



**A STUDY OF SOCIAL MEDIA MARKETING  
PRACTICES AND ITS IMPACT ON CONSUMER  
BEHAVIOUR**



**ABSTRACT  
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## **ABSTRACT**

The main aim of the study was to analyze the impact of social media marketing on consumer buying behavior taking Meerut as the reference of the study.

Marketing has evolved over the centuries, decades and years. With the evolution there has been vast change in marketing concept from going to shops for shopping to buying the things online there has been drastic change in the buying behavior of consumers. With this a new concept has evolved which is capturing the market with its fast pace, called as Social Media Marketing. Social Media Marketing is a digital channel of marketing that helps to connect with the audience or target market using social media platform to build brand, advertise the product, increase sales and drive the website traffic.

The study has certain objectives which are as follows:-

1. To study the conceptual framework and historical background of social media marketing in the world in general and particular in India.
2. To study the profile of the customers, who are affected more by the social media marketing?
3. To evaluate the various social media channels preferred by consumers.
4. To analyze the impact of social media marketing on the consumer buying behavior.
5. To find out which is the best social media channel to affect consumer buying behavior.

The study has been done based on certain research questions. A mix of exploratory and descriptive research design was adopted by the researchers. In the initial stages exploratory research design was used with the objective to gain insight and comprehension about the significance of the customer engagement with social media platforms while descriptive research design was adopted in the pilot survey and construction of the scales and collection of data.

The study was limited to the area of Meerut city in Uttar Pradesh. The entire city was divided into four zones and two spots were selected from every zone for

abstracting more variation in the data. In the study respondents were selected on random basis. A standardized questionnaire was prepared for collecting the user's response. All the response collected or recorded either as categorical (age, income, gender, education etc.) or they were subjected to five point rating scale (Likert Scale).

The analysis comprises descriptive analysis using graphic and numerical techniques like tabulation, frequency counts, mean and standard deviation. Further, to check the research hypothesis inferential statistical technique were adopted such as t-test of comparing two populations. The data comprising mainly categorical variables were subjected to Chi-Square tests of proportion utilizing the techniques and statistical features from t- distribution and Chi-Square distribution respectively. Further for conducting t-test and Chi-Square while comparing two populations R statistical package was used (R Core Team, 2020).

Total 403 respondents were there out of which 188 were female and 215 were male. It was analyzed from the study that 39.45% (159) people spend more than two hours on social media.

After analyzing the response of the respondents using different research design and statistical techniques it was found that younger generation are more likely to use social media platforms, so, marketing activities should be designed in accordance to their performance. It was seen that females are less active in comparison to male on social media it so because females are less educated. The researcher also found that different social media platform has different opportunity for marketers. Some platform are more used by educated and literate, some are common irrespective of literacy so marketers have different opportunity at different places and they should target their audience as per their preferences and behavior this will help the marketers in getting higher response from the target segment. The study also found that 80% of the people prefer social media marketing over traditional marketing and hence the companies should give more emphasis on social media marketing and it should be in practice.

On the basis of research and hypothesis testing it was analyzed that education, occupation and income are correlated with the intention to buy after seeing a promotional contents on social media. So it is recommended that marketers should

segment their audience or target market accordingly to target each and every group differently in order to ensure high response rate. Many other findings and recommendations were seen while analyzing the data which have been discussed further.

During the study it was found that with the passage of time the importance of social media marketing is increasing. It has been seen that people is preferring more of social media marketing for getting any information about the product or quality of services provided by different companies. It has made easier getting reviews for any product before making any kind of purchase.

Hypothesis testing reveals that on the basis of preference of marketing practices (traditional and social media marketing) there is a significance difference between social media marketing and traditional channels of marketing practices in respect of consumer preferences. Another hypothesis testing reveals that on the basis of influence of social media on consumer buying behavior proves that social media has direct impact on consumer buying behavior. It was seen in the research that in total 57.07% people are induced to buy after watching a promotional content on social media platform. On the basis of profile of consumers (i.e. gender, age, education and income) it has been seen in hypothesis testing that the profile of consumer has its impact on the buying behavior of consumers. On the basis of gender, it was evident that 42.55% females and 43.26% of males have no impact on their buying behavior hence it indicates that gender is independent of intention to buy and thus it has no impact. On the basis of age, it was extracted that as the age increases, the intention to buy decreases. On the basis of education, it was seen that there is certain level of impact of education on the buying intention of the consumers. On the basis of income, it was found that income affect the buying intention of the consumers.