Comprehensive analysis of Maharashtra's urban areas' online platform purchase trends

Vishakha Bhattacharya

Research scholar MSMSR Mats university ,Raipur
Vishakhabhattacharya.official@gmail.com

Dr.Nitin Kalla
Assistant Professor, MSMSR,
Mats University, Raipur ,India
drnitinkalla@matsuniversity.ac.in

ABSTRACT

BACKGROUND: *Online marketing appertain the growth of creating a tailored content in online platforms for promoting and endorsing a product. Currently this method of marketing plays a vital role than traditional marketing. Online ads and social media influencers colonize the most effective forms of social media marketing in swaying consumers purchasing decisions. Moreover, user-generated content in online platforms also plays a vital role in shaping the opinions and perceptions of consumers about a product.*

INTRODUCTION: *social media marketing (SMM) is a popular technique multifaceted for obtaining marketing insights. Social media marketing's strength recline in its unparalleled ability to serve these three key marketing areas: connection, interaction, and customer data. This form of marketing has revolutionized an impact on consumer behavior, from creating content that drives an engagement of collecting personal data. Social networking websites and Mobile phones were the major platforms utilized for social media marketing. Strategy, planning and publishing, listening and engagement, analytics and reporting, advertising were the five core pillars of social media marketing.*

AIM & OBJECTIVE: *The objective or purpose of this study is to evaluate the impact of online marketing on buying behavior of consumers in various cities of Maharashtra.The study also focuses on exploring the relationship between social media marketing activities, comprising online ads, social media influencers, user-generated content, and consumer buying behavior in various cities of Maharashtra .*

METHODS: *Primary and secondary methods of data collection were employed for data gathering. Primary data was horded in the form of surveys for statistical analysis and Secondary data had been stockpiled from records, books, government publications and journals.*

RESULTS & CONCLUSION: *Age group of 15-35 retorted well for the survey and among all the cities Mumbai recorded higher impact of social media on buyer's behavior*

Keywords: Social Media, Social media Marketing, Maharashtra, Consumers, Production

I. INTRODUCTION

Social Media is a tribune of participatory technology that provide opportunity to create and share the information, ideas, interests, marketing of products etc….with the help of virtual network. It is collective cluster of website and applications that focuses on communication, content sharing, and collaboration. Various social media platforms provides advance and modern methods of connecting with people across the world resulting in firm of global community. Social media marketing is the most popular way to reach prospects and customers for the business purpose. It is a powerful leverage to achieve marketing goals. Merchants from various industries are driving the evolution of online marketing from one single technique to a multifaceted approach for obtaining marketing insights.Social media marketing's strength recline in its unparalleled ability to serve these three key marketing areas: connection, interaction, and customer data. This form of marketing has revolutionized an impact on consumer behavior, from creating content that drives an engagement of collecting personal data. Social networking websites and Mobile phones were the major platforms utilized for online marketing, creating awareness , reaching to the new customers and listening and engagement, analytics and reporting , advertising were the five core pillars of social media marketing.

1.Strategy: Strategy is the first and foremost step in social media marketing. In this step goals, Media of platform to focus for product promotion, type of content to be shared were elected. Specific Companies

utilizes social media for promoting their brand name and some for the selling their products. However Social media marketing flatter as a support channel for customers. It also employs social media and social networks for promoting products and services, engage with current customers, and to attract new ones. Most of the companies using online platform which are:

A) Facebook is an extremely popular social media platform now boasting over 2.96 billion active monthly users corresponding to 2022 metrics. Most of the companies fabricate a Facebook profile for promoting ads images, essential company announcements. Facebook's business account which is a free resource acts as a powerful advertising tool to connect with people across the world.

B) Instagram,which is an another highly popular social media platform with 2 billion user in accordance to 2022 metrics is widely used by the companies. Companies cancan present product and services according to the taste of the customers.

C) Twitter is the most tangled social media marketing strategy to create and advertise the content . It also allows users to post and share their content to their viewers . It is an excellent span for fast communication with the people, referencing users for easy tweeting of posts, liking the posts, and re tweeting of posts .

D) YouTube is one of the foremost social media marketing with a key features of posting a video, like, share, and commenting certain video. 2.51 billions of people were exploiting the YouTube as per the 2022 metrics. In this a product can be promoted directly or can be done with the help of influencers.

E) LinkedIn is a top professional social media platform which possess a wide range of peers and customers. It possess major post industry news and insights. In this platform professional identity can be augmented.

F) WHATS APP : It is one of the Substantial platform for social media marketing . It Allows people to share files and images ,coerce video and voice calls. One can directly engage with the customers directly with personalization of communication. However Social media marketing necessitates a dynamic strategy with measurable goals and involves the following elements:

- Maintaining and optimizing the social media profiles.

- Responding to post , like video, comments as well as monitoring the online reputation

2. Planning and publishing : It is the process of strategizing creating , scheduling, planning, and distributing the social media content across a wide variety of forums , blogging sites and social media platforms. In this step content should be created and posted well in advance for reaching the customers.

3. Listening and engagement : Objective of online media is to assess the relevant conversations on social media platforms. Through which response of the audience can be evaluated. This step possess monitoring , analysis and response. Various social media channels are entailed for brand names, keywords, competitors, products etc… through social media conversations. Companies analyse the gathered information during monitoring to access the opinions of customers regarding the product or service. Then they choose to respond by communicating with the customers through repositioning of entire brand strategy.

4. Analytics and Reporting : It is defined as the capability to gather and asset the meaning of the collected data from social media channels. It possess metrics of likes , followers, re tweets, clicks etc…. congregated from various individual channels. It uses specifically designed software platforms to analyse the metrics.

5. Advertising : Social media ads are the most popular pillar for promoting a product by creating an awareness among the consumers.

6. Consumers Buying Behavior on Social media marketing (SMM) : It pertains to the scrutiny of choices and actions made by the users whenever they purchase or uses a product. Competence , communication, Credibility, reliability, Tangibles, Responsiveness are the determinants of company growth. Global web index reports that 55% of social media users uses these platforms to investigate the product quality and more than 72% of the consumers were more likely to buy the goods based on the referrals and reviews in social media marketing

STAGES OF CONSUMER BUYING BEHAVIOUR.
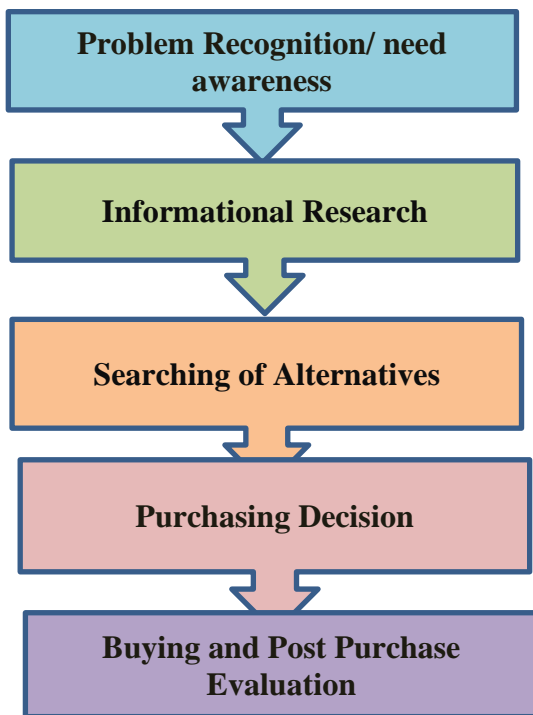
II. LITERATURE REVIEW

Bikhchandani et al., (1998)01

In this study the researcher describes about the purchasing and promoting of a product to others by the consumers. Furthermore, it displayed the outcomes of information cascades caused by different products on social media. It concludes that the customers exhibited different levels of involvement in different situations pertaining to brand buying and recommending to others.

. In addition to learning more about how customers use business-to-consumer websites, the authors of this study sought to identify the variables influencing consumers' online shopping and browsing behavior

The authors also inspected about the buying preferences of consumers with varied demographic profiles which revealed the different buying approaches and consumer behaviors for a specific class of merchandise and service concluding Social media as the foremost factors that influences buying behavior of customers.

Muhammad ShafiqGul et al., (2004)03

In this study, the researchers concerted on finding the relationship of Social Media and buying behavior of customer. Students of academic institutes of Karachi was tangled for the study. Around two hundred and sixty questionnaires were retorted by the students concluding

that there is no strong relationship between Customer Buying behavior and Social Media .Ramsunder (2011)04

This study suggest that shoppers'' decisions are widely influenced by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

(2012)05 Raghuram Iyengar et al.

The purpose of this study was to examine the impact that friends have on online purchases. The two main issues that their study focused on were, "Is there any influence by friends on purchases made by consumers in social media networks?" and "If there is such influence, how are consumers affected?" Sample data were obtained from the social networking site Cyworld in order to support the analysis. A sample of 208 Cyworld users' purchase and non-purchase data was gathered during a ten-week period. The decision to buy or not buy is modeled by the researchers. Markov chain Monte Carlo technique and Bayesian approach was utilized to estimate the model. The results were winded up indicated that there are three different categories of consumers with different buying behavior.

Dehghani et al., (2013)06 This study examined the impact of knowledge inheritance on consumer behavior and brand reputation. On social media, knowledge is passed down when someone imitates the actions of others and decides what other people have previously decided.

The knowledge cascade are often used by one amongst 2 effects on shoppers, Knowledge cascading seed the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand .The study focus on customers who have trust on brand image. These kind of customers are influenced by decision taken by others.

Teena Bagga et al., (2013)07 The internal and external determinants of consumers' online purchasing behavior are the focus of this study. A structured survey with a sample size of 200 people was carried out. Respondents completed questionnaires that they received in the mail and found online, answering them individually. Seven key factors were identified by statistical analysis as influencing consumers' purchasing decisions. These seven criteria included: preferences for social media, website features, online advertising, leisure, ease of use, privacy concerns, and data search.

Garima Gupta (2013)08 The author conducted research for this paper on the impact of social media on goods

purchases. The findings demonstrated that intentions to purchase products were influenced by social media. Three aspects in particular have a significant influence on consumers' purchase intentions with regard to social media: product knowledge, peer communication, and the degree of product involvement. According to the author, since the product is sold online, it cannot be evaluated; nonetheless, customers can analyze the product and make decisions based on information provided among peer teams and perceived data shared about the product on social media.

Geetanjali Naidu et al., (2013)09

This Study aims to analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people utilizes social media widely for collecting information regarding product.

Balakrishnan et al., (2014)10

This study colonize the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students . The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms.

Aindrila Biswas et al., (2014) 11

In this study the author , aims to peer the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are selected for the study. A equation modeling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

Alireza Mohammadpour et al., (2014)12

This study points to find out the impact of social media marketing on buying behavior of customers with respect to brand capital using path analysis technique. A sample of 160 from university of Tehran were utilized to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name and indirect positive impact on behavior of consumers. This harmonize the role of brand marketing in concurrence with media and online buying behavior of consumers.

Marta Zembik (2014)13

This Study emphasis on how social media information is essential for companies and customers in their decision-making process. Social media comprises of blogs, public forums, social media sites, that is used for communication of various types of information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefited from the product information posted by others, recommendations by other customers. Firms benefited by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers' needs and demographic characteristics.

III. RESEARCH OBJECTIVE

- *To comprehend how consumers in Maharashtra use social media.*
- *To assess the impact of social media on consumers' purchasing decisions in various cities of Maharashtra.*
- *To recognize the factors that impact the efficacy of social media marketing in various cities of Maharashtra.*

IV. RESEARCH AREA

1. Location: The sample universe includes the people in various cities of Maharashtra .

2. Demographic ratio: Data collected from various categories of males and females.

3. Age group : Age group ranging from 18 to 55 years and above also taken into consideration.

4. Occupation: Various students, professionals, service class employees, housewives and even from various business class people and others was taken into consideration.

5. Sample size : A total of 500 sample size from offline and online was clinched for this study. Survey had been deprived between the people in various cities of Maharashtra.

6. Statistical Analysis : 1. CHI-SQUARE TEST AND Likert Scale was used for statistical analysis.

7. Data collection method: Primary and secondary methods of data collection were employed for data gathering. Primary data was horded in the form of surveys for statistical analysis and Secondary data had been stockpiled from records, books, government publications and journals.

STATISTICAL VERDICTS

Age Wise Distribution

Gender Wise Distribution
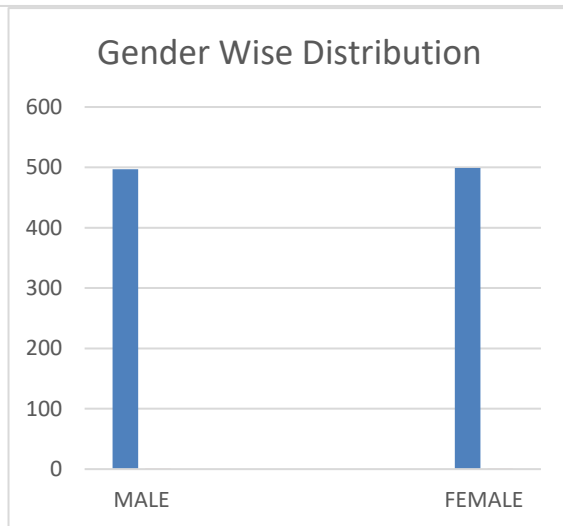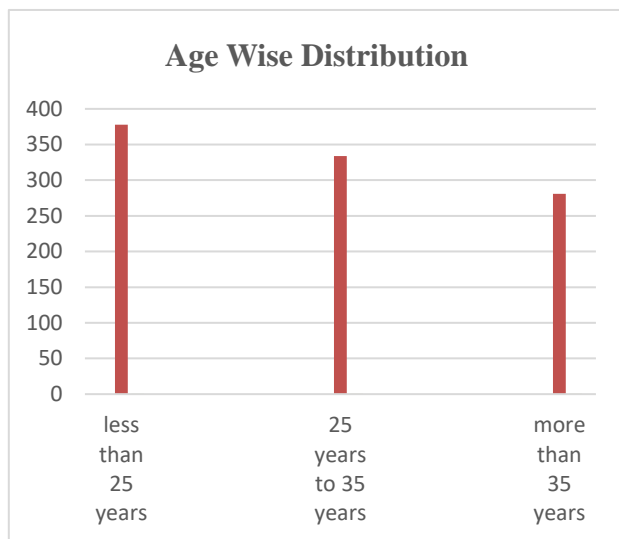
RESPONSE FROM AGE WISE DISTRIBUTION

Sr. No		Age groups less than twenty five Years (%)	Twenty five to thirty five years (%)	more than thirty five Years (%)
1.	Facebook			
	A) Rarely	26	20	18
	B) Very rarely	21	16	17
	C) Average Use	32	18	16
	D) Frequently	22	14	13
	E) Very Frequently	30	10	10
2.	Twitter			

	A) Rarely	20	21	22
	B) Very rarely	17	17	17
	C) Average Use	18	15	15
	D) Frequently	17	12	13
	E)Very Frequently	10	10	10
3.	Instagram			
	A) Rarely	21	20	22
	B)Very rarely	18	18	18
	C)Average Use	17	16	14
	D)Frequently	28	11	12
	E)Very Frequently	24	10	10
4.	Others (specify)			
	A) Rarely	20	29	21
	B)Very rarely	18	17	17
	C)Average Use	16	18	15
	D)Frequently	11	17	12
	E)Very Frequently	10	10	10

RESPONSE FROM VARIOUS CITIES IN MAHARASHTRA

Sr.No	Name of the city	% of Respondents
1.	MUMBAI	68
2	PUNE	61
3	NAGPUR	41
4	THANE	40
5	NASHIK	42
6	AURANGABAD	46
7	SOLAPUR	48
8	JALGAON	53
9.	NANDED	50
10.	AKOLA	47
11	LATUR	18
12	DHULE	32
13	SATARA	33
14	PANVEL	39
15	BARSHI	36
16	YAVATMAL	51
17	JALNA	55
18	CHANDRAPUR	45
19	SANGLI	31

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| 20	KOLHAPUR	30
21	AMRAVATI	28
22	MALEGAON	30

Frequency of online shopping done by people

48.3% of the respondents reported doing online shopping on a monthly basis, while 24.2% reported doing online shopping on a weekly basis. Only 12.9% reported doing online shopping every day, while 24.9% reported doing online shopping 1 or 2 times a year.

RESPONDENTS RANKINGS

RESPONDENTS RESPONSE TOWARDS SMM
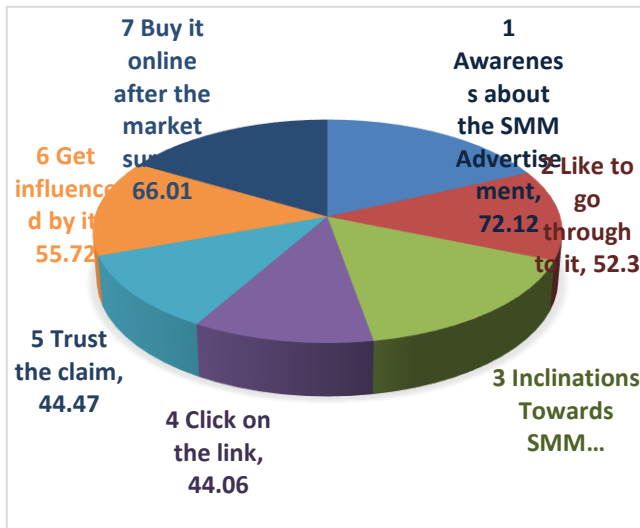
DETENTIONS

1. *The age group of 15-25 showed the highest usage of social media online platforms.*

2. *Surveys conducted by other researchers indicate that a significant proportion of people (around 50%) prefer to do online shopping once or twice a month, suggesting that they are likely working professionals with limited free time.*

3. *Other survey data revealed that nearly 50% of people spend between 0-2 hours per day on social media platforms. This indicates the significant role social media plays in establishing and nurturing relationships, which can have a positive impact on career growth and opportunities.*

4. *According to surveys conducted by others, approximately 60% of the population follows brands on social media to stay updated on sales and new products.*

5. *Based on the survey conducted by others, approximately 61% of the population in Maharashtra consider Social Media as an electronic word-of-mouth platform, as many people rely on Social Media recommendations before making purchasing decisions.*

6. *According to data from a survey conducted by others, around 47% of the population in Maharashtra believe that Social Media pages/websites affect their perception of a brand. This is because consumers who shop online often read reviews about the brand or product they are considering, which can impact their perception of the brand.*

7. *Based on the survey conducted by others, 46% of the population in Maharashtra believe that their purchasing decision was influenced by Social Media. This is because many people tend to read online reviews and comments about a particular product or brand in order to make an informed decision about the product or service they are interested in.*

8. *According to the survey conducted by others, approximately 88% of the population in Maharashtra believes that Social Media plays an important role in promoting a brand, as it helps to increase exposure and generate leads, ultimately leading to increased sales.*

V.   CONCLUSION

Based on the findings of this research, it can be inferred that social media platforms are increasingly being utilized by consumers in Maharashtra, India to validate their purchase decisions. Majority of the population regards social media as a source of electronic word-of-mouth, with past consumer

reviews and preferences on these platforms significantly influencing the decision-making process of potential customers. Consumers who relied on social media found the decision-making process easier and more enjoyable than those who used other sources of information. Moreover, those who perceived the quality and quantity of information on social media to be higher than their expectations were generally more satisfied. This study suggests that social media has a significant impact on the consumer decision- making process, particularly in the information search and alternative evaluation stages, and that satisfaction levels increase as the consumer moves closer to the final purchase decision and post- purchase evaluation.

LIMITATIONS

Social media marketing has been around for a while, constantly changing and evolving. Despite numerous journals and articles on this topic, few have explored the link between social media and changes in consumer behavior. The study presented a broad overview and the sample size was relatively small, indicating limited Generalizability of the findings. As consumer behavior may vary across cultures and values, a multi-country study would be necessary for more accurate and generalized results. The study was also limited to specific websites and journals, making it difficult to analyze behavior across a wide range of sources. To increase focus, this study was narrowed down its objectives and only contains information relevant to the objectives. However, relying solely on articles, journals, and research papers for data collection may lead to bias and an inaccurate representation of the population

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