A View of Social Network Influence Factors and Online Consumer Purchase Behaviour

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Abstract: Nowadays whole world become a village due to technology enhancements and involving technology in the routine work.   In the technology driven world, Internet is part of day-to-day life of the huge preponderance of the world inhabitants. Due to this a new form of interaction and communication that is "online" gaining is more and more prominence.
Online social networks have turn out to be opportunities where industries are capable of make bigger marketing strategies, in a straight line connecting their brands to the consumers, and where consumers can share their acquaintance, opinions and experiences with each other. The social media is now a colossal to connect the whole world market, online payment and digital transaction gives support to the social media. Still pinnacle is far away of the social media due to full fazed acceptance of social media and sent percent trust of public. The aspire of this paper is to explore the factors which play important role to influence of social networks on consumer behaviour.

Key Words: Marketing. Social Media, Purchasing, Consumer, influence.

1. INTRODUCTION:

After a big investigation it is found that the level of influence of social media in purchase behaviour of consumer is one of the purchasing decision-making process and it establish a mode of the influence of trust, perceived usefulness, convenience and community, on consumer's intention to buy. This is basically a revels of correlation stuck between the time spent online and involving in the actively of online community. The trust of online purchasing is concern from time spending on it and the level of influence of that social network has on the purchasing decision. Definitely there is a big change in the insights of the consumer or we can say that this is change of consumers' attitudes about social networks as marketing tool and how they correlate to the collision of social set of connections on purchase decision.

To understand the whole scenario there is strong need to understand the technical parameter of the social media and its mapping to the consumer behaviour. Basically this is mapping of Information technology from the Psychological management.

Some of the earlier views which are true in the present scenario are as follows. Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions – both positive and negative (Sinclaire & Vogus, 2011).

As per Wang, Yu and Wei (2012), online consumer socialization through peer communication also affects purchasing decision in bidirectional way: (1) directly through the conformity with peers, and indirectly by reinforcing product involvement. One of the main advantages of the social networking is its ability to create and manage a diffuse network of weak ties. The information exchange happens between a larger and a broader group of actors and encourages collecting of as many contacts as possible, without deepening connections between the actors in order to gain business advantages. The additional utility that derives from the use of a product or a service when there is an enhancement in the network size of that product or service is called Network effect (Rassega et al., 2015).

2. INFLUENCE FACTOR OF CONSUMER:

The influence of the consumer depends on three basic factors. These factors are very much important to understand which finally gives an attitude to the consumer. This attitude is called as the purchased behavior of the customer.   These factors can basically classify as:
- Psychological Factor
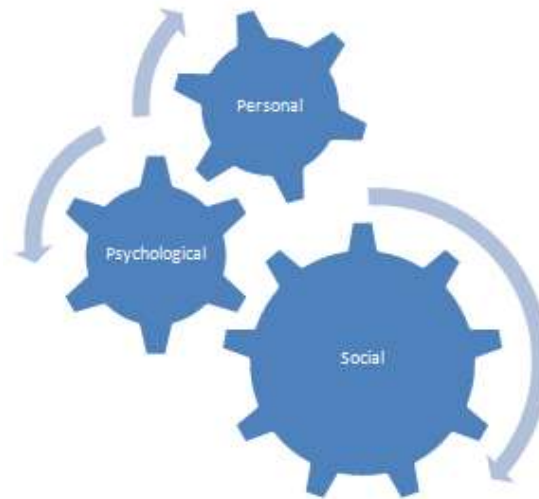- Social Factor
- Personal Factor

Figure 1: Influence factor of consumer

Although these factors are strongly influenced by the culture and livingly hood. The surrounding of the consumer is also very important role with technology support.

Psychological Factor: the psychological factors for social media influence is blend of some factors which comprises motivation, trust, learning and acuity and many more.
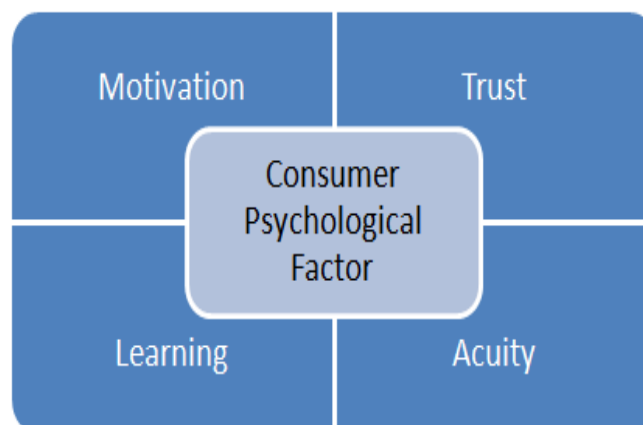

Figure 2; Consumer psychological factor

- **Motivation:** This is basically the cause of consumers' action to fulfill the need and desire. This factor is one's course to actions, or what causes a being to desire to replicate a behavior. One is not motivated by a new one. Motivation comes from within the individual
- **Trust:** It is form of solid belief in the reliability, truth, or ability of someone or something. In the terms of consumer purchase behavior trust on social media marketing is an arrangement whereby a trustee holds property as its nominal owner for the good of one or more beneficiaries.
- **Learning:** In social media there is need of fast learning; media learning is the attainment of information or skills from side to side development in the media tools and technology, experience to work with and deal with, or being taught. Learning is the process of acquiring new or modifying existing knowledge, behaviors, skills, values, or preferences.
- **Acuity:** It is concern from the ability of behaviour on the social media which is ability to take decision about purchase and resolve fine image details. This is what to take decision tactics by the information available on social media.

Personnel Factor: Personal factors may also **affect** consumer behaviour. Some of the important factors that influence personal buying behaviour are: lifestyle, **economic** status, **occupation**, **age**, personality and self esteem. **Age** and life cycle have a **potential** impact on the purchasing behaviour of consumers.

Figure 3; Consumer personal factor

Social media interaction always take place as per the traits or we can say that the personality of the person and the social status. To mainatain the social status people influances the advertisement and marketing which are displayed on the media. In the age of IT various occupation are clubbed with Information technology so each aprson remain in the connectivy of technology. Here technology with social media gives high impact on the consumer purchasing behaviour. Target marketing, Retarget marketing and Segment marketing are very popular tool of digital marketing in associaltion of the Social media marketing.

Social & Culture : how much sociality influence consumer behaviour, it is always depend in which type of society we are living. The Social Media influences on our culture of purchasing. Social media has been a key part of our daily lives. It totally effected our culture in positive and negative ways. Social media enhanced creativity and social awareness for our society by interacting with other people and sharing new ideas and opinions.
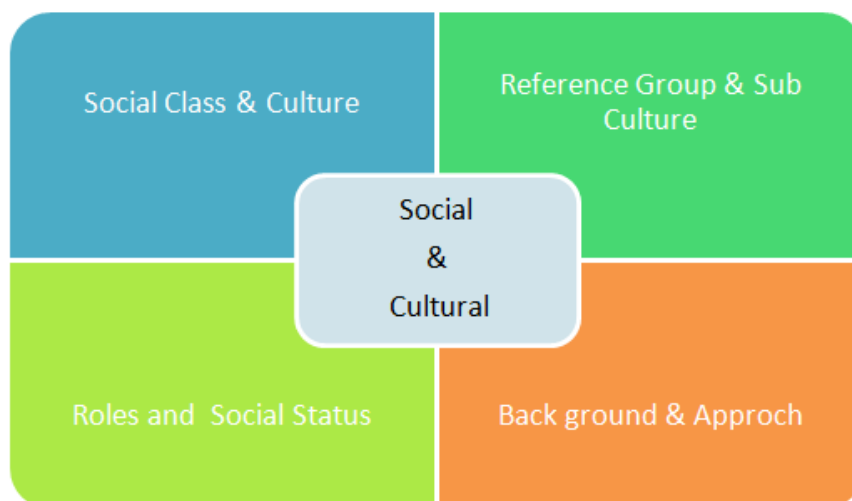

Figure 4; Consumer Social factor

The consumer behavior also depends on the current background of the person. The group in which he is interacting or the reference group he belongs like student and common person uses Facebook media, Professional persons using LinkedIn, the intellectual society worked with twitter and marketing person works with YouTube kind of media.

3. CONCLUSION:
In the fast age of information technology where all the information is available on the internet along with social media. All the commercial promotional program and advertisements are also in mobile so people are more internets social. So definitely the purchase behavior influence by the social media which also provides good range of product and services on affordable mode. The factors which are discussed above are plays key role to develop the psychology of the consumer which influences from the social media for purchasing online.

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