
“HOW DOES SOCIAL MEDIA MARKETING IMPACT THE CONSUMER DECISION MAKING IN INDIA”

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ABSTRACT

This study investigated the effect of social media marketing on consumer patronage decision making with specific focus on small businesses in Port Harcourt, Rivers State Nigeria. To achieve this, three specific objectives were created, such as to: ascertain the effect of social media marketing on consumer patronage intention; examine the effect of social media marketing on consumer patronage and determine the effect of social media marketing on repeat purchase. To accomplish the set objectives, data were obtained via the use of structured questionnaire, which were distributed and majority retrieved, sorted then the correctly filled copies typed into the SPSS software for analysis. The collected data were tabulated and represented in charts, this was followed with detailed explanations.

Through the regression analysis, the study findings showed that; social media marketing significantly impact consumer patronage intention, consumer patronage and repeat purchase. Based on the findings the study recommended that small business owners should extensively leverage on the social media campaign for effective communication of their product/service offering to social media users. Small business owners should be consistent in engaging social media users as a means of marketing the benefits of their products because it helps to instill confidence in consumers who is showing interest in their product/service offering. Small business owners should endeavour to deliver quality experience to consumers as they eventually patronize their product offerings for the first time. Small business owners should be open to receive feedbacks after a consumer patronize their product offerings.

1. INTRODUCTION

Buyers see lots of ads and products on online and offline every day in their daily life. Marketing through all media affects consumers, but social networking sites are a very significant mechanism to promote and improve the living standard of consumers and increase the energy for occasional viral advertising in social media marketing (SMM). SMM promotion is another adjustment of corporate publicizing which has been received as a new method by numerous organizations. There are numerous customs to promote the brand with the assistance of SMM.

Both two-way correspondence and squeeze promoting are factors that utilize the impact of brand trust on buyers' recognition. Internet life, nowadays, is the best chance available to a product for interfacing by planned purchasers. It has a very much fabricated effect on the buying behavior of a purchaser. The predictable buying procedure of a consumer incorporates search detail data of products and to getting data they decide numerous products and then from those products they assess some products and at last, the ultimate decisions are taken by their requirements.

2. LITRETURE REVIEW

Review of Literature is an explanation of published data regarding the research paper. This part comprises a survey of writing-related with effect of social networking marketing on customer purchasing decisions with reference to FMCG. It reviews the past and current experience regarding social media marketing and impacting factors towards consumer buying decisions with reference to FMCG. It gives an investigation overview of coincidental assessments related to social media marketing and social marketing concerning FMCG things. This is trailed by including the differences between the assessment paper and the obligation of the present research.

Mowen and Brown (1981) said in their study that on a topic of “On Explaining and Predicting the Effectiveness of Celebrity Endorsers: In Advances in Consumer Research” that when a superstar or very famous person appears in an advertisement, lending their image to multiple brands will have less impact on consumers' opinions and messages, because the superstar and the covered brands the connection is not specific or unique. Kaikati (1987) expressing that celebrity or famous people use is certainly not a current phenomenon, celebrity subscription as an advertising practice has a recognized history in the study of Celebrity Advertising: A review and synthesis: in the 18th century, acclaimed potter Josiah Wedgwood spearheaded the use of big names to increase its potential advantage. Sources for the promo are also known as screen characters, actors, and entertainers.

MacKenzie and Lutz (1989) recognized publicizing as a dependability that causes customers to produce or generate general observation towards the unwavering quality, honesty, reliability and acceptability of an advertisement. In the present incredible world, it is for all intents and purposes impracticable and hard for advertisers or sponsors to pass on publicizing messages and data to clients without the use of advancing. Most likely, this may be an immediate

consequence of the globalization and direct section of a few channels for the watcher of this contemporary period. Geetanjali Naidu (2013) in the investigation analysis the impact of social media tools in buying attitude of consumers in Raipur. As indicated by the overview outcome seventy five percent of Indian youth utilize social media for sharing their perspectives, conclusion, and remark in visit sites. The research paper concludes that residents utilize SMM destinations broadly for gathering data for buying products.

3. RESEARCH OBJECTIVE

- 1: To identify the factors of social media influencing consumer decision-making process.
- 2: To assess the credibility of information available at selected social media platforms in influencing consumer decision-making process.
- 3: To assess credibility dimensions viz. Currency, Coverage, Accuracy, Authority and Objectivity of information available at selected social media platforms in influencing consumer decision-making process.
 - A. To assess Currency of information available at selected social media platforms in influencing consumer decision-making process.
 - B. To assess Coverage of information available at selected social media platforms in influencing consumer decision-making process.
 - C. To assess Accuracy of information available at selected social media platforms in influencing consumer decision-making process.
 - D. To assess Authority of information available at selected social media platforms in influencing consumer decision-making process.
 - E. To assess Objectivity of information available at selected social media platforms in influencing consumer decision-making process.
- 4: To identify the most engaging stage of Social Media Engagement Stages for consumer decision-making.
- 5: To identify the most effective stage out of Social Media Engagement Stages in generating influence on consumer decision-making.
- 6: To assess the Informational Influence, Normative Influence and ValueExpressive Influence of social media platforms at various stages of consumer decisionmaking process.
 - A. To ascertain the Informational influence, Normative influence and Value-Expressive influence of social media platforms at need recognition stage of consumer decision-making process.
 - B. To measure the Informational influence, Normative influence and Value-Expressive influence of social media platforms at information search stage of consumer decision-making process.
 - C. To assess the Informational influence, Normative influence and Value-Expressive influence of social media platforms in alternative evaluation.
 - D. To assess the Informational influence, Normative influence and Value-Expressive influence of social media platforms at stage of purchase.
 - E. To analyze the Informational influence, Normative influence and Value-Expressive influence on sharing of post-purchase satisfaction at social media platforms.
 - F. To analyze the Informational influence, Normative influence and Value-Expressive influence on sharing of post-purchase dissatisfaction at social media platforms.
 - G. To analyze the Informational influence of social media platforms on various stages (viz. Need recognition, Information search, Alternative evaluation, Purchase, Post-purchase satisfaction, Post-purchase dissatisfaction) of consumer decision-making.
 - H. To analyze the Normative influence of social media platforms on various stages (viz. Need recognition, Information search, Alternative evaluation, Purchase, Post-purchase satisfaction, Post-purchase dissatisfaction) of consumer decision- making.

4. RESEARCH METHODOLOGY

4.1 Data Designing:

Descriptive Research Design:

Descriptive research aims to describe the characteristics of a phenomenon or population. In this case, researchers would describe the current state of social media marketing practices, consumer behaviour, and decision-making processes in India.

Methods: Surveys, observational studies, and content analysis could be used to collect data on social media marketing activities, consumer engagement, and purchasing behaviours.

Cross-sectional Research Design:

Cross-sectional research collects data at a single point in time to examine relationships between variables. This design could be used to assess the relationship between social media marketing efforts and consumer decision-making outcomes.

Methods: Surveys or content analysis could be conducted to gather data from a diverse sample of Indian consumers, allowing researchers to analyze correlations between social media exposure and purchase behaviour.

Longitudinal Research Design:

Longitudinal research collects data from the same subjects over an extended period to track changes and trends. This design could provide insights into the long-term effects of social media marketing on consumer decision-making in India.

Methods: Longitudinal surveys, social media monitoring, and tracking studies could be employed to follow participants' behaviours and attitudes over time, allowing researchers to identify patterns and causal relationships.

Experimental Research Design:

Experimental research involves manipulating variables to assess their effects on outcomes. In this case, researchers could conduct experiments to test the impact of specific social media marketing interventions on consumer decision-making.

Methods: Researchers could design controlled experiments where participants are exposed to different types of social media content or marketing messages, and their subsequent purchase intentions or behaviours are measured.

Qualitative Research Design:

Qualitative research aims to explore phenomena in-depth, often focusing on subjective experiences and meanings. Qualitative methods could provide insights into the underlying motivations, perceptions, and attitudes shaping consumer responses to social media marketing in India.

Methods: In-depth interviews, focus groups, and ethnographic studies could be conducted to gain a rich understanding of consumers' lived experiences with social media marketing and its influence on their decision-making processes.

4.2 Data Collection:

1. Sampling Frame:- The sampling frame will consist of Reliance Trends customers who have interacted with the brand through various channels, including physical stores, online platforms, and promotional events. This includes both existing customers and potential customers who have engaged with Reliance Trend Marketing within a specified timeframe.

2. Sampling Methods: To investigate how social media marketing impacts consumer decision making in India, you could employ various sampling methods. One common approach is stratified sampling, where you divide the population into relevant strata (e.g., age groups, income levels, geographic regions) and then randomly select samples from each group to ensure representation. Another option is convenience sampling, where you select participants based on their accessibility or willingness to participate. Additionally, you might consider snowball sampling, where existing participants refer others who fit the study criteria. Each method has its advantages and limitations, so choose the one that aligns best with your research goals and resources.

a. Probability Sampling: A stratified random sampling approach will be employed to ensure proportional representation of different customer segments based on demographics (e.g., age, gender, income), geographic location, and shopping behavior. This method will enhance the generalizability of findings by reducing sampling bias and ensuring adequate representation of diverse perspectives.

b. Non-Probability Sampling: Convenience sampling may also be utilized to supplement probability sampling methods, particularly for practical reasons such as accessibility and cost-effectiveness. However, efforts will be made to minimize potential biases associated with convenience sampling through careful selection criteria and data analysis techniques.

3. Sample Size Determination:- The sample size will be determined based on statistical considerations, including the desired level of confidence, margin of error, and anticipated effect size. A larger sample size will be targeted to ensure statistical power and reliability of findings, especially for subgroup analyses and inferential statistics.

4. Sampling Plan:

a. Stratification: Customers will be stratified into distinct segments based on demographic characteristics (e.g., age, gender, income), geographic location (e.g., urban, suburban, rural), and other relevant variables identified through preliminary research.

b. Random Selection: Within each stratum, customers will be randomly selected using systematic random sampling or simple random sampling techniques to ensure equal probability of selection for all eligible individuals.

c. Sampling Distribution: Sampling distribution will be determined based on the proportional allocation of sample sizes to each stratum, taking into account the relative importance of different customer segments and the desired precision of estimates.

5. Sampling Procedures:

a. Data Collection Channels: Surveys, interviews, and focus groups will be conducted through multiple channels, including online platforms, in-store interactions, and community outreach events, to reach a diverse pool of respondents.

b. Data Collection Period: The data collection period will be carefully planned to capture seasonal variations, promotional events, and other temporal factors that may influence customer satisfaction levels. Multiple waves of data collection may be conducted to track changes over time and assess the longitudinal trends.

5. DATA ANALYSIS

This chapter explores the results and conclusions of the collected data, which are consistent with the objectives of the study and analyzed in accordance with the study design. The results and conclusions are showed in the form of figures and tables using the SPSS software. The data/information has been analyzed with the descriptive statistics, Average Method, Binary Logistic Regression, Chi-Square Test, Percentages and Ranking Methods.

Consumer Awareness and Social Media Marketing

A relationship was found between the consumer awareness and social media marketing channels. The table below presents the extent to which the various social media channels are used by the respondents. Relationship between different variables and monthly expenditure on FMCG products denoted between 1 to 4. The respondents respond on the basis of a scale of 1-4 where 1 meant 'less than Rs. 3,000', 2 meant Rs. 3,000 to Rs. 6,000, 3 meant Rs. 6,000 to Rs. 8,000 and 4 meant 'more than Rs. 8,000' spent money on FMCG products. This means that the higher the percentage value in particular column/category is higher the monthly expenditure on FMCG products accordingly.

Relationship between Different Variables and Monthly Expenditure on FMCG Products

Variable	Monthly Expenditure on FMCG (in percent)				Total	
	Below Rs. 3,000	3,000-6,000	6,000-8,000	More than 8,000		
Gender	Male	49.6	22.3	12.1	15.9	100
	Female	54.1	25.5	7.7	12.7	100
Marital Status	Married	47.7	24.9	11.7	15.7	100
	Un-Married	57.1	22.2	7.9	12.8	100
Age	Below 25 Years	62.4	19.7	8.5	9.4	100
	25-35 Years	47.1	19.0	11.8	22.2	100
	35-45 Years	44.9	30.8	11.5	12.8	100
	Above 45 Years	60.3	25.9	5.2	8.6	100

Variable	Monthly Expenditure on FMCG (in percent)				Total	
	Below Rs. 3,000	3,000-6,000	6,000-8,000	More than 8,000		
Education	Up to 12 th	63.4	36.6	0.0	0.0	100
	Graduate	60.3	27.9	5.9	5.9	100
	Post Graduate	47.0	18.3	13.5	21.3	100
	Others (Diploma etc)	47.1	23.1	13.5	16.3	100
	Student	71.4	26.6	1.3	0.6	100
Occupation	Businessman	51.5	21.2	13.6	13.6	100
	Govt. Employee	33.3	22.7	22.0	22.0	100
	Professional	51.9	23.5	0.0	24.7	100
	Others	40.5	21.4	16.7	21.4	100
Monthly Income	Less than 25,000	70.7	25.3	1.7	2.3	100
	25,000-50,000	42.7	39.0	8.5	9.8	100
	50,000-75,000	40.0	16.2	21.0	22.9	100
	More than 75,000	40.7	17.9	13.8	27.6	100
Total	54.1	25.5	7.7	12.7	100	

(a) Relationship between Gender and Monthly Expenditure on FMCG:

The distribution of monthly expenses of the consumers by gender is showed in above table . The table explain that 49.6%, male and 54.1% of female respondent's expenditure on FMCG are in the category of less than 3,000 while 22.3% male and 25.5% female were in the group of 3,000 to 6,000. Furthermore, the table shows that 12.1% male and 7.7% female respondents form a group of monthly expenses set of 6,000 to 8,000 and 15.9% male and 12.7% female respondents were from more than 8,000 categories. The table showing that the male respondents have slightly more expend on the FMCG products rather than female respondents.

(b) Relationship between Marital Status and Monthly Expenditure on FMCG:

The monthly expenditure distribution pattern of respondents with marital status wise is presented in the above table . The table shows that 47.7% married and 57.1% unmarried respondent's expenditure on FMCG were in "less than 3,000" while 24.9% married and 22.2% unmarried were in the group of "3,000 to 6,000". Furthermore the table shows that 11.7% married and 7.9% unmarried respondents form a group of monthly expenses of "6,000 to 8,000" and 15.7% married and 12.8% unmarried respondents were from "more than 8,000" categories. The table shows that the married respondents have expend more on the FMCG in the all categories other than the un-married spent less money on FMCG.

(c) Relationships between Age and Monthly Expenditure on FMCG:

The distribution of monthly expenses of the consumers by age is showed in table above. The table explain that in the category of monthly expenditure "Less than 3,000" the 62.4% from the age of below 25 years, 47.1% from 25 to 35 years, 44.9% from 35 to 45 years and 60.3% from the age of more than 45 years consisted. In another category of 3,000 to 6,000, the 19.7% respondents from the age of below 25 years, 19% from 25 to 35 years, 30.8% from 35 to 45 years, and 25.9% from more than 45 years were considered. In the group of 6000 to 8,000, only 8.5% was from the age of below 25 years, 11.8% from 25 to 35 years, 11.5% from 35 to 45 years, and 5.2% from the age of more than 45 years had found. Further, in the category of more than 8,000 and in the age group of below 25 years was 9.4 %, 22.2% from age of 25 to 35 years, 12.8% from 35 to 45 years, and 8.6% from the age of 45 years. The table shows that there is not much difference in case of less expenditure on FMCG products, but in case of expenditure of "more than 8,000 groups" the young age between 25 to 35 years has expend more on FMCG products.

6. LIMITATION

There are different factors like education, occupation, pay, sex, age, and a lot more that are influencing purchaser behavior and online media as well.

1. here are various types of social media platforms that can influence the consumer buying decision but in this study a limited channel were considered like Twitter, WhatsApp, YouTube, Facebook, Instagram, LinkedIn, and OLX.
2. There numerous online media promoting and person-to-person communication destinations whereas some of them are a lot significant while some are not significant.
3. There are numerous users of online media organizing like sending messages, downloading, transferring, significant messages transmission, and some more are not covered.
4. The information/data gathered for the study was in the year 2020 on consumers of Delhi.

7. RECOMMENDATION

1. The advertisement about products should be clear that the regular customers can easily understand.
2. Advertisement approach ought to be planned as needs be geological, to remember the financial status of the customers.
3. Comparison can be made between the traditional method of media and digital based media communication.
4. Traditional media is additionally influencing the conduct of purchasers so the online media give the most recent updates and increase the information society as a rule and customers specifically.
5. The reiteration (repetition) of the advertisements on social media may diminish the interest of the viewers and, consequently, notices ought to be given on digital and print media.
6. Online designing can catch the consideration of the online customers, they can straightforwardly arrange from the online web-based interface.
7. Shelf planning is an extremely valuable device to stand out for them and loving perspective point, when they visit the shop, consequently shelf advertisement get their advantage and they will purchase the FMCG products.
8. Teasing or surprising advertisements like (most recent expansion is coming soon) are additionally extremely productive to stimulate the customers.
9. Product recommendation is basic practice, through this way various purposes can be accomplished.

10. Getting the customers to have an emotional connection with the image is one of the keys to keeping them faithful with their brands.
11. Add the different facility in the FMCG advertisement to get the most extreme interest of the customers.
12. Social media have an extraordinary impact nowadays; commercials through social media will be extremely productive to extend the offer of FMCG.

8. CONCLUSION

The first objective was set to study consumer awareness towards social media marketing. The results found that all the participants who participated in this study are aware of SMM tools. The research also found gender-wise exposure by different SMM platforms with the respondent's different age. Based on time spent and uses of SMM sites per week, WhatsApp is the most useable social media site followed by Youtube, Facebook, Instagram, Other Social Media Sites, LinkedIn, Twitter, and OLX. These social media are used very frequently by customers. The "WhatsApp" social networking sites are used more frequently than Youtube, Facebook, Instagram, Twitter, LinkedIn, OLX, and other sites. In the study, found that the residents of Delhi are using these social media sites for buying fast-moving consumer goods and proved that customers are aware of social media sites for buying FMCG.

The second goal is to analyze the conceptual framework of SMM related to FMCG. The research emphasizes the characteristics of SMM communication and the difference between traditional marketing communication and digital marketing communication. In this study, social media channels are explained by ranking. The study also describes the digital statistics of India and shows the benefits of digital marketing communications in India. The study also explained the concept of the purchase decision process, studied in detail the impact on consumer decision making, and explained the main research results of digital marketing.

9. REFERENCES

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