

## **EFFECT OF SOCIAL MEDIA ON CUSTOMER SATISFACTION AND ONLINE BUYING BEHAVIOUR IN E-COMMERCE**

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### **ABSTRACT**

Social media has completely changed how people communicate and share their interests and information. Marketers now have another way to reach consumers thanks to the explosive rise of social media and social networking sites, particularly in emerging nations like India. The study makes an effort to evaluate how social media use affects the decision to buy. Social media is a popular platform for exchanging interests and information. These days, social media is the "high-quality opportunity to be had" item for instantly connecting with potential clients. The daily marketing streams are only a small portion of the many strategies used to promote and brand goods. Customers can now investigate things, label them, and offer more critical feedback thanks to technology. As a result, a lot of businesses now have social media profiles to expand their product expertise. For many manufacturers, social media advertising is the new motto. According to the report, social media is most frequently used as a source of information for networking, entertainment, and new brand information. The choice to buy is also influenced by reviews and opinions on social media, but people have a surprisingly strong propensity to share their experiences after making a purchase. This study assesses consumers' knowledge of social media platforms and their degree of happiness with online shopping.

***Keywords- Online Shopping, Consumer Behaviour, Consumer Attitude, Social Media***

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### **1. INTRODUCTION**

The internet is the primary source for business promotion in the modern world. As e-commerce grows, more people are using the internet. Therefore, the majority of people use social media platforms to share information. Social media may have a significant influence on online

purchases. It helps businesses build a stronger online presence, create leads, and boost site traffic, which is a crucial function of online advertising. Enhancing the development and expansion of an e-commerce business requires a solid social media strategy. Due to social media's global industrial success, its reputation continues to improve. A significant portion of advertising initiatives are conducted via social media websites. Including social media with a purpose to enhance ecommerce can be fairly effective. It offers a potent strategy for drawing in audiences who utilize social media.

Social media functions similarly to online shopping apps for stock trading. Social networking platforms have a big influence on internet shopping. New features on social media platforms, such as comment areas and like buttons, are frequently employed to speed up conversations. Sharing product details enables customers to buy the things they want online. The majority of social media users make purchases after sharing things on Twitter and Facebook.

Rapid technological adoption, fueled by the growing usage of smartphones and tablets, as well as greater internet connectivity via broadband, 3G, 4G, and other technologies, boosted e-commerce's growth and expanded its online customer base. Favorite demographics and an increasing number of internet users also contributed to this expansion. Highlights: The market's enormous potential was demonstrated by the rise of domestic players like Flipkart and Snapdeal as well as the intense investor interest in these businesses. The competition is anticipated to increase with the arrival of e-commerce giants like Amazon and Alibaba. These two foreign companies have the patience and substantial financial resources to propel the Indian e-commerce industry. Social media has a significant influence on online purchases. It helps businesses build a stronger online presence, create leads, and boost traffic—all of which are critical functions in online marketing. Enhancing the development and expansion of an e-commerce business requires a well-planned social media strategy. Due to its global commercial success, social media is still becoming more and more popular. Social networking websites account for a sizable portion of advertising campaigns. Using social media to promote e-commerce can be quite advantageous. It offers a successful strategy for grabbing the attention of the big social media user bases.

Over time, social media use has grown quickly, and many individuals are using it to make purchases. Many companies have chosen to use social media networks to their advantage in an

effort to increase their clientele. The truth is that social media is a valuable addition to internet marketing operations, despite the skepticism of some business owners. According to the report, social media is most frequently used as a source of information for networking, entertainment, and new brand information. The choice to buy is also influenced by reviews and opinions on social media, but people have a surprisingly strong propensity to share their experiences after making a purchase. This study assesses consumers' knowledge of social media platforms and their degree of happiness with online shopping.

### **1.1 FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR**

The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their necessities and wants is known as shopper conduct. It suggests the ways of behaving of clients in the commercial center as well as the hidden explanations for those ways of behaving. The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their requirements and wants is known as purchaser conduct. It suggests the ways of behaving of clients in the commercial center as well as the basic explanations for those ways of behaving. The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their requirements and wants is known as customer conduct. It implies the ways of behaving of clients in the commercial center as well as the hidden explanations for those ways of behaving. The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their requirements and wants is known as customer conduct. It suggests the ways of behaving of clients in the commercial center as well as the hidden explanations for those ways of behaving. The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their necessities and wants is known as customer conduct. It suggests the ways of behaving of clients in the commercial center as well as the fundamental purposes for those ways of behaving. The investigation of how people, gatherings, or associations pick, buy, use, and dispose of ideas, items, and administrations to satisfy their necessities and wants is known as customer conduct.

For a showcasing office to stay fruitful in the commercial center, it is pivotal to understand, assess, and screen purchaser conduct. Coming up next are a portion of the few viewpoints that influence client conduct:

- **Purchasing Power**

Consumers' purchasing power plays a vital role in influencing the consumer behaviour. The consumers analyze their purchasing ability before buying any products or services. The product might be too good, but if it cannot meet the buyers purchasing capacity, it will have negative impact on its sales.

- **Group Influence**

Group influence also affects the decisions made by a consumer. The primary influential group consists of family members, immediate relatives, classmates, and the secondary influential group consists of acquaintances and neighbours which seem to have higher influence on the purchase decision of a consumer.

- **Personal Preferences**

Consumer Behaviour is influenced by various shades of priorities likes and dislikes morals and values at the personal level. The personal view and opinion of the consumer pertaining to style and fun becomes the dominant influencing factor especially for some dynamic industries like food, personal care and fashion.

## **2. STATEMENT OF THE PROBLEM**

The internet has served as a route via which a user can make any purchase of their choice, even from a distance. Due to the rapid advancement of technology, people now utilize the internet for shopping as well as entertainment. Customers can be judged at a physical store, but it is more difficult to do so in an online business due to shifting consumer needs and mindsets. The primary factor influencing research on purchasing behavior, which can vary depending on whether consumers purchase things online or in person, is perception. In addition, perception, motivation, and satisfaction are key elements in understanding consumer behavior, particularly

when it comes to online shopping. This is because when consumers have a positive perception of something, they are motivated to buy, and the resulting satisfaction prompts additional purchases. In relation to offline / physical purchasing, there are a ton of statistical and economic studies on consumer satisfaction and repurchase intention. However, this study was done to gauge how consumers felt about online buying, what drove them to do it, and how satisfied they were. It also sought to determine whether these happy customers planned to shop online again in city.

### **3. NEED OF THE STUDY**

The internet has transformed the way that customers shop and purchase goods and services nowadays. It is no longer just a networking tool for people to connect. Therefore, the customer is no longer required to be physically present during business hours or at a certain location to make a purchase of goods or services. Simply said, the widespread usage of the internet and the rapid advancement of technology have opened up new markets for both consumers and businesses. The internet is now more than just a way to communicate with clients; it also serves as a vital resource for locating new customers and maintaining relationships with existing ones. The study is significant in this regard in the current marketing period.

### **4. REVIEW OF LITERATURE**

*Bhagat, Maitrey & Phil, M. (2022).* The improvement of the web gave buyers a totally new involvement with terms of data social event, valuing or item examination, and the potential for online buys. Therefore, online buyer conduct is an essential thought for advertisers. Advertisers should grasp how, where, and why buyers act online to gauge their internet based conduct. To explore which web channels customers use at each phase of the purchasing choice interaction (BDP), this study endeavors to analyze concentrates on directed by various analysts. From that point forward, examination will assist us with better comprehension how and why online customers go through the purchasing choice interaction (BDP). Drawing a reexamined and more fruitful showcasing methodology will profit from it. This study analyzed purchasers' impression of web purchasing from the stance of the items' worth.

*Mishra, Dr & Rout, Debasish & Sarkar, Purnima & Naik, Payal. (2021).* Everybody in the world is affected by the exceptional disaster that has come upon mankind with Coronavirus. The seriousness of this pandemic circumstance, wherein everything would come to a total end, was not expected by anybody. The circumstance has gotten so terrible that individuals have secured them in their homes and creatures have started to meander the roads. In any case, individuals are heroes. They are currently ready to endure such conditions. To keep up with their commercialization propensity, they endeavor to retaliate even in this frantic circumstance. They keep on making buys, albeit online as opposed to face to face. Online advertisers like Flipkart, Amazon, Myntra, Zomato, and Swiggy have been flourishing in 2020, while any remaining organizations have experienced because of lockdowns, closures, and different issues. Nothing has at any point scared shoppers, who are viewed as the rulers of this financial area. The reason for the ongoing review, which was directed in the city of Bhubaneswar, is to assess the web based buying propensities for purchasers from different segment profiles.

*Neger, Meher & Uddin, Burhan. (2020).* The review's goal was to investigate the factors impacting Bangladeshi shoppers' internet purchasing propensities during the Covid illness (Coronavirus) plague. The review evaluated how clients' web based buying conduct during the Covid infection (Coronavirus) pandemic was affected result, cost, efficient, installment, security, authoritative, and mental variables. Between May 10 and June 10, 2020, 230 Bangladeshi web customers took part in face to face meets utilizing a web-based overview technique that utilized an organized poll with five-point Likert scales. They utilized a non-likelihood examining procedure. Numerous relapse investigation, dependability examination, and elucidating insights examination were utilized to inspect the information. The discoveries showed that during the Covid sickness (Coronavirus) pandemic in Bangladesh, clients' web based shopping conduct was essentially and well related with all rules aside from cost and security. As to real internet shopping strategy utilized by Bangladeshi buyers during the Covid disease (Coronavirus) pandemic, it has ramifications for e-showcasing practice firms.

## **5. OBJECTIVES OF THE STUDY**

The main objectives of the research study are:

1. To examine how social media platforms affect online consumer purchases.

2. To determine the elements that influence consumers' decisions to buy products online.
3. To determine how satisfied customers are with the products they buy on social media platforms.

## **6. RESEARCH METHODOLOGY**

Based on data from both primary and secondary sources, this study is both descriptive and analytical in character. According to the study, certain characteristics of online shoppers are described, including their perception level, its relationship to their demographics and internet usage habits, the reasons behind their decision to shop online, their satisfaction with their experience, the issues they encounter, and their intention to make additional purchases. With the aid of a thorough analysis of the data gathered, the researcher has highlighted the existing nature of these characteristics of the subject matter with relation to the study region. To clearly examine the population's propensity for online purchasing and their perception of the value of e-commerce platforms and online shopping, a questionnaire was created and then sent out over WhatsApp. 140 respondents in total were chosen at random from city. People of various ages had responded and provided input regarding their purchasing experiences. Statistical software for data analysis Data analysis will be conducted using pertinent statistical techniques, such as the mean, standard deviation, percentage, and other test procedures, among others.

## **7. DATA ANALYSIS AND INTERPRETATION-**

140 sample respondents' primary data was gathered for the study on consumer behavior toward online shopping. Percentage analysis has been used to examine and interpret the primary data that was gathered. Tables and charts have been used to display the gathered data. The following is the data analysis and interpretation:

**TABLE-7.1:**

### **GENDER-WISE CLASSIFICATION OF RESPONDENTS**

GENDER	NO OF RESPONDENTS	PERCENTAGE



MALE	74	52.86%
FEMALE	66	47.14%
TOTAL	140	100%

It is evident from the above table that a greater proportion of men than women participated in the poll, with 53% of men and 47% of women.

**TABLE-7.2:**

**AGE-WISE CLASSIFICATION OF RESPONDENTS**

AGE	NO OF RESPONDENTS	PERCENTAGE
UP TO 25	54	38.6%
26-35	57	40.7%
36-45	14	10%
ABOVE 45	15	10.7%
TOTAL	140	100%

**Interpretation**

It is evident from the above data that 39% of respondents are between the ages of 25 and 25, 41% are between the ages of 26 and 35, 10% are between the ages of 36 and 45, and 11% are over the age of 45%.

**CHI SQUARE TEST**

**TABLE-7.3**



### RELATIONSHIP BETWEEN GENDER AND FREQUENCY OF USING SOCIAL MEDIASITES

Gender	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	503.214 <sup>a</sup>	15	.000
Likelihood Ratio	358.819	15	.000
N of Valid Cases	140		

Gender and the frequency of using social media sites are highly significant and have a link with one another, according to the above table, which also shows that the degree of significance of the selected variables is higher than the chi-square value. Thus, in this case, the null hypothesis is accepted.

**TABLE-7.4**

### RELATIONSHIP BETWEEN AGE AND FREQUENCY OF USING SOCIAL MEDIA SITES

Age	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	523.935 <sup>a</sup>	25	.000
Likelihood Ratio	368.616	25	.000
N of Valid Cases	140		

Age and the frequency of accessing social media sites are two highly significant factors that have a link with one another, as can be seen from the above table. The level of significance of the selected variables is higher than the chi-square value. Thus, in this case, the null hypothesis is accepted.

**TABLE-7.5**

### FACTORS DETERMINING THE PURCHASE OF THE PRODUCTS - AVERAGE SCORE ANALYSIS

S. No.	Particulars	Weighted Score	Rank
1.	Saving time	3.43	<b>4</b>
2.	Variety options	4.12	<b>3</b>
3.	Convenient mode of buying	4.73	<b>1</b>
4.	Return policy	4.69	<b>2</b>
5.	Price	4.86	5
6.	Product Quality	4.68	6
7.	Reliability	1.71	7

According to the above data, respondents ranked convenience as the most important feature when making an online purchase, followed by return policies in second, variety possibilities in third, and time savings in fourth place.

## CORRELATIONS

**TABLE-7.6**

### FREQUENCY OF USING ONLINE SHOPPING AND THE LEVEL OF SATISFACTION

Variables		Frequency of Using	Level of Satisfaction
<b>Frequency of Using</b>	Pearson Correlation	1	.005
	Sig. (2-tailed)		.962
	N	140	140
<b>Level of Satisfaction</b>	Pearson Correlation	.005	1
	Sig. (2-tailed)	.962	
	N	140	140

This correlation is strong and positive. The degree of satisfaction and the frequency of internet buying do not significantly correlate.  $r = 0.005$ ,  $n = 140$ , and  $p = 0.962$  are taken from the preceding table.

## 8. CONCLUSION

According to the findings of this study, internet-based living gained significant popularity ten years ago, and its clientele is rapidly growing in all ways. These days, regular people use Facebook, YouTube, WhatsApp, Instagram, and other social media platforms for business purposes as well as for fun and social interaction. Numerous social media platforms provide a platform and an opportunity for a vast number of people worldwide to communicate in a simpler, faster, and less costly manner. As a result, people typically visit unofficial groups frequently and become acquainted with one another. In addition to consumers, manufacturers, marketers, retailers, and organizations are now using the internet to promote their products, encouraging buyers to buy them, increasing brand awareness, brand trust, and brand dependability, and ultimately increasing their advantages. Additionally, businesses receive online feedback from customers and adjust their marketing mix accordingly.

This study is important since it fundamentally contributes to our understanding of how web-based living influences decisions, mindsets, and purchase behavior. Additionally, a comparison between male and female buyers has been done in order to have a deeper understanding. People's varied lifestyles and expectations for daily comforts may be the reason for the comparison and disparity in how they use online life.

In contrast to outdated promoting procedures, it is finally suggested that advertising supervisors should be provided with sophisticated advanced showcasing gadgets that use web-based social networking to attract their potential clients.

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