

Social Media and Consumer Behaviour

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Meaning of Social Media: Social media is all about facilitating people to express and share ideas, thoughts, and opinions with others. It is also about enabling people to connect with others, like they were doing for the last thousands of years. However, what is of significance is that social media:

- (a) Removed spatial and time constraints that were inherent in traditional methods of communications.
- (b) Provided online tools that enable one to many sharing of multimedia content.
- (c) Employ easy to use interfaces that enable even non-specialists to share and connect.

During the last years social media are enjoying a phenomenal success: Facebook, a social networking website, claims that its active users reached 1.3 billion worldwide, more than 50% of which log in every day (Facebook 2014); Twitter, a micro-blogging website hosts 225 million users who post on average 500 million tweets per day (Twitter 2014); More than 1 billion unique users visit You Tube each month, watching more than 6 billion hours of video (You Tube 2014), and at the same time it is estimated that there are over 181 million blogs worldwide (Nielsen 2012). Within the tourism context, two thirds (67%) of US travellers seem to read reviews provided by other travellers during their travel related search process (Google 2014), while 15% of US adults write a hotel review after returning home from a trip (Expedia 2013). Trip Advisor, a travel review website, seems a clear leader among travel related social media. It serves more than 260 million unique users per month who seek advice about their travel plans among 150+ million travel reviews and opinions for more than 4 million businesses around the globe (Trip Advisor 2014). With such usage rates, it seems rather expected that the impact of social media on travel planning has been characterized as “enormous”

Consumer Behaviour: Consumer Behaviour is the study how individual customers, groups or organizations select, buy use and dispose ideas, goods and services to satisfy their needs and wants. It refer to action of the consumers in the market place and underlying motives for that action.

According to Engel, Blackwell, Mansard: Consumer behaviour is the actions and decision processes of people who purchases goods and services for personal consumption.

According to Louden and Bitta: Consumer Behaviour is the decision process and physical activity which individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Factors Influenced Consumer Behaviour:

1. Marketing factors such as product design, price, promotion, packaging positioning and distribution.
2. Personal factors such as age, gender, education and income level.
3. Psychological factors such as buying motives, perception of work and attitudes toward the product.
4. Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
5. Social factor such as status, reference groups and family.
6. Cultural factors such as religion and social class.

Nature of Consumers behaviour: Consumer Behaviour is not static. It undergoes a change over a period of time depending on nature of product. It varies from consumer to consumer, region to region and country to country. Consumer action mainly depend on the knowledge, information he has about the product.

LITIRETURE REVIEW: Understand which type of consumers are influenced mostly by Social Media Nowadays, consumers are playing a significant role on the marketplace phase. Simply, they can be defined as actors on the marketplace phase or individuals who purchase or consume products and services either online or offline. One of the variables that have been reported as significant variables influencing consumers is demographic variables. For example, the number of male and female users has dramatically increased during the last years (Park and Jun, 2003). In term of online segmentation, there is a slight difference. This is because there are two main online segments we can refer to which are "Online Insiders" and "Social Clickers"

Consumers who actually buy Online (Online Insiders)

Online Insiders are very active users on internet and highly influential online shoppers in using different Social Media to buy and sell (Pookulangara and Koesler, 2011). Usually, consumers' choices are influenced heavily by online brands and consumers can influence each other. This kind of event usually affects the repurchases process as a result. Therefore, Consumers are increasingly turning to Social Media in order to get more information on which to base their decisions (RAMSUNDER, NOVEMBER, 2011). For instance, it can be noticed that most of the online shoppers tend to be younger, wealthier, better educated, more computer literate and more likely to spend time on internet, and shop online (Levin et al., 2005).

Consumers who browse the internet without buying online (Social Clickers)

Social Clickers are daily active people who tend to use the internet for different purposes, such as, getting news, doing different researchers for different subjects, sharing information and communicating with other users and from other cultures (Lee, 2013). They are heavy online communicators, but the most participatory ones tend to be younger and less affluent. These younger Social Clickers may not be influencing purchase decision today, but could become strong influencers in the future (Vinerean et al., 2013).

Understand Why consumers use Social Media to purchase

The important elements of visiting websites are to help consumers to communicate with other users in order to accomplish their purposes. Interaction with other users can affect buyers by many factors which play a critical role in enabling consumers to have clear ideas about unfamiliar products (Constantinides, 2004). Using SM becomes one of the necessities these days that affects consumers by several factors. These factors can be classified as, Design Factors, Information Factors, Product Factors, Psychological Factors, and Cultural Factors (Constantinides, 2004):

1. Information Factors: consumers will be willing to buy online if variety of products and information are provided sufficiently. Also, offers, warranties and guarantees that are provided along with products will encourage consumers to shop online (Limayem et al., 2000).

2. Design Factors: usually consumers are affected by the design characteristics of a web page. If the website is well designed and frequently updated, consumers will be more attracted to

buy online. In addition, the way of designing is affected by detailed information provided about several products and the display of sites' themes (e.g., colours, icons, links, images...)

3. Psychological Factors: these factors affect consumers' attitude towards online buying. For instance, if consumers build a trust on a website, they will be willing to buy online comfortably and reduce uncertainty towards a product. Moreover, consumers may be influenced by their friends and relatives who affect their attitudes to use SM.

4. Cultural Factors: consumers can be affected by other cultures in choosing and making decisions about certain products. Also, it can affect consumers' lifestyle in interacting and communicating with new technologies (Pookulangara and Koesler, 2011).

Beliefs towards Advertisements

Both traditional and web advertising lay strong emphasis on beliefs that influence consumer attitude towards advertisements (Singh and Dalal, 1999; Pollay and Mittal, 1993; Wolin et al., 2002). The importance of beliefs in advertising was first generalised by Andrews (1989). Bauer and Greyser (1968) introduced belief factors in two clusters: economic and social. Following this study, many researchers adopted the two factor model (Barksdale and Darden, 1972; Muehling, 1987). In due course, a wider perspective of advertising was explored and thus emerged a six factor model (Alwitt and Prabhaker, 1992). Later, Pollay and Mittal (1993) studied a robust model involving seven belief factors. These seven factors include three personal factors: product information, hedonic/pleasure, and social role and image, and four societal factors: 'good for the economy', materialism, falsity/no-sense, and value corruption. These seven belief factors (Pollay and Mittal, 1993) were later articulated by Wolin et al. (2002) in an online advertisement perspective. Previous studies support beliefs as a successful antecedent of consumer attitude towards web advertisements (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b).

In our research, the seven belief factor idea of Pollay and Mittal (1993) was used as the basis to identify the underlying differences in consumer attitude towards the four websites, Facebook, LinkedIn, Twitter and YouTube. All seven dimensions included three to four-scale items in each construct, these items were rephrased to fit into the

context of social media advertisements. For this purpose, the scale used by Wolin et al. (2002) to empirically evaluate the belief factors associated towards online advertisements was adopted. These seven belief factors are discussed below:

Product information

Informational belief or 'product information' is an important factor in consumer attitude to advertisements, from both consumer and advertiser perspectives. Strong association between product informational belief and consumer attitude towards online advertisements has been reported in previous studies (Ducoffe, 1996; Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b). The information belief factor is applicable to web advertisements as well. This study incorporates informational belief as one of the governing factors to understand the significant differences among the four social media sites. Product information is typically measured using the following statements: "Social media advertising is a very valuable source of information about sales", "Social media advertising tells me which brands have the features I am looking for", and "Social media advertising helps me keep up to date about products available in the marketplace"

Hedonic/pleasure

Enjoyment and pleasure promised/afforded by advertisements are important predictors for both consumer attitude and behaviour. Web advertisements are interactive, with numerous multimedia integrated functions that can look beautiful, enjoyable and pleasure oriented (Watson et al., 1998). Strong association between pleasure and attitude towards web advertisements was found in previous studies (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b). The following statements are typically used as a measure of 'hedonic/pleasure'; "Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements", "Sometimes social media advertising is even more enjoyable than social media sites", and "Some social media advertisements make me feel good".

Social role and image

Perception of social role and image is an influential belief attribute that creates a large impact on user response to advertisements. Advertisements have the ability to create a social reaction to purchase and brand image (Pollay and Mittal, 1993). The interactive

feature enabled in web function provides a good canvas for social messages (Wolin et al., 2002). A measure of social role and image is quantified by the statements: “From social media advertising I learn what is in fashion and what I should buy for keeping a good social image”, “Social media advertisements tell me what people like myself are buying and using”, “Social media advertising helps me know which products will or will not reflect the sort of person I am”.

‘Good for the economy’

Web advertisements save consumers time, money and effort by enabling selection and/or purchase from their homes or offices, besides offering discounts. Advertisements have always focused on economic benefits they can offer to a potential customer. This study empirically evaluates the differences among the sites with respect to economical benefits offered. The construct of economic benefits can be measured using the following statements: “Social media advertising improves people’s standard of living”, “We need social media advertising to support the social media”, “There have been times when I have bought something because of a social media advertisement”

Materialism

The buying habits of consumers can be influenced by a many factors, not all of them are logical. Consumers can buy products they do not need or cannot afford, if they find something of interest in it. Pollay and Mittal (1993) define materialism as a, “set of belief structures that sees consumption as the route to most, if not all, satisfactions”.

Materialism is a very unclear concept under the Indian value system. Materialism is typically measured through the following statements; “Social media advertisements make you buy things you don’t really need”, “Social media advertising increases dissatisfaction among consumers by showing products which some consumers can’t afford”, “Social media advertising is making us a materialistic society – interested in buying and owning things”, “Social media advertising makes people buy unaffordable products just to show off”

Perception of Indian consumers towards social media advertisements

Falsity/no-sense

Advertisements may mislead and deceive consumers or send confusing/contradictory messages that can influence the consumer's attitude towards advertisements. Web advertisements are no exceptions. Previous studies have shown a negative relationship between consumer attitude and falsities/lies propagated in web advertisements (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b). Wolin et al. (2002) measured the items for 'falsity/no-sense' in a reverse scale using the following statements; "One can put more trust in products advertised on the social media than in those not advertised on the social media", "Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products", "Social media advertising helps the consumer buy the best brand for the price"

Value corruption

Advertisements create value for a brand. Similarly, there is an adverse effect towards a negative appeal implied in the advertisement. Web advertising is not immune to such appeals. Advertisements with improper content, unpleasant sexual innuendos, and hints of illegal or unethical exploitation of children can lead to creation of negative values and thus changes in consumer attitude (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b). Web advertisements attract users irrespective of their age group. An understanding of the difference in value corruption among the four websites is essential to assess the reach and efficiency of advertisements. The construct 'value corruption' includes the following items: "Social media advertising sometimes makes people live in a world of fantasy", "Social media advertising takes undue advantage of children", "Social media advertising leads children to make unreasonable purchase demands on their parents", and "There is too much sex in social media advertising today".

The above seven belief factors help in understanding users' perceptions of social media advertisements. Based on the above theoretical investigation the proposed research question can be rephrased as follows:

RQ What are the belief factor/factors that distinguish (es) the four social media websites, Facebook, LinkedIn, Twitter and YouTube?

Which products are most suitable for Social Media?

Many studies have made lots of analysis to recognize and predict the relationship among the product and shopping behavior. Their analysis helped them to make a list of products which would be suitable to be sold via the internet. The list as following (Miller and Lammas, 2010):

1. Intangible Products (Information) Category: products that provide information to consumers, such as, online videos, music, computer software, stock market, financial reports and weather information.

2. Tangible Products (High Differentiation) Category: products that have variety classes, such as, automobiles, electronic devices, books, clothes, accessories, flowers, and jewelleryes.

Type of Social Media mostly used by consumers

The most common SM that are mostly used by consumers for different purposes are: Facebook, Twitter and Instagram. A study of Miller (2010) has found out that over 11 million consumers use more than 70% of many SM to purchase different products and services, to provide rich information about certain product and to share comments with other consumers (Miller and Lammas, 2010).

Facebook has more than 6 million consumers who registered to buy and share information about products (Scott, 2013). A study showed that 60% of Facebook users say that they are more able to recommend a product or service to their friends after following that brand on SM (Parson, 2013). Facebook has reached 51% of users who buy different products through it (Kunkel, 2013).

Twitter has recorded 800,000 followers who showed their appreciation to the provided services about the products. The same study has indicated that written blogs has increased from 54% to 77% in two years, and watching several videos related to different products has increased from 32% in 2006 to 83% in 2008 (Miller and Lammas, 2010). Another study indicated that 79% of Twitter users say they are more able to recommend a product or service to their friends after following that brand on SM (Parson, 2013). Also, 64% of users use Twitter to buy different products (Kunkel, 2013).

Instagram is spreading widely in the recent two years because of active users who share and upload different kind of photos. Based on the activities provided by users who use Instagram,

the results showed more than 16 billion photos were shared among users (Krieger, 2012). Phil Gonzalez, the founder of Instagrammers (Instagram users) was interviewed to recognize the increasing of Instagram users. He stated in the interview that number of users who login into Instagram increased in less than two years to 100 million users in more than 60 countries around the world. (Gonzalez, 2013). Because of the new adoption of Instagram, there is a lack of information about the use of Instagram as a tool in online purchasing.

According to 2010 Social Media Marketing Industry Report 2010, a majority of marketers (56%) are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, Linked In and blogs were the top four social media tools used by marketers, in order. A significant 81% of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media. 76% of marketers are spending at least 4 hours each week on their social media marketing efforts. According to Evans (2008), Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants.

Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice at the end. Social Media covers a wide variety of “online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few”

HOW TO USE SOCIAL MEDIA TO MARKET BUSINESS

Twitter, Facebook, Pinterest, Instagram—they're all free platforms businesses can use to directly engage with their audiences. .Social media present great marketing opportunities for businesses of all sizes.

We can use social media to provide an identity to who we are and the products or services that we offer.

We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent.

- Social media makes us "real" to consumers. If you want people to follow you don't just talk about the latest product news, but share your personality with them.
- We can use social media to associate ourselves with our peers that may be serving the same target market.
- We can use social media to communicate and provide the interaction that consumers look for.

BENEFITS OF SOCIAL MEDIA

To some entrepreneurs, social media marketing is the “next big thing”. Social media marketing has become an essential part of online marketing strategy among small businesses because of its cost-effectiveness, ability to reach targeted audiences quickly and generate more leads/sales. Because it appeared quickly, social media has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one. The statistics, however, illustrate a different picture. According, 92% of marketers in 2016 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media—but 85% of participants aren’t sure what social media tools are the best to use.

Increased Brand Recognition:

Over 2.8 billion people have access to Internet and 74% of online adults use social media. It is a no-brainer that your brand can leverage social media to increase brand awareness and recognition. It is important to increase the awareness of your product or service. Social media networks are just new channels for your brand’s voice and content.

Establish Trust Improved brand loyalty:

People purchase from brands they trust. We can establish trust through social media. In the University of London’s study of the impact of social media on consumers, Nick Hajli draws a direct correlation between trust, perceived usefulness, and intent to buy. When people trust brand and perceive product or services as useful, it indirectly influences their intent to buy. According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers.

More Opportunities to Convert: Every post we make on a social media platform is an opportunity for customers to convert. When we build a following, we'll simultaneously have access to new customers, recent customers, and old customers, and we'll be able to interact with all of them. Every blog post, image, video, or comment we share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

Grow a Long-Term Audience: While on the subject brand equity, it is important to note the long-term benefit of growing established connections. The followers and fans you attract are with you forever. As they grow, your brand will continue to influence more users, which will influence sales. An example of this would be Thirsty Roots, a blog that grew over 300,000 Facebook fans. Now almost every time they post a product it results in sales. Imagine the possibilities if your brand developed to be able to reach hundreds of thousands of people for free.

Build Brand Equity: Brand equity is the value of your brand from the perception of consumers. Large amounts of followers and interactions increase your brand equity on social media between the amount of social media followers and business worth. Companies with over 10,000 connections are 4 times more likely to have a higher valuation than companies who do not. The value of building a strong social media community will improve your brand's worth to investors, bloggers, media, and potential customers.

It Pulls In Unexpected Customer: With the power of social media shares, referrals, and word-of-mouth, many indirect sales may result from social media. For example, there may be situations in which someone who learned about your brand on social media referred a friend to buy your product or service. Google Analytics and other sophisticated analytics system may not be able to trace sales like this back to social media.

Influences Purchase Decisions: Social media marketing does not drive sales by itself. Great products and services drive sales. However, sales and consumer purchasing decisions can be *influenced* by social media marketing. All of the benefits listed above (and below) in this blog ultimately plays a factor in influencing sales. Through great branding, established trust, and perceived usefulness, our brand will influence purchase decisions.

Boosts Customer Engagement: By increasing customer engagement, your brand can open the door to gaining repeat purchases. In addition, the two-way communication style of social media allows you to grab your customer's hand through the buying process. You're able to answer product-related questions, develop deeper relationships, and add more value to the customer.

PRESENT SCENARIO OF SOCIAL MEDIA IN INDIAN CONTEXT

The Indian are increasingly logging into the Social Networking sites, today there are 302 Million internet users in India. By end of 2018 this may go up to 500 million active user. Today, India is top three user of Facebook in the world. Business networking site like LinkedIn also have 33 million users in India. Many companies are also started their YouTube channel for promoting product and services and showcasing new development regarding their brands.

Now a day's corporates are making provision for social media marketing, they spend up to 15% of annual budget exclusively for social media marketing. Companies are heavily investing their time, money and people in social media marketing to create more awareness about the product or to set the product in customer TOMA (Top of Mind Awareness).

The Indian companies have positive approach towards the social media marketing because of that number of companies are appointed a specialized social media marketing experts for making their product and services more noticeable. The marking of product and services, company starts different type of campaigns on social networking websites. Some of the Indian companies which are actively engage in social media marketing are as below.

Mahindra Gusto Go Gusto Rides

Mahindra & Mahindra Two Wheelers' first automatic scooter developed entirely in-house, the brand launched an innovative campaign involving food lovers in a city. It arranged a food ride #GoGustoRides led by influential food bloggers that saw a group of food enthusiasts explore their city's most famous food joints riding their Gusto. While the first edition was in Mumbai, the second one was held in Bengaluru making the Gusto a scooter for fulfilling your 'gusto' in life.

Tata Sky Daily Dillagi

For the promotions of Daily Recharge, a sachet size recharge voucher by Tata Sky where one could avail DTH services for a day, the DTH provider launched 'Daily Dillagi'. Instead of a

single TVC, the brand launched a series of episodes where a love story would keep developing in each one, thereby promoting the voucher's daily usage. On social media, the brand built engagement by asking fans questions around the forthcoming episodes.

Frooti The Frooti Life

After three decades, Frooti, the flagship mango drink brand from Parle Agro chose to rebrand with a new logo and visual language. The story of a mango getting inside a giant Frooti bottle through a 50-second stop motion animation featuring miniature characters. A microsite called 'The Frooti Life' provided a taste of the new Frooti Life by featuring the TVC, the Frooti story, summer recipes using Frooti, games, and more. On social media, the brand created customized gifs to cheer up folks having a bad time.

Amazon India Aur Dikhao

Based on the insight that the Indian consumer loves to be spoiled for choice and prefers to check out more options before finally making a purchase decision, Amazon India had rolled out Aur Dikhao, a digital campaign powered by a two-minute film and loads of social media conversations asking popular folks to show more from what they'd already had. Leveraging IPL8, the ecommerce brand also launched the aur dikhao contest asking users to tweet what they would like to see more of in this IPL

Few example of social media act as a game changer. It played imperative role in Narendra Modi's historic political win

Every citizen across the world knows that Narendra Modi is a politician and Prime Minister of the India. But very few people know that he is amongst most updated tech geek in India, who foresee the power of technology or digital media, when he was chief Minister of Gujarat. And because of him common man could become aware about the Digital media.

Research done by foremost Psychologist says that through digital media he could convey his message clearly. In other words social media platforms facilitate him in delivering his message to large audience.

CONCLUSION

Social media marketing is part of doing business in the new millennium. The role of social media marketing is to use it as a communication tool that makes you accessible to those interested in your product and makes you visible to those that don't know your product. Use it

as a tool that creates a personality behind your brand and creates relationships that you otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is that social media is so diversified that it can be used in whatever way best suits the interest and the needs. Using social media sites to promote a business proves successful in expanding the overall growth and helps to solidify the businesses concept and meaning. In conclusion, social media presents a large opportunity across multiple channels to build on and promote service, content, advocacy building and insight.