



**A STUDY ON IMPACT OF SOCIAL MEDIA IN BUYING BEHAVIOR OF  
CONSUMER/CUSTOMER WITH SPECIAL REFERENCE TO RAIPUR CITY**

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**Abstract:**

In today's scenario social media became a very useful tool in buying behavior decision making. it is influencing customer/consumer in a dynamic manner. Now customer/consumer is taking help of social media regarding purchasing of any product. Social media like face book twitter Skype are going to play a very important role in consumer/customer buying behavior decision making. Now in today's scenario social media like Blogs, LinkedIn, face book, twitter, Skype, etc. are playing a very important role in consumer buying behavior decision making process directly and indirectly. In recent trend of innovation in management social media becomes powerful and cost free approach to promote product to consumer. As per the survey result India's 75% youth are using social media for sharing their thought and views and comment in different area of country.

In our research study we try to find out impact of social media in buying behavior of consumer/customer with special reference to Raipur city.

**Introduction:**

Now in today's scenario social media like Blogs, LinkedIn, face book, twitter, Skype, etc. are playing a very important role in consumer buying behavior decision making process directly and indirectly. In recent trend of innovation in management social media becomes powerful and cost free approach to promote product to consumer. As per the

survey result India's 75% youth are using social media for sharing their thought and views and comment in different area of country.

B2C is an abbreviated term for business to consumer marketing. Business to consumer marketing is when a business markets products to a consumer market. A consumer is a buyer of products that are not business related. B2C products include goods and services such as food, clothes, cars, houses, phone services, credit repair services, etc.([http://wiki.answers.com/Q/What\\_is\\_B2C\\_marketing](http://wiki.answers.com/Q/What_is_B2C_marketing))

B2B buyers are using a wider variety of sources to research their purchases, and social media

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continues to play a more important role in the purchasing process, according to the 2012 Demand Gen Report B2B Buyer Survey. Not surprisingly, 95% of buyers say that vendors used email to stay in touch with them during the selection process, although 84% also said they were contacted by phone. A majority of buyers (59%) said they were pleased with vendors' choices about how and when to contact them, although 33% said there was room for improvement in this area, and 8% said they were unhappy with vendors trying to contact them too

often. (www.demandgenreport.com/industry-topics/marketing-analytics/1702-b2b-buyer-survey-reveals-impact-of-social-media-on-vendor-selection-process)

This research paper is based on perception of consumer regarding impact of social media in buying behavior decision making of consumer.

**Area of Research (Universe):** - Raipur (Chhattisgarh).

**Sources of data:** - Primary Data (Collected Through Questionnaire)

Secondary Data (Collected Through Books, Websites, Journals & Publication)

**Data Collection Method:** - Survey Method

**Sample Size:** - 30 Respondents

**Sample Design:** - Random Sampling

**Hypothesis:** - Based on availability of Data

**Research Design:** - Exploratory & Descriptive Research

**Scale Used:** - Nominal Scale

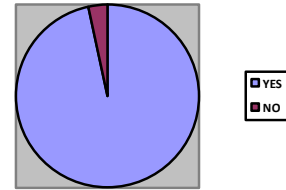
**Data Interpretation & Tabulation:** - Pie Chart

**Key Words:** - Social Media, Face book, Buying Behavior, Decision-making.

**Data Analysis & Interpretation**

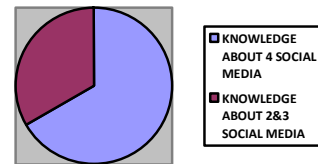
**Q.1** Do you have any knowledge about social media?

(I) Yes 29 (II) No 01



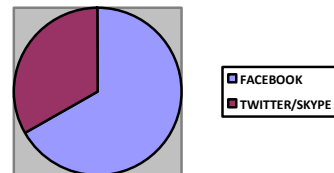
**Interpretation:-** According to 29 respondents they have knowledge about social media and 1 respondent do not have any knowledge about that because he do not have any internet knowledge and connection.

**Q.2** How many social media do you know?



**Interpretation:-** 20 respondents have knowledge about 4 social media and rests have knowledge about 2 & 3 social media.

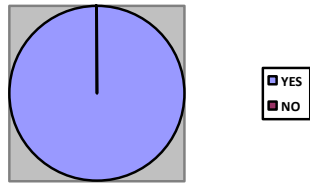
**Q.3** which social media you prefer for communication and why?



**Interpretation:-** 20 respondent say face book is the best social media for communication because of easy accessibility and user friendly nature and 10 respondents say twitter and Skype are best due to feature of application.

**Q.4** Do you think nowadays social media playing important role in buying behavior decision making?

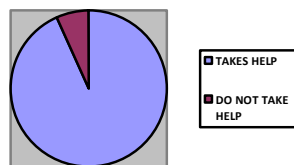
(I) Yes 30 (II) No 00



**Interpretation:-**All respondents say social media is playing important role in buying behavior decision making process.

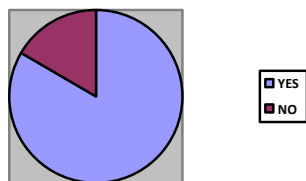
**Q.5** do you take any information from social media websites before purchasing any product?

(i)Yes 28(ii) No 02



**Interpretation:-** 28 respondents take help and information from social media before purchasing any product and 2 respondents say they do not use help of social media before purchasing product.

**Q.6** does your buying behavior decision is influenced by any social media websites advertisement?

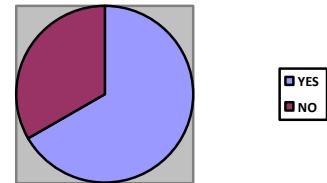


(I) Yes 25 (II) 05

**Interpretation:-**25 respondents say that their buying behavior decision is influenced by social media web sites and 5 respondents says that there is no effect of social media in buying behavior of any product.

**Q.7** Do you think nowadays people takes help of social media before purchasing any product?

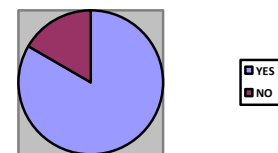
(I) Yes 20(II) No 10



**Interpretation:-**20 respondents says that nowadays people takes help of social media before purchasing any product and 10 respondents says that people do not take help of social media in purchasing of product.

**Q.8** does your family friend, siblings, relative uses social media advertisement before purchasing any product?

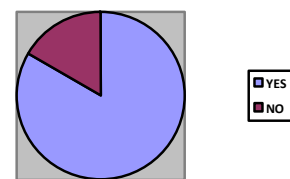
(I) Yes 25(II) No 05



**Interpretation:-**According to 25 respondents their family friend, siblings, relative uses social media advertisement before purchasing any product and 5 respondent says no family friend, siblings, relative uses social media advertisement before purchasing any product.

**Q.9.** do you study customer feedback regarding product before purchasing any product?

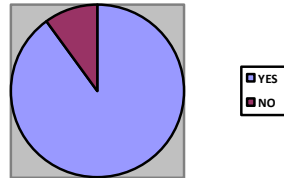
(I) Yes 25(II) No 05



**Interpretation:-**25 respondent uses customer feedback regarding product before purchasing any product and 5 respondents do not use customer feedback regarding product before purchasing any product.

**Q.10** Do you strongly feel social media is playing very important role in recent marketing promotional strategy?

(I) Yes 27(II) No 03



**Interpretation:-**27 respondents strongly feel social media is playing very important role in recent marketing promotional activities and 3 respondents said that social media do not play any important role in recent marketing promotional strategy.

**Conclusion:**

By the following research it can be concluded that:

- (1) People have knowledge about social media.
- (2) People are using social media not only for communication but also for collecting information regarding product.
- (3) Face book is the most used website as social media.
- (4) Now days in 21<sup>st</sup> century buying behavior decision making is influenced by social media directly and indirectly.
- (5) In today's competitive environment and in 21st century social media became very useful technique for marketing promotional strategy.

**Recommendation:**

By the following research it can be recommended that:

- (1) Manufacturer/Producer must use social media for promoting their product into market.
- (2) Before making any product manufacturer/producer should call

suggestion of people by help of social media that which kind of product they want and price of the product so that they can make product according to need of the customer.

- (3) Manufacturer should use social media with proper planning and in systematic manner for increasing success of their product in market.

**Limitation of the study:**

Following are the limitation of the study

- (1) Time
- (2) Cost
- (3) Language
- (4) Age
- (5) Awareness

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**Website Link**

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