

CUSTOMER BEHAVIOR ONLINE AND THE RELATION TO SOCIAL MEDIA MARKETING

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ABSTRACT

Introduction: People now spend their whole lives online. Internet access used to be a novelty, but now days it's a need that can't be avoided. Whether it is business, social connection or commerce, the Internet is a part of every aspect of our lives.

Aim of the study: The Main Aim of The Study Is to Customer Behavior Online and The Relation To Social Media Marketing

Material and method: Starting with the issue description, the current study aims to get an in-depth knowledge of how students at "Deemed university" University in India interact with social media, namely on Facebook and Twitter.

Conclusion: There are certain limitations to this study that might lead to new paths of inquiry. Firstly, the selection of the sample and the measurement of the variables utilised have certain constraints. Students from India were used as a sample for this study's research.

1. INTRODUCTION

1.1 OVERVIEW

Companies of all sizes, from small to medium-sized, utilise social media to market their products and services in the hopes of attracting new clients. This implies that organisations do research to better understand consumer behaviour and the factors that influence it. Customers' purchasing decisions are influenced by a variety of factors, including their own personal characteristics, their surroundings, and their psychological makeup. As a result, marketers must be aware of the behaviours of social media users in order to effectively push their product into the digital market and convince customers to buy it. Following the identification of customer characteristics by marketers, brand messaging (either product or service messages) may be developed to persuade individuals to purchase things and services that meet their needs and preferences.

1.2 E-COMMERCE: IT'S IMPACT ON CONSUMER BEHAVIOR

Because of rapid growth in the internet during the preceding two decades, a global digital economy fueled by information technology has emerged as a result. In recent years, many new technologies have been developed and used for web development, enabling companies to more effectively sell their goods and services via the internet as a result of an increase in the number of internet users and quicker internet connections. Consumers are increasingly moving their purchasing habits away from traditional means and toward online transactions as a result of this. On the other hand, an increasing number of organisations have come to see that changing client behaviour cannot be prevented and have started to modify their marketing techniques as a result of this realisation. According to recent surveys, internet shopping, particularly B2C (business-to-consumer) commerce, has increased in popularity in recent years. There are a variety of factors contributing to the rapid rise of online shopping, but the most significant is the fact that the internet provides a plethora of benefits. First and foremost, the internet presents users with a plethora of conveniences that are otherwise unavailable.

2. OBJECTIVES OF THE STUDY

- To Determine the sort of responder based on their internet activity.
- To better understand the beneficial effects of internet advertising, use a linear model.

3. RESEARCH METHODOLOGY

For the purposes of this study, "issue definition" refers to gaining a comprehensive knowledge of how Indian college students use social media sites like Facebook and Twitter. An online consumer survey was used to get the necessary information. Students at the Deemed university of India who are pursuing a Bachelor, Master, or Ph.D. degree were asked to participate in an online survey. A link to the survey and a brief explanation of it were put on the University's online discussion board. In order to have a better understanding of students' behaviour and responses on social media platforms, all of the measuring items were developed from scratch. There are psychometric features of the measurements in Table 1. We assessed the reliability of

the scales used to evaluate the internal consistency of the constructs since the scale items were freshly produced. Cronbach's alpha, which must be at least 0.70, is used to measure reliability.

Table 1. Reliability statistics for the construct measures

Dimension	Scale items	Measurement of scale	Cronbach's Alpha for the scale
General social media activities	Voting on various sites	1: _____ 9	.790
	Adding labels or tags to photos online (on Facebook)		
	Contributing to online forums and discussion groups		
	Using the RSS feeds service		
	Contributing or editing wiki articles		
	Posting of reviews and rating on various products/ services		
	Adding comments to various blog posts		
	Adding comments to other people's social media profiles		
	Uploading videos on YouTube, Vimeo, etc.		
Social media activities performed on respondents' last visit	Watching a video online (YouTube, Vimeo, etc.)	1: _____ 9	.860
	Downloading music		
	Reading blogs		
	Updating personal blog		
	Updating personal Twitter account		
	Updating profile on other social networks		
	Reading reviews and ratings for certain products/services		
	Reading forums		
	Friends and connections		
	Family		
Trust in information from personal sources		Very low trust level 1: _____ 5 Very high trust level	.721
Trust in information from foreign sources	Community moderators	Very low trust level 1: _____ 5 Very high trust level	.765
	Brands' profiles		
Positive reactions to online advertisements	The ads that appear on my profile are relevant for my personal interests and I enjoy seeing them.	Strongly Agree – Agree – Indifferent – Disagree – Strongly Disagree	.801
	Quite often I access the ads that I see on my social media profile.		
Experience using social media	For how long have you been using social media websites?	1 – 6 months 6 months – 1 year 1 – 2 years 2 – 3 years More than 3 years	NA*
		Often	
		A few times	
		Never	
Clicking the ad	How many times did you take action based on an advert you saw on social media (in terms of accessing the site or buying the product)?	Always connected Several times a day Every three days Once a week Occasionally (Less than once a week)	NA*
Log in pattern	How would you describe your log in pattern on social media sites?	Less than 5 minutes	NA*
		5 – 15 minutes	
		16 – 29 minutes	
		30 – 60 minutes	
		More than 61 minutes	
Concern for privacy	I do experience concern regarding the confidentiality and privacy of my personal information.	Strongly Agree – Agree – Indifferent – Disagree – Strongly Disagree	NA*
Importance of social media	How important do you think social media is for your social life?	Very important – Important – Indifferent – Somewhat not important – Not important at all	NA*

4. RESULTS

4.1 Factor Analysis

The researchers utilised the statistical analysis application SPSS (IBM SPSS, 2011) and the Factor Analysis technique to prepare and analyse the data acquired throughout the research's data analysis phase over the Internet (FreeOnlineSurveys). Data reduction and summarization are primary goals of factor analysis, which seeks to uncover the underlying hidden variables. It is a factor that explains the correlations between a group of variables. This strategy was employed by researchers as a means of extracting information. The components are rotated in the second phase to make it easier to understand them. When working with survey data, Varimax is the technique of orthogonal rotation that is most often utilised, since it attempts to load a lower number of variables onto each component, resulting in factors that are more interpretable and meaningful (Field, 2005, pp.630-636). The Schwartz's Bayesian Criteria (BIC) was used as a clustering criterion. We also tested the suitability of factor analysis using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). Strong (0.5-1.0) scores suggest the component has some significance.

Table 2. Factor analysis explains the total variation

Factor	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			KMO
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	
1	6.338	37.284	37.284	6.338	37.284	37.284	3.140	18.468	18.468	.884
2	1.603	9.431	46.715	1.603	9.431	46.715	3.129	18.405	36.874	
3	1.266	7.446	54.161	1.266	7.446	54.161	2.600	15.292	52.166	
4	1.041	6.122	60.283	1.041	6.122	60.283	1.380	8.117	60.283	
5 ^a	.972	5.717	66.000							
6 ^a	.771	4.534	70.533							
7 ^a	.672	3.951	74.485							
8 ^a	.661	3.888	78.372							
9 ^a	.635	3.733	82.105							
10 ^a	.580	3.410	85.515							

11 ^a	.455	2.679	88.195						
12 ^a	.417	2.454	90.649						
13 ^a	.371	2.184	92.833						
14 ^a	.363	2.137	94.970						
15 ^a	.327	1.921	96.892						
16 ^a	.274	1.613	98.505						
17 ^a	.254	1.495	100.000						

Table 3. rotating matrix of the additional factors' components

	F1 - ExpressersandInfo rmers	F2- Engag ers	F3- Network ers	F4- Watchersand Listeners
Watchingavideoonline(YouTube,Vi meo,etc.)	.025	.023	.239	.772
Downloadingmusic	.127	.153	-.038	.790
Readingblogs	.385	.523	.149	-.044
Updatingpersonalblog	.703	.198	.170	.060
UpdatingpersonalTwitteraccount	.769	.048	.134	-.012
Updatingprofileonothersocialnetwor ks	.103	.097	.767	.095
Reading reviews and ratings for certainproducts/services	.149	.751	.231	.078
Readingforums	.135	.823	-.024	.257
Votingonvariousites	.243	.533	.467	-.062
Adding labels or tags to photos online (on Facebook)	.190	.268	.772	.040
Contributing to online forums and discussion groups	.364	.621	.246	.108
Using the RSS feeds service	.698	.303	.090	.069
Contributing or editing wiki articles	.631	.371	-.036	.070
Posting of reviews and rating on various products/ services	.447	.559	.230	.012
Adding comments to various blog posts	.478	.462	.358	-.005
Adding comments to other people's social media profiles	.148	.125	.845	.122
Uploading videos on YouTube, Vimeo, etc	.526	.167	.228	.175

Using Principal Component Analysis, Varimax Rotation Method, and Kaiser Normalization, four components emerged from the Factor Analysis. Understanding the students' actions on social

media sites is based on these four variables (Table 3). Expressers and Informers are two terms used to describe the first group of responses. It's not that they don't participate in the internet world, it's just that they're more interested in promoting themselves than others. Expressers and Informers, on the other hand, are those who remain up to date by accessing RSS feeds and other sources of information. In addition to seeking out and reading various forums and reviews, those who are Engagers do so in order to participate in the discussion and evaluate websites, goods, and services themselves.

Table 4. Information on three new factors: good responses to internet marketing, trust in information from personal sources, and trust in information from foreign sources

Factor	Initial Eigen values			Extraction Sums of Squared Loadings			KMO Measure of Sampling Adequacy
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	
Positive reactions to online ads							.657
1	1.671	83.529	83.529	1.671	83.529	83.529	
2a	.329	16.471	100.000				
Trust in information from personal sources							.703
1	1.197	59.854	59.854	1.197	59.854	59.854	
2a	.803	40.146	100.000				
Trust in information from foreign sources							.680
1	1.511	75.566	75.566	1.511	75.566	75.566	
2a	.489	24.434	100.000				

4.2 Cluster Analysis

For the following step, we used the TwoStep Cluster approach to split the data depending on the newly formed factors we produced earlier. It is used to discover and describe groups of participants who may view certain forms of behaviour in similar ways when considering different dimensions; this, in turn, contributes to the quality of the higher education institution, "Deemed university" University of India, through the use of clustering or segmentation. A statistical approach in SPSS, called the Two-Step Cluster process, helped us find the best number of clusters for this database. Both continuous and categorical variables (the newly produced

factors and the scales shown in Table 3) may be included using this technique (also, presented in Table 1). Table 5 displays the clustering process's outcomes.

Table 5. Information used to distinguish the many groups that have formed

Variables	Cluster 1 – 36.9% (87 respondents)	Cluster 2 – 32.2% (76 respondents)	Cluster 3 – 30.9% (73 respondents)
Clicking the ad	Most frequent response: Often – 89.7%	Most frequent response: A few times – 77.6%	Most frequent response: A few times – 76.7%
Experience using social media	Most frequent response: More than 3 years – 41.4%	Most frequent response: 2 – 3 years – 55.3%	Most frequent response: More than 3 years – 76.7%
Log in pattern	Most frequent response: Several times a day – 58.6%	Most frequent response: Several times a day – 48.7%	Most frequent response: Several times a day – 84.9%
Time spent per login session	Most frequent response: 5 – 15 minutes / session – 32.2%	Most frequent response: 5 – 15 minutes / session – 43.4%	Most frequent response: 5 – 15 minutes / session – 31.5%
Engagers	Mean: -0.09	Mean: -0.0	Mean: 0.12
Expressers and Informers	Mean: -0.23	Mean: 0.15	Mean: 0.12
Networkers	Mean: -0.14	Mean: -0.05	Mean: 0.23
Watchers and Listeners	Mean: -0.13	Mean: -0.14	Mean: 0.30
Trust in information from personal sources	Mean: -0.27	Mean: 0.18	Mean: 0.14
Trust in information from foreign sources	Mean: -0.08	Mean: 0.03	Mean: 0.06
Concern for privacy	Mean: 0.14	Mean: -0.14	Mean: -0.02
Importance of social media	Mean: -0.29	Mean: -0.08	Mean: -0.31
Positive reactions to online ads	Mean: 0.64	Mean: -0.44	Mean: - 0.31

5. CONCLUSION

There are a number of drawbacks to conducting a survey through the internet, such as a lack of standardisation in sample and poor response rates. Despite the fact that representativeness may always be improved, tremendous efforts have been taken to increase the response rate of the sample for the current study. There are certain limitations to this study that might lead to new paths of inquiry. Firstly, the selection of the sample and the measurement of the variables utilised

have certain constraints. For the study's sample, researchers solicited opinions from Indian university students. Customers in other nations' opinions and habits on social media are not reflected in the responses of the respondents. As a result, demographic characteristics such as gender, age, socioeconomic class, and ethnicity were not included in the study because of the sample size. Because of these demographic characteristics, this is another area in which the study might be enhanced and expanded.

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