

The Effect of Social Media Marketing on Consumer Purchase

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Abstract- Social networking sites today are one of the “best opportunities” for a brand to connect with potential consumers. Social media is a medium for communication. Fashion industry has increasingly adopted customer engagement levels in Social networking sites to achieve superior firm performance. The buyer points out the differences between social networks and the launch of new social projects with speed. Social media marketing and the companies that use it have become more sophisticated. This study mainly aims to know the impact of social network marketing and consumer engagement on consumer purchase intention.

Keywords: Social network marketing, Consumer engagement, Consumer purchase intention.

I. INTRODUCTION

Social networking is now developing so well that it becomes an important aspect of our daily lives. It is estimated that in 2019 there will be around 2.77 billion social network users in the world, compared to 2.46 billion in 2017. In 2017, 71 percent of Internet users are users of social networks, and this figure is expected to increase [1], [2]. Facebook is the first social network that has 2.2 billion monthly active users. The Instagram photo sharing application has 1 billion active users. More than 2 billion Internet users use social networks. Pinterest is the fastest, independently launched site, which reaches 10 million unique visitors per month. Twitter has more than 555 million users with 5,700 new tweets per second [3], [4].

According to, social networking is a platform that social network channels use to promote a company and its products or services. Social interrelated websites such as Facebook and Twitter have changed the way of thinking about commercial advertising [5], [6]. Certainly, some companies get more customers to their social networking sites than on their own website. The benefits of social media marketing are lower costs and greater reach. The cost of social media is usually lower than other marketing platforms such as personal vendors or distributors. In addition, social marketing allows companies to reach customers that cannot be accessed due to time and placements of existing distribution channels.

Social media platforms are becoming more advanced as we move into the future, allowing a fast-growing fashion industry to enter various consumer markets with just a few clicks. Customers communicate with fashion houses on a personal and interactive level. Social media marketing campaigns not only increase brand equity,

but also strengthen connections between users in the network, while users identify themselves with brands and become loyal customers[7], [8].

Social media becomes best platform to acquire and convert customers with measuring and optimizing social media with the purpose of satisfying customers to retain them loyal for lifetime[2], [9]–[11]. This study is helpful to know how consumers are engaging themselves in social networking sites related to fashion brands and how fashion brands are influencing customers by social network marketing and to know these impacts on consumer purchase intention.

II. REVIEW OF LITERATURE

Social network marketing means the information can be sent to people around the world. By utilization of social network marketing, organizations will change their way towards customer needs and the wants they respond to customers and to their competitors. Social Network Marketing offers marketers the ability to reach more viewers and enable them to use valuable information and build relationships with their customers. Using social network marketing, interactions in the virtual world can share their views and perceptions[7], [8], [12]–[15]. Social Network Marketing -Customer Relationship Management Intention Purchasing intent is the effective route for purchase intent.

The influence of social media and social networks on buying decisions increases, while the influence of this purchase decision on customer satisfaction also increases. It made easy for marketers to identify people of groups who in turn act as an influencer to their product/services and help in organic growth of the brand. It is cost free because all the social networking sites are free to use. By using social network marketing, marketers are in constant interaction with the customers in order to understand their needs and hence produce good products which match the needs of the customers[16], [17]. The best way to learn from your customers about their needs and drawbacks of organization.

The digital marketing of the fashion industry has changed so much that the brand uses an account on social networks to sell clothes. By offering quality content like videos, blogs, quotes and free giveaways the customer engagement can be generated. To appeal audience digitally it requires investment of time and money to build the customer base. If twitter is considered marketer can concentrate on the news and update about the brand and its promotions[18]. Keep your social networking site active by regularly publishing and updating subscribers about your brand and other relevant content. You can do it simply by asking a simple question related to recent events or answering comments.

2.1 Objectives of the study-

- To study the relationship and impact between social network marketing on consumers.
- To observe the influence of demographic factors on social networking purchasing.

III. METHODOLOGY

The population size in Vijayawada is 1, 00,000. The Sample sizes of 150 questionnaires were distributed out of which 122 were responded. The sample size is 122. Convenience sampling is done for the study. As the research is related to social media the respondents who are internet users were considered.

IV. DATA ANALYSIS

4.1 Analysis and Interpretation-

The data is analysed by using responses profile and other social factors influencing the customer's decision process towards fashion brands. Female plays a crucial role in purchasing the fashion brands which are available on Social networking sites.

Gender	Percentage	Frequency
Male	37%	45
Female	63%	77
Total	100%	122

Table1. Gender

Interpretation: From the above table it is observed that (45) 37% are male respondents and (77) 63% of the respondents are females. Females are more interested to buy online products than males, because females are more comfortable on online investments and there are more satisfied

Age	Percent	Frequency
15-19	11%	14
20-24	59%	72
25-29	20%	24
30-34	10%	12
Total	100%	122

Table2. Age

Interpretation: From the table it is observed that, (14) 11% of respondents are between 15-19years. (72) 59% of respondents are between 20-24years. (24) 20% of respondents are between 25-29years. (12) 10% of respondents are between 30-34years. Youth are more attracted on social media according to our survey, because they usage is more when compared to other ages.

Income	Percent	Frequency
25001-50000	43%	52
50001-100000	28%	34
100001-150000	17%	21
Above 150000	12%	15
Total	100%	122

Table3. Income

Interpretation: From the above table it is observed that (52) 43% of respondents have their income range 25001-50000. (34) 28% of respondents have their income range 50001-100000. (21) 17% of respondents have their income range 100001-150000. (15) 12% of respondent have their income range above 150000.

Marital	Percent	Frequency
Married	20%	24
Unmarried	80%	98
Total	100%	122

Table 4. Marital status

Interpretation: From the above table it is observed that (24) 20% of respondents are married. (98) 80% of respondents are unmarried. These people spend a lot in buying the products from online.

Education	Percent	Frequency
Intermediate	7%	9
Under graduation	47%	57
Post graduation	42%	51
PhD	4%	5
Total	100%	122

Table 5. Education

Interpretation: From the above table (9) 7% of respondents have intermediate as their qualification. (57) 47% of respondents have under graduation as their qualification. (51) 42% of respondents have Post graduation as their qualification. (5) 4% has PhD as their qualification.

V LIMITATIONS AND SUGGESTIONS FOR FUTURE

Promoting the fashion brands on all the social network platforms is important but considering the preferences of male and female which are different in my study prompting means fashion brand in Facebook and woman fashion brands in Instagram will make them expose to their favourite brands. Female prefer shopping next to entertainment in social networking campaigns. Social networking sites have a positive impact on the consumer purchase intention therefore by providing relevant and genuine content the trust and loyalty of the customers can be enhanced greatly.

VI CONCLUSION

The purpose of this research was to explore the ways social network marketing of fashion brands and consumer engagement levels affects the consumer purchase intention. In order to accomplish this, I performed exploratory research regarding social networking campaigns and consumer engagement and consumer behaviour towards fashion brand in online. Based on my understandings I prepared a survey which includes scale related to my objectives. Results indicate that social network marketing and consumer engagement are showing impact on the consumer purchase intention. Based up on income, education and engagement people are using social media and also engaging themselves by following the fashion brands in social media but percentage of people who are purchasing is less when compared to the engagement levels. They also should utilize these platforms to not only share discounts and promotions, but also stay in touch with consumers and build a connection with their consumers.

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