

## “Impact of Social Media Marketing on Consumer’s Buying Behavior with reference to ED-tech”

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**Abstract:** Social Media advertisement is a new way to cover border market in less time. And also social media advertisement makes an impact on customers buying behaviors. This descriptive research studies and analysis the impact of social media advertisement on consumers of Kanpur towards e-learning applications. In this research we focus upon the customers buying attitude towards e-learning applications advertisement and the various factors which impact on buying behavior of customers. With the help of mean and average we find out which social media platform is better for advertisement, and factors which effects the buying decisions of the customer. For testing the effect of pre buying behavior V/s demographic factors (Age, Profession) before buying any e-learning application we applied ANOVA test which shows that there is no impact of demographic factors in the buying behavior of customers. In this research we focus on various factors which influence the buying behavior of the customers.

**Key Words:** Ed-tech, social media marketing, buying behavior

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### I. Introduction

Currently the role of social media is growing very fast and it effects all the factors and generation of our society. Social media helps industries in many ways by which industries are able to generate more and more profits and also help them to grow up their business. There are various uses of social media and also help to influence the customers. Social media helps the industries to promote themselves and also help to create their brand name. The education industry is also effected by social media. Currently most of the consumers make their purchases based upon social media referrals. So there is a huge impact of social media on

consumers buying behavior. Social media helps consumers to aware about new products and also help them to know the qualities of the products.

Consumer buying behavior helps us to know how a consumer or an organization select a particular product or service. There are three main factors which influences the buying behavior of a consumer and these factors are personal, psychological, and social. Personal factors are related with interest, and opinion affected by demographics. Psychological factors are on the basis of perception of the consumer and the attitude towards a particular product. And at last social factors includes society, peer groups and even social media.

Social media is use as a communication tool worldwide by which people will connect with other peoples or organizations. There are various social media tools like facebook, twitter, instagram, and linkedin by which peoples connect with each other and share their experiences. With the help of various social media tools people can share their views on a particular product its features and specifications with other peoples and also they can share their reviews also. With the help of social media people can share their review with many people easily by which the buying behavior of a customer is get affected. These reviews make a huge impact on the buying behavior. In a research it is proven that social media makes an impact on customers buying behavior. 54% of users use social media to research on the products.

Social media also impact on education industry. There are various E-Learning applications which are using social media tools to promote themselves. These e-learning applications uses social media platforms to attract the customers towards themselves and also help to influence their buying decisions.

### II. Literature Review

**Gulzar Asma & Maqbool Misbah (2018):** Social media marketing is the new way to connect with the customers. Because of the popularity of social media marketing companies are focusing in this area confidently to obtain their various objectives. The social media marketing has a positive impact on the consumers buying decisions and also aware about brands. It also says that sometimes negative acts effects the company’s commitments and also impact on the consumers of the products.

**Elham Al mukhaini, Sara Ismael, Israa Al-Dhuhli (2014):** Social media gives variety of options to

the customers. There are various social media platforms available like facebook, twitter, intagram which plays an important role in consumers buying behavior. It also helps to know which social media platform is more effective and how it will affect the buying decisions of the consumers.

**Adnan Veysel Ertemel & Ahmad Ammours (2016):** Consumer buying behavior is the process by which a consumer is able to satisfy their need and wants. In this study there are three types of relations with three different aspects of buying. Social media advertising is less helpful to identify the need of a consumer, it makes a moderate effect on consumers buying behavior & post purchase behavior, but it makes more impact on selection of a product.

**Xin Jean Lim, Aifa Rozaini bt Mohd Radzol, Jun Hwa Cheah (Jacky), Mun Wai Wong (2017):** There are various effective factors on social media like social media influencers, focusing on source credibility, source attractiveness and meaning transfer. Attitude of the consumer works as a mediator between exogenous and endogenous relationship.

**M. Nick Hajli :** Social media help to create social interactions of customers so that it leads to increase the trust of the customer and intension to buy. As the result trust have a direct effect on the intension to buy. The perceived usefulness of the site is also an impactful factor on buying decisions of customer.

**Objective:** The specific objectives are:

- To know the impact of social media marketing on customers buying behavior.
- To see how to get attention from the customers.
- To check how customer buying behavior is affected.

**Research Methodology:**

This study is designed in nature and based on quantitative analysis. All the main Ed-tech companies like Byju’s, Extramarks, Vedantu and Jaro education are selected. Source of data collection was peoples of Kanpur. Moreover the collected data suitably rearrange, classified and tabulated according to the need of the study.

For analyzing the data statistical tool such as average is used. In addition to this, ANOVA test was applied to find out the effect of demographic factors on the social media advertisement of Ed-tach companies.

**III. Results and discussion**

1. The most preferred E-learning application is Byju’s by the respondents. 2. There is an impact of Social media influencers in buying decisions of customers. 3. Most of the respondents agreed their buying decision is influenced by the social media. 4. In E-learning applications the two factors which impact on customers buying decision is the syllabus and the applications features and performance. 5. Byju’s have the more visibility in all social media platforms compare to others. 6. The commonly and most preferred social media platform by the respondents is YouTube.

**Table: 1**

Anova: Single Factor

SUMMARY					
Groups	Count	Sum	Average	Variance	
1	49	104	2.122449	1.151361	
1	49	58	1.183673	0.153061	

  

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	21.59184	1	21.59184	33.10561	1.04E-07	3.940163
Within Groups	62.61224	96	0.652211			
Total	84.20408	97				

One way ANOVA was used to examine the relationship between Income and pre purchase behavior of customer. The result is summarized in Table 1. We can see that the significance level is 1.04 (p=1.04). Hence, hypothesis was rejected. This shows that the income of the respondents do not impact on buying decisions of the customers.

Table: 2

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
1	49	116	2.367347	1.070578
1	49	58	1.183673	0.153061

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	34.32653	1	34.32653	56.10563	3.35E-11	3.940163
Within Groups	58.73469	96	0.61182			
Total	93.06122	97				

One way ANOVA was used to examine the relationship between occupation and the pre purchase behavior of the respondents. We can see that the significance level is 3.35 ( $p= 3.35$ ). Hence, hypothesis was rejected. This showed that the occupation of the respondents does not make any impact on buying decisions of the customer.

#### IV. Conclusion

After the above analysis following conclusions has been drawn:

- The most preferred E-learning application is Byju’s
- Social Media influencers makes an impact on customers buying decisions.
- There are various other factors like features and application performance makes an impact on buying decisions.
- The most use social media platform is YouTube.
- Application performance and syllabus is another factor which effect the customer buying decisions.

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