

A STUDY ON SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR CONCERNING THANE DISTRICT

¹Dr. Vinod Chandwani and ²Mrs. Bhakti R. Pawaskar

¹Assistant Professor, K.G. Joshi & N.G. Bedekar College (Autonomous), Thane

²Assistant Professor, K.V. Pendharkar College (Autonomous), Dombivli

ABSTRACT

The purpose of this study is to examine the positive approach to consumer behavior in social media marketing. The study is limited to the Thane district only. We have focused on the social media marketing conducted on social networking sites like Facebook & Twitter. The increasing use of social media for marketing is an increasing concern in the Thane area. In this paper, we study the growth of social media marketing over the years. Consumer behavior concerning the growth of social media marketing through Facebook and Twitter. We have used the 'U test' method of analysis for proving our hypothesis in the paper. The study answers the concerns and positive growth of social media marketing in the district of Thane.

INTRODUCTION

Social media marketing is a method of using social media sites to attain the attention of people. These programs concentrate on developing content that will attract the attention of the readers on social media and make them share the content on their social networking sites. Any statement that is shared on the social networks, which included short messages, information about a product or service, brand, or a company is termed electronic word of mouth. Social media has become an important medium to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how social media is affecting consumer behavior.

Effects of Social Media Marketing on Consumer Behavior.

As per consumer socialization theory, communication with customers plays an important role and it influences the psychological feature of the customer. It also has an impact on the attitude of the customer. Social media networking sites provide an environment that enables the consumers to communicate on the web which will have an important impact on the consumer socialization concept. Daily more than one lakh different types of tweets are sent, nearly Seven lakhs' contents are posted on Facebook, millions of information are searched on google, thousands of photos are sent through Instagram, and six hundred websites are hosted. There were a lot of business opportunities due to the development and advancement of social media. In the business environment, consumers become the focal point because of the powerful presence of social media. Several studies were conducted to find out the influence of social media and the results of these studies help the firms to maintain a good position in the market with the help of social media.

REVIEW OF LITERATURE

Nima Barhemmatietal, (2015):

Their study found that social network marketing is becoming the most successful model in advertising. This study aims at how social network marketing influences shopper buying behavior among consumers who use social networking sites.

Elisbetaivona, (2014):

The unique aspects of social media and its immense popularity have revolutionized practices such as advertising and promotion. Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors about a product or a company.

According to **Zarella**, there are some types of social media, like Blog, Microblog (Twitter), Social Networks (Facebook, LinkedIn), Media sharing (YouTube, Flickr), Social News and Bookmarking (Digg, Reddit), Rating and reviews pages (Yelp), Forums and Virtual Worlds (Second Life). Using them has many benefits for consumers, such as: saving consumers time, better-informing possibilities, more reliable information, reduced cost of informing, better communication with companies, and reduced prices.

RESEARCH METHODOLOGY AND RESEARCH DESIGN:

Research area According to Various Parameters:

The researcher has tried to collect them based on various parameters and various areas are selected from the thane district which is as follows:

Location: The Researcher has selected an area related to the district of Thane which is Bhiwandi, Wada, Ulhasnagar, the city of Thane, and the nearby areas.

METHODS OF COLLECTION OF DATA:

A technique of data collection refers to tools/methods of selecting the units for data. In the broader sense, there are two techniques for the selection of units in the process of collecting data they are:

1. Census technique
2. Sample technique

Sampling Size:

The survey will be conducted based on a sampling method. The total population is 800 customers. The researcher is going to develop a sample design, the researcher will be collecting the information from 200 customers that are 30% of the population were selected for the present study in Thane city, Other than thane city and village areas in the Thane city.

Hypothesis for the present study:

1. **Ho:** There is no positive impact of social media on consumer buying behavior

H1: There is a positive impact of social media on consumer buying behavior.

STATISTICAL ANALYSIS

1. Which Social Media Marketing Do You Like (Comparison between Facebook and Twitter)

Result of the Mann-Whitney U Test:

	Value
Mann-Whitney U	136458.000
Wilcoxon W	268299.000
Z	-3.404
p-value	.001

The result of Mann-Whitney U test which is showing the value of Mann-Whitney U the value of 136458.000, whereas Wilcoxon W shows 268299.000, Z value shows negative is minus -3.404 whereas P-Value is .001.

Interpretation: Since the p-value for the test of Mann-Whitney U is below that of 0.05 indicates that there exists a significant difference between the use of Facebook and Twitter. As the mean rank is higher for Facebook one can conclude that Facebook is used significantly than Twitter.

2. Are you using Facebook for online Purchasing through its advertisements?

Facebook and Online Marketing:

The Test Statistics	
	Value
The Mann-Whitney U	149034.000
P-value	.000

The P-value is below .005 which shows the high significance of Online Marketing with help of Facebook.

FINDINGS

1. Facebook and Twitter are equally preferred by the customer’s marketing channels.
2. Facebook is preferred more significantly (a result of the Mann-Whitney U test p-value < 0.05 with mean rank 686.89) than Twitter (with mean rank 505.80).
3. Social Media Marketing like Facebook is creating a great impact on Consumer Buying Behavior.
4. The consumer is using Engagement nowadays that is he is using the view of existing customers before buying the goods or services online.
5. The Researcher has given more importance to Facebook but also other means of social media marketing like Twitter, WhatsApp, etc.

LIMITATIONS OF THE STUDY

Every research has certain limitations may be of time, money, and others. In the present research there are a few limitations as below:

1. The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.

2. Due to lack of enough time and matter of money, the researcher has taken only a Limited area for the study which is Thane District in Mumbai of Maharashtra State of India. The study covers Thane City Customers, other than thane city and village area of Thane city that is Bhiwandi, Wada, and Ulhasnagar.

CONCLUSION

Social Media has changed the way organizations do business with the help of computers online over the past few years, and as result, social media marketing has created its name in the business world. In today's life, social media become a very strong and useful tool used by consumers in buying decisions. Technology has changed the lives of all consumers. Through Social Networking Sites consumers can get information not only about companies but also about the companies too. Even social media is helping consumers to buy the product through engagement which means consumers and various stakeholders like the company, consumers, society, and businessmen are participants rather than viewers. So, Consumers can change their minds before purchasing any product online.

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