Impact of Social Media Marketing in Online Purchasing Decision of Consumers

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ABSTRACT
Social media has changed the way people communicate and share information and pleasures. Marketers now have a new way to reach clients thanks to the increasing rise of social media and social networking sites, particularly in emerging countries like India. As social media gains momentum, online marketers are focusing on new ways to engage customers through social media. The purpose of this study is to determine the impact of usage of social media on purchase decision process with respect to Fast Moving Consumer Goods in Shivamogga District. According to the findings, social media is the most extensively used information source for entertainment, networking, and experimenting with different brands. Also, social media reviews and opinions influences purchasing decisions; yet, the desire to share their post-buy experiences is surprisingly high.
Key words: Social Media, Marketing, Communication, FMCG and Online Purchase

I.   INTRODUCTION

The internet has paved the way for new forms of communication and interaction. This is altering various aspects of the media industry. Until few years ago, the top-down approach of traditional media companies was predominant in media business administration. This approach leveraged on the agenda-setting of media tycoons, providing little space for audience intervention, except for features like letters to the editor in newspapers and phone-ins on television and radio, all of which undergo a filtering process. Social Media, blogs, micro-blogs, and social networking sites are examples of new forms of communication.

With the growing importance of internet day to day urban life, social media site has gained rapid acceptance in the minds of people. Millions of people use Social Media Sites to search their friends online and communicate with them, chat, share information, upload videos and photos. Visiting Social Media Sites has become a practice for most people, one which they cannot easily give up. This growing importance of Social Media Sites has translated into its increasing use in marketing also. Because today marketers are going for integrated marketing communication rather than fragmented communication. Using Social Networking Sites like Facebook, Google+, Myspace, Instagram, LinkedIn etc. for marketing of products is increasing fast. And Social Media for advertising is comparatively much lower than the other mass media options. Hence, it is a value for money proposition.

Social Media
Social Media is an internet-based form of communication. Social Media platform allows user to have conversations, share information and create web based content. There are different varieties of Social Medias like blogs, micro-blogs, wikis, instant messaging, Social Networking Sites, photo sharing sites, video sharing sites, podcasts, widgets, virtual worlds and many more.

Social media online application platform and other media aims at facilitating communications, associations and in sharing of contents, social media is imperative in marketing environment. LinkedIn was established specifically for business professionals, but it also provides opportunities for decision makers, as well as online tools and platforms that allow users to collaborate on content, exchange ideas and experiences, and connect for business or pleasure. Individuals can create, collaborate, and share information via social media, which is a combination of Internet-based applications. Social media can be called as a strategy and a channel for broadcasting. There are various types of social media that needs to be distinguished in further. Although most people would generally agree that Wikipedia, YouTube, Facebook, and Second Life are all part of this large

group, there is no systematic way to categorise the various social media apps.

Table 1.1: Classification of Social Media

Key value proposition	Examples
Social Networking	Facebook, MySpace, Orkut, Bigadda, Indyarocks, hi5, etc.
Professional Networking	LinkedIn, XING, Ryze etc.
Photo Sharing	Flickr, etc.
Video Sharing	YouTube, Vimeo, etc.
Document Sharing	Slideshare, Docstoc, Scribd
Social Bookmarks	Delicious, StumbleUpong
Blog Platforms	Blogspot, Wordpress
Location based networks	TripIt, Foursquare
SMS	SMS Gupshup, Way2sms etc.
Microblogs	Twitter
Virtual World	Second Life, GoJiyo
Crowd Sourced Content	Redditt, Digg

II. LITERATURE REVIEW

With the twin objectives of obtaining a comprehensive idea about the theoretical framework of the topic and identify the research gap that exists at present, an attempt has been made in the following paragraphs to review some of the important earlier works. In order to conduct the review, the data have been collected from three different sources; (1) Reports of different aspects of Social Networking Sites (2) Selected doctoral works in the area of Social Networking Sites (3) Published research papers and books in the area of Social Networking Sites.

Rama Swamy Hulakodu (2014), study entitled "Game Changer" highlights that India stands in 3rd place for the usage of internet. About 16,50,00,000 people are connected to internet so that politicians are getting publicity through internet. And Social Media has played a major role in Indian elections of 2014. Survey which was conducted by "IRIS knowledge foundation" shows that out of 543 constituency more than 160 constituencies has got affected in the election's result.

Vijaya Rathore et al (2014), their study entitled "Social Media Sites Like Facebook, Twitter in Grip of Viral Videos" argues that many companies support the videos made by amateurs on Facebook, Twitter and YouTube and this is helping out the youths to explore their talents. At the same time companies are becoming dependent on Social Medias' for booking profit as the trend of business is seeing a shift towards social media.

Cameron Chapman (2009), study entitled "The History and Evolution of Social Media" the writer mentions that other major social networks developed, niche sites began picking up for specific interest groups. For e.g. Ning, is a platform for forming niche social network. Now there are social networks for almost every hobby, interest, passion, industry and group that could be imagined. Corporations of all categories of businesses are developing a number of niche Social Networking Sites. Social media is not just restricted to Social Networking Sites; sharing photos, videos and other multimedia content is also a prevalent social media activity.

ING Group (2014), study entitled "Impact of Social Media" referred that one-third of journalists said Social Media posts are not a reliable source of information. Despite this, half of journalists revealed that social media was their primary source of information. Journalists (60%) said that they feel less bound by journalistic rules on social media than with traditional media such as a newspaper article. 81% of public relation professionals consider that social media have a more impact than traditional Medias and 68% of journalists have faith in journalism can no longer operate without social media.

Mangold et al (2009), study entitled "Social Media: The new hybrid element of the promotion mix" the author propose more than ten types in their study Social media. According to them these types are: Networking sites, Creativity work sharing sites, User-sponsored Blogs, Company sponsored websites / Blogs, Company sponsored cause/help sites, Invitation only social networks, Business – networking sites, Collaborative websites, Virtual worlds, Commerce communities, Podcasts, News delivery sites, Educational material

sharing, Open source software communities and Social bookmarking sites. They propose that social media be considered a hybrid component of the promotional mix and therefore be incorporated as an integral part of the organization's IMC strategy.

Ramulu Bhukya (2012), study entitled "Social Media Marketing: An Advance Marketing Practice" and depicted that Social Media optimization is one of the popular way of promoting product online and increasing its traffic in a short period of time. It is cost effective and businesses will definitely maximize its effects since as long as it is published online, higher the chance that people unravel into business. We cannot overlook the fact that each day, millions upon millions of people are engrossed in various social media platforms where they may interact, form relationships, and learn about new items. Thus Social media marketing can be termed as an emerging advance in business and its applications.

Ms. Sisira Neti (2011), study entitled "Social Media and its Role in Marketing" the author debates that multinational businesses have recognized social media marketing as a potential marketing platform, and have used it to power their advertising campaigns with social media marketing. The author suggests that an online presence and an ongoing conversation with your constituents is a baseline requirement whether an individual, a start ups small business or a large corporation.

Maddy Coon (2010), study entitled "Social Media Marketing: Successful Case Studies of Business using Facebook and YouTube with an in-depth look into the Business use of Twitter" here, the author argues that social media can see growth in business world as more people will become comfortable with the idea of marketing their product in this platform. The results of this study says that the business houses should be updated with new techniques of marketing to survive in this highly competitive environment and post the interesting things on their wall so that to retain their followers from losing their interest. At the same time he says that old techniques of marketing should also be followed as it targets varied class of potential customers who are not updated with new innovations.

Bernadette D'Silva et al (2014), their study entitled "Influence of Social Media Marketing on Brand Choice Behaviour Among Youth in India: An Empirical Study" the authors gives an overall idea about the behaviour of youth in India towards the brand choice and comes out with a positive conclusion in terms of relationship with the social media and marketing activities. It has focused solely on India's youth and metropolitan areas.

Mary James (2013), study entitled "Social Media Marketing – How Business and Technology Sector is Affected?" the author expresses that businesses nowadays cannot think of flourishing without the aid of social media. The social media has made a big revolution in the field of business. Social media marketing is the way of boosting the website traffic and driving the attention of the prospective audience through the Social Networking Sites. This is a "word-of-mouth" marketing. This marketing leads to earned media instead of paid media. Marketing through social media means creating a content conveying your corporate message that not only attracts the attention of the readers but also encourages them to share in their Social Network circle.

Ron Jones (2009), study entitled "Social Media Marketing 101" defines social media as a type of online media, where people are talking, partaking, sharing, networking and bookmarking on the web. Most social media platforms allow all interested parties to participate in discussions, provide feedback, participate, comment, and share information. Traditional media is more of a one-way broadcast, but social media is more of a two-way interaction. Another distinctive feature of social media is the concept of remaining connected to other sites, services, and people.

Thackeray, et al (2008), their study entitled "Enhancing Promotional Strategies within Social Marketing Programs: Use of Web 2.0 Social Media" stated in his article that, he lists concerns for leveraging Web 2.0 social media in marketing communications, as well as how social media has allowed customers to become co-creators of relevant content with an agency or a corporation. The most relevant are: i) Whether the needs of the population can meet with the use of social media, ii) Identifying habits and behaviours of target population, iii) Determining whether the population in question has access to or uses social media, iv) The population's knowledge and ability to use social media, v) Describing the population's attitudes towards social media.

No doubt, that many studies have been done by the earlier researchers on social networking sites and its impact on youths, social media marketing, importance and usage of social networking sites in e-commerce industries etc, but there is no evidence that any of the earlier studies is been done on the topic entitled "Impact of Social Media Marketing in Online Purchasing Decision of Consumers" which is chosen in the present study.

Objectives of the study
The primary objective of the study is to examine the effectiveness of Social Media tools like Facebook, Twitter, LinkedIn, YouTube etc. in promoting the online purchasing decision of consumers' of Shivamogga district. And secondary objective is to offer suggestions for the marketers.

Research Design
The present study is exploratory in nature. In order to accomplish the above objectives and to conduct this study, survey method was adopted. A survey was earned out by personally visiting the online customers under study, spread in all the five taluks of Shivamogga district viz. Shivamogga, Bhadravati, Thirthahalli, Sagara, and Shikaripura. The sample size consists of 200 respondents from

Shivamogga districts, 40 respondents have been selected from each taluks.
Primary data were collected through distributing a structured questionnaire among the social media users of five taluks of Shivamogga district. **Secondary data** is collected through various published as well as unpublished secondary source like; journals, magazines, reports, books, articles, research papers, websites.

III. DATA ANALYSIS AND INTERPRETATION

Gender-wise classification
Information about classification of respondents on the basis of Gender is collected for understanding the perception of male and female about online shopping and their satisfaction level. This information is classified in the following table.

Table No. 2: Classification of respondents on the basis of Gender

Gender	Frequency	Percent
Female	72	36
Male	128	64
Total	**200**	**100.0**

Source: Field Survey

Above table indicate that out of total 200 respondents, 36% (72) are females and remaining 64% (128) are male respondents. It can be inferred that majority of the respondents are male.

Area-wise classification:

Factors of Social Media Marketing are studied and Online Shopping influencers' information is collected from five taluks of Shimoga district viz. Shimoga, Bhadravati, Thirthahalli, Sagara, and Shikaripura. Online respondent's data is collected and classified on the basis of Geographical Area.

Table No. 3: Classification of respondents on the basis of Geographical Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shimoga	40	20	20	20
	Bhadravathi	40	20	20	40
	Thirthahalli	40	20	20	60
	Sagara	40	20	20	80
	Shikaripura	40	20	20	100
	Total	**200**	**100**	**100**	

Source: Field Survey

Above table depicts that 20% (40) respondents were selected from each taluks of Shivamogga district and there is an equal contribution to the study from all taluks.

Age-wise classification:
Classification of respondents on the basis of age are classified and studied into three different

age groups like below 25 years, 25 years to 35 years and above 50 years. The distribution of age profile is decided after thorough review of literature on the subject matter. Opinions and preferences of online shopping were studied from the age group of below 25 years to above 50 years of age which is shown in following table.

Table No. 4: Classification of respondents on the basis of Age

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
Above 50 Years	60	30	30	30
25 to 35 Years	72	36	36	66
Below 25 Years	68	34	34	100
Total	**200**	**100**	**100**	

Source: Field Survey

The above table indicates the age group of online respondents; it shows 36% (72) respondents are from 25 to 35 years age group, wherein it shows 34% (68) respondents are from below 25 years ages group and 30% (60) respondents are from above 50 years. Out of 200 respondents studied, more than half of the response group is with tech knowledge and does online shopping i.e. below 25 years to 35 years.

Monthly Income-wise classification

Classification of respondents on the basis of Monthly Income of Family Members was studied. The idea is to find the purchasing power of the household money is a major factor for spending on online shopping. Monthly income of respondents are classified into three different groups like; below Rs.25,000/-, Income from Rs.25,000/- to Rs.35,000/- and income above Rs.50,000/- which is shown in following table.

Table No. 5: Classification of respondents on the basis of Monthly Income of Family Members

Income level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above Rs. 50,000/-	88	44	44	44
	Rs. 25,000/- to Rs. 50,000/-	72	36	36	80
	Below Rs. 25,000/-	40	20	20	100
	Total	**200**	**100**	**100**	

Source: Field Survey

The above table indicates the monthly family income of online respondents out of 200 respondents, 20% (40) respondents monthly income of family is below Rs.25,000/- wherein study shows that 36% (72) respondents monthly income of family is between Rs.25000/- to Rs.35,000/- and monthly income above Rs.50,000/- are 44% (88) respondents are studied, this is due to increasing affluence of social media in the Indian society day by day.

Preferred Social Media

The social media most preferred by online respondents are studied. Understanding opinions towards motivation of using different social media sites by using ranking method. Online respondents with frequency value which is shown in the following table.

Table No. 6: Classification of respondents on the basis of Preferred Social Media

Social Media	Frequency	Percentage	Rank
Face book	32	64	Rank 1
Twitter	21	42	Rank 3
LinkedIn	18	38	Rank 5
Ibibo	18	36	Rank 6
YouTube	17	34	Rank 7
Myspace	20	40	Rank 4

Pinterest	20	40	Rank 4
Instagram	19	38	Rank 5
Google+	20	40	Rank 4
Flickr	26	52	Rank 2

Source: Field Survey

The above table expresses the top ten most preferred social media sites by respondents, Facebook is preferred by 64% (32) respondents and ranks first, Flickr ranks second with 52% (26) respondents, Twitter ranks third position with 42% (21) respondents, MySpace, Pinterest and Google+ shares fourth position with equal number of respondents each with 40% (20), LinkedIn and Instagram shares fifth position with 38% (19) respondents each, Ibibo ranks sixth position with 36% (18) respondents and YouTube stands last with seventh position by 34% (17) respondents.

Usage of Social Media
Classification of respondents on the basis of frequency of usage of Social Media has been studied in four different options to know the extent of logging in to social media sites and addiction level of respondents. Following table shows the details.

Table No. 6: Classification of respondents on the basis of usage frequency of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Once in two days	44	22	22	22
Everyday	124	62	62	62
Once a month	8	4	4	4
Once a week	24	12	12	100
Total	**200**	**100**	**100**	

Source: Field Survey

The above table indicates that, out of 200 respondents 12% (24) respondents use social media sites once a week, 4% (8) respondents preferred log in to sites once a month found to show lack of interest on social media sites, whereas 22% (44) respondents log on to these sites once in two days and 62% (124) respondent shows keen interest to social media sites every day.

Time spent in Social Media
Classification of respondents on the basis of time spent in Social Media has been studied in four different time slots which are shown in the following table.

Table No. 7: Classification of respondents on the basis of time spent in Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 30 minutes	72	36	36	36
30 to 60 minutes	60	30	30	66
60 to 120 minutes	40	20	20	86
More than 120 minutes	28	14	14	100
Total	**200**	**100**	**100**	

Source: Field Survey

The above table indicates time spent per day on social media sites, 36% (72) respondents spends around 30 minutes on social media, 30% (60) respondents spends around 30 to 60 minutes, 20% (40) respondents spends more time an hour to two hour on social media sites. 14% (28) respondents prefer to spend an average of more than two hours on daily in social media sites.

Online Shopping Habits
Classification of respondents on the basis of online shopping habits has been studied to understand the buying habits of customers. Frequency of shopping is categorized into four different aspects which are shown in the following table.

Table No. 8: Classification of respondents on the basis of online shopping habits

	Frequency	Percent	Valid Percent	Cumulative Percent
Once in a month	88	44	44	44
Once in three months	52	26	26	60
Once in six months	36	18	18	78
Once in a year	24	12	12	100
Total	200	100	100	

Source: Field Survey

Out of 200 online social media respondents, 12% (24) online users purchased products through online once in a year, 18% (36) users preferred to shop online once in six months, whereas 26% (52) of users purchased once in three months through online social media. Customers who most likely preferred to shop once are every month is 44% (88) online respondents.

Duration of Online Shopping Habits
Classification of respondents on the basis of duration of online shopping has been studied to understand customer's inclinations towards online purchases which lead to customer satisfaction. It has been shown in the following table.

Table No. 9: Classification of respondents on the basis of duration of online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than a year	80	40	40	40
Since 1 to 3 years	76	38	38	78
Since three to five years	28	14	14	92
Since more than five years	16	8	8	100
Total	200	100	100	

Source: Field Survey

Above table symbolizes, 40% (80) respondent does online shopping from less than a year. A customer who does online shopping since one to three years is 38% (76), since more than three to five years shopping inclined customers were 14% (28), whereas 8% (16) respondents were quite satisfactory and does online shopping since long time that is more than five years.

FMCGs purchased through Online
Classification of respondents on the basis of most frequently purchased FMCGs has been studied, to know the online customers preference. There are total ten product category has been studied which are presented in the following tables.

Table No. 11: Classification of respondents on the basis of purchasing frequency of FMCGs

FMCGs	Frequency	Percent
Apparels likes T-shirt	140	70
Jeans	108	56
Formals	100	50
Ethnic	56	28
Casuals	104	52
Accessories like watches	96	48
Sunglasses	84	42
Bags and Hand Bags	92	46
Footwear like shoes, sandals etc.	116	58
Jewellery	64	32

Source: Field Survey

FMCG product categories like apparels, shoes and accessories have been studied. 70% (140) respondents preferred buying T-shirt online, 56% (108) customers purchased Jeans, 50% (100) customers preferred to shop formals dresses, 28% (56) respondent like to buy ethnic dresses, casuals were preferred by 52% (104) respondents, accessories like watches were preferred by 48% (96) online customers, sunglasses and hand bags were purchased by 42% (84) and 46% (92) online customers respectively, 58% (116) respondents does shopping of footwear like shoes and sandals, whereas jewellery were purchased by 32% (64) online users out of 200 total customers.

Online shopping websites used for purchase:
Classification of respondents on the basis of online shopping sites used by consumers to purchase products is studied and categorized in the following table.

Table No. 12: Classification of respondents on the basis of online shopping sites

	Frequency	Percent
Flipkart.com	164	82
Snapdeal.com	140	70
Homeshop18.com	76	38
Yebhi.com	56	28
Amazon.com	124	62
Zovi.com	48	24
Myntra.com	104	52
Jabong.com	96	48
Tradeus.com	36	18
Junglee.com	52	26

Source: Field Survey

The above table signifies the response to use of online sites, which is not exclusive, there could be person looking at other sites. Flipkart.com is most preferred and used by 82% (164) respondents, Snapdeal.com is used by 70% (140) respondents followed by Amazon.com 62% (124), 52% (104) like to purchase products from Myntra.com whereas 48% (96) respondents preferred Jabong.com, Homeshop18.com were used by 38% (76) of respondents, Yebhi.com preferred by 28% (56) respondents, 26% (52) of respondents purchased products from Junglee.com, 24% (48) of respondents preferred Zovi.com, 18% (36) respondents shown interest in Tradeus.com.

Table No. 13: Respondents using Social Networking Sites to Shop through Online

Scale		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	1.8	1.8	1.8
	Disagree	30	6.0	6.0	7.8
	Neutral	89	17.8	17.8	25.6
	Agree	236	47.2	47.2	72.8
	Strongly Agree	136	27.2	27.2	100.0
Total		**500**	**100.0**	**100.0**	

Source: Field survey

Above table connotes the respondents using social networking site for the purpose of online shopping. 47.2% (236) respondents agree that they use Social Networking Sites to shop goods through online which show that majority of the respondents will trust the online sellers and might have experienced positive response from the online sellers. Only 1.8% (9) respondents disagree about using Social Networking Sites for online purchase.

IV.   FINDINGS OF THE STUDY
Following are some of the major findings of the study;
(1) Study revealed that males do more online shopping than females and also more active on social media sites.
(2) People in the age group of below 25 years are more interested in online purchasing activity and are more active on social media sites as compared to other age groups.
(3) Income of the family members has a positive relationship with frequency of online purchasing decision. People having higher income are more engaged on social media site and do online shopping than lesser and average income group.
(4) Majority of the respondents especially youths preferred Facebook, Twitter and Flickr among the other social media sites. Although many respondents are aware and used other social media sites like Ibibio, YouTube, Pinterest, Myspace, Instagram, Google+, Flickr etc.
(5) Majority of the respondents have an access to social media sites every day and actively spends time approximately 30 minutes on daily basis and do some online purchasing activity atleast once in a month.
(6) Majority of the respondents are engaged in online purchasing since a year and showed interest in purchasing of FMCGs like; T-shirt, jeans, formals, casuals, ethnic' followed by accessories like; watches, sunglasses, handbags, jewellery and shoes and sandals.
(7) Most popular sites used for online shopping are Flipkart followed by Snapdeal and Amazon although people were aware and used other sites like; Myntra, Jabong, Homeshop18, Yebhi, Junglee and Zovi for online purchases.

V.   SUGGESTIONS FOR THE STUDY
Following are some of the major suggestions for the marketers;
(1) The implementation of software like ERP for E-CRM, big data analytics, people soft, etc. will be helpful for marketers to do analyse and evaluate of customer behaviour. For understanding the pre-sale and post-sale purchase behaviour this will help to frame customer retention strategies for sustaining in this competitive world.
(2) With the help of social media techniques, e-marketers can make use of customized strategies and use resources for targeting customer for particular need. Eg. Free gift or coupons to senior citizens on 1st October of year (International Senior Citizen Day) or offer free bouquet and chocolates on Mother's Day/ Women's Day for the purchase of certain category of items. Marketers can use this influence of social media marketing to deliver the best return on investment as well as an excellent customer retention strategy.
(3) E-marketers can examine customer purchase behaviour by implementing "Big Data Analytics." This will serve as a valuable tool in tracking client behaviour before to after purchase.
(4) Outsource agencies can help internet businesses with distribution and delivery of products to customers. According to the "Contract," these agencies provide better and faster service to online company clients. This will reduce issues such as late product delivery to customers, "return of goods" due to damage in transit, improper packaging, and so on.
(5) Many a times customers will not be available at home for taking delivery of products, in this situation product will be returned back or else delivered to neighbours in consultation with customers. This problem can be solved if online retailers can provide "Delivery time options" for delivering the goods to customers; this will benefit nuclear families and is also appropriate for "Cash on Delivery" payment options.

VI.   CONCLUSION
Thus Social Media Marketing has changed the role of e-commerce in FMCG sectors. The future is with the power of social media analytics that can identify online activity. In fact it is more about Online Reputation Management these days and will help the E-commerce industries to sustain in the market.

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