

# Impact Of social media On Buying Behaviour of Consumer with Special Reference to Youth in Mumbai Region

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## **Abstract**

This study is conducted to find out the effects of social media networking on the buying behavior of the consumer and their purchase decision with special reference to youth by taking more than 100 observations from Mumbai city. The study has used a quantitative research design. A descriptive and causal-comparative research design has been incorporated in this study. All the data were collected from primary data sources and secondary data is used for reference purposes. Reliability test, correlation, regression analysis, and hypothesis testing have been done in this research. These tests helped to see the effect of social media networking on Mumbai's consumer purchase decisions with special reference to Youth in the city.

**Keywords:** Consumer, Consumer Behaviour, social media, online shopping, consumer buying process.

## **Impact of social media on Buying Behaviour of Consumer**

Now a days most of the people are hooked on social media. According to the latest data, as of 2022, the average amount of time spent on social media worldwide is 151 minutes per day. There is three-minute increase on 2021 numbers, and it is the highest ever recorded numbers till date. social media affects society in many ways, positively it helps in spreading information, sharing videos, improving connectivity throughout the world as it has revolutionised the communication system throughout the world.

**Social Media:** Social media are combinations of various web technologies that help in interaction and sharing of information through virtual communities. It is an internet-based application that facilitates sharing of views, videos, and information all around the world. Social media is a digital technology that facilitates the sharing of text and multimedia through virtual networks and communities. The social media platform includes Facebook, Twitter, Snapchat, Instagram, WhatsApp, Research Gate, Linked Inn, Pinterest, YouTube etc. Social Media is classified into 10 areas, they are as follows:

## **10 types of social media are.**

1. Social networks includes Facebook, Twitter, Instagram, LinkedIn, TikTok etc.
2. Discussion forums such as Reddit, Digg, Quora, Clubhouse etc.
3. Image-sharing networks includes Instagram, Flickr, Photobucket etc.
4. Bookmarking networks includes Feedly, Flipboard, Pocket, StumbleUpon, Pinterest etc.
5. Blogging and publishing networks such as Medium, WordPress, Facebook, Tumblr etc.

6. Consumer review networks includes Trip Advisor, Yelp, Open Table, Google My Business etc.
7. Interest-based networks such as Strava, Peanut, Goodreads etc.
8. Sharing economy networks includes Lending club, Couchsurfing, Eatwith etc.
9. Social Shopping Networks such as Instagram, Poshmark, Facebook, Etsy etc.
10. Video Hosting Platform includes You Tube, Tik Tok, Snapchat, Vimeo, Instagram etc.

**Buying Behaviour:** It is a pattern of behaviour of consumer while evaluating, buying, using, and disposing of product. It helps to understand why, when, and how consumers do their shopping. Consumer behaviour as the actions and decisions processes of people who purchase goods and services for personal consumption.” (Engel, Blackwell, and Mansard). “Consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.” (Louden and Bitta)

**Consumer Buying Process:** Behind the visible act of making a purchase lies an important decision process that must be investigated. The stages a buyer passes through in making; choices about which products and services to buy is; the purchase decision process. This process has five stages (Roger A. Kerin et al.2007). A consumer buying process includes various steps such as:

- Need identification to buy the product
- Information search relating to product.
- Listing of alternative brands.
- Evaluating the alternative (CBA).
- Purchase decision.
- Post-purchase evaluation.

**Consumer:** A consumer is a person or a group who intends to order, or use purchased goods, products, or services primarily for personal, social, family, household, and similar needs, who is not directly related to entrepreneurial or business activities. (Wikipedia) The ultimate user of the product who purchases products for their personal use. The Consumer Protection Act defines a consumer as a person who buys goods or services for consideration (not for resale). Also, a consumer is who uses the goods and services with the permission of the person who purchases goods or services.

**Electronic Media:** It includes the internet, television, smart phones etc., these are electromechanical instruments used for communication purposes. This media can be shared on any electronic devices. It is a form of mass media. Electronics Media is a form of media that one can create and distribute among people via electronic medium. This form of media has a broad range of audiences, it has a greater reach than the static or print media. Media that is involved with electrical energy and platforms is called electronic media.

### **Social Media and its impact on Buying Behaviour of Consumer**

Social media has great influence on the buying behaviour of consumers, especially, when they are trying to create awareness about their products. When people face a problem, they start searching for a solution. But most of the times people do not know which product or service will solve their problems.

The relationship between a business and its customers now has a new facet thanks to social media. A brand is no longer a distant, nameless thing we only learn about in books or on Google. Analysing a brand's

network enables you to evaluate its principles, current news and products, and relationship with its target market (Sahil Nalkande 2022).

Even the most dazzling, high-budget television ad can't deliver what social media offers for free: authenticity. Consumers take to channels like Twitter and review sites like Yelp to praise, champion and criticize different products and businesses. Buyers are more likely to trust this unfiltered peer feedback from people who have already tried a product or engaged with a brand (Suman Shridhar 2021).

The algorithms of social platforms with buying options help to expose your brand's services or items to relevant audiences dictated by triggers such as demographics, geographics and interest, all with the help of paid promotion (Rebecca Kowalewicz 2022).

### **Objective of the research:**

Social media provide big platform to businessmen to connect with the large number of audiences worldwide. It is one of the fastest growing media in the world. Social media influence the buying behaviour of consumer in greater way. As per the article in Times of India dated 6<sup>th</sup> April 2023. The young generation Consumers aged 35 years and beyond are the merging as new shopper on online platform. COVID 2019 result in increase in digital shopping which continue even post pandemic. 67% of online shopper are belong to young generation. The objective of this research is to find out the impact of social media on the buying behaviour of consumer with special reference to young generation post pandemic.

Research Questions:

1. How does social media affect consumers in different stages of their decision making?

### **Literature Review**

The social media revolution has changed the world. The fresh approaches to find and get information about the vast array of products and services available on fingertips. Social Media has made it possible for consumers to connect with and talk about companies one another in a rapid and easy manner. (Bharati Shukla and Himanshu Singh 2018).

Marketers could consider that social media does influence buying behaviour. According to the recommendations on purchases, 59% of all respondents were using Facebook as their social media tool when they received a product recommendation. Thirty seven percent of all users were using Twitter. From these results, social media has influenced their buying behaviour (Sachin Gupta and Chahat Chopra 2020). A study in 2017 asked digital buyers about how they make purchase decisions online. Nearly half reported that reviews, comments, and feedback on social media impacted their shopping choices (PricewaterhouseCoopers 2018).

The recent developments in digital and social media landscape has shown that marketers are more embracing social media to attract, engage and transact with their customers. Social media marketing has become more popular with the increased fame of websites such as Twitter, Instagram, Facebook, LinkedIn, and YouTube. Social media marketing refers to marketing done through social media or social networking websites. The widespread use of the web and the growth in the use of digital media has led marketers to look for new platforms to communicate with customers. Over the past decade, the planet Wide Web has been an extension of user-centric web technologies such as media sharing, platforms, blogging, and social networking (Raman R. Tirpude 2022).

Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore, many companies today have pages on social networks to complement the

information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. (Elisabeta Ioană, Ivona Stoica 2014).

Social Media is shifting the power from marketers to consumers, because regarding to the democracy allowed in social media all users as consumers can now be in contact with each other exchanging the information about products and services, which push marketers changing their old methods to match the new needs of consumers, and contact with them in individual as possible as they can, especially in their purchasing decision by using social media as marketing channel in both free as word-of-mouth and paid as social media advertising (Dibas Gaude 2019).

Adopting a holistic marketing orientation requires understanding about customer and their daily lives and the changes that occurs during their lifetimes, so the right products are always marketed to the right customers in the right way (Kotler/Keller 2016). Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure. (M. Koteshwari 2021).

With the increase in use of social media, companies are now considering the value of it in shaping the consumer perception, increase in brand value and to influence the buyer's decision. Now companies also know that they can have a strategic approach to use the social media to get the advantage over those that don't use it. To access the impact of Social media on Consumer Buying Behaviour, the literature review and the data analysis on its use and perception of the customers can be used in identifying the best strategies for making an improvement in consumer engagement through Social media. (Sony Varghese & Mansi Agrawal 2021)

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram is not only a tool for individuals, but also for businesses. The photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products. According to Instagram's website, more than 1 million advertisers worldwide use Instagram to share their stories and drive business results. Additionally, 60% of people say they discover new products through the app. The Explore tab of the Instagram app allows members to search for user accounts to follow or find user photos by searching hashtags or geotags. (J. Saujanya & Shreya Singari 2014)

### **Research Methodology**

The study is based on primary data and secondary data collection. The study has used quantitative research design. Descriptive and causal comparative research design has been incorporated in this study. Descriptive research design gives the description of phenomena or characteristics associated with a subject population. It even helps to estimate the proportions of a population that have these characteristics. And finally discovers the associations among different variables. Similarly, causal comparative relationship analysis how one variable affects, or is responsible for, changes in another variable. The relationship of independent and dependent variable is shown here. A total of 100 samples were taken inside the Mumbai City. Descriptive statistics, ANOVA, regression and Correlation analysis as the major analyses tools used in this research.

## Scope of Research

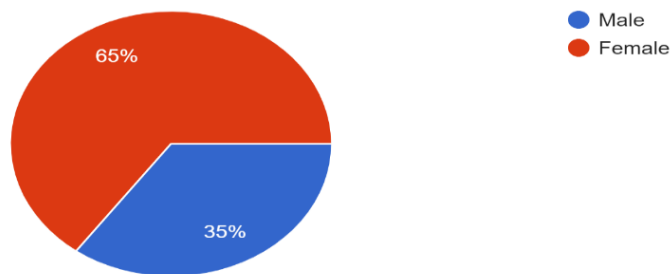
This research will throw a light on the new dimension of buying behavior post internet expansion. It will open new avenues for research scholars to understand and further study on the effect of social media on the buying behaviour of consumers. As this research covers only Mumbai region therefore research scholars can explore other cities and countries in the same area.

**Data Analysis:** Primary data is collected from 117 respondents from Mumbai region and followings are some of observations.

### 1. Gender wise distribution

Gender

117 responses

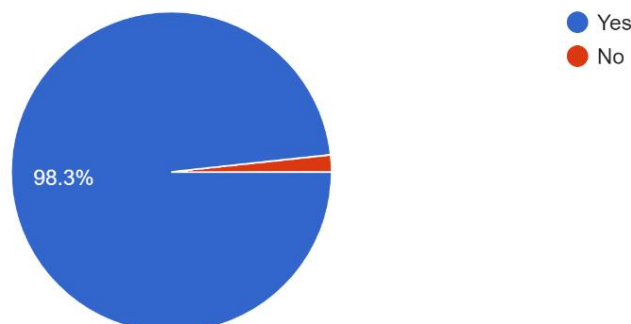


Out of 117 responses 76 respondents are female i.e., 65% and remaining 41 respondents are male i.e., 35% of respondents. Most of the online shopper are female. With the latest data published in January 2023, we can see that at the growth rate of 1%, there is now around 448.8 million Facebook users in India. With male users account for around 72.99% and female users account for around 27.01%.

### 2. Usage of social media

Do you use Social Media

117 responses



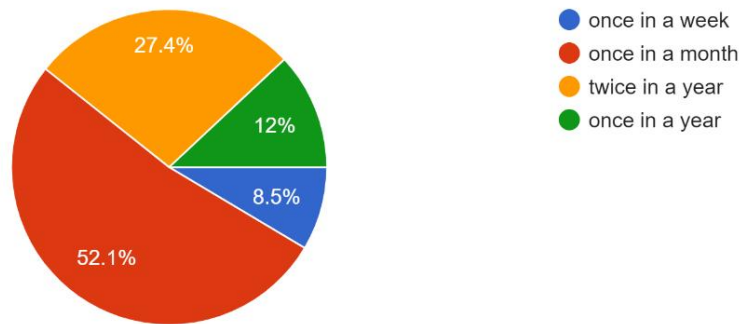
Social media is used by almost 99% of the respondents. It is very rare in current scenario that people are not using social media. There are 4.9 billion social media users globally, meaning 60.49% of the global population use social media. The global social media users are forecasted to reach 5.85 billion by 2027. Facebook is the biggest social media platform, with 3.03 billion users. (Rohit Shewale 2023). Meanwhile,

data published in the ad planning tools of top social media platforms indicates that there were **398.0 million** users aged **18 and above** using social media in India at the start of 2023, which was equivalent to **40.2 percent** of the total population aged **18 and above** at that time. There were **467.0 million** social media users in India in January 2023.

### 3. Frequency of usage

how often you does shopping

117 responses

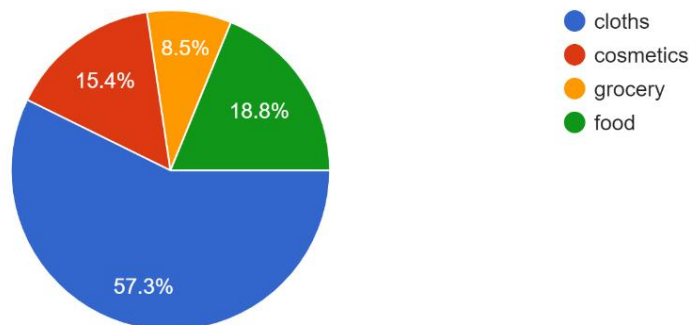


Out of 117 respondents 52% of respondents replied that they shop at least once in a month, 27% of respondents prefer to shop twice in a year, 12% of respondents prefer to shop once in a week and round about 9% of respondents prefer to shop once in a week. According to a survey by Rakuten Insight on online shopping behavior in India conducted in June 2022, about 24 percent of respondents chose to shop online several times in a week. In contrast, about 10 percent of consumers stated that they would never shop online.

### 4. Nature of shopping

what you generally purchase on line

117 responses



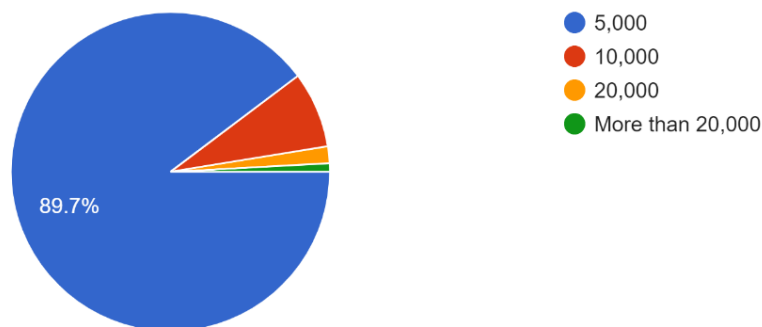
Looking at the shopping behaviour for various goods mostly cloths are the preferred item for shopping online i.e., 58% of respondents followed by food items i.e., 18% and then cosmetics 15% and grocery 9%.

The variety of products that can be purchased online is continuously growing. Among Indian consumers the two most popular categories for online purchases are Clothing and Shoes. 58 percent and 46 percent of consumers respectively chose these answers in our representative online survey. The survey was conducted online among 2,019 respondents in India, in 2023.

## 5. Amount spends on online shopping.

How much amount you spend on online shopping

117 responses

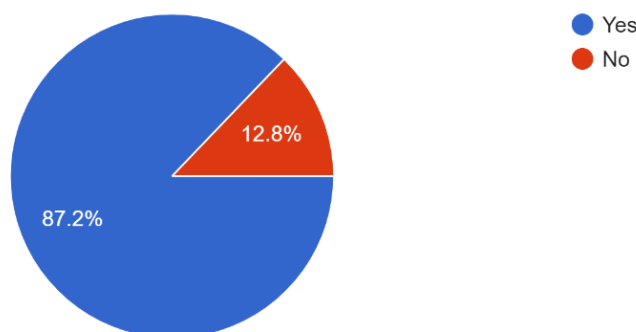


From the survey we can conclude that 90% of respondents spends rupees 5000/- per month for online shopping, The pandemic accelerated digital penetration by 12–24 months across different sectors, which will boost the adoption of e-commerce in reaching a total of 350 to 400 million online shoppers spending \$150 billion by 2025.

## 6. Influence of social media on buying behaviour

Do you believe that social media influence your buying behavior

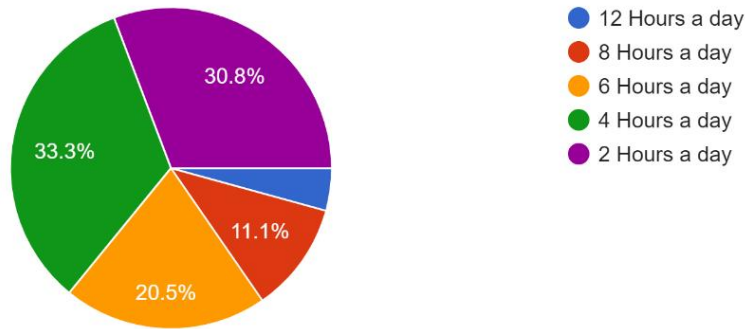
117 responses



Nearly 87% of respondents accept that social media influence their buying behaviour. Many social media users have signed up for social media groups that they are interested in. When consumers see promotions, discounts, and deals on social media, it influences their buying behavior.

### 7. Time spends on social media.

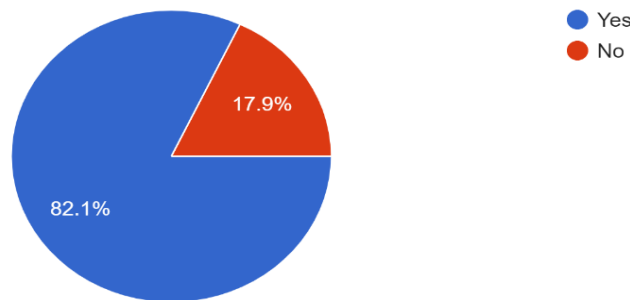
How much time do spend on social media  
117 responses



As per the data collected 33% of respondents spend 4 hours a day on social media, 30% of respondents spends 2 hours a day, 20% of respondents 6 hours a day, 11% of respondents spends 8 hours a day on social media and 4% of respondents spends 12 hours a day on social media. It can be concluded that average time spend by the respondents is nearly 2 hours a day whereas many teenagers spends 4 hours and, in few cases, it is 12 hours a day. Social media influences the young generation and it also influence their buying behavior. Mostly they spend their time on updating their status, writing post, sharing their memories, writing comments, and watching reels etc. The average time spend by teenager on social media is 3 hours.

### 8. Viewership of advertisement on social media.

Do you watch advertisement on social media  
117 responses



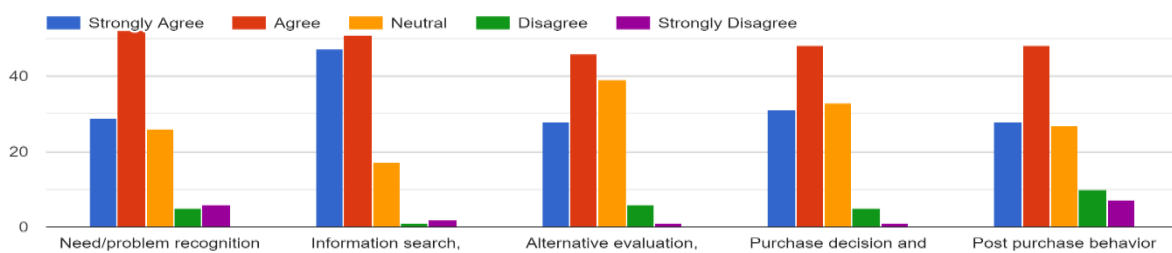
Out of 117 respondents 82% of respondents said they watch advertisement on social media which influence their buying behaviour. More than 4.74 billion people across the world use social media, and in 2022, the number of social media users increased by 4.2%. Ad spending on social media it more than \$173 billion in 2022. In 2023, ad spending on social media is projected to reach more than \$268 billion. Social video advertising is expected to reach \$79.28 billion in 2024. There was a 12% increase in social spending in Q3 2022 compared with Q3 2021. Social media accounted for 33% of all digital advertising spending in 2022. Social media advertising is the second biggest market in digital ads. The U.S. is



the largest social media ad market in the world. Overall, user trust in social media platforms declined in 2022. The CPM of social media advertising in the third quarter of 2022 was \$8.15 USD. By the end of 2022, the volume of social media ad impressions was more than 30% higher than the previous year. The social media ad click-through rate worldwide is 1.2%. In 2022, social media video ad spending grew by 20.1% to \$24.35 billion. (<https://blog.hootsuite.com/social-media-advertising-stats>)

### 9. Impact of social media on consumer buying decision

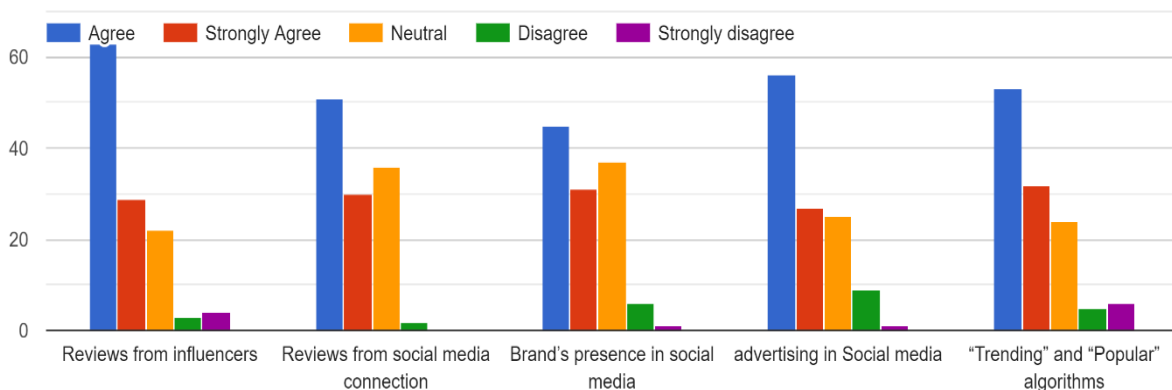
How do you consider the social media impact in each of the stages of your consumer decision making process?



From above data it can be concluded that most of the respondents are agree that social media affect their buying decision process at various stages such as need identification process, information search, alternative evaluation, purchase decision and post purchase evaluation.

### 10. Effect of social media on consumer buying behaviour

How do you consider Social Media Factors that influence consumer buying behavior?

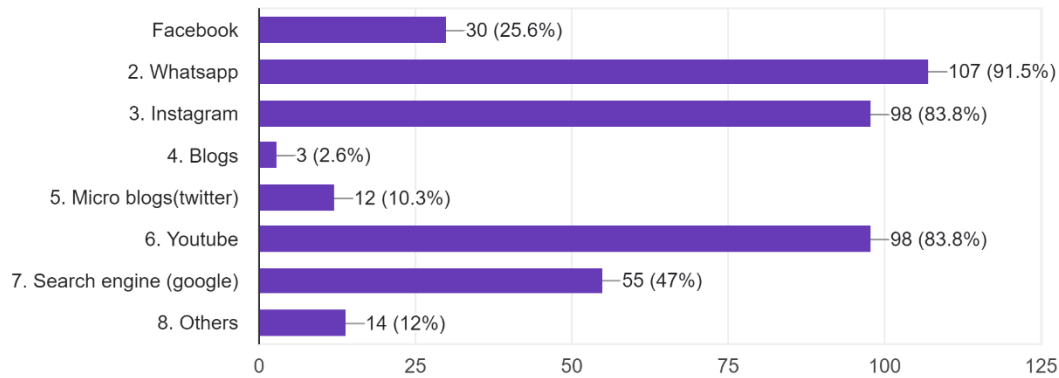


Above data suggest that most of the respondents agrees that reviews from influencers, from social media connection, brand presence in social media, advertising in social media and trending and popular algorithms influence their buying decision process.

## 11. Usage of various social media

Which of the social media do you used?

117 responses



From above data it can be concluded that WhatsApp, Instagram, YouTube and google and Facebook are the most popular social media among respondents whereas Blogs, twitter etc., are not very much popular among youth.

### Findings and Conclusions

From our research we can concluded that Social Media is the most powerful media which affects the buying behavior of consumer, social media is popular among youths and social media such as WhatsApp, Facebook, You Tube, Instagram and Google search are the most liked and used social media among the youth. Social media such as twitter, blogs are not very much popular among youth in India. Social media influence buying behavior of the consumer and frequency of buying online among youth is increasing day by day. Advertisement on social media influences the buying behaviour of consumer and most of the firm prefer to advertise on social media. Social media influences the various stages of buying behaviour such as in case of need identification social media helps to create desire in the mind of audience by continuously advertising new and advance products, during information search social media provide valuable information about various products available online. Social media also helps in comparing various products and helps in alternative evaluation. Social media helps to finalise the buying decision of consumer and after purchase most of the consumer post their post purchase evaluation in form of feedback.

### Limitations

This study is confined to youth in Mumbai region and this study is conducted for limited number of youth i.e., only 117 students from one of the reputed college in the jurisdiction of Mumbai. Further changes in various aspects may affect the buying behavior of the consumer and therefore social media is one of the factor and not the only factor which affect the buying behaviour of the consumer.

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