



## A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR

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### ABSTRACT

The goal of this paper is to research empirically the role of social media marketing in consumers' buying behavior in relevance to MCAFFEINE. MCAFFEINE is an Indian personal care brand that offers a range of caffeine-infused skincare and hair care products. Founded in 2016 by Tarun Sharma and Vikas achhwani, MCAFFEINE is one of the few homegrown brands that have gained significant popularity in the country. The brand's products are cruelty-free, dermatological tested, and free from harmful chemicals such as parabens and sulfates. Some of its popular products include caffeine-infused face wash, body scrub, shampoo, and hair serum. MCAFFEINE unique selling proposition is its use of caffeine, which is known to have multiple benefits for the skin and hair, such as reducing puffiness brightening skin, and promoting hair growth. A quantitative survey investigates up to what degree experiences are altered by the use of social media marketing. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Social media marketing puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how the social media has influenced consumer buying behavior. Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media. In recent times, consumer behavior and satisfaction has become an important asset for any organization to attain its position in the market and to increase its profitability. For this purpose, organizations are employing social media technique. From research, it is evident that companies are employing social media marketing in order to interact with the consumers. Social media marketing has given organizations a new way of dealing and changing the buying behavior of the consumers. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their “connection” or friends. Social media is used as advertising for the marketer. For the purpose of research simple random sampling is used to study the individuals of age group 18-35 for conducting this research.

Keywords: MCAFFEINE, social media marketing, consumer buying behavior, personal care products.

### INTRODUCTION

#### 1.1 MARKETING

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

—The American Marketing Association (2017)

It is defined as any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and



consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

## 1.2 SOCIAL MEDIA MARKETING

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. Social media marketing requires an evolving strategy with measurable goals and includes:

Maintaining and optimizing your profiles.

Posting pictures, videos, stories, and live videos that represent your brand and attract relevant audience.

Responding to comments, shares, and likes and monitoring your reputation.

Following and engaging with followers, customers, and influencers to build a community around your brand.

Social media marketing also includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users. The best social media marketing platforms for business include Face book, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat. Different social media marketing sites require different approaches which are explained as under:

### FACEBOOK:

Face book is a great social media marketing platform to:

- Build relationships with current customers
- Announce hours changes, events, and milestones
- Hold discussions and live streams
- Market to baby boomers

### INSTAGRAM:

Though it came onto the scene years after LinkedIn and Twitter, Instagram quickly surpassed those platforms and reached one billion monthly active users in 2018. It's popular for its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. People use Instagram to follow influencers and brands they buy from and who support their personal values.

### YOUTUBE:

The key to social media marketing on YouTube is not to try to “go viral,” but to add value. It's best for:

- Tutorials, how-to, and explainer videos
- Shoppable YouTube live streams
- Advertising (video ads and display ads on the platform)

### TWITTER:

For effective social media marketing on Twitter, you may want to:

- Follow influencers to keep up with news and trends.
- Share a story through a series of Tweets in one thread.
- Make yourself available for customer service and FAQs.

## 1.3 IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR

- Customers increasingly make direct purchases on social media platforms:



Social media is almost as widespread for learning about brands as TV or radio advertisements and word-of-mouth marketing. Three out of ten consumers said they would prefer to learn about brands in the future in this manner. But more and more, consumers are turning to social media to find brands and make purchases from them.

- Social media reviews have a significant impact on consumer behavior:

Social media is a dynamic source of social proof, which is an important consideration when making purchases. In order to assess a product or service before making a purchase, more than half (51%) of consumers read reviews on forums or social media. A potential consumer can be turned away with just one or two negative reviews.

- Customers anticipate two-way communication with brands:

The relationship between a business and its customers now has a new facet thanks to social media. A brand is no longer a distant, nameless thing we only learn about in books or on Google. Analyzing a brand's network enables you to evaluate its principles, current news and products, and relationship with its target market.

- For customer assistance, consumers use social media:

Consumers now prefer to communicate with brands via social media when they have a complaint or a concern about their service.

## LITERATURE REVIEW

**Gupta, garima (2013)** conducted a research to analyze the influence of social media on product buying and concluded that social media marketing have an effect on consumer buying behavior. The study found out that there are three factors which affect the consumer behavior mainly which are information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to Social media. The author infers that as the product is sold through e-websites the consumer cannot examine the product in real life. Perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

**AtesBayazitHayta (2013)** conducted a research which aims to grasp the influence of social media in today's life and brings new view and to see the consequences of social media networks on shopping behavior of shoppers. The sample consisted of a around 600 young shoppers between the age limit of 18-24 years who use social media marketing and have account in any of the social networks. Interview technique was used to confirm the study. The primary data collected through structured form consists of about demographic data of teenagers, the length and aim of teenagers to use net and social media. In the Questionnaire, 5-point scale was applied to confirm the link between buying behavior of teenagers and social media. The Cronbach Alpha scale was employed to find the connection between shopping behavior of shoppers and social media and the result was 0.965. The result of the study implies that social media technique produce a vital impact on buying behavior of shoppers with respect to age and academic qualification.

**Teena (2013)** conducted a research to analyze the inner and outer factors of consumer's online Buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behavior. These seven factors were social communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis also



concluded that people use social media widely for collecting information regarding product data search. It showed that the internet communications, online communities, electronic word of mouth, and online publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. This analysis provides information to international sellers in applying social media activities to market their product.

**Zembik, Marta (2014)** conducted a research to explain the link between social media marketing and consumer behavior and concluded that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

## **RESEARCH METHODOLOGY**

### **3.1 METHODOLOGY**

To achieve research objective Quantitative Research method is used as it focus on quantifying the collection and analysis of data. The data is collected via primary sources and secondary sources.

### **3.2 RESEARCH DESIGN**

The study is purely descriptive research as it sought to identify the Customer Satisfaction level based on the respondent responses. Descriptive research involves data in order to answer research questions concerning the current status of the study.

### **3.3 DATA COLLECTION METHOD**

The data will be collected with the help of primary sources and secondary sources.

#### **3.3.1 DATA SOURCES**

- Government Publications
- Trade Journals
- Relevant website
- MCAFFEINE

#### **3.3.2 TOOLS AND TECHNIQUES**

- Bar graph
- Pie chart
- Questionnaire

### **3.4 SAMPLE OF STUDY**

The research will be based on Hisar region of Haryana with the sample size of 100 respondents.

### **3.5 NAME OF ENTITIES**

MCAFFEINE

### **3.6 OBJECTIVE**

- To analyze the effectiveness of different social media platform in marketing.
- To analyze the influence of social media marketing on consumer buying behavior.
- To understand the post purchase behavior of customers.

### **3.7 SAMPLING TECHNIQUE**



In this research convenience sampling technique has been used. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. It is also an easy sampling method to collect data from the people without any hurdles.

### DATA ANALYSIS AND INTERPRETATION

In the marketing strategy of MCAFFEINE, social media platforms play a major role. The brand has an active presence on different social media platforms like Face book, Twitter, and Instagram. The prominent strategy that MCAFFEINE uses is social media marketing and also uses hash tag on such social media platforms. On social media platforms, MCAFFEINE collaborates with influencers and pitch the niche audience of these influencers. Influencers have loyal followers who look up to what they suggest. This research will be based on personal care products offered by MCAFFEINE which includes hair care products, lip care products, face care products and body care products. This study will analyze the influence of social media marketing of MCAFFEINE products on consumer buying behavior on the basis of 100 online survey questionnaires.

### OBJECTIVE: 1 TO ANALYZE THE EFFECTIVENESS OF DIFFERENT SOCIAL MEDIA PLATFORM IN MARKETING

To analyze the effectiveness of different social media platform in marketing different factors are considered such as awareness of MCAFFEINE products through social media , preference of social media platform , frequency of purchase from social media platform, effectiveness of social media platform in accordance to customers.

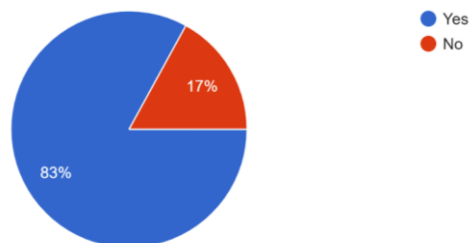


FIGURE: 1 FAMILARITY WITH MCAFFEINE PRODUCTS

According to figure 1 83% respondents are familiar with MCAFFEINE products.

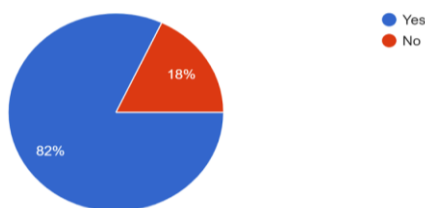


FIGURE: 2 FAMILARITY WITH MCAFFEINE PRODUCTS THROUGH SOCIAL MEDIA PLATFORM

According to figure 2 82% of respondents are aware of MCAFFEINE products through social media platform.

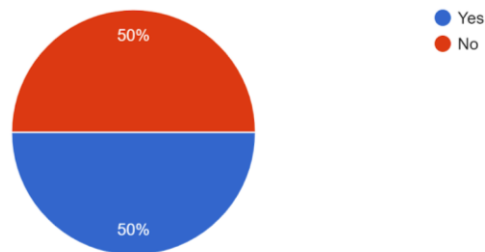


FIGURE: 3 PERCENTAGE OF PREFERENCE RATE TO PURCHASE MCAFFEINE PRODUCTS FROM SOCIAL MEDIA PLATFORM

According to figure 3 50% of respondents prefer social media platform to purchase MCAFFEINE products.

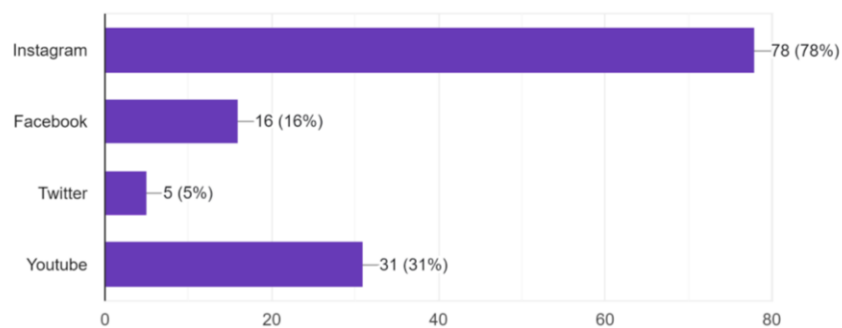


FIGURE: 4 PREFERENCE OF SOCIAL MEDIA PLATFORM TO PURCHASE MCAFFEINE PRODUCTS

According to figure 4 majority of respondents prefer instagram to purchase MCAFFEINE products. After instagram preference is given to youtube.

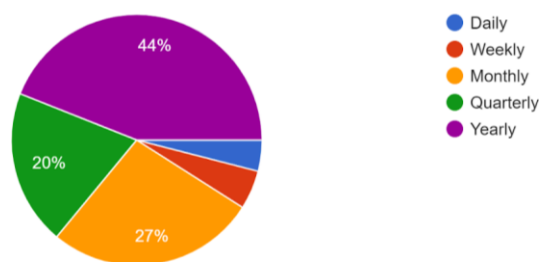


FIGURE: 5 FREQUENCY OF PURCHASING MCAFFEINE PRODUCTS FROM SOCIAL MEDIA PLATFORM

According to figure 5 majority of respondents purchase MCAFFEINE products yearly i.e. 44% respondents. 27% respondents purchase MCAFFEINE products monthly. 20% respondents purchase



MCAFFEINE products quarterly and 8% respondents purchase MCAFFEINE products daily or weekly.

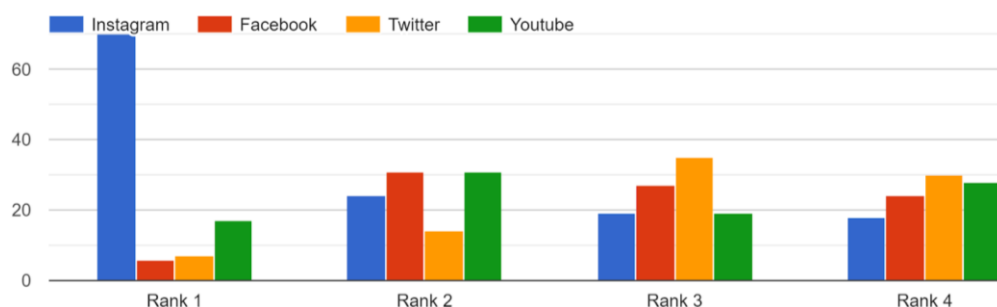


FIGURE: 6 EFFECTIVENESS RANK OF SOCIAL MEDIA PLATFORM TO PURCHASE MCAFFEINE PRODUCTS

According to figure 6 Instagram is ranked first in terms of effectiveness by majority of respondents. Facebook and Youtube are ranked second in terms of effectiveness by half of the respondents. Twitter is ranked third in terms of effectiveness by majority of respondents.

In reference to awareness, majority of respondents are aware of MCAFFEINE products through social media platform but only half of respondents prefer social media platform to purchase MCAFFEINE products. Preference is given to Instagram to purchase MCAFFEINE products and it is also considered as the most effective social media platform to purchase MCAFFEINE products and majority of respondents purchase MCAFFEINE products yearly.

**OBJECTIVE: 2 TO ANALYZE THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR**

To analyze the influence of social media marketing on consumer buying behavior likelihood to trust the recommendations on social media platform and purchasing MCAFFEINE products on the basis of those recommendations is checked. It is also studied that which of the MCAFFEINE products is mostly purchased due to impact of social media marketing.

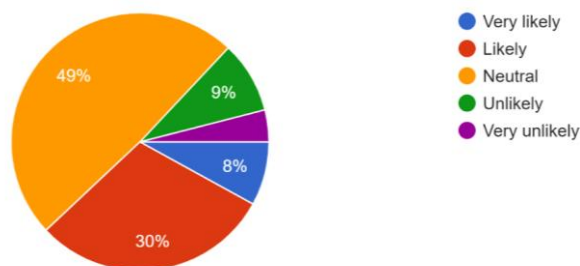


FIGURE: 7 LIKELINESS TO TRUST THE RECOMMENDATIONS ON SOCIAL MEDIA PLATFORM  
According to figure 7 majority of respondents are neutral in terms of trusting the recommendations on social media platform.



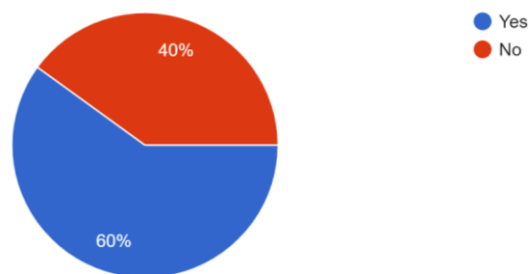


FIGURE: 8 PURCHASE RATE ON BASIS OF RECOMMENDATION OF SOCIAL MEDIA PLATFORM

According to figure 8 majority of the respondents purchases MCAFFEINE products on the basis of the recommendation on social media platform.

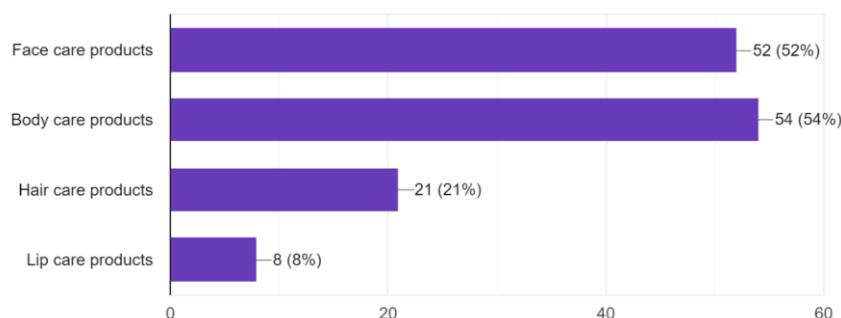


FIGURE: 9 PURCHASE RATE OF DIFFERENT MCAFFEINE PRODUCTS THROUGH SOCIAL MEDIA PLATFORM

According to figure 9 majority of the respondents prefer to purchase body care and face care products of MCAFFEINE through social media platform.

In reference to the influence of social media marketing on consumer buying behavior it was found that majority of respondents are neutral in terms of trusting the recommendations on social media platform and majority of the respondents purchases MCAFFEINE products on the basis of the recommendation on social media platform and most of the respondents prefer to purchase body care and face care products of MCAFFEINE through social media platform.

### OBJECTIVE: 3 TO UNDERSTAND THE POST PURCHASE BEHAVIOR OF CUSTOMER

To understand the post purchase behavior of customer, satisfaction level of customers on purchase of different MCAFFEINE product is measured on the basis of likert scale. It is also analyzed whether customers will repurchase the same product and purchase another product of the same brand. It is also analyzed whether customer recommend the MCAFFEINE products to others.



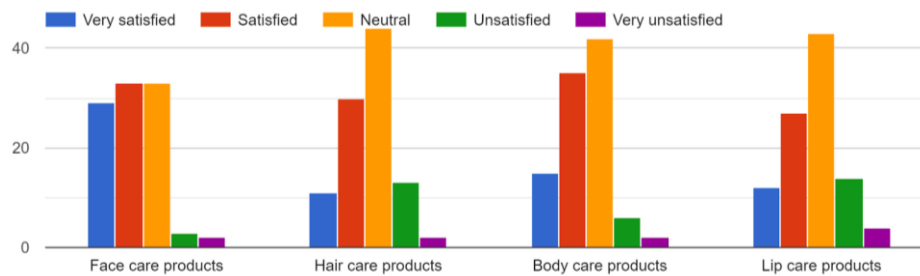


FIGURE: 10 SATISFACTION LEVEL FROM THE PURCHASE OF MCAFFEINE PRODUCTS.

According to figure 10, in case of face care products majority of respondents are satisfied whereas in case of hair care products, body care products and lip care products majority of respondents have neutral level of satisfaction.

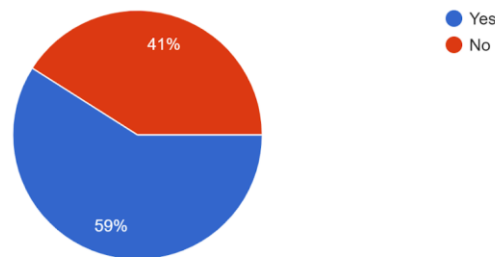


FIGURE: 11 PREFERENCES TO REPURCHASE MCAFFEINE PRODUCTS

According to figure 11 majority of respondents prefer to repurchase MCAFFEINE products.

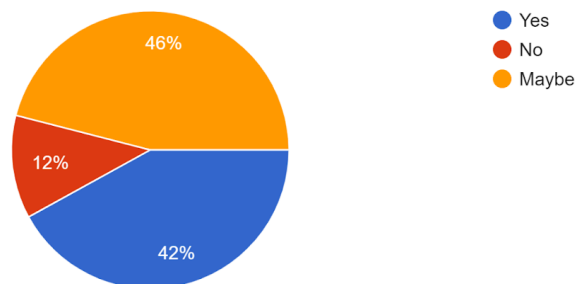


FIGURE: 12 LIKLINESS TO PURCHASE ANOTHER PRODUCT OF MCAFFEINE

According to figure 12 majority of respondents are not sure regarding making purchase of another kind of MCAFFEINE products.

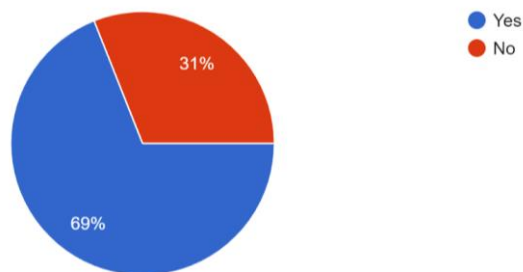


FIGURE: 13 RECOMMENDATION TO OTHERS REGARDING MCAFFEINE PRODUCTS

According to figure 13 majority of respondents recommend MCAFFEINE products to others.

In reference to understanding the post purchase behavior of customer, in case of face care products majority of respondents are satisfied whereas in case of hair care products, body care products and lip care products majority of respondents have neutral level of satisfaction and majority of respondents prefer to repurchase MCAFFEINE products but majority of respondents are not sure regarding making purchase of another kind of MCAFFEINE products and majority of respondents recommend MCAFFEINE products to others.

### CONCLUSION

After conducting the research on “A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR” to achieve the following objectives:

- To analyze the effectiveness of different social media platform in marketing.
- To analyze the influence of social media marketing on consumer buying behavior.
- To understand the post purchase behavior of customers.

The study has concluded that:

- In reference to awareness, majority of respondents are aware of MCAFFEINE products through social media platform but only half of respondents prefer social media platform to purchase MCAFFEINE products. Preference is given to instagram to purchase MCAFFEINE products and it is also considered as the most effective social media platform to purchase MCAFFEINE products and majority of respondents purchase MCAFFEINE products yearly.
- In reference to the influence of social media marketing on consumer buying behavior it was found that majority of respondents are neutral in terms of trusting the recommendations on social media platform and majority of the respondents purchases MCAFFEINE products on the basis of the recommendation on social media platform and most of the respondents prefer to purchase body care and face care products of MCAFFEINE through social media platform.
- In reference to understanding the post purchase behavior of customer, in case of face care products majority of respondents are satisfied whereas in case of hair care products, body care products and lip care products majority of respondents have neutral level of satisfaction and majority of respondents prefer to repurchase MCAFFEINE products but majority of respondents are not sure regarding making purchase of another kind of MCAFFEINE products and majority of respondents recommend MCAFFEINE products to others.

Hence on the basis of the study we can say that social media marketing has a positive impact on consumer buying behavior.

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