

## Social Media's Effect on Consumer buying Behaviour in Rajouri district Jammu and Kashmir

Mohd Anwar<sup>1</sup> Mohd Ashraf Yattoo<sup>2</sup> pryanka deonia<sup>3</sup>

1 Assistant professor Govt PG college Rajouri

2 Lecturer in Govt PG college Rajouri

3 PG student Jammu University

### Abstract

This study examines the purchasing process that consumers go through while making complex purchases, with a focus on the ways in which social media use affects this process. In this context, the term "complex buying behaviour" refers to the consumer's occasional but highly involved purchases that significantly impact brand differentiation. A new trend is emerging: social media. User-generated web technologies, such as blogs, social networks, and social media websites, have been rapidly expanding on the World Wide Web in the past ten years. All things considered, social media and these technologies are the real causes behind the global community of user-generated content's expansion. Online communities and content sharing platforms such as Facebook, Instagram, YouTube, and Twitter have been made possible by social media. The social media revolution has made it possible to learn more about products and services in new ways. Strangers on social media have the power to dominate a single customer's view and comments on goods and services, which then affects opinions offline as well. However, social media certainly has given consumers more power because they can now create content only through online chats, meaning that customers have a significant say in whether a brand succeeds or fails. Marketers attempt to comprehend how customers use social media and how they make decisions based on the stuff displayed there that has the potential to influence their choices. The study also looks at how an extensive amount of user-generated content and information might alter customers' purchasing habits. The EBM model, which consists of six steps in the consumer decision process, has been applied. The study was also conducted to determine the model's applicability to the usage of social media. The components of the consumer decision process have been investigated using a quantitative survey.

**Key words** Consumer, behaviour, social media, advertisements, technology, facebook, instargram

### Introduction

Social media is an online platform for communication where people may communicate, exchange content, and exchange information. Social media can take many different forms, such as social networking, forums, and social book marking. Social media includes Facebook, Instagram, LinkedIn, Wikipedia, Google Plus, and Twitter, and it is undeniable that these platforms have become an essential part of our lives. Social media is typically used by businesses to locate new prospects, maintain existing consumers, promote brands, and raise awareness of their goods and

services. In this context, social media marketing unquestionably capitalizes on the advantages of social networking by raising brand value, awareness, and client reach. The purpose of the study is to determine how social media affects urban consumers' purchasing decisions. Undoubtedly, the proliferation of internet connections has made consumers and organizations more interconnected than ever before. India has surpassed China as the country with the most internet users. With almost 13 million internet users, Mumbai has the biggest number of internet users in India, according to data gathered from the internet and the Mobile Association of India (IAMAI). With 11.3 million users, Delhi is second on this list, followed by Bangalore, Kolkata, and Chennai in that order. According to the associate vice-president of IMAI, college-bound youngsters in Mumbai are the cause of the rise in internet users. Due to the growing usage of social media, businesses are now taking into account how valuable it is for influencing consumer perception, building brand value, and influencing purchase decisions. Businesses now understand that using social media in a strategic way can provide them an advantage over competitors. The literature evaluation and data analysis on the use and customer perception of social media can be utilized to determine the best tactics for enhancing consumer engagement through social media in order to access the impact of social media on Consumer Buying Behavior.

### **OBJECTIVES OF THE STUDY**

To study the impact of social media on consumer buying decision process in Rajouri.

### **Review of literature**

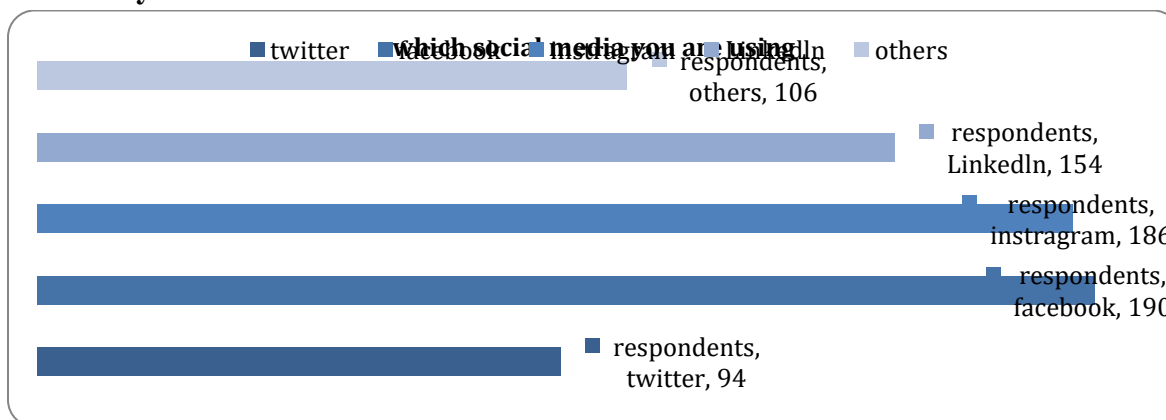
Gorn have investigated that product is totally depending on advertisements; because of the cut throat competition in the market.it is very difficult to change the behavior of the consumers. (1). Raina and khajuria have studied behind the purchase of a product, which is newspaper advertisement. So that customers become satisfactory to invest in a product after watching the advertising. (2). Maheswari have presented various reviews about advertisement measures and which helps to provide the best possible service.(3).Chan and Chan conducted a survey to discover the informational content happening it by using television advertisements.(4). Albernethy in his reading showed that magazine announcements contain extra television advertisement. Olson and that how role of advertising content works. Bashir and Malik (2009) determined in their study “effect of advertisement on consumer behavior of university students” that it is the advertisement which motivates the consumer to buy the products once Reynolds (5), Mitchell (6), Edell and Staelin (7), Khan and Khan (8), in their study showed in a life time. Nasir, S., Vel, P., & Mateen, H [1] This article says that Social media doesn't always need some language or the words to spread the message to the consumer. When a product and the services is marketed then the context can be interpreted by the potential buyer. On the basis of that, the buyer gives the response. It can be in the way of purchasing a product, repurchasing a product or it can be in the form of not purchasing a product. So, this process is based on the customer need, his knowledge and liking towards the product, brand loyalty & brand value, word of mouth and its demand. In Varghese, S., and

Nandhini, M. [6], the impact of demographic variables on consumers' purchasing intentions is discussed. The article also discloses the patterns of internet usage among the clientele. This may present a chance for businesses to interact with clients on social media more frequently. Q. Liu, X. Zhang, S. Huang, L. Zhang, & Y. Zhao [5] Customers now have the chance to read reviews and comments on products and services on social media. The primary and secondary data results indicate that product recommendations have the potential to trigger impulsive purchasing behavior. The basis for this impulsive purchasing behavior is both a fondness for the recommended product and confidence in the recommender. To put it simply, the product itself and the recommender both have an impact.

**Research methodology and Sampling Technique**

Based on empirical data from respondents in Rajouri who actively use online shopping platforms, the research report was created. 200 respondents were chosen using a convenient sampling technique, and their responses provided the primary data. A systematic questionnaire was used to collect the data.

**Data analysis**



**Figure 1**

The lowest respondents 94 had an account on twitter. The majority of respondents—186 and 190 respectively had accounts on Instagram and Facebook. 154 respondents had an account on LinkedIn, and 106 respondents had accounts on other social media platforms.

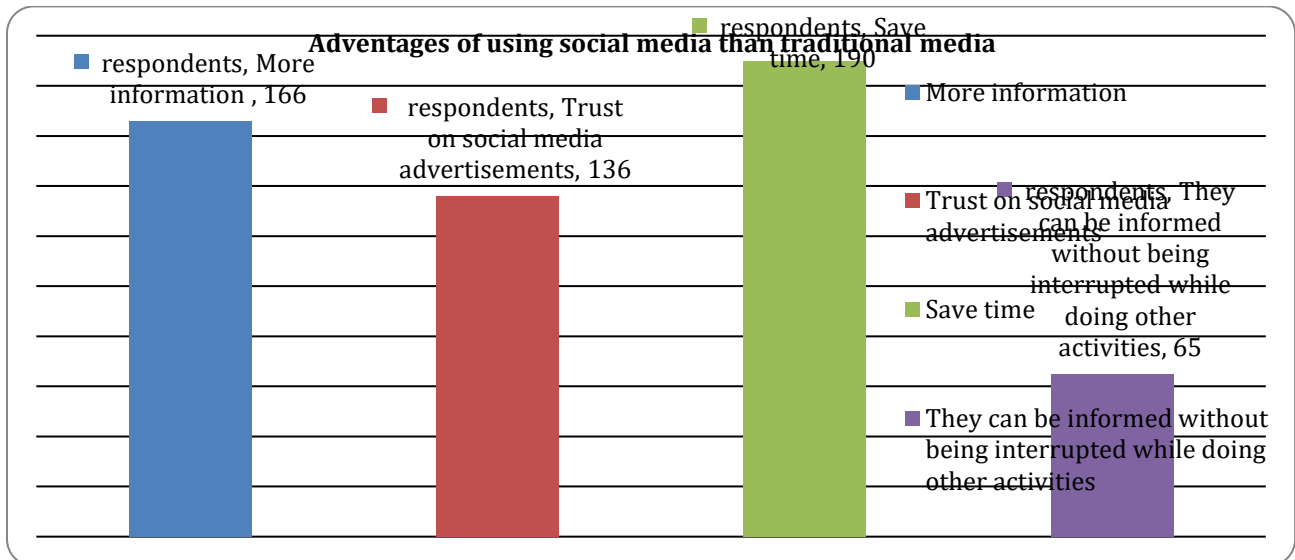


Figure 2

Out of 200 respondents, 166 agree that social media makes it easier to access more information, 136 respondents say they can trust social media advertisements more, 190 respondents say it saves them time, and 65 agree that they can stay informed without being interrupted while engaging in other tasks. Stated differently, they believe that social media offers greater advantages than traditional media.

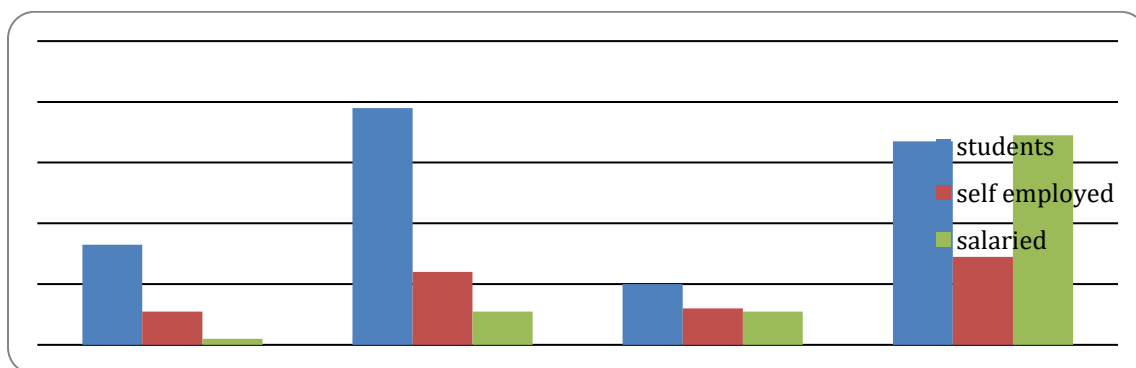


Figure 3

Frequency of ads and the visual components of items and commercials can both increase student community engagement. The salaried class, on the other hand, is less impacted by the frequency of advertisements and might be influenced by visually appealing components of advertisements and products.

Category	Total no of ads	Number of informative adds	Number of informative ads according to consumer	No of ads influencing the consumer	No of informative ads influencing the customer	Percentage correlation between influence and informative ads
Social media	360	220	145	255	185	84.09%
News paper	25	17	12	21	14	82.3%
Hodings	42	11	10	35	9	81.8%
Tele calling	210	82	51	110	52	63.41%

After analysis of table it was found that correlation between advertisements on social media were highest about 84.09% which were influencing consumers through social media . After analyzing the above data it remained also found that the social media had an impact on consumer behaviour.

### Conclusion

According to study, social media has a significant influence on consumers' purchasing decisions in the digital age. Without a doubt, social media has had a significant impact on businesses and consumers alike. Studies have indicated that buyers are quite picky when it comes to what they buy. Even with the abundance of data and information available on social media, a consumer's individual attitude still plays a significant role in their decision-making process when making a purchase. Social media content quality matters a lot, thus it should be relevant to the needs of the user. Using social media for marketing purposes involves more than just raising consumer awareness and product sales. It goes beyond that, encompassing maintaining and strengthening the bond between prospective purchasers and businesses. These days, the customer is king and can learn everything there is to know about a product or service by just talking to one another. Hence, businesses and marketers need to exercise extreme caution when it comes to negative publicity on social media as it has the potential to ruin their brand. Repeated viewing of a particular product will entice consumers to purchase that product. In this competitive time, to attain goal and profits, the companies used advertisement as an essential tool.

### References

- [1]. Gorn, G. J. (1982). The effects of music in advertising on choice behavior: A classical conditioning approach. *Journal of marketing*, 46(1), 94-101.
- [2]. Raina D. and Khajuria K, (2012), effectiveness of advertisements in India: An empirical study. *Indian journal of marketing* Vol.42 issues 5, may 2012.

- [3].Maheshwari, P., Seth, N., & Gupta, A. K. (2014). Advertisement effectiveness: A review and research agenda. *International Journal of Social, Management, Economics and Business Engineering*, 9(12), 3886-3890
- [4]. Chan K, and Chan K, “Material content of television Publicity in china: An inform” *Asian journal of announcement vol .15, No1, March 2005*, pp 1-15
- [5], Albernethy, A.M.(1992), The information context of newspaper advertisement. *Journal of current issues and research in advertising*, 14(1), 63-68.
- [5]. Olson, jerry c,and Reynolds, “ Understanding consumers intellectual structures: implications for advertising Approach.
- [6]. Mitchell, Andrew A. ‘Cognitive procedure initiated by disclosure to Advertising in Richard Harris (ed) *evidence processing in advertising*, (1983).
- [7]. Edell, Julie A. and Staelin, Richard (1983), the info processing of images in print announcements, *journal of commerce research*, 10, 45-61.
- [8]. Bashir, A., & Malik, N. I. (2009, November). Effects of advertisement on consumer behavior of university students. In *Proceedings (Vol. 2, pp. 345-63)*.
- [9]. Nasir, S., Vel, P., & Mateen, H. (2012). Social media and buying behaviour of women in Pakistan towards the purchase of textile garments.
- [10]. Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao,Y. (2020). Exploring consumers’ buying behavior in a large online promotion activity: The role of psychological distance and involvement. *Journal of theoretical and applied electronic commerce research*, 15(1), 66-80.
- [11]. Varghese, S., Nandhini M. (2020). The Influence of Demographic Factors on the Customers of Online-Shopping with Special Reference to Kochi City. *Journal of Adv Research in Dynamical & Control Systems*, 12(1-Special Issue).