

# **Impact Of Social Media Marketing On Customers Buying Decision In Durable Goods -A Survey Of Customers Of Electronic Products In Himachal Pradesh**

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## **ABSTRACTS**

Social media has put impact on consumer's decision journey. People are attending, processing and selecting the information on social media before making purchase decision about products /services. The research aimed to study the impact of social media marketing on consumer buying decision in durable goods (electronic products) and make the suggestion to the stake holders for effective use of social media marketing. The primary data for this study has been collected through a questionnaire. Sample of 600 customers has been selected out of the total population living in three districts of Himachal Pradesh i.e. 29,64,620.

**KEYWORDS:** Social media, Social media marketing, social media sites, SMS advertisement, Buying behavior.

**INTRODUCTION** Today we are living in 21st century and people do not find time to come and interact with each other. Social media helps people in connecting themselves with social media sites through which now people can stay far and also stay connected (Bajpai, Pandey & Shriwas,2012).Social media is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of social media. On domestic front it is used for interacting with friends and relatives and for the purpose of socializing. On professional front, it has been widely used for acquiring markets by new business ventures. Over the past few years social media has gained lot of popularity, result of this traditional media have experienced decline in business and popularity (Odhiambo,2012).Companies have been tightened their advertisement budget which have shifted to social media networking sites. The tools and approaches for communicating with customers have now changed greatly with the emergence of social media therefore business must learn how to use social media in a way that is consistent with their business plan (Mangold & Faulds, 2009, p.357).Social media marketing is the use of

social media to facilitate exchanges between consumers and organization. It's valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle (Solomon & Tuten, 2015, p.25).

### **CONSUMER BUYING BEHAVIOUR**

Consumer buying behaviour is defined as the behaviour that customer show during purchasing, evaluating and disposing of products, services, and ideas that they expect will satisfy their needs (Mustafa 2013, p. 277).

### **POPULAR SOCIAL NETWORKING SITES IN INDIA**

1. Facebook 2. Twitter 3. Instagram 4. LinkedIn 5. YouTube 6. Pinterest 7. Google plus 8. Tumblr 9. Bharat Student 10. flickr.

### **REVIEW OF LITERATURE**

**Mathur et al., (2012)** studied that Social media constitute a modern outlet that can be used to affect the interest of goods and services in any way, as well as impact purchase decisions. The higher the frequency of advertising on social media, the more it influences purchasing behavior.

**Baji and Chandrasekhar (2013)** in their study on "Consumer behavior towards buying of electronic goods" has described that despite the basic characters of consumers the behavior pattern of consumers are more or less similar to each other, Particularly in the aspect like quality, preferences and decision making. The author has suggested that, consumers are particular about the appropriate system of distribution and therefore a great need for change in the distribution system.

**Ethel Lee (2013)** studied that why, when and how social media has impacted on shopper decision making process. For this study quantitative research method is adapted. primary data collected by preparing questionnaire and sending out to individual in Turku, may 2013 and secondary data collected from the literature of shopper decision making process, social media and previous study concerning to social media marketing. Research described that how individuals are attending, processing and choosing information on social media before a buying deal. The finding of the paper revealed that individual play active role in information search on social media as comparison mass media.

**Bilal, Ahmed and Shahzad (2014)** examined the role of social media and social networks on consumer decision making in context of the Apparel industry. Primary data has been collected from the students and faculty members from the University of Gujrat, Pakistan. Survey method was used for data collection. This research provides input to different companies, particularly to those in the apparel industry, regarding what effect does having a strong social media and networks' presence has on the customers and their loyalty for the brand. They suggested that

business houses should show their online presence and customers should be engaged at personal level so awareness about products should be increased.

**Icha and Edwin (2016)** found that social media marketing affects purchaser behaviour and that it could be utilized as an aggressive device, aside from expanding authoritative proficiency. The researchers finished up by expressing that the business world is growing quickly and with the steady correspondence that has been made accessible to marketers, it has allowed them to handpick potential purchasers and simultaneously getting the loyalty from present customers

**Kumar (2018)** Researcher stated in his study that consumers are relied on social recommendations and using blogs/ facebook reviews and rating for their purchase decision. Secondary data has been used for the purpose of study .This study explained the benefits from social media marketing for consumer and business houses and also explained how social media bring opportunities and challenges to business marketers. Study recommended that a fully networked business environment will be benefitted to consumers because they get more direct and personal access.

**Ansari et. Al. (2019)** studied the impact of brand awareness and social media content marketing on the consumer purchase decision. The information for this exploration was gathered through an online poll. The absolute number of respondents for this study were 150 (60% females; 40% males). In any case, results show that brand awareness has a feeble positive critical association with shopper buying decision though, social media content marketing has a moderate positive noteworthy association with the customer buying decision.

### **OBJECTIVES OF THE STUDY**

1. To examine the impact of social media marketing on customers buying decision.
2. To make the suggestion to stake holders for effective use of social media marketing.

### **HYPOTHESES**

**To achieve the above mentioned objective the following hypothesis are formulated**

1. H0: There is no any impact of social media marketing on customers buying decision.
2. H1: There is impact of social media marketing on customers buying decision.

### **RESEARCH METHODOLOGY Sample Size and Sample Design**

The primary data for this study has been collected through a questionnaire. Keeping in view the time factors for the completion of the study only a sample of 600 customers has been selected out of the total population living in three districts i.e. 29,64,620 (2011 Census). Further designing a sample, due care has been given to cover all variables like age, sex, income, education, background of consumers, etc. in order to make the sample more representative.

Districts	Population	% Population	Sample size
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Kangra	1510075	51	306
Mandi	999777	34	202
Hamirpur	454768	15	92
Total	2964620	100	600

Source (Census 2011).

**The secondary data has been collected from the following sources:**

1. Books and journals.
2. Research reports/proposal.
3. Magazines,
4. Websites.

### Methods for data analyzing and interpretation

Consistent with the object of the study the SPSS software has been used to analyze the data. Reliability of construct was checked by applying Cronbach's alpha. Demographic profile of respondents was analysed by using frequency distribution. Apart from these ANOVA and t-statistics, chi square and mean has been used at various stages of data analysis.

### Reliability analysis

Reliability coefficient is measured by the Cronbach's alpha and reliability coefficient value is given as below in table.

Description	No. of items	Cronbach's alpha
Social Media Marketing Determinants	22	.698

**Source: Reliability analysis using SPSS**

Reliability value in above table indicates that the reliability coefficient Cronbach's alpha for all the items of the schedule is above 0.6 indicates good reliability.(chawala and Sondhi 2011)

## ANALYSIS AND RESULT

**TABLE-1: GENDER WISE ANALYSIS**

Description	Gender	Fre Que ncy	Mean	Levene Statistics (Sig.Value)	t- statistics	Sig. Value
<b>Impact of SMS on buying decision of consumer</b>	<b>Male</b>	370	1.93	.049	.719	.472
	<b>Female</b>	230	1.88			
<b>Social Media Marketing Provokes Purchases*</b>	<b>Male</b>	370	1.85	.000	-2.809	.005
	<b>Female</b>	230	1.99			
<b>Websites visited before purchase*</b>	<b>Male</b>	370	1.93	.274	2.143	.033
	<b>Female</b>	230	1.77			

<b>Satisfaction level of the product purchased after watching advertisement on SMS*</b>	<b>Male</b>	370	1.78	.000	-2.330	.020
	<b>Female</b>	230	1.90			
<b>Buying decision of an expenses Electronic product is difficult*</b>	<b>Male</b>	370	1.66	.000	-2.565	.011
	<b>Female</b>	230	1.78			
<b>Advertisement on SMS related electronic products</b>	<b>Male</b>	370	2.63	.616	1.642	.101
	<b>Female</b>	230	2.47			

### Data collected through survey

**Note: \* significant at 5% level of significance.**

Above table exhibits the results of respondents' gender wise analysis of impact of social media marketing on customers buying decision. Result shows that there is significant relationship between gender and their opinion in all factors except two factors i.e. impact of social media sites on buying decision and Advertisement on SMS related electronic products. Majority of respondents irrespective of their gender have opined that they have moderate impact of social media marketing on their buying decision but females have high impact than males. This may be because mostly females are now accepting internet shopping and independent for purchasing. Most of the respondents agree that Social media marketing provokes purchase, but percentage is high in case of males because they have android phone, spend more time on social media, see advertisement displayed on social media sites. Male respondents have visited more online websites before making a buying decision than females, this may be because male have more internet connection and awareness about sites. It reveals that most of respondents are moderately satisfied with the product they have purchased after watching advertisement on SMS but females are less satisfied than males because females are the main users of home appliances. Respondents irrespective of their gender group agree that it is difficult, but males strongly agree that it is difficult to take buying decision of an expenses electronic product because before they buy product compare price and quality, so need a lot of thinking. Mostly respondents have seen advertisement on SMS related electronics products there is no impact of gender on seen advertisement on SMS related electronics.

### TABLE-2: AGE WISE ANALYSIS

Description	Age ( years)	Frequ ency	Mean	Over all mean	Levene Statistics Sig.Value	f- statistics /Brown Forsythe Sig.Valu e	Sig. Value
<b>Impact of SMS on buying decision of consumer**</b>	<b>Below25</b>	160	1.65	1.91	.040	8.561*	.000
	<b>25-35</b>	146	2.01				
	<b>35-45</b>	176	1.90				
	<b>Above45</b>	118	2.15				
<b>Social Media Marketing Provokes Purchases</b>	<b>Below25</b>	160	1.91	1.91	.001	1.361*	.254
	<b>25-35</b>	146	1.96				
	<b>35-45</b>	176	1.92				
	<b>Above45</b>	118	1.81				
<b>Websites visited before purchase**</b>	<b>Below 25</b>	160	1.88	1.87	.002	.181*	.909
	<b>25-35</b>	146	1.84				
	<b>35-45</b>	176	1.86				
	<b>Above 45</b>	118	1.92				
<b>Satisfaction level of the product purcha- sed after watching advertisement on SMS</b>	<b>Below 25</b>	160	1.88	1.83	.000	.512*	.675
	<b>25-35</b>	146	1.82				
	<b>35-45</b>	176	1.81				
	<b>Above 45</b>	118	1.80				
<b>Buying decision of an expenses electro- nic product is difficult</b>	<b>Below 25</b>	160	1.66	1.71	.094	2.387	.067
	<b>25-35</b>	146	1.81				
	<b>35-45</b>	176	1.72				
	<b>Above 45</b>	118	1.63				
<b>Advertisement on SMS related electronic products</b>	<b>Below 25</b>	160	2.59	2.57	.078	1.343	.373
	<b>25-35</b>	146	2.42				
	<b>35-45</b>	176	2.64				
	<b>Above 45</b>	118	2.61				

Data collected through survey

Note : i)\* Brown Forsythe value ii)\*\* significant at 5% level of significance.

Result of above table indicate that there is no significant relationship between different age group respondents in various factors used to analysis the impact of SMS on buying decision of consumer except impact of SMS on buying decision of consumer and Social media marketing

provokes purchase. It has been observed from the table that most of the consumers irrespective of their age group have agreed that social media marketing provokes purchase, they moderately satisfied with the products they have purchased and it is difficult to take buying decision about expenses products. Mostly respondents have seen advertisement on SMS related electronics products there is no impact of age on seen advertisement on SMS related electronics. Respondents in all age groups have visited online websites before making a buying decision it shows all have impact of social media sites Most of the respondents irrespective of their age groups have opined that they have moderate impact of social media sites on buying decision, but below 25 years have high impact than others. Reasons for moderate impact may be that mostly females are now accepting internet shopping and independent for purchasing.

**TABLE-3: EDUCATION WISE ANALYSIS**

Description	Education	Frequency	Mean	Overall mean	Levene Statistics Sig.Value	F-statistics /Brown Forsythe Sig.Value	Sig. Value
<b>Impact of SMS on buying decision of consumer**</b>	<b>Matric</b>	78	2.64	1.910	.001	20.455*	.000
	<b>10+2</b>	138	1.70				
	<b>Gradute</b>	136	1.39				
	<b>PG</b>	160	1.89				
	<b>Above PG</b>	88	1.61				
<b>Social Media Marketing Provokes Purchases**</b>	<b>Matric</b>	78	2.23	1.910	.000	10.404*	.000
	<b>10+2</b>	138	1.97				
	<b>Gradute</b>	136	1.84				
	<b>PG</b>	160	1.88				
	<b>Above PG</b>	88	1.68				
<b>Websites visited before purchase**</b>	<b>Matric</b>	78	1.33	1.870	.022	11.260*	.000
	<b>10+2</b>	138	1.80				
	<b>Gradute</b>	136	2.01				
	<b>PG</b>	160	1.99				
	<b>Above PG</b>	88	2.02				

<b>Satisfaction level of the product purchased after watching advertisement on SMS**</b>	<b>Matric</b>	78	2.15	1.830	.000	12.672*	.000
	<b>10+2</b>	138	1.94				
	<b>Gradute</b>	136	1.71				
	<b>PG</b>	160	1.78				
	<b>Above PG</b>	88	1.64				
<b>Buying decision of an expenses Electronic product is difficult**</b>	<b>Matric</b>	78	1.95	1.71	.000	8.637	.000
	<b>10+2</b>	138	1.78				
	<b>Gradute</b>	136	1.65				
	<b>PG</b>	160	1.71				
	<b>Above PG</b>	88	1.45				
<b>Advertisement on SMS related electronic products**</b>	<b>Matric</b>	78	2.13	2.57	.000	4.618*	.001
	<b>10+2</b>	138	2.52				
	<b>Gradute</b>	136	2.76				
	<b>PG</b>	160	2.68				
	<b>Above PG</b>	88	2.52				

Data collected through survey

Note : i)\* Brown Forsythe value ii)\*\* significant at 5% level of significance.

The result in the above table indicates that there is significant relationship for all factors of impact of social media marketing on consumer buying decision on the basis of education level. Most of the respondents irrespective of their education level have opined that they have high impact of social media sites on buying decision, but matriculates have low impact of social media sites. Consumers of all age group have agreed but post graduate group strongly agree that social media marketing provokes purchase. It is also reveals that matriculate, 10+2, graduate and postgraduate respondents agree but above postgraduate strongly agree that it is difficult to take buying decision of an expenses product, respondents having graduation, post graduation and above post graduation have visited more online websites and matriculates visited less websites before making a buying decision. It has been found that respondents up to 10+2 level of education moderately satisfied and above 10+2 highly satisfied with the product they have purchased after watching advertisement on SMS. Mostly respondents have seen advertisement on SMS related electronics products but matriculates have seen less advertisement while using SMS.

#### Table-4: Occupation wise Analysis



Description	Occupation	Frequency	Mean	Overall mean	Levene Statistics Sig.Value	f-statistics /Brown Forsythe Sig.Value	Sig. Value
<b>Impact of SMS on buying decision of consumer**</b>	<b>Agriculture</b>	130	1.95	1.91	.266	2.487	.030
	<b>Business</b>	62	2.19				
	<b>Professionals</b>	22	1.64				
	<b>Private job</b>	76	2.00				
	<b>Govt. Job</b>	212	1.83				
	<b>Others</b>	98	1.84				
<b>Social Media Marketing Provokes Purchases**</b>	<b>Agriculture</b>	130	1.98	1.91	.000	3.473*	.005
	<b>Business</b>	62	1.94				
	<b>Professionals</b>	22	1.64				
	<b>Private job</b>	76	1.74				
	<b>Govt. Job</b>	212	1.88				
	<b>Others</b>	98	2.04				
<b>Websites visited before purchase**</b>	<b>Agriculture</b>	130	1.69	1.87	2.904	2.904*	.014
	<b>Business</b>	62	1.94				
	<b>Professionals</b>	22	2.18				
	<b>Private job</b>	76	2.03				
	<b>Govt. Job</b>	212	1.92				
	<b>Others</b>	98	1.76				
<b>Satisfaction level of the product purchased after watching advertisement on SMS**</b>	<b>Agriculture</b>	130	2.00	1.83	.116	5.370	.000
	<b>Business</b>	62	1.97				
	<b>Professionals</b>	22	1.55				
	<b>Private job</b>	76	1.74				
	<b>Govt. Job</b>	212	1.75				
	<b>Others</b>	98	1.82				
<b>Buying decision of an expenses electronic product is difficult**</b>	<b>Agriculture</b>	130	1.85	1.71	.000	2.292*	.046
	<b>Business</b>	62	1.74				
	<b>Professionals</b>	22	1.55				
	<b>Private job</b>	76	1.61				
	<b>Govt. Job</b>	212	1.66				
	<b>Others</b>	98	1.71				

<b>Advertisement on SMS related electronic products**</b>	<b>Agriculture</b>	130	2.26	2.57	.124	2.905	.013
	<b>Business</b>	62	2.61				
	<b>Professionals</b>	22	2.91				
	<b>Private job</b>	76	2.61				
	<b>Govt. Job</b>	212	2.60				
<b>Others</b>	98	2.76					

**Data collected through survey**

**Note: i)\* Brown Forsythe value ii)\*\*significant at 5% level of significance.**

Above table exhibits the results of respondents' occupational wise analysis. It is observed from the table that there is significant relationship in the opinion / behavior of customers from different occupations. Most of the consumers of different occupational set up have opined that they have moderate impact of social media sites on buying decision but professional have high impact. Respondents in professional occupational group strongly agree and respondents in all others occupational groups agree that Social media marketing provokes purchase and it is difficult to take decision about expenses products. It has been also found that majority of respondents in different occupational setup have visited online websites before making a buying decision but agriculturist respondents have visited less online and respondents of different occupational setup are moderately satisfied with the product they have purchased but professionals are highly satisfied. This may be because all are accepting social media marketing or online shopping. Mostly respondents have seen advertisement on SMS related electronics products but agriculturist have seen less advertisement while using SMS.

**TABLE NO – 5: INCOME WISE ANALYSIS**

<b>Description</b>	<b>Income</b>	<b>Fre Que ncy</b>	<b>Mean</b>	<b>Over all mean</b>	<b>Levene Statistics Sig.Value</b>	<b>f-statistics /Brown Forsythe Sig.Value</b>	<b>Sig. Valu e</b>
<b>Impact of SMS on buying decision of consumer**</b>	<b>Below 20000</b>	244	1.98	1.91	.260	3.703	.012
	<b>20000-40000</b>	162	1.98				
	<b>40000-60000</b>	118	1.85				
	<b>Above 60000</b>	76	1.63				

<b>Social Media Marketing Provokes Purchases**</b>	<b>Below 20000</b>	244	1.98	1.91	.000	16.105*	.000
	<b>20000-40000</b>	162	2.06				
	<b>40000-60000</b>	118	1.71				
	<b>Above 60000</b>	76	1.63				
<b>Websites visited before purchase**</b>	<b>Below 20000</b>	244	1.72	1.87	.131	10.574	.000
	<b>20000-40000</b>	162	1.77				
	<b>40000-60000</b>	118	2.08				
	<b>Above 60000</b>	76	2.24				
<b>Satisfaction level of the product purchased after watching advertisement on SMS**</b>	<b>Below 20000</b>	244	1.84	1.83	.000	13.387*	.000
	<b>20000-40000</b>	162	2.02				
	<b>40000-60000</b>	118	1.66				
	<b>Above 60000</b>	76	1.61				
<b>Buying decision of an expenses Electronic product is difficult**</b>	<b>Below 20000</b>	244	1.82				
	<b>20000-40000</b>	162	1.72	1.71	.013	7.261*	.000
	<b>40000-60000</b>	118	1.53				
	<b>Above 60000</b>	76	1.61				

**Note: i)\* Brown Forsythe value ii)\*\* significant at 5% level of significance.**

Above table indicate the results of respondents' income wise analysis. It is depicted from the table that there is significant relationship in the opinion of customers from different income groups. It has been observed that respondents in income groups below Rs. 20000 to 60000 have moderate impact and respondents in income group above Rs. 60000 have high impact of social media sites. Consumers in income group above Rs. 60000 strongly agree and in all other income groups agree that social media marketing provokes purchase and respondents in income slabs below 20000, in between 20000-40000, and above Rs. 60000 agree that and respondents in income group Rs. 40000-60000 strongly agree that it is difficult to take decision about expenses. It is found that respondents up to the income of Rs. 40000 moderately satisfied with the product they have purchased but respondents income above Rs. 40000 highly satisfied. Respondents in income groups Rs.40000-60000 and above Rs. 60000 have seen advertisement on social media sites related electronic products, but respondents in income group below Rs. 20000 and in Rs. 20000-40000 seen less advertisement while using social media sites. This may be because high income groups have more possession of android phone and money.

**TABLE NO.6 GENDER AND SHARING OF OPINION ABOUT A PRODUCT/SERVICE WITH FAMILY AND FRIENDS**

<b>Gender</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Male</b>	228 (61.6%)	142 (38.4%)	370 (100%)
<b>Female</b>	150 (65.2%)	80 (34.8%)	230 (100%)
<b>Total</b>	378 (63%)	222 (37%)	600 (100%)

**Data collected through survey/ questionnaire.  $\chi^2=.787$  P<0.05**

The table shows that at 5% significance level the value of chi square is less than table value so alternate hypothesis is accepted. It is clear that 61.6% male and 65.2% female have shared their opinion about a product/ service with family and friends and 37% of total males and females do not willing to share their opinion about a product/ service this may be because they have not interested, and think that people will not rely on their opinion about a product/ services. It is suggested that steps should be taken by company to create interest in consumers to share their opinion about a product/ services.

**TABLE NO. 7 AGE AND READING OF BLOGS OR ONLINE REVIEWS OF PRODUCT BEFORE MAKING BUYING DECISION**

<b>Age</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Below 25 years</b>	144 90%	16 10%	160 100%
<b>25-35</b>	126 86.3%	20 13.7%	146 100%
<b>35-45</b>	130 73.95%	46 26.1%	176 100%
<b>Above 45</b>	86 72.9%	32 27.1%	118 100%
<b>Total</b>	486 81%	114 19%	600 100%

**Data collected through survey/ questionnaire  $\chi^2=21.965$  P<0.05**

Table depicts that at 5% significance level the value of chi square is less than table value hence null hypothesis is rejected and alternate hypothesis is accepted .It is revealed from the table that there is significant relationship between different age groups of respondents and reading of blogs or online reviews of product before making buying decision. This is apparently supported that mostly respondents read blogs or online reviews of product before making buying decision.

**TABLE NO.8 EDUCATION AND READING OF BLOGS OR ONLINE REVIEWS OF PRODUCT BEFORE MAKING BUYING DECISION**

<b>Education</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Matric</b>	42 53.8%	36 46.2%	78 100%
<b>10+2</b>	120 87%	18 13%	138 100%
<b>Graduate</b>	116 85.3%	20 14.7%	136 100%
<b>Post graduate</b>	134 83.8%	26 16.3%	160 100%
<b>Above post graduate</b>	74 84.1%	14 15.9%	88 100%
<b>Total</b>	486 81%	114 19%	600 100%

Data collected through survey/ questionnaire  $\chi^2 = 43.513$  P <0.05

Table depicts that at 5% significance level chi square value (43.513) is less than table value hence null hypothesis is rejected and alternate hypothesis is accepted. It clears that there is significant relationship between different income groups of respondents and reading of blogs or online reviews of product before making buying decision. This is apparently supported that mostly respondents read blogs or online reviews of product before making buying decision.

**TABLE NO. 9 INCOME AND PURCHASE OF ELECTRONIC ITEMS THROUGH SOCIAL MEDIA**

<b>Monthly income</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Below 20000</b>	138 56.6%	106 43.4%	244 100%
<b>20000-40000</b>	114 70.4%	48 29.6%	162 100%
<b>40000-60000</b>	84 71.2%	34 28.8%	118 100%
<b>Above 60000</b>	64 84.2%	12 15.8%	76 100%
<b>Total</b>	400 66.7%	200 33.3%	600 100%

Data collected through survey/ questionnaire  $\chi^2 =23.832$  P < 0.05

It is evident from the study that there is significant relationship between different income groups of respondents and purchase of electronic items through social media. It is concluded that respondents in above Rs.60000 income group have purchased more electronic products through social media.

## **CONCLUSION AND RECOMMENDATIONS**

It is observed that most of the respondents in all demographic have read blogs or online reviews of product before making buying decision. It is reveals that most of the respondents irrespective of their gender, age, education, occupation and income agree that it is difficult to take buying decision of an expenses electronic product, but males, above postgraduate, and respondents in income group Rs. 40000-60000 strongly agree that it is difficult. It has been observed that most of the respondents irrespective of their gender, age, education, occupation and income agree that Social media marketing provokes purchase, but respondents in above post graduate group, in professionals occupational group and respondents in income group above Rs.60000 strongly agree that Social media marketing provokes purchase. It is revealed that most of the respondents in all demographic have visited online websites before making a buying decision it means all have impact of social media sites. It is revealed that most of respondents are moderately satisfied with the product they have purchased but females are less satisfied than males. This may be because females are the main users of home appliances. It is found that respondents in all age groups are moderately satisfied with the product purchased. It has been found that respondents up to 10+2 level of education moderately satisfied and above 10+2 highly satisfied with the product they have purchased after watching advertisement on SMS. It has been found that respondents of different occupational setup are moderately satisfied with the product they have purchased but professionals are highly satisfied. It is found that respondents up to the income of Rs. 40000 moderately satisfied with the product they have purchased but respondents income above Rs. 40000 highly satisfied. This may be because all are accepting social media marketing or online shopping. Respondents in all demographic have seen advertisement on SMS but respondents in high income groups seen more this may be because high income groups have more possession of android phone and money.

It is recommended that companies should focus to give more advertisement on social media sites as customer now using social media sites to get information about products. Companies are advised to display feedback of customers on their online portal and also encourage customer to share their feedback about products and services with companies and also advised to maintain data base of the customers so after some time they can be contacted for feedback as well as for informing them about different exchange offers and new products launched. Electronic products companies have large scope of marketing in Himachal Pradesh where large market is still untapped. This gap should be bridged and the awareness of Social Media should be increased in Himachal Pradesh. So that companies can directly reach more and more consumers and can interact with them. The study has observed that the impact of social media marketing on buying decision is high in case of below 25 years age group and in income above Rs. 60000 group. Therefore there is a need for the electronic products companies to find out the causes for moderate impact, low impact and no impact of social media sites on buying decision among the customers belonging to different educational background, different occupational setup, gender and other income and other age groups. Study revealed that majority of customers have

purchased mobile through social media marketing followed by Laptop/ computer, television, music system, Induction chullah , refrigerator, both microwave and mixer grinder and washing machine. It is recommended that company should improve their delivery system in rural area like Himachal Pradesh for computer, television, music system, refrigerator, mixer grinder, washing machine and other big size electronic items. It is advised to companies that if companies can't deliver goods to customers at their homes, so companies can deliver goods by making cluster at main station or at district level by engaging dealer or other shopkeeper It is strongly recommended that organizations should listen to the complaints of customers and provide them proper solution and getting feedback from the customers about their satisfaction. So customer can prefer on line shopping. Companies are advised to maintain data base of the customers so after some time they can be contacted for feedback as well as for informing them about different exchange offers and new products launched. It is suggested that companies should educate customers to use social media sites, so they can get information about products which is displayed on social media sites and also they can use social media sites to share their opinion or feedback to companies and friends/relatives and increase the business. It is strongly recommended that companies should focus on delivery of the products to make consumer participation in online shopping. The study suggested that company should promote online purchase, it is also suggested that company should improve their advertisement and information on social media sites.

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