to inform and/or persuade members of a specific target market or audience about their products, services, organisations, or ideas." However, as the internet and online world, particularly the social media environment, evolved, many changes occurred in advertising, its capabilities, and purposes, necessitating a new paradigm (L.Tuten, 2008, P2).

According to L.Tuten (2008, P3-5), there are several distinctions between traditional and social media advertising. The first distinction is the form of media; whereas traditional advertising associated with "mass media" includes television, radio, print, or outdoor, advertising via social media may mean both one-to-one advertising via permission-based and targeted messages, or mass coverage via a display ad; when defining advertising for online media, the size of the audience should not be used as a defining factor of advertising.

Second, traditional advertising must be paid communications; this is true in every definition of advertising since the concept's inception; on the other hand, social media advertising can be completely free and unpaid, or it can be indirectly paid, as is the case in some aspects of social network advertising, such as paid ads on Facebook.

Third, traditional advertising has always been viewed as one-way communication from marketers to target audiences via some traditional media, but with the world of web 2.0, it has become truly enable for two-way or even multi-way communication between firms and consumers, as is the case with social media advertising and online advertising in general.

Fourth, conventional advertising relied on a model of disrupting consumers' lives, but people welcomed this interruption sometimes since it represented a free instrument to learn about businesses through television or radio adverts.

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Result and discussion

In terms of the overall model, the research findings revealed a moderate to strong relationship. However, when compared to the other steps, the third step 'evaluate the alternatives' has the strongest relationship with social media advertising, whereas the second step 'information search' has no relation at all. Thus, researchers strongly believe that social media advertising has an impact on consumer purchasing behaviour and advise marketing managers working in the fashion retail industry, whether for brand direct marketing or as retailers, to design their social media advertising as comparative advertising and avoid providing information about the product itself, as consumers do not rely on social media advertising as a source for information searching.

Nowadays, the analysis of consumer behavior is central for marketing success, especially since most potential consumers are using the internet and different online socializing tools. The online audience is a booming market worldwide, however giving its globalized nature a level of segmentation is needed cross-culturally. Regarding the academic implications, our results contribute to the study of the field of Internet marketing.

The conclusions obtained from our research have important implications for the academic research, derived principally from the analysis of four new types of social media consumers, namely Engagers, Expressers and Informers, Networkers, and Watchers and Listeners. We used this new classification, other newly formed variables (Positive reactions to online ads, Trust in information from personal sources, Trust in information from foreign sources), continuous variables (Concern for privacy, Importance of social media), and categorical variables (Experience using social media, Clicking the ad, Log in pattern, Time spent per login session) to achieve a segmentation of social media users and observe different patterns which could be targeted to improve the effectiveness and efficiency of online marketing activities. Therefore, this research presents new ways to classify online consumers, which served as a basis for psychographic segmentation, based on respondents' activities on different online platforms.

Implications for Managers

Today, any marketer or business owner understands the importance of internet marketing. Marketing a business on the web implies leveraging social media to create a lot of buzz in relation to a brand. Social media platforms offer immense possibilities for fostering relationships with consumers in an online environment. This study suggests different

approaches for online marketers and managers looking to invest in advertising on social networking sites and hence improve their ads' performance regarding clicking the advert and generating positive reactions towards it. One approach implies understanding the sources of trust in online information provided by sources social media users may or may not know, and how their concern for privacy influences their reactions to online advertising.

Managers should be aware of the importance of social media sites in influencing online shopping by identifying and targeting different types of customers and taking initiatives to recognize and highlight customer interests.

In order to be successful in social media marketing, companies need to create a buyer persona and then develop and constantly adjust the online marketing strategy according to the interests of customers for long-term success. Figuring out what goes best for which particular audience leads to success. Regarding these aspects, companies can use online reputation systems in order to provide the right online incentives to the right online customers (Dellarocas, 2010).

True customer engagement means commitment-focused, not transaction-focused. The companies that master this aspect are the ones that are truly successful. They undergo continuous online marketing research and must be sensitive to changes in consumer behavior patterns and to identify new areas of consumer values and interest.

Conclusion

The research was motivated by a personal interest in how paid social media advertising affects consumer buying behaviour in relation to the five steps need recognition model of buying decision, as described in a new report for social media.

According to the media examiner website, approximately 94% of marketers used paid social media advertising in Facebook for both B2B and B2C, with less than this percentage but still significant in other social media platforms. As a result, the research was carried out to determine whether or not a relationship exists between this paid method and each step of the need recognition buying decision model, and how strong this relationship is, applied in a very important field in Raipur, India, which is the fashion retail industry.

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