Social Media on Buying Behavior – An Impact Study

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Abstract: The aim of this paper is to investigate the impact of social media on buying behavior. This study is to recognize the effectiveness of social media, effectiveness of buying behavior and problems of social media on buying behavior. The study is based on the survey of engineering college students of Chennai. The study reveals the vital role of the social media in making the positive impact on buying behavior among the students. It is an outcome of the study that, the social media like Facebook, Instagram and Twitter are highly effective on the students buying behavior. Also, a model changing students buying behavior towards selecting certain product, age group by using the most suitable social media and buying behavior equation will be the best tool for products reach and advertisement. Output of this study will help online marketers, bloggers, vendors, executives and marketing managers to adopt social media effectively and efficiently to promote and maintain the existing customers, attract more users in order to achieve their goals and solving problems that are related to the usage of social media.
Keywords: Social Media, Impact, Buying Behavior, Effectiveness, Chennai Students.

Introduction

The time of new media has arrived, messaging is starting to assume job in our everyday lives. It has far outgrown the phase of being a helpful expansion to a telephone and has showed into an expansion for some individuals. The purchasing conduct is a standout amongst the most basic issues for this situation, since understudies utilize their parent's cash to purchase (King, 2014). Online life is assuming noteworthy jobs in various parts of our lives. What is fascinating in internet based life is that it bolsters clients in a few divisions, for example, business, showcasing, publicizing and training (Hennig, Thorsten, Andre, & Paul, 2009). From business point of view, organizations and purchasers can interface straightforwardly by social media with one another, and in this manner discover whatever items and administrations are searching for (Parson, 2013).

With the guide of information and present day correspondence developments, buyers can shop by methods for internet using a couple of social media and unmistakable destinations (Toomey, 2009). This sort of shopping mode can arrive in a couple of names, for instance, online shopping; electronic acquiring behavior and internet shopping all insinuates the path toward purchasing and buying things or organizations by methods for the Internet using a couple of social media and differing destinations (Li & Zhang, 2002). Social media is online administrations which are otherwise called social networking sites allude to network of connections and communications among various clients gatherings or people (Kempe, Kleinberg, & Tardos, 2003). Social media, for example, Facebook, Instagram and Twitter empower clients to keep up incredible

associations among themselves too with others (Ellison, Steinfield, & Lampe, 2007) by accomplishing more than one undertaking and encouraging the method for correspondence and sharing distinctive data remarks, musings, recordings and pictures (Kietzmann, Hermkens, Mccarthy, & Silvestre, 2011).

Customers today are continuously using innovation and especially social media as a powerful instrument in their web based shopping process. This procedure can be characterized similar to an electronic procedure that enables shoppers to manage representatives and address their buys' issues. Social media have assumed significant job in spreading this marvel quicker (Hennig, Thorsten, Andre, & Paul, 2009). Connecting with buyers on social media may bring about expanding potential purchasers and the likelihood of transforming potential buyers into genuine customers. Notwithstanding changing existing potential shoppers into purchasers, social media urge those purchasers to advance and share their buys involvement among their companions by giving their positive or negative feelings towards an acquired item (Parson, 2013). An investigation showed that social media empowers 25% of all buyers to post connects about items and administrations data in their retail destinations to refresh different clients about the buy procedure (Pookulangara & Koesler, 2011). Social marketing has made significant job in inducing customers to purchase on the web. He found that 70% of shoppers are visiting social media to get helpful data, 49% of them settled on the choice to purchase certain item and 60% of buyers want to impart their data about the items to others on the web. Be that as it may, the real exchanges of buying forms happen for just 7% of shoppers (Miller & Lammas, 2010).

Web based social networking can be depicted when individual interface with one another. Facebook, Twitter and Instagram are viewed as the most widely recognized utilized sites for the understudies. It is must for everybody to build up a record for him/her so as to send his/her photos, or any remarks. When someone meets another through the social sites/chatting room, any of them can get to the page of the other one so as to send him/her nay photographs, recordings, remarks or data. Subsequently, the understudies can without much of a stretch do everything (Seiter, 2016). As new ages are rising, the utilization of innovation is expanding. Social media is the most widely recognized type of correspondence. Social media has turned out to be easy to the point, that understudies these days couldn't care less about the time or spot and proceed with their propensity for utilizing social media (Lenhart, Purcell, & Zickuhr, 2010). The security of most social locales is emphatically mulled over to influence the understudies to have the capacity to choose the kind of data to be sent or offer with any of the destinations clients. Hence, the sites/organizing has turned into the most significant methods for understudies to build up between relations through those locales. Another sense is creating among understudies by their relationship (Spencer, 2018).

Adolescents run online to visit with their organizations, butcher exhaustion, see the broader world, and take after the latest examples. Many value doing all of those things meanwhile in the midst of their online sessions. Performing various tasks is their way of life. Likewise, the energetic indication of that life is vitality for the new way the web allows them to connect with organizations, develop their relational associations, research their identities, and adapt new

things (McKeever, 2017). Web based shopping is developing all over the place and distinctive classes of customers are impacted by this wonder. For example, the level of online purchasers is expanding in India, China, Japan and Australia for about 87%, 85% (North Asia and Europe), 83% (North America), 81% (South and Latin America) and 53% (Africa and Pakistan) (Solorzano, 2011). This examination is concentrating on the buying viewpoint of purchasers who utilize diverse social media destinations to purchase their favored items. The investigation expects to look at why buyers buy utilizing social media, to comprehend which sort of customers use social media and are affected the most, to know which items most reasonable for social media and to comprehend the most appropriate social media for explicit items and specific purchasers.

Statement of the Problem

The primary issue that this investigation would concentrate on is that there are numerous dangers and issues that are identified with the use of adolescents to the social media which requires an examination to the reasons and reasons for this issues and urges analyst to discover diverse arrangements dependent on these causes so as to fix them as the utilization of social media and related innovation couldn't be limited due to its across the board however such arrangements would counteract a sensible level of dangers and issues that could be created through the use of young people.

Objectives of the Study

1. To identify the impact of social media on students in terms of buying behavior.
2. To examine the effectiveness of social media on students in terms of buying behavior.
3. To find out the problems with social media on students in terms of buying behavior.

Literature Review

Social media and diverse online interpersonal organizations give a chance to customer where they can trade their perspectives, proposals, experience and suggestions with other existing and potential purchasers (Kim & Srivastava, 2007). Consumer's behavior in term of buying and correspondence is impacted by interpersonal organizations in five distinct ways: acquiring of purchasing related data from different buyers and it diminish chance fundamentally, social introduction which suggests that purchaser can assess and look at changed brands and items, community participation bunches in such sort of gathering client appreciate various brands and items (Hennig & Walsh, 2003). At some point rather than commercial and advertisers, buyers do accept and trust on one another's assessment, perspectives and proposals posted on social media (Diffley, Kearns, Bennett, & Kawalek, 2011).

Because of mind blowing extension of social networking and sites, for the most part examines have centered customer's conduct investigate by thinking about perspectives and assessments of purchasers on these destinations (Hajli, 2014). Positive and negative electronic word of mouth

about in view of mind blowing augmentation of social networking and locales, generally inspects have focused client's direct examine by pondering points of view and appraisals of buyers on these goals organization, brand or item have noteworthy effect on special, picture, and especially buying conduct of purchasers (Sharma & Asad, 2012). Online purchaser socialization through various talks bunches additionally sway on purchasing choice in two different ways: Firstly prescribed by companions legitimately and furthermore by inclusion in item (Wang, Yu, & Wei, 2012).

There are numerous approaches to display shopper conduct, contingent upon the objective of the exploration, however a helpful technique is the choice procedure approach which ponders the occasions that goes before and pursues a buy, and that clarifies the manner in which choices are made (Karimi, 2013). Buyer basic leadership could be characterized as the standards of conduct of shoppers, that go before, decide and pursue on the choice procedure for the obtaining of need fulfilling items, thoughts or administrations (Du Plessis, Rousseau, & Blem, 1991). A few creators have as of late concentrated the impact of social media on purchaser conduct, albeit for the most part not from the perspective of the choice procedure (Xie & Lee, 2015). Buyers use social media to serve prompt access to data whenever the timing is ideal helping them to choose what to purchase or to find out about new items or brands, when and where they need (Mangold & Faulds, 2009).

Social media has expedited a participatory culture where clients connect with other similarly invested people to take part in an unending circle of sharing data, observing updates, and mentioning sentiments and evaluations on a wide range of items, administrations and exercises (Ashman, Solomon, & Wolny, 2015). The nature of online item surveys, described by apparent education and convincingness, together with the apparent amount of audits, are found to affect customers' buy expectations (Zhang, Sesia, Cheung, & Lee, 2014). Social media is seen as an increasingly dependable wellspring of data when contrasted with corporate correspondences and notices (Constantinides, 2014). There is a general sentiment of question towards predominant press. Accordingly, shoppers are getting some distance from conventional media, for example, television, magazines, and papers as sources to direct their buys (Mangold & Faulds, 2009).

Data over-burden is a key issue in online basic leadership. Social media with its sheer measure of data has driven shoppers to a condition of examination loss of motion, making it hard to explore all the accessible data (Powers, Advincula, Austin, Graiko, & Snyder, 2012). There is a breaking point to the measure of data that can be prepared by people, and it isn't possible to assess every single decision elective top to bottom (Karimi, 2013). A people group is a social structure that shares individual and social qualities, frames of mind, business objectives, or a world view. An online network is associated by offering and tolerating. It is character and proclivity that prepare for contemplations, thoughts, and arrangements. Online people group are a social zone in which a large number of the benefactors' connections and ties are formed and a regular arrangement of qualities and standards are set up and shared (Nambisan & Watt, 2011).

Social media notice alludes to the site traffic picking up consideration through social media locales. Social media publicizing advancement normally accentuation on endeavors to fabricate content that draws the consideration of peruses and urges him to impart it to other social network. Web publicizing, particularly on social media network, additionally enables these experts to all the more effectively target promoting straightforwardly towards explicit buyers (Rodgers, Thorson, & Jin, 2008). Buyers felt that so as to help progressing correspondence data sharing, coordinated effort and relationship building was vital. Further, web-based social networking promoting has given chance to associations is in the situation to offer extra data sources with respect to advantages of item, its highlights and give constant criticism to purchasers. Toward the start of the customer buy choice social network, for example, Facebook was observed to be most extreme reasonable stage for data sharing the same number of buyers depended on social suggestions and utilizations audits and appraisals as a way to look for proposals for item related data (Fauser, Wiedenhofer, & Lorenz, 2011).

Facebook speaks to a persistently developing showcasing stage and correspondence channel particularly given the ongoing news inclusion and experiences. As advertisers, we routinely hear client/prospect bits of knowledge about their perspectives on all social media channels which expect us to make well-educated, carefully determined choices in approaches to speak with our gathering of people. Around the world, there is over 2.38 billion month to month dynamic clients as of March 31, 2019. This is a 8 percent expansion in Facebook monthly active user's year over year. This is contrasted with 2.32 billion monthly active users for final quarter 2018. 1.56 billion Individuals by and large sign onto Facebook day by day and are considered daily active users for March 2019. This speaks to an 8 percent expansion year over year (Noyes, 2019).

Twitter has 500 million tweets are sent every day that is 5,787 tweets each second, this official number is great, however given us a chance to please note it was first reported in 2014 and hasn't changed in the years since. Twitter just wound up gainful in 2017 It wasn't till second from last quarter 2017 that Twitter posted its first benefit: 91 million dollars. Also, as indicated by investigators, that depended more on cost-cutting (in deals, advertising and research & development) than business development. In any case, Twitter has been reliably beneficial for the last four quarters, and it posted its biggest benefit ever in second from last quarter 2018. There are 326 million individuals use Twitter each month, that is nine million less than in mid-2018 and four million less than late 2017. 9% more individuals are utilizing Twitter once a day, while month to month clients decline, the quantity of day by day clients has been expanding reliably since 2016 (Cooper, 2019).

Almost one of every three web clients is Instagram clients. Hitting the characteristic of 1 billion month to month dynamic clients in 2018, Instagram is presently the quickest developing informal community at 5% development per quarter—fundamentally in front of Facebook (3.14%, and Snapchat (2.13%). As per a 2018 Social Media Use consider led by Pew Research, 35% of grown-ups state that they use Instagram, up from 28% in 2016. Actually, the site is commanded by 18-24 year olds, which is anything but an immense astonishment as Instagram is transcendently connected with recent college grads, with the 18-24 year seniority bunch

including 32% of Instagram clients. Americans in this age bunch really reinforce the numbers that 71% of Americans 18-24 years of age use Instagram. An intriguing Instagram measurement that confuses the vast majority is the way that in spite of the expansion of the web based life stage among Americans, 80% of Instagram clients are not from the United States. Notwithstanding, regardless of where individuals are coming from, Instagram clients are dependent on the stage and winding up significantly more so. 60% of Instagram clients visit the site every day, up from 51% in 2016. By and large, clients will spend anyplace somewhere in the range of 24 and 32 minutes looking through the application or posting content every day (Osman, 2019).

Research Methodology

Causal descriptive study design has been used in this study. A structured and self-administered questionnaire was developed and distributed among 150 randomly selected engineering college students in Chennai. In order to analyze the data, Mean, Standard Deviation, Paired Sample T-test, and Multiple Linear Regression methods were used. The respondents of the study are the selected engineering college students in Chennai. A Total of 150 engineering college students have been categorized into 50 students from (Facebook, Instagram and Twitter) different social media, were chosen to represent the respondents group. The Researcher has used Radom sampling as the number of respondents is very high. Corresponding to each question is five Likert numeric scales (4.20-5.00 - Always, 3.40-4.19 - Very Often, 2.60-3.39 – Sometimes, 1.80-2.59 - Rarely, and 1.00-1.79 - Never) of the following qualitative equivalents as part of the survey questionnaires**.**

Data Analysis and Results

Demographic Profile

The characteristics of the sample are described by identifying the percentage of respondents by gender, age, and course pursuing as expressed that, most of respondents were female 79 (52.67%) and male respondents of 71 (47.33%). The age group of 19-21 has got the highest respondents of 69 (46.00%), the age group of above 22 years has got respondents of 44 (29.33%), and the age group of 16-18 has got least respondents of 37 (24.67%). The students pursuing bachelors has got highest respondents of 77 (51.33%), the students pursuing masters has got the respondents of 37 (24.67%), and the students pursing diploma has got the least respondents of 36 (24.00%). The respondents pursing diploma are 3 male and 4 female students in the age group of 16-18 years, 10 male and 9 female students in the age group of 19-21 years and 3 male and 7 female students with the age group of above 22 years. The respondents pursuing bachelors are 10 male and 9 female students in the age group of 16-18 years, 17 male and 17 female students in the age group of 19-21 years, and 13 male and 11 female students in the age group of above 22 years. The students pursuing masters are 4 male and 7 female students in the age group of 16-18 years, 7 male and 9 female in the age group of 19-21 years, and 4 male and 6 female in the age group of above 22 years.

The Impact of Social Media on Buying Behavior

Based on the data collected and analyzed from the respondents, mean and standard deviation of the students using the social media. The student respondents are very often seeing product advertisement images or watch product video in their social media have got the highest mean score of 4.05 (SD=0.792), the student respondents are very often share, tag or post any product advertisement in their social media to their friends have got the mean score of 4.03 (SD=0.806), the advertisement through social media will direct very often the student respondents to go online shopping have got the mean score of 3.98 (SD=0.798), the student respondents are very often getting complete details about the product through social media advertisements have got the mean score of 3.93 (SD=0.824), and the student respondents are very often follow or poke with any product or brand through their social media have got the least mean score of 3.92 (SD=0.839). From internet shopping viewpoint, past investigations found an expanding rate in Facebook utilization yet Instagram has changed this wonder. The survey results expressed that most online customers (react rate = 45%) select Instagram as a prime instrument to purchase internet contrasting with past examined which expressed that Facebook had the most elevated rate (react rate = 51%) among western clients (Kunkel, 2013). The standard deviation has got least score of 0.792 represents the highest consistency of student respondents' opinion about seeing product advertisement images or watch product video in their social media, and the highest score of 0.839 represents the least consistency of student respondents follow or poke with any product or brand through their social media. It is perceived that design items are wanted to be purchased online in light of the fact that they can't be found effectively in neighborhood market and they are less dangerous in term of costs. Likewise, past examinations demonstrated same outcomes with respect to this item (Miller & Lammas, 2010).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.007	.334		8.996	.000
Facebook	.052	.050	.065	1.040	.299
Instagram	.140	.054	.164	2.591	.010
Twitter	.008	.050	.011	.168	.867

a. Dependent Variable: Buying Behavior

A multiple linear regression was calculated to predict buying behavior based on Social Media (Facebook, Instagram and Twitter). A significant regression equation was found ($F(3,246) = 2.832$, $p < 0.039$), with an R2 of 0.033. Participants' predicted BB = B1FB + B2IG + B3TW buying behavior is equal to $3.007 + 0.52$ (Facebook) $+ 0.140$ (Instagram) $+ 0.008$ (Twitter), where Facebook, Instagram and Twitter measured as seeing product advertisements images or watch product videos in your social media, social media advertisements are providing a complete about the product, advertisements through social media will direct to online shopping, following or link with any product or brand through your social media and share, tag or post any product advertisement in your social media to friends coded as 5-Always, 4-Very Often, 3-Somteimes, 2-

Rarely, and 1-Never. Participant's social media impact increased buying behavior of Facebook by 0.052, Instagram by 0.140 and Twitter by 0.008. Instagram (0.010) were significant predictors of buying behavior, Facebook (0.299) and Twitter (0.867) were not significant predators of buying behavior. Purchase is a component of aims, ecological impacts and individual circumstances. A portion of the impacts that can influence the buy activity incorporate the time accessible for basic leadership, data accessibility and the retail condition. The frame of mind of family and companions, and unexpected conditions, for example, item accessibility and stock-outs may likewise constrain a re-assessment (Kotler & Armstrong, 2014).

The Effectiveness of Social Media on Students in Terms of Buying Behavior

The descriptive analysis represents the effectiveness of social media based on the data collected and analyzed from the respondents, mean and standard deviation of the students using the social media. The student respondents are very often buying of some special or rare products through e-store based on the social media advertisement have got the highest mean score of 3.97 (SD=0.723), the student respondents friends very often buying the products shared or posted through social media have got the mean score of 3.94 (SD=0.678), the student respondents very often get extra discount by following or tagging any particular product, brand or store through social media have got the mean score of 3.89 (SD=0.667), the student respondents very often buy the products based on the social media advertisement have got the mean score of 3.85 (SD=0.663), the student respondents very often buying the products when with special discounts in social media have got the least mean score of 3.71 (SD=0.651). Sharing to the companions has increased new conspicuousness today because of more prominent between connectedness of individuals via social media (Kimmel & Kitchen, 2014). The standard deviation has got least score of 0.651 represents the highest consistency of student respondents in buying the product when with the special discounts in social media advertisements, and the highest score of 0.723 represents the least consistency of student respondents in buying some special or rare products through e-store based on the social media advertisement. Internet based life has expedited a 'participatory culture' where clients coordinate with other similarly invested people to take part in an unending circle of sharing data, observing updates, and mentioning sentiments and appraisals on a wide range of items, administrations and exercises (Ashman, Solomon, & Wolny, 2015).

Paired Samples Statistics

Pairs		Mean	Standard Deviation	Standard Error Mean
Pair 1	Facebook	3.95	.832	.053
	Buying Behavior	3.81	.661	.042
Pair 2	Instagram	4.02	.776	.049
	Buying Behavior	3.81	.661	.042
Pair 3	Twitter	3.99	.829	.052
	Buying Behavior	3.81	.661	.042

Paired Samples Test

Pairs	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Standard Deviation	Standard Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Facebook - Buying Behavior	.140	1.022	.065	.013	.267	2.166	249	.031
Instagram - Buying Behavior	.208	.930	.059	.092	.324	3.538	249	.000
Twitter - Buying Behavior	.180	1.043	.066	.050	.310	2.729	249	.007

Statistical analysis through paired sample test reveals that, there was a significant effectiveness in the scores for Facebook (M=3.95, SD=0.832) and buying behavior (M=3.81, SD=0.661) conditions; t(249)=2.166, p = 0.31, there was a significant effectiveness in the score of Instagram (M=4.02, SD=0.776) and buying behavior (M-3.81, SD=0.661) conditions; t(249)=3.538, p = 0.000, and there was a significant effectiveness in the score of Twitter (M=3.99, SD=0.829) conditions; t(249)=2.729, p = 0.007. Social clickers are every day dynamic individuals who will in general utilize the web for various purposes, for example, getting news, doing various scientists for various subjects, imparting data and conveying to different clients and from different societies (Lee, 2013). They are overwhelming on the web communicators; however the most participatory ones will in general be more youthful and less prosperous. These more youthful social clickers may not be affecting buy choice today, yet could end up solid influencers later on (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013).

Problems with Social Media on Students in terms of Buying Behavior

Based on the data collected and analyzed from the respondents, descriptive analysis represents the mean score and ranking of major problems faced by students using buying behavior through the social media.

Problems with Social Media	Mean	Rank
Social media promote harmful products to the students using bloggers?	3.97	1
Social media rating and review are manipulated to favor any particular products?	3.94	2
Social media will provide less beneficiary products to the students?	3.93	3
Social media is just to view the product, but not for the buying behavior?	3.89	4
Social media are supporting defective products of not good for use?	3.87	5

The problem that top ranked with the mean score of 3.97 represents that the majority of the student respondents feel that the social media promote harmful products to the students using bloggers, the second highly ranked problem with the mean score of 3.94 represents that the student respondents think that the social media rating and review are manipulated to favor any particular product, and the third ranked problem with the mean score of 3.93 represents that the student respondents believe that the social media will provide less beneficiary products to the students. Customers depend on online customer audits, the digitalization has extended the touch focuses customers have and organizations should know about everyone. In this way, customer's

online audits as well as blog content are social media content with respect to brands or items which impact the buy choice hugely and build up an alternate client venture (Prophet, 2018).

Model of changing Students Buying Behavior using most suitable Social Media tool

Through the data analysis, it is inferred that, the social media (Instagram) has got the impact on special and rare products through e-store and social media (Instagram) has got the impact on students in the age group of 19-21 years. The special product through e-store has got efficiency on students in the age group of 19-21 years. In briefly, students believe that Instagram is the best and suitable tool to buy special or rare product through e-store and students in the age group of 19-21 years. The following matrix model illustrates the overall process of changing students buying behavior which is resulted from the interaction among social media and buying behavior.
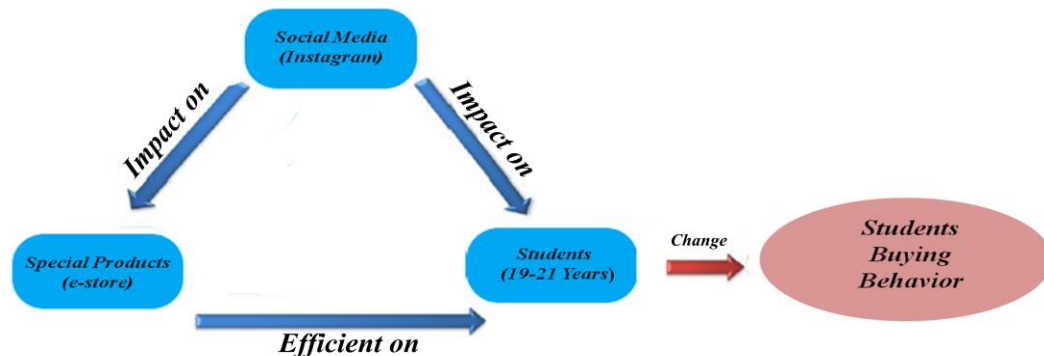

Figure 1: Model of Changing Students Buying Behavior towards selecting certain product, age group by using the most suitable Social Media.

Conclusion

In conclusion, the findings obtained from this research have significant implications for the academic research, derived mainly from extracting the relationship between the objectives of this study. Key issue for marketers currently is to understand how digital and social media are used in the purchase decision process (Powers, Advincula, Austin, Graiko, & Snyder, 2012), their influence on buyer behavior, and their role as a marketing tool. The results overall show that the social media plays a vital role in making the positive impact on buying behavior, based on the study there is significant impact of Instagram on the buying behavior of the students. It is observed that Facebook and Twitter are not having a significant impact on students buying behavior, but still got a major role in deciding the products to be purchased. Social media included Facebook, Instagram and Twitter has got the effectiveness on the students buying behavior, specifically Instagram shows the precise effectiveness on the students buying behavior. Social media has enabled marketers to access and monitor consumer opinions on a continual instant basis by listening-in and participating in online conversations, and observing what people are discussing in blogs, forums and online communities (Constantinides, 2014). Respondents feel

that there is an important problem of harmful problems was intentionally spread with the help of bloggers. Also, the model represents the changing students buying behavior towards selecting certain product, age group by using the most suitable social media.

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