

**CONSUMER BUYING DECISION INFLUENCED BY SOCIAL MEDIA ADVERTISING:
A STUDY OF ELECTRONIC COMPANIES IN DELHI**

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Abstract

Social media advertising is a form of digital marketing that utilizes social networks such as Facebook, Twitter and Instagram to deliver paid ads to target audience. Social media advertising are a quick and effective way to connect with consumers and boost their marketing campaigns. In other word, it can be said that the social media advertising is the utilization of social media platforms and websites to promote a product. In present scenario, it has become an important part of every digital marketing strategy. The objective of social media advertising is to generate content that users will share with their social network to help a business to increase brand exposure and broaden on its customer reach. It is the easiest way to cut down complexities and pave the path for the instantaneous visibility of a product in all places and communities. It's true that social media has become an important part of everyone's lives from students to job seekers and entrepreneurs; everybody makes use of online social media networks for their respective purposes. Our lives have become incalculably easier with the emergence of online social networking sites. In this paper an attempt is made to know how social media advertising influenced consumer buying decisions. The result of this research shows the consumer buying decision influenced by social media advertising. Further, study reveals the Influence of Celebrity Endorsement on Consumer buying decision.

Keywords: Social Media, Advertising, Celebrity Endorsement

Introduction

In the present scenario automation and information is perpetually transitional and since our brand is the constituent of social network so it is overt that it will be remodeled with it. Worldwide, companies are augmenting social media and embracing novel model of networked ventures to tap the arising market opportunities. Two third of big companies now maintain social networks or blogs. Almost all the companies are using social media to strengthen their financial execution and market share. Companies use social networking reticulating mechanics for a spectrum of concern practices as also to generate new ideas. Social reticulating and logbooks in specific are used largely in exterior converged practices that collect diligent aptitude and maintenance marketing efforts. Social media has changed the way companies interact with customers. A fully networked business environment means better access to customer profiles and preferences. It benefits the customers because they get more direct and personal access. The swift growth of business through social media is an indication of a sweeping change in the way businesses are conducted. Companies seeking advantage over competitors cannot ignore social media as it helps them connect and engage with customers.

Social media advertising is a powerful ways for enterprises of all dimensions to reach prospective customers. The customers are already interacting with brands through social media, and if the company's executive is not interacting directly to the customers through social media platforms like Facebook, Twitter, Instagram, and Pinterest, it is missing out great opportunities. Advertising on social media can bring profound success to the company by creating devoted brand advocates and even driving leads and increasing sales. Social media presents a lot of opportunities to help a company and maintain its brand presence online apart from the other usual things everybody has been doing. But at the same time, with any other digital initiative, using any of these plans as part of a company overall strategy requires diligent research and a lot of dedication. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Over the years advertising channels have been used in promotions, marketers have used traditional forms of marketing such as, sales promotion; media advertising, public relations and direct marketing persuade existing customers to continue buying their products or services. Advertising is paid, non-personal communication from an identifiable sponsor using mass media to influence an audience to create awareness, generate interest and increase sales. (Lamba&Kaur, 2020, p.2). Social media advertising has great influence on consumers buying decision and also noticed that celebrity endorsement on social media is playing a significant role to attract exiting as well as prospective customers.

India has emerged as the world's third largest market for electronics. The demand for electronics goods has cut across classes. The smart phone market, for example, has seen tremendous growth; Indian smart phone makers are making healthy margins of profit and creating a strong customer base. The country, however, has been unable to scale up its product to meet these growing demands. Electronics imports now stand in the third position behind oil and gold, and are expected to reach US \$ 42 billion by the end of next year, according to Frost & Sullivan estimates. The main focus of the study is to know the influence of social media advertising on consumers buying decision with respect to electronic companies in Delhi. Keeping in view the objective of the study three electronic companies were selected Samsung, LG and Sony.

Literature Review

Mirza et al. (2014), they studied the impact of social media marketing on brand equity and customer relationship management in terms of purchase intention. This research study conducted in Pakistan and data has collected from the respondents by using simple random sampling procedure in the area of Gujrat, Wazirabad, and Gujranwala. Structure equation modeling used and it assessed the impact of social media marketing on purchase intention, two constructs of CRM customer care, emotional attachment and three construct of Brand Equity brand awareness, customer satisfaction, word-of-mouth. Findings of the study indicated that, most significant factor which influence purchase intention is customer

relationship management. Results stated that, SMM positively influence customer relationships and brand equity.

BlertoRugva&BurimPrenaj (2016), in their study social media as marketing tool for SMEs, opportunities and challenges, They highlighted social media as marketing tool for SME's. Study deals with the issue of social media and its influence on SME's. It classifies social media and explores the possibilities and challenges of social network in business. They described features and the evaluation of social media and also highlighted the features of social networking sites that came into existence during 21st century, they used secondary data for research, information collected from internet and the existing literature in the field of marketing including social media marketing. They used qualitative method to identify opportunities and challenges of social media marketing. They analyzed social media marketing benefits and challenges for SME. Study found that social media online advertisement is highly effective and SME should make effort to adopt it, make room for it because it is a beneficial marketing strategy for them. Study also suggested that while implementing social media marketing, SME should have in mind the limitation and risk relating to social media marketing.

Nisha et al (2017), in their study Impact of Social Media Marketing on Brand equity, A study of Fashion-Wear Retail in Sri Lanka, this study was identified the Facebook marketing activities that have impact on brand equity and studied the relative importance of each activity on brand equity creation. This study explained how academic and empirical evidences are used to develop the conceptual model which explains the relationship between social media marketing and brand equity. This leads to the formation of model and the hypothesis.

Saini (2018), has presented a research paper on "Social Media and Brand Choice: A Study of Delhi and NCR". She has made a sincere effort to study the effect and relationship of brand awareness, brand engagement, brand choice and purchase intention with the help of statistical tool regression analysis. Author has noticed the positive linear relationship among the variable. She has found during the analysis that purchases intention affects brand choice more significant than e-WOM. Likewise, researcher has found that brand awareness of social media has great influence on brand choice and also noticed that social media is playing a significant role in various aspects of brand awareness.

Objectives of the Study

1. To study the impact of social media advertising on Consumer buying decision.
2. To know how consumer buying decisions are influenced by celebrity endorsement

Material and Discussions

The study is primarily based on primary data. The Data was collected with help of close ended from different zones of Delhi. The sampling elements comprised of 600 out of 492 responded and the rate of response remains 82 per cent. For sampling, multiple random sampling was used to select the sample. In **first stage** by using cluster sampling, the whole

area of Delhi was divided into five regions. In **second stage** by using judgment-cum-convenience sampling each region was divided on the basis of demographic variables. At **final stage** by using quota sampling, a sample of 600 consumers was taken proportionately from all five regions. Consistent with the study objectives the statistical tools one way Anova and Chi-square test was applied to test the hypotheses.

Hypotheses

H1: Consumer buying decision doesn't Influenced by Advertising.

H2: Consumer buying decision doesn't Influenced by Celebrity Endorsement.

CONSUMERS BUYING DECISION INFLUENCED BY SOCIAL MEDIA ADVERTISING

In the following paragraph, gender, age, education and income group-wise analysis has been done to know the difference between the perceptions of respondents with regard to consumers buying decision influenced by advertising. For this purpose, one-way Anova has been applied.

Table no 1

Anova results for consumers buying decision influenced by advertising and Gender

Gender	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	25.790	1	25.790	54.063	.000
Within Groups	233.747	490	.477		
Total	259.537	491			

Source: Primary Data

The above table indicates the One-way Anova results for consumer buying decisions influenced by advertising on the basis of genders. The table depicts that the significant value of the F- test is less than (0.05) significance level. Hence, the null hypothesis is rejected and it can be said that there is a significant difference between the groups and within groups for buying decision of the respondent on the basis of gender.

Table no 2

Anova results for consumers buying decision influenced by advertising and Age

Age Groups	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	60.476	3	20.159	49.419	.000
Within Groups	199.061	488	.408		
Total	259.537	491			

Source: Primary Data

The table no 2 indicates the One-way Anova results for consumer buying decisions influenced by advertising on the basis of age. The table depicts that the significant value of the F- test is less than (0.05) level of significance. Hence, the null hypothesis is rejected and it can be said that there is a significant difference between the groups and within groups for buying decision of the respondent on the basis of age.

Table no 3

Anova results for consumers buying decision influenced by advertising and Education

Education level	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	88.608	3	29.536	84.326	.000
Within Groups	170.928	488	.350		
Total	259.537	491			

Source: Primary Data

The above table reflects the Anova results for consumers buying decision influenced by advertising based on different education level of the respondents. The table depicts that the significant value of F-test is less than (0.05) significance level. Hence, the null hypothesis is rejected and it can be said that there is a significant difference in consumers buying decision and advertising based on education level of the respondents.

Table no 4

Anova results for consumers buying decision influenced by advertising and Income

Income Groups	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	31.302	3	10.434	22.310	.000
Within Groups	228.234	488	.468		
Total	259.537	491			

Source: Primary Data

The above table indicates the One-way Anova results for consumers buying decision influenced by advertising on the basis of income. The table depicts that the significant value of the F- test is less than (0.05) level of significance. Hence, the null hypothesis is rejected and it can be said that there is a significant difference between the groups and within groups for buying decision of the respondent on the basis of income.

IMPACT OF SOCIAL MEDIA ON ATTRACTION TOWARDS BRAND BY CELEBRITY ENDORSEMENT

In the following paragraph, a sincere effort has been performed to study the impact of social media on attraction towards brand by celebrity endorsement on the basis of gender, age, education and income of the respondents.

**Table No 5
Gender and Celebrity Endorsement**

Gender	Nature of Responses					Total
	HA	A	N	D	HD	
Male	102	159	14	16	5	296
	20.7%	32.3%	2.8%	3.3%	1.0%	60.2%
Female	59	108	15	9	5	196
	12.0%	22.0%	3.0%	1.8%	1.0%	39.8%
Total	161	267	29	25	10	492
	32.7%	54.3%	5.9%	5.1%	2.0%	100.0%

$\chi^2 = 3.020$ df = 4 P>.05

Source: Primary Data

It has been observed from the table no.5 that consumer attraction towards new brand by celebrity endorsement on social media. 32.7 per cent are highly agree and 54.3 per cent are agree while 5.9 per cent remain neutral, 5.1 per cent disagree and 2.0 percent are highly disagree with the statement that consumers attraction towards new brand by celebrity endorsement on social media. The Chi- square value 3.020 with P-value is 0.554 which is greater than (0.05) per cent significance level accepted the null hypothesis and rejected the alternate hypothesis which concluded that there is insignificant relationship between different gender groups and consumer attraction influenced by celebrity endorsement on social media before purchasing electronics product.

**Table No 6
Age and Celebrity Endorsement**

Age	Nature of Responses					Total
	HA	A	N	D	HD	
Below 20 Years	2	22	1	1	0	26
	0.4%	4.5%	0.2%	0.2%	0.0%	5.3%
20-30 Years	40	164	12	8	0	224
	8.1%	33.3%	2.4%	1.6%	0.0%	45.5%
30-40 Years	108	53	14	4	0	179
	22.0%	10.8%	2.8%	0.8%	0.0%	36.4%
Above 40 Years	11	28	2	12	10	63
	2.2%	5.7%	0.4%	2.4%	2.0%	12.8%
Total	161	267	29	25	10	492
	32.7%	54.3%	5.9%	5.1%	2.0%	100.0%

$\chi^2 = 205.132$ df = 12 P<.05

Source: Primary Data

It is noted from the table that 32.7 per cent respondents from different age groups have replied that they are highly agree with the statement and 54.3 per cent have opined agree, 5.9 per cent are seems neutral. 5.1 And 2.0 per cent stated disagree and highly disagree respectively. It can be concluded that majority of respondents are agree with statement. The Chi-square value is 205.132 and P-value is less than table value at 5 per cent level of significance. The null hypothesis is rejected and alternative hypothesis is accepted. It means, there exists a significant association between age groups of respondents and their opinion towards the attraction of new brand by celebrity endorsement while using social media.

Table No 7
Education and Celebrity Endorsement

Education Level	Nature of Responses					Total
	HA	A	N	D	HD	
Undergraduate	25	15	4	2	0	46
	5.1%	3.0%	0.8%	0.4%	0.0%	9.3%
Graduate	92	155	14	6	0	267
	18.7%	31.5%	2.8%	1.2%	0.0%	54.3%
Masters	43	71	7	4	0	125
	8.7%	14.4%	1.4%	0.8%	0.0%	25.4%
Others	1	26	4	13	10	54
	0.2%	5.3%	0.8%	2.6%	2.0%	11.0%
Total	161	267	29	25	10	492
	32.7%	54.3%	5.9%	5.1%	2.0%	100.0%

$\chi^2 = 153.473$ df = 12 P<.05

Source: Primary Data

It is apparently clear from the above table that 54.3 per cent of respondents in all education level opined that celebrity endorsement on social media attract them towards new brand of electronics product. 5.9 per cent respondents remain neutral, a small group of the respondents i.e. 2 per cent have replied that they are highly disagree with the above statement. The value 153.473 of Chi- square corresponding P-value is lower than the table value at 5 per cent level of significance. Thus, the null hypothesis is rejected. It means variables are dependent or there exist significant association between the variables. So it can be concluded that there is a relationship between academic qualification of respondents and their opinion regarding consumer attraction towards new brand of electronics product on social media.

Table No 8
Income and Celebrity Endorsement

Income in Rs	Nature of Responses					Total
	HA	A	N	D	HD	
Below 10, 000	16	0	0	4	5	25
	3.3%	0.0%	0.0%	0.8%	1.0%	5.1%
10, 000 - 20, 000	26	15	3	1	0	45
	5.3%	3.0%	0.6%	0.2%	0.0%	9.1%
20, 000-30, 000	25	129	12	5	0	171
	5.1%	26.2%	2.4%	1.0%	0.0%	34.8%
Above 30, 000	94	123	14	15	5	251
	19.1%	25.0%	2.8%	3.0%	1.0%	51.0%
Total	161	267	29	25	10	492
	32.7%	54.3%	5.9%	5.1%	2.0%	100.0%

$\chi^2 = 122.130$ df = 12 P<.05

Source: Primary Data

It is apparently clear that 32.7 per cent respondents state that they are highly agree and 54.3 per cent state that they agree that celebrity endorsement on social media attract their intention towards new brand, 5.9 per cent remains neutral. Small segments of respondents i.e. 5.1 and 2 per cent are seems disagree and highly disagree with the above statement. It has been depicted in the table no 4.6 (d) calculated value 122.130 with P-value is less than the table value at 5 per cent level of significance, So it leads to conclusion that rejects the null hypothesis, now it is evident that there is significant relationship between different income groups and the statement of attraction of new brand by celebrity endorsement on social media.

Conclusion

A company should not be afraid to try them out. Social media advertising success, after all, requires actual learning plus some trial and error. A company should make sure to track each of its efforts to know which ones will be more effective and successful for its everyday routine. Effective use of social media can take great opportunities for the business, but will require some thought and planning. Moving with fast paced developments in online technology can help to enhance its brand value, boost profile and perhaps even win new business opportunities. However a company need a healthy perspective on what its business is able to put into social media, and what's realistic to expect in return. Home computers, laptops, smartphones, tablets and even internet enabled televisions can allows easily access the web from anywhere and at any time. Faster speed, new devices and online applications have all contributed to change the way people work, socialize and market. Social media can be an affordable and easy way of starting a marketing campaign, with a big impact possible from lesser investment. A company's social media strategy should include a wise mix of engaging contents and a

friendly and responsive 'persona' can help to grow a focused on customers which is interested to buy its product or service and can recommend its business to others.

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