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**“INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING
BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN
BANGALORE CITY”**

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Mahabub Bahsa S, “Influence of social media marketing on buying behavior of Millennial towards
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Abstract

Purpose: The number of Indian Social Media users is increasing day by day and a lot of Business firms are moving towards social media marketing to enhance their branding and marketing strategies. This study aims at examining the Usage of social media platforms and its impact on the buying behavior of the consumers.

Design/methodology/approach: Certainly this analysis is Exploratory in nature. Primary data is obtained from consumers of social media in their Millennials. 165 respondents are estimated on the basis of the Cochran Method of uncertain population sample size. The questionnaire is divided into four sections including Rating scale and Likert scale questions and the questionnaire's convergent-divergent validity is also tested. The data analysis is performed by explaining the rankings and then using SPSS Version 25 and AMOS R Version 23 Tools to test the hypothesis. The study's focus is geographically restricted to City of Bangalore and Millenials.

Findings: Study findings revealed that Facebook is the most preferred platform for social media, and that Youtube is the most reliable. On social media marketing the Millennials expressed strong positive perceptions. The majority of the respondents said that the social media marketing influences their buying behaviour. Regardless of the demographic features, social media usage among millennials remains the same.

Originality/value: This paper is the first attempt to study the influence of social media marketing on the Millennials in Purchase of smart phones.

Keywords: Social Media Marketing, Buying behavior, Millennials, Smart hone Buyers, Social Media Platforms

INTRODUCTION

Internet penetration in India is poor-yet in India 566 million users were online in December 2018. Of this-493 million are daily internet users. At the end of 2018 there were 326.1 million social media users in India. (Statistica). This number was expected to rise to 351.4 million by the end of 2019. Indian users spend an average of 2.4 hours on social media a day (slightly below the world average of 2.5 hours a day). (Source: The Hindu) 290 million active social media users in India use their mobile devices to access the social networks. 86% of the total number of social media users in their social networks (Source: Hootsuit e- We Are Social Report) 97 per cent of internet-connected Indians watch online videos.

The manner people are buying has changed and drastically improved over the last few decades. Customers often used shop in traditional shops, such as large shopping centers, and many still use the same approach when buying. But, with the help of technology and digital communication technology, consumers can shop through the SM Platform using numerous social media and websites. This type of shopping mode can come in multiple names such as online shopping, online shopping activity and internet shopping, all of which relate to the process of buying and purchasing goods or services through the internet using various social media sites. Social Media (SM) is a web-based service also known as "Social Networking Sites" which refers to the network of relationships and interactions between various users (groups or individuals). Social media such as Facebook, Instagram and Twitter allow users to establish strong relations between themselves and others by accomplishing more than one mission and promoting contact and knowledge sharing (comments, thoughts, videos and images). Social media plays crucial roles on various facets of our lives. What's interesting about SM is that it serves users in a variety of fields, including industry, marketing, advertisement and education. From a market viewpoint, companies and customers will communicate with each other directly through SM, and thus find whatever goods and services they are searching for. Today, consumers are increasingly using technology and especially social media as an effective tool in their online shopping process. This process can be described as an electronic platform allowing customers to communicate with business people and fulfil the needs of their purchases. Social networking has played an significant role in speeding up the dissemination of this phenomenon. Interacting with customers on

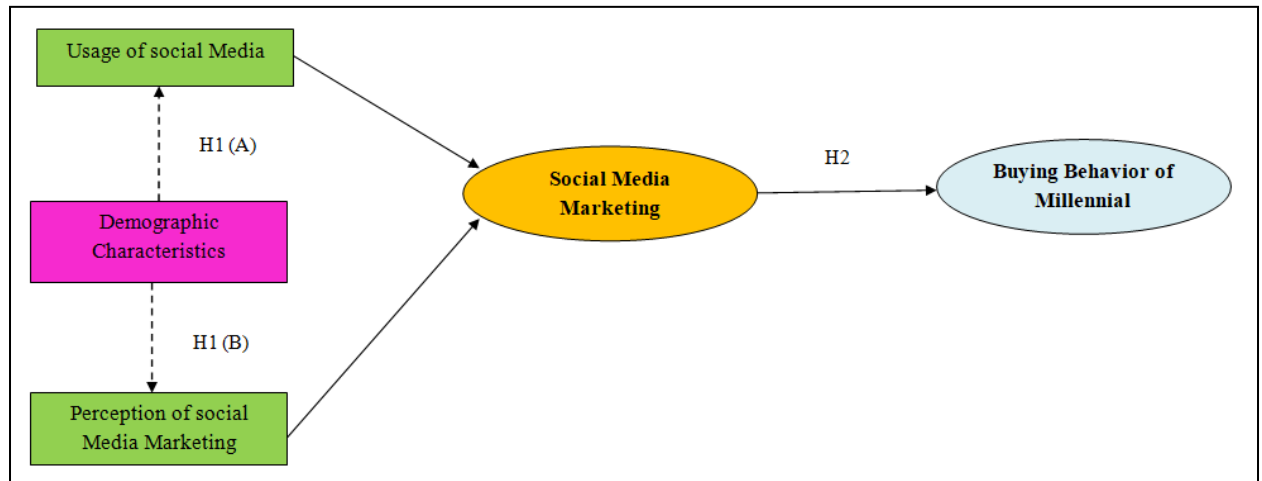
social media will lead to increasing potential consumers and the possibility that potential consumers will become actual shoppers. In addition to converting current potential customers into consumers, SM allows these consumers to promote and share their purchasing experience with their friends by giving their positive or negative views on a product they purchase. Everywhere online shopping is growing and this phenomenon affects various types of consumers. This paper will present several important sections beginning with a review of literature and related studies, describing the methodology, conclusions, interpretation and discussion, and finally a limitations, potential expectations and conclusion regarding SM 's effect on consumer buying behaviour backed by theoretical and realistic contributions.

LITERATURE REVIEW

Several scholars have recently researched the impact of social media on consumer behavior, but not necessarily from a decision-making viewpoint (e.g., Xie and Lee, 2015; Chu and Kim, 2011). Consumers use social media to provide instant access to information at their convenience (Mangold and Faulds, 2009), helping them decide what to purchase or learn more about new goods or brands, when and where they want to (Powers et al., 2012); Goh et al. (2013), and Xiang and Gretzel (2010) provide examples. Online user reviews have been shown to have a causal effect on consumers' choice of product and purchasing behaviour (Yayli and Bayram, 2012). Social networking has brought in a 'participatory culture' in which users network with other like-minded people to participate in an endless cycle of exchanging information, tracking notifications, and seeking feedback and reviews on all kinds of items, services and activities (Ashman et al., 2015). The standard of online product reviews, characterized by perceived informativeness and persuasiveness, along with the perceived amount of feedback, is found to have a substantial positive effect on the buying intentions of consumers (Zhou et al., 2013; Zhang et al., 2014). Compared with corporate communications and advertising, social media is seen as a more reliable source of knowledge. There is a general sense of mistrust against mass media according to Constantinides (2014). Consumers thus move away from conventional media such as television, magazines, and newspapers as sources of information for their transactions (Mangold and Faulds, 2009). Knowledge surcharge is a major problem in decision-making online. With its sheer volume of information, social media has driven consumers to a state of paralysis of the study, making it difficult to access all information available (Powers et al., 2012). Because of restricted rationality (Simon, 1960; Thaler and Mullainathan, 2008), there is a limit to the amount of knowledge that can be processed by individuals, and it is not feasible to determine in detail all the alternatives of choice (Karimi, 2013).

Based on the above Literature the following Conceptual Framework has been formulated.

Figure 1 – Conceptual Framework



Source: Author

OBJECTIVES OF THE STUDY

- To study the usage of social media by Millennials in Bangalore city
- To study the demographic variables and the perception of the Millennials on social media Marketing
- To analyze the impact of social media marketing on buying behavior of the Millennials towards smart phones

HYPOTHESIS

H1 – There is a significant difference in the usage and preferences of social media platforms based on demographic variables

H2 – There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millennials

RESEARCH METHODOLOGY

Exploratory research is characterized as research that is used to explore a problem that is not clearly identified. A deeper understanding of the current problem is performed but will not produce definitive results; this study is certainly Exploratory in nature. Primary data is collected from the Social Media users who are in their Millennials. Millennials are Generation Y population born between 1981 and 1996 – Aged Between 25 to 40 Years, the reason to chose generation Y is that this population has experienced the transition phase of social media in India. Based on the Cochran Formula of unknown population at 99% confidence level and 10% margin of error, sample size is calculated at 165 respondents (Appendix -1). The Questionnaire is constructed based on the variables selected from the literature review.

The questionnaire is divided into four parts enclosing demographic details of the respondents, Usage of social media, Perception of Social Media Marketing and Buying Behaviour of the respondents. The questionnaire is based on Ranking scale and Likert scale questions and the convergent-divergent validity of the questionnaire is also tested and the statistics are within the acceptable ranges.(Appendix-2). The variables under the study are classified as Dependent Variables which signifies the Buying Behaviour of the respondents and Independent variables encompassing Usage of Social Media , Perception of Social Media Marketing and the Demographic Variables. The data Analysis is carried out by illustrating the descriptive statistics and then test the Hypothesis using SPSS Version 25 and AMOS R Version 23 Software. The scope of the study is geographically limited to Bangalore City and Millenials, the study is related to buying behavior exhibited by the respondents in purchase of Smart Phone which is influenced by Social Media Marketing and may not be generalized for any other Products and Services.

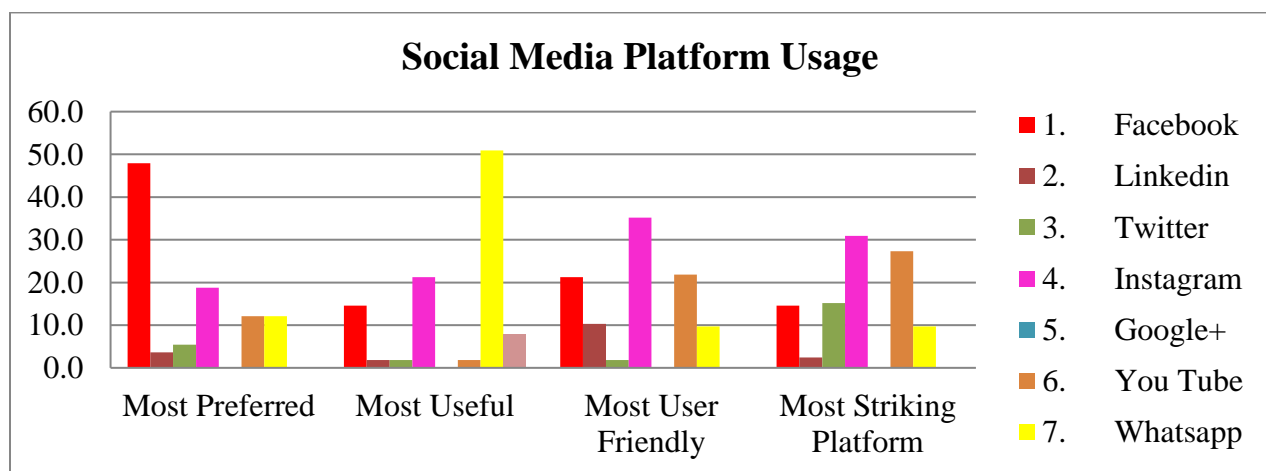
RESULTS

Demographic variables

A majority of 69.7% respondents are in the age group of 31-35 years, 13.3% respondents each are in the age group of 25-30 years and 36-40 years. A major 54.5% Millennial in the study are Female. 53.3% Millenials are Graduates and 39.4% have completed post graduates indicating that the respondents under study are literates and have completed their Secondary education and Higher. 55.8% respondents are married. When enquired about the Annual Income 53.3% millennial under the study have income between 2-6Lakhs, 26.7% have income between 6-10 Lakhs.

Usage of Social Media Platforms

Figure 2 – Ranking of Social Media Platforms



In terms of most preferred social media Platform Facebook has the highest Ranking; In terms of Most useful social media platform whatsapp has secured the highest ranking. When

enquired which is most user friendly app Instagram has the highest ratings. You Tube and Instagram are the most striking social media Platforms. The least used social media platforms are LinkedIn, Twitter, Google+ and Hangouts.

Testing of Hypothesis

H1 Alternate Hypothesis– There is a significant difference in the usage and preferences of social media platforms based on demographic variables

ANOVA is used to find whether demographic variables such as Age, Gender, qualification, Marital Status, Income affect the social media Usage

Table 1 – ANOVA results

	Age		Qualification		Income		Gender	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Most Preferred	0.164	0.920	0.081	0.922	0.859	0.464	4.371	0.038
Most Useful	0.200	0.897	0.441	0.644	0.828	0.480	1.046	0.308
Most User Friendly	0.196	0.899	0.409	0.665	0.163	0.921	0.482	0.488
Most Striking Platform	2.516	0.060	1.248	0.290	1.152	0.330	0.111	0.739

Source- Primary data

The above table shows the F values and Significance Values derived from ANOVA, the significance values for all items is greater than p=0.05, therefore all items are Insignificant.

The alternate hypothesis is rejected and it can be inferred that the Social Media Usage of the respondents does not vary with the demographic features of the Millennial.

H2 - Alternate Hypothesis– There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millenials

The model fit data shows that Chi-square/df (χ^2/df) is inside as far as possible (2.441). The Goodness of Fit list (0.703) and the Adjusted Goodness of Fit Index (0.681) are lower than the suggested qualities. The Normed Fit Index (NFI), Relative Fit list (RFI) and Comparative Fit Index (CFI) are 0.681, 0.670, and 0.820 individually. They are likewise lower than the limit esteem. RMSEA is 0.054 inside the limit esteem. The model is an over recognized model and has sufficient fit measures.

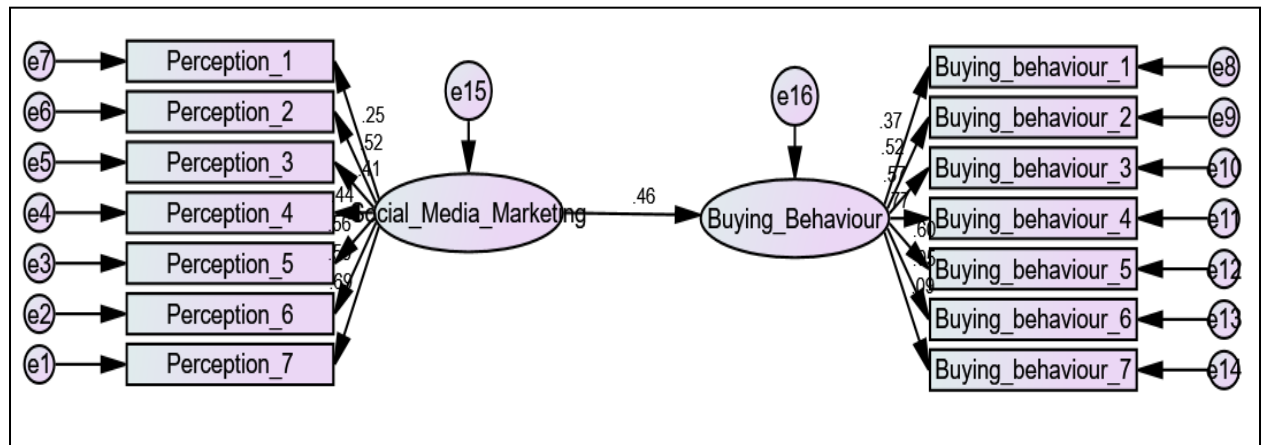
Table 2 – SEM Results

Regression result for a direct relationship between Employee development and

Organizational Performance			Unstandardised Estimates	Standardised Estimate	S.E.	C.R.	P
Buying Behaviour	<---	Social media Marketing	0.213	0.456	0.07	3.057	0.002

Source: Author Calculated-AMOS

Figure 3 – Structural equation Modeling - impact of Social Media Marketing on the Buying Behaviour of the Millenials



Source: Author Calculated-AMOS

Path diagram is used to analyze the relationship between the Dependent Buying behavior and independent Social Media Marketing variables. The structural relationship studies the relationship in form of unstandardized estimates- Change caused in mean value of dependent variable due to independent variables. In this study when Social Media Marketing activities go up by 1 the Buying Behaviors goes up by 0.213 which is very low around 21% significance of Social media marketing on the Buying Behaviors of the respondents.

The standardized regression estimates show that effect of one variable on the other based on standard deviations. As Social Media Marketing standard deviation goes up by 1 the Buying Behaviour standard deviation goes up by 0.456 which is also a positive measure of significant impact. The structural relationship between the other Variables is shown in the (Appendix-3). Therefore, H2 – There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millenials is accepted.

SUGGESTIONS AND CONCLUSIONS

The world is evolving, constantly. Every day there emerge new patterns, goods, problems and needs. Consumers need a way to remain above all that is changing in a rapidly changing world. The findings of the study revealed that Facebook is the most Preferred social media platform and Youtube is the most reliable one. The Millenials expressed strong positive perceptions on the social media marketing. Majority of the respondents said that their Buying behavior is influenced by social media marketing. Irrespective of the demographic features the usage of social media remains the same among the millenials. The perception of the respondents increases the buying behavior by 45% which is good measure in country which is still at its transition phase of digitalisation. The Social Media is a perfect way to keep customers up to date. They will easily search for information and ingest it. It is a perfect way for customers to access relevant content and interact with knowledge that is valuable to them. This also allows consumers to keep business tabs. When the market or sector shifts, customers want to be able to find it right away. The social media provides the customers with up-to - date information about the latest developments and changes in the company. Businesses today can take advantage of social media marketing to enhance their sales and Income.

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APPENDICES

APPENDIX-1 (Sample Size Calculation)

The Cochran formula is:

$$n = \frac{z^2 (p)(1-p)}{e^2}$$
Where, n is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = p - 1$ and e is the desired level of precision

The z -value is found in a Z table

Table -1 Determination of Sample Size

Determination of sample size - Unknown Population

sample size for Social Media Users- Millenials

Confidence level	99%		
p	0.5		
q	0.5		
e	0.1		
	0.005		
Z-score	2.575829		
Sample Size	165.8724	165	Millennial respondents
Numerator	1.658724		
Denominator	0.01		

APPENDIX -3

Table 2 - The structural relationship between the other Variables

Regression Weights: (Group number 1 - Default model)							
			Estimate	Standardised Estimates	S.E.	C.R.	P
Buying_Behaviour	<---	Social_Media_Marketing	0.213	0.456	0.07	3.057	0.002
Perception_7	<---	Social_Media_Marketing	1	0.687			
Perception_6	<---	Social_Media_Marketing	0.741	0.549	0.137	5.404	***
Perception_5	<---	Social_Media_Marketing	0.873	0.557	0.16	5.467	***
Perception_4	<---	Social_Media_Marketing	0.714	0.437	0.159	4.495	***
Perception_3	<---	Social_Media_Marketing	0.681	0.408	0.161	4.237	***
Perception_2	<---	Social_Media_Marketing	0.69	0.519	0.133	5.181	***
Perception_1	<---	Social_Media_Marketing	0.381	0.253	0.14	2.725	0.006
Buying_behaviour_1	<---	Buying_Behaviour	1	0.375			
Buying_behaviour_2	<---	Buying_Behaviour	1.516	0.525	0.408	3.713	***
Buying_behaviour_3	<---	Buying_Behaviour	1.794	0.572	0.468	3.833	***
Buying_behaviour_4	<---	Buying_Behaviour	3.005	0.772	0.735	4.091	***
Buying_behaviour_5	<---	Buying_Behaviour	2.182	0.601	0.56	3.895	***
Buying_behaviour_6	<---	Buying_Behaviour	0.09	0.05	0.162	0.552	0.581
Buying_behaviour_7	<---	Buying_Behaviour	0.277	0.094	0.268	1.034	0.301

APPENDIX -2

Testing of the scale reliability for validation of hypothesis

Construct Validity

Table -3 (A) Convergent Validity

Indicator Variables		Latent Variables	Standardized Loadings	Square of Standardized Loadings	Sum of Standardized square Loadings	No of Indicators	Average Variance Explained	Composite Reliability	Cronbach Alpha
Perception_7	<---	Social_Media_Marketing	0.363	0.131769			AVE > 0.5 CR > 0.7 CA > 0.7 All Criteria Achieved	0.87282	0.7533
Perception_6	<---	Social_Media_Marketing	0.859	0.737881					
Perception_5	<---	Social_Media_Marketing	0.81	0.6561					
Perception_4	<---	Social_Media_Marketing	0.325	0.105625					
Perception_3	<---	Social_Media_Marketing	0.898	0.806404					
Perception_2	<---	Social_Media_Marketing	0.711	0.505521					
Perception_1	<---	Social_Media_Marketing	0.875	0.765625	4.598174	7			
Buying_behaviour_1	<---	Buying_Behaviour	0.943	0.889249			AVE > 0.5 CR > 0.7 CA > 0.7 All Criteria Achieved	0.8921	0.7
Buying_behaviour_2	<---	Buying_Behaviour	0.971	0.942841					
Buying_behaviour_3	<---	Buying_Behaviour	0.667	0.444889					
Buying_behaviour_4	<---	Buying_Behaviour	0.371	0.137641					
Buying_behaviour_5	<---	Buying_Behaviour	0.944	0.891136					
Buying_behaviour_6	<---	Buying_Behaviour	0.866	0.749956					
Buying_behaviour_7	<---	Buying_Behaviour	0.945	0.893025	4.059488	7			

Table 3 (B) Discriminant Validity

	Sqrt of Average Variance Explained	Social_Media_Marketing	Buying_Behaviour	Results
Social_Media_Marketing	0.758		0.36	√ of AVE > inter-construct correlations
Buying_Behaviour	0.785	0.36		√ of AVE > inter-construct correlations