

Influence of Social Media on Consumer Purchase Behaviour in Udaipur City

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Abstract: In the present time it is well known that Social media become outstanding channels for marketers to arrive at consumers. Now social media is direct voice of the consumer. Now each and every brand is running in the race of social media king. Social media has transfigured consumer purchasing behaviour.

The utilization of such platforms like face book, Twitter, LinkedIn and blogs between consumers has matured significantly over the last decades. Social media agree to consumer and gives chance to communicate directly or about you brand with their friends.

This paper aspires to come back with answer of question based on a study concerning the online behavior of 200 social media users to examine how different predictors related to social networking sites have a positive impact on the respondents' perception of online advertisements. The respond preserve lend a hand to find out how to engage with audiences in order to exploit the consequence of the e-marketing.

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

1. INTRODUCTION:

Nowadays the environment for purchasing highly influenced by internet or one can say online purchasing. The culture of online store is now completely in existence. The most important factor to develop such kind of culture is social media. As well the for the most part significant function of social media has changed the way of how consumers and marketers communicate. Furthermore, with social media, consumers can influence other person from side to side reviews of products or services availed. Consumers are also prejudiced through another psychosocial factor like: motivation, brand, company presentation, income or brand's presence on networks, workplace method of payment, type of stores (online or physical),etc. The media has also prejudiced consumer actions from information attainment after purchasing through feedback and retargeting strategy. The most recent years may be account with immense influence of the companies on the social media. Social media network and sites gives an chance for businesses to associate and interact with true consumers, give confidence of intimacy with consumers, and put up all vital associations with possible consumers.

2. OBJECTIVES:

- To find out the impact of Social media and purchasing behavior in Udaipur City
- To perform an analytical evaluation on consequence of social media on online shopping behavior of apparels in Udaipur City

3. RESEARCH METHODS:

- This paper tries to put emphasis on the goods and services review of consumer on social networking sites to endorse marketing and uses quantitative research methodology. To help recognize the consumers and organizations behaviour, a review is being organized through social media consumer and organizations.
- The review is based on separate questionnaires for consumer and the organization. Consumers' review survey questionnaire focused on the outlook which is concern from their purchasing information; also we are trying to cover the influence of others consumers and media on their purchasing choice and opinion about online marketing.

4. DATA COLLECTION:

- Data collection for any review study or survey is very important task. For this study we are collecting primary data. The questions are concern from influential factor of purchasing behavior, online purchasing and marketing, use of social media and receiving advice from the others.
- We had gone through one by one offline survey which is one of the best ways to collect reliable primary data.
- Almost 250 survey forms are filled by consumers who are interaction with social media for purchasing. After a through observation and filling situation 200 forms are incorporated as final primary data bank as they are complete in all aspect.

5. ANALYSIS:

The questionnaire was structured for obtaining good and concise result with preciseness. The study is small but worthy. All the way through the help of the good questionnaire, potential primary data has been collected. As earlier we mentioned interviews of 250 consumers have been taken of 250 and after that 200 potential responders’ data has been finalized. The chief suppositions of the study are as follows:-

| Opinion about social media marketing sites in context of consumer choice | | | |
|--|--------------|-----------------------|------------------|
| SN | Media Site | Number of Respondents | Percentage Share |
| 1 | Amazone | 33 | 16.5 |
| 2 | e-Bay | 28 | 14 |
| 3 | Flip Kart | 20 | 10 |
| 4 | quickr | 7 | 3.5 |
| 5 | Jobong | 21 | 10.5 |
| 6 | Myntra | 22 | 11 |
| 7 | Naaptol | 23 | 11.5 |
| 8 | shoppersstop | 5 | 2.5 |
| 9 | shap deal | 36 | 18 |
| 10 | olx | 5 | 2.5 |
| | Total | 200 | 100 |

Table 1 : Opinion about social media marketing sites in context of consumer choice

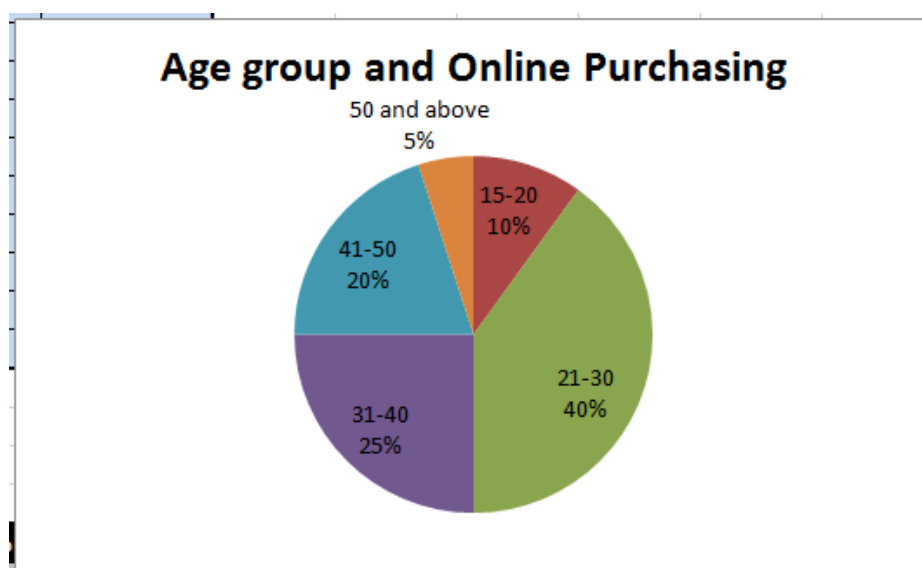


Figure 1: Age group and online purchasing ratio

- The study discovered that 40% of age group 21-30- years were involved in the study for finalizing the influences. (See figure 1)

- It is come out that female respondents were 140 and male respondents are 60. Thos we can say Online Shopping is favoured by the females to a certain extent than males.
- As per the opinion of the responders the most favoured site for online shopping is snap deal. (See Figure 3).

Percentage Share

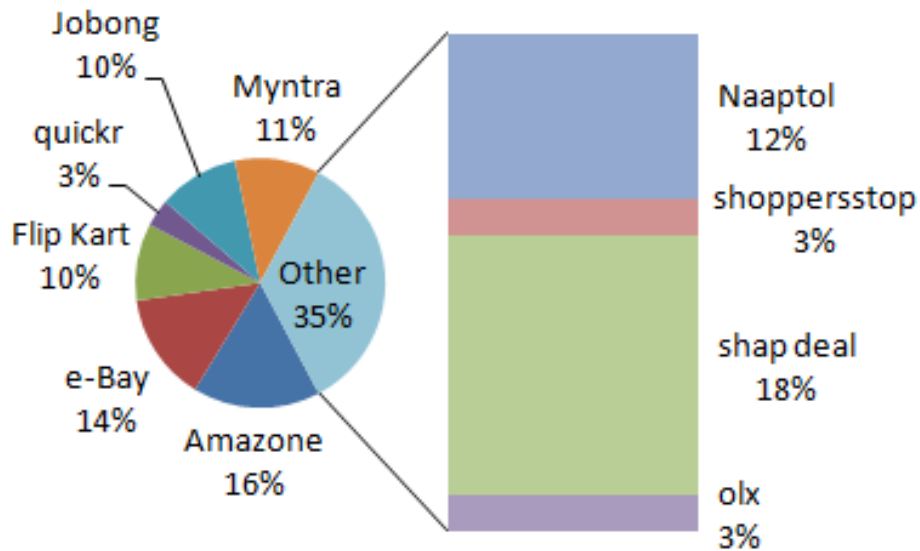


Figure 2 : Percentage share of top social media

In the study we also find opinion about consciousness of online marketing between the potential users in Udaipur city. We have also found out the ratio of reception of online marketing among consumers and the impact of online-marketing on purchase decision of consumers.

| Goods and Services respondents were interested to shop | | | |
|--|-----------------------|-----------------------|------------------|
| SN | Media Site | Number of Respondents | Percentage Share |
| 1 | Clothing | 37 | 18.5 |
| 2 | Grocery | 35 | 17.5 |
| 3 | Furniture | 7 | 3.5 |
| 4 | Books and stationery | 16 | 8 |
| 5 | Household | 30 | 15 |
| 6 | Kids and baby product | 10 | 5 |
| 7 | Electronic | 24 | 12 |
| 8 | Jeweler | 13 | 6.5 |
| 9 | Footwear | 10 | 5 |
| 10 | Home appliance | 18 | 9 |
| | Total | 200 | 100 |

Table 2 : Goods and Services respondents were interested to shop

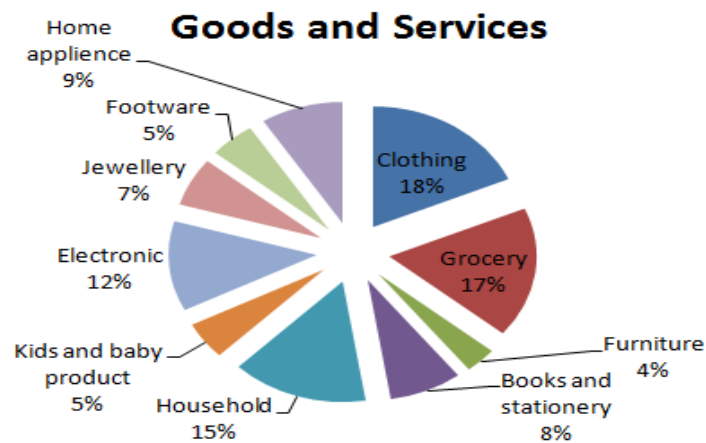


Figure 3 : Goods and Services respondents were interested to shop

6. OUTCOMES:

- Online-shopping is more expedient due to time saving, cost effective and availability of variety at single place.
- Young generation as the age group 21-30 years and 30 to 40 consequentially involved in online shopping
- Online Shopping is favored by the females to a certain extent than males
- Educated persons are believe in the online shopping despite the normal educate.
- Most preferred websites are Snap deal and Amazon in the Udaipur City according to responders.
- It frequency of purchasing is fortnightly.
- Most of the respondents are attracted to shop Clothing and Grocery.
- Various responders are happy with cash on delivery and online payments also.
- Responders are satisfy with payment mode and service
- Responders are interested with promotional advertisements and retargeting messages.

7. CONCLUSION:

Nowadays it is obvious that online marketing in the course of social media is gaining popularity among people. Also to build brand and make services and goods globally recognized online marketing is simple and big enough. Now all types of companies are focus and start selling their products online. In which social media can play a very crucial role so there is a large scope for apparel marketers and retailers to promote their products through social media if designed and processed in the quick, secure and qualitative way. An evaluation of this extent exposed that persons, who purchase online, professed significantly greater profit in terms of availability, wider selection, meets the expectation of the consumers. In a nut shell we can conclude that online purchasing of apparels has a potential to grow, only proper boosting needs to be done which can be effectively done by social media only.

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