

## **An Analytical Study of Social Media Marketing and its Impact on Consumer Behavior in Jalgaon District**

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### **Abstract**

*The meaning of social media marketing is a digital marketing strategy that involves using social media platform like WhatsApp, Facebook, Instagram and Twitter to promote product and services. It aims to reach an engage with a target audience through various methods such as creating and sharing, compelling content, running paid advertising compaign and for study community interaction. The goal of social media marketing is to build brand awareness, drive website traffic, generate leads, achieve business objectives by leveraging. Social media marketing can change the buying behaviour of a customer. Customer buying behaviour refers to the choices and actions made by user or customer when they buy and use a product. Overall, based on the data gathered and analysed has been identified that social media does in fact have an influence over consumer behaviour.*

### **Keywords:**

Social media marketing, consumer behaviors, decision making process.

### **Objectives**

1. To study the impact of social media marketing on consumer buying decision process.
2. To gather and analyze feedback from customer on social media platform.
3. To measure the change in perception of the consumer through the content and engagement on social media.
4. To measure the positive influence of products and services social media advertising

### **Marketing before Social Media**

Marketing is an important tool in the selling process of goods and services. It is a key component of business management and commerce. Before social media, marketing relied on traditional methods such as: printing posters and banners, designing, television ads, newspaper, radio, promotional events, coupon books, word of mouth etc. In the year 1930 P&G was first company to use print media advertisement. As technology has changed, so has the medium of marketing. 1950's is known as T.V commercial age which leads to marketer's inclination towards electronic media advertisement. During 1970's computers are born. With the launch of World Wide Web i.e. www. AT&KT was first company to use modern media for marketing. In 1996, Andrew Weinreich created Six Degrees, the first official social media site, which launched in 1997.

### **Hypothesis**

Hypothesis: This analysis has been done to know the hypothesis that do customer's buying decision get influence by the appearance of the product on social media platforms and what is their perception towards social media marketing and how much they are satisfied with the purchasing from social media.

Null Hypothesis: customer's buying decision do not get influenced by the Social Media Marketing.

Alternative Hypothesis: More and more consumers are satisfied with the online shopping through social media in comparison to local market.

### **Literature Review**

Dr. Rajendra H Prasad (Dec 2020) Study examined that social media is an effective tool in doing business today and bring out innovative strategies out of companies that used to be very monotonous. The above study also determines that social media has positive impact on business and its growth and performance. Companies that are at maturity state in the product lifecycle can adopt social media to extend their business survival.

Poonam Garg (2020) IMT Ghaziabad, India Study examined the most significant conclusion of this research is that there is a positive relationship between social media analytical practices and business performance in which customer engagement plays a significant role. This research provides empirical justification for the existence of a casual relationship between social media analytical practices, customer engagement and business performance.

### Research Methodology

Data collection method:

The data collection method used is primary as well as secondary. We collected the primary data through surveys using the platform of Google form which is free surveying web used application. For secondary data we talked to some people about their buying decision and went through other research papers having similar topics.

Sampling design:

Sample universe: The sample universe includes the people of Jalgaon region.

Sample size: The sample size of the participants was of 89 people.

### Findings

1. In the survey most of people were from the age group of 18 to 25 who spends maximum number of hours on social media.
2. In the survey almost all people you social media with the percentage of 97.8%.
3. As per the survey most of people spend their maximum time on WhatsApp and on Instagram with the percentage of 55.1% and 38.2% respectively.
4. as per the data collected with the help of survey method 62.9% people would like to shop both, online and offline. This is a positive vision of people towards online shopping.
5. 71.9% people agree that sometimes the advertising or any promotional information that are shown on social media platform are useful to them.
6. As per the data collected in the survey 50.6% people are sometimes interested in shopping through social media and 14.6% people are likely interested in shopping through social media.
7. As per the survey 24.7% people admitted that a brand social media appearance influence their buying decision to large extent and 64% people admitted that a branch social media appearance influence their buying decision to seldomly.

#### 1) Age

##### Interpretation:

As per the above data it has shown that maximum participants in this study are from the age group of 18-25 with the percentage of 71.9% and 20.2% and 7.9% from the age group of 25-40 and 40-60 respectively.

#### 2. Usage of social media

##### Interpretation:

As per the above data 97.8% people use social media on daily basis. Various social media platforms they use like Instagram, Facebook, Twitter, Pinterest etc.

By asking this two general questions we are able to identify the diversity of the responses which will help us to give a more generalized analysis.

#### 3. Which social media platform you spend the most time on?

##### Interpretation:

As per the above presented data most of people spend there time on WhatsApp with the percentage of 55.1% and on Instagram 38.2% people spend their time and on Facebook minimum number of people with the percentage of 6.7%.

#### 4. How much time do you spend on social media?

##### Interpretation:

In the above chart It has shown that 38.2% people spend their 1 hour in a day 34.8% people spend their 2 hours in a day and 15.7% people spend more than 3 hours on social media. By the above data it has analysed that people spend sufficient time on social media.

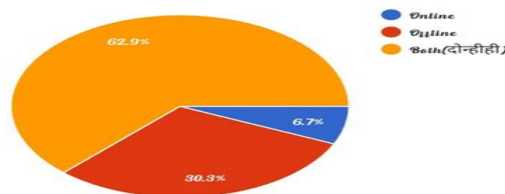
#### 5. Do you see ads or promotional information about any products or services on social media?

**Interpretation:**

In this question we have asked participants that do they see any advertising on social media platform about any products or services and 86.5% people agreed that they see advertising on social media often.

**6. Do you prefer shop online or offline?**

89 responses



**Interpretation:**

In this question we have asked that which type of shopping they prefer and 62.9% Participants prefer both type of shopping, online and offline. From the above data we can see that people have positive vision towards online shopping.

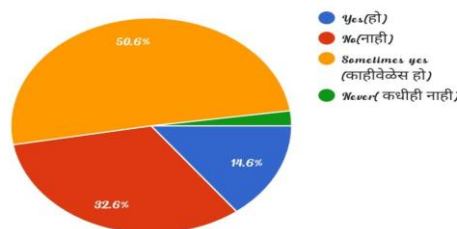
**7. Do you find advertising on social media or promotional information about a product or services useful to you?**

**Interpretation:**

The pie chart shows that 71.9% people admitted that the promotional information they see on social media is sometimes useful for them. By this information we can say that there are a lot of chances that a customer can see social media as an alternative medium for shopping.

**8. Do you get interested in shopping through social media? (Like Instagram Twitter Facebook etc.)**

89 responses



**Interpretation:**

In the above chart we can see that 50.6% people are admitting that sometimes they get interested in shopping through social media. And from the above data it can be concluded that people have interest in shopping through social media platforms.

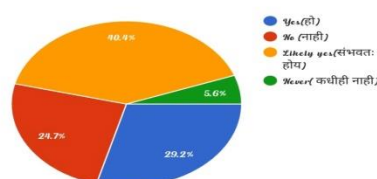
**9. If you bought something through social media, are you satisfied with it?**

**Interpretation:**

In this question we have asked the participants that if they bought something through social media then are they satisfied with the result. And there are positive responses from the participants with the percentage of 70.8%.

**10. Do you feel safe while shopping through social media or online?**

89 responses

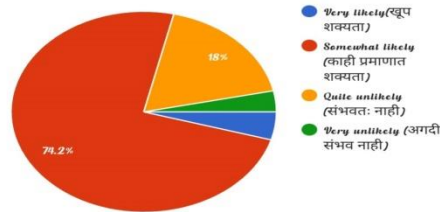


**Interpretation:**-As per the above data when we asked the participants that do they feel safe while shopping through social media then there are the responses of 40.4% of people that likely they feel

safe while shopping through social media. And there are also negative responses with the percentage of 24.7% people feel unsafe while shopping through social media.

**11. How likely are you to buy a product recommended on social media platform?**

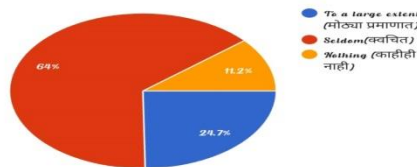
89 responses



**Interpretation:** In this question we have asked the participants that how like they buy a product recommended on social media then there was the responses of 74.2% people that somewhat likely they buy that product. Therefore from the above data it has cleared that social media has positive impact on customer.

**12. To what extent does a brand’s appearance on social media influence your purchasing decision?**

89 responses



**Interpretation:** This was the last and important question in this question we have asked the participants that brand’s appearance on social media influence their purchasing decision then there are responses of 64% people that seldomly it influence their buying decision and 24.7% people admitted that to large extent it influence their buying decision. And overall it has analysed that social media marketing has positive impact on customer behaviour

**Conclusions**

It can be concluded from this research that consumer in Jalgaon District, Maharashtra. Are actively utilizing social media platform as tool in validating their purchasing decision.

The level of social media marketing was described as high. Based on the data the customers purchasing power is high which means that their purchasing are often observed. They believe that this procedure will satisfy demand, wants requirements and way of life.

The result overall show that social media has strong impact on the consumer behaviour of Jalgaon district s people.

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