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Abstract- This research studies the factors that impact the behavior of the consumers of social media buyers. The retail business has changed radically over the most recent two decades, at first with the landing of computer-interface shopping and, more recently, with the emerging of mobile channels and social media stages. It is hard for e-commerce or e-retail companies to identify and influence the variables that drive consumers' attitudes and behavior. Different types of media affect people's conclusions, significantly depending on how much time they spend on such media. Facebook and Twitter are two examples of relatively older types of social media in correlation with newer social media networks, for example, Instagram. Furthermore, people use each type of social media for different purposes and based on their individual preferences.

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Social Media and E-Commerce: A Theoretical Study of Factors Affecting Consumer Behavior of Social Media Buyers

Dr. Kavita Chauhan [α] & Faiz Rehman Abbasi [σ]

Abstract- This research studies the factors that impact the behavior of the consumers of social media buyers. The retail business has changed radically over the most recent two decades, at first with the landing of computer-interface shopping and, more recently, with the emerging of mobile channels and social media stages. It is hard for e-commerce or e-retail companies to identify and influence the variables that drive consumers' attitudes and behavior. Different types of media affect people's conclusions, significantly depending on how much time they spend on such media. Facebook and Twitter are two examples of relatively older types of social media in correlation with newer social media networks, for example, Instagram. Furthermore, people use each type of social media for different purposes and based on their individual preferences.

I. Introduction

In this age, social media and e-commerce are considered key requirements to survive and sustain success. This is because; it acts as a catalyst to fulfill any sort of requirement with a single click. Moreover, social media and social networking sites also improved the path to receive and attain any type of information in just certain seconds. However, each sort of media differently affects the suppositions of the individuals', particularly relying upon the span of time spent on such media. For example, Facebook and Twitter are two instances of generally more established types of social media in correlation with more up-to-date social media systems. Furthermore, today's individuals utilize varied kinds of social media for various purposes depending on their inclinations. Some utilize these systems for excitement and data acquisition, while others use them more to acquire stock and entertainment.

Apart from this, social media can also operate as a medium to develop certain demands of a special product by highlighting its unique features among its buyers and doing so, the total sales and profit of the product increase significantly in the market despite the presence of other competing brands (Hajli & Sims, 2015). Thus, it may be depicted that social media is considered as a platform of marketing to increase the awareness of the individual.

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II. Aims and Objectives

a) Objectives of the Study

The aim of the research is to study the factors that are responsible for affecting consumer behavior in the context of social media buyers.

- To evaluate the factors that influence the buying behavior in context to the customers through social media.
- To develop a model that helps in the identification of the aspects persuading the buying nature of the consumers in social media.

b) Questions of research

- What are the factors that influence the buying behavior in context to the customers through social media?
- What are the most important factors of the social media platforms which lead consumers to buy something online from the brand rather than offline?

III. Methodology

The conceptual framework rests on an extensive literature review of factors influencing consumer buying behavior, social media, as well as previous studies related to social media and e-commerce.

IV. Literature Review

a) Overview of social media

Xiang *et al.* (2016) commented that the development of social media marketing concepts provides an extra association of the theoretical establishment of research engagement among e-retail associations and the consumer audience. The definition of social media is a social affair of Internet applications that grow with respect to the ideological foundations of Web 2.0 and that grants the creation and trade of user-generated content. Social media comprise modern communication networks that depend on the internet and facilitate people to interact with each other to construct online relationships. Social media networks contain everything from Twitter and Facebook to business networking sites, digital broadcasts, and collaborative sites, for example, Wikipedia, as

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highlighted. However, there are different types of social media networks; for instance, Facebook and Twitter are two examples of the older types of social media in regard to the newer social media networks, like Instagram. However, each type of social media is used but for different orientations and perspectives by a diverse individual, as stated in the abstract.

b) Brief of e-commerce

Chen, Su, and Widjaja (2016) stated that e-commerce is typically connected with acquiring and selling over the internet or developing a relationship with a different individual. The web-based business utilizes electronic interchanges and propelled information preparing innovation in business trades to make, change, and reclassify connections for esteem creation between or among affiliations and among associations and individuals. Today, E-commerce has become a vital instrument for businesses worldwide, not exclusively to sell to customers,

However, in addition, to engage them. There are three reasons why E-commerce is prominent with the present online businesses. Due to these causes, most people over the age of 40 prefer to shop online rather than offline, as per the abstract.

c) Relationship between social media and e-commerce

As commented by Kim and Johnson (2016), e-commerce has evolved as the new trend among consumers today, as mentioned in the abstract. Many customers purchase the items through e-commerce channels. Companies can draw customers into the traditional purchase funnel, but as they move closer to the stage of purchasing, they may mislead the customers. Despite the fact that this is common and expected, businesses can potentially mitigate this misfortune by improving the user experience. In this regard, social media can help businesses to develop and maintain a strategic distance from this potential misfortune by increasing brand awareness, enhancing customer relations, lead market research, and even bolster sales. Even however online shopping is not an ideal method to shop, people still enjoy utilizing shopping online as an essential shopping apparatus. Perhaps, shoppers and sellers appreciate how E-commerce lets people learn about new items.

d) Impact of purchasing involvement with e-commerce and social media

As commented by Bai, Yao, and Dou (2015), purchase involvement refers to the level of interest that people join in an item and that they are so likely to purchase an item from a specific brand. Information on Non-Western consumer involvement is limited. However, purchase involvement can be studied by examining the interaction between broad communications exposure and self-esteem. Consumer involvement is a solid pointer to increasing consumer behavior. Another investigation about the purchase involvement scale found that people with an abnormal state of purchase involvement spent more time utilizing the internet than people who were less involved with purchases.



(*Source: Cerejo, 2011*)

Figure 1: Purchase funnel

e) Evaluation of perceived usefulness

As stated by Chan, Cheung, and Lee (2017), perceived usefulness can be defined as observed usefulness and is a solid division of customer belief. People do things that they think will progress their lives. There are various researchers who see the benefits as essentially mental. An aggregate of perceived advantages goes into decision-making about Internet

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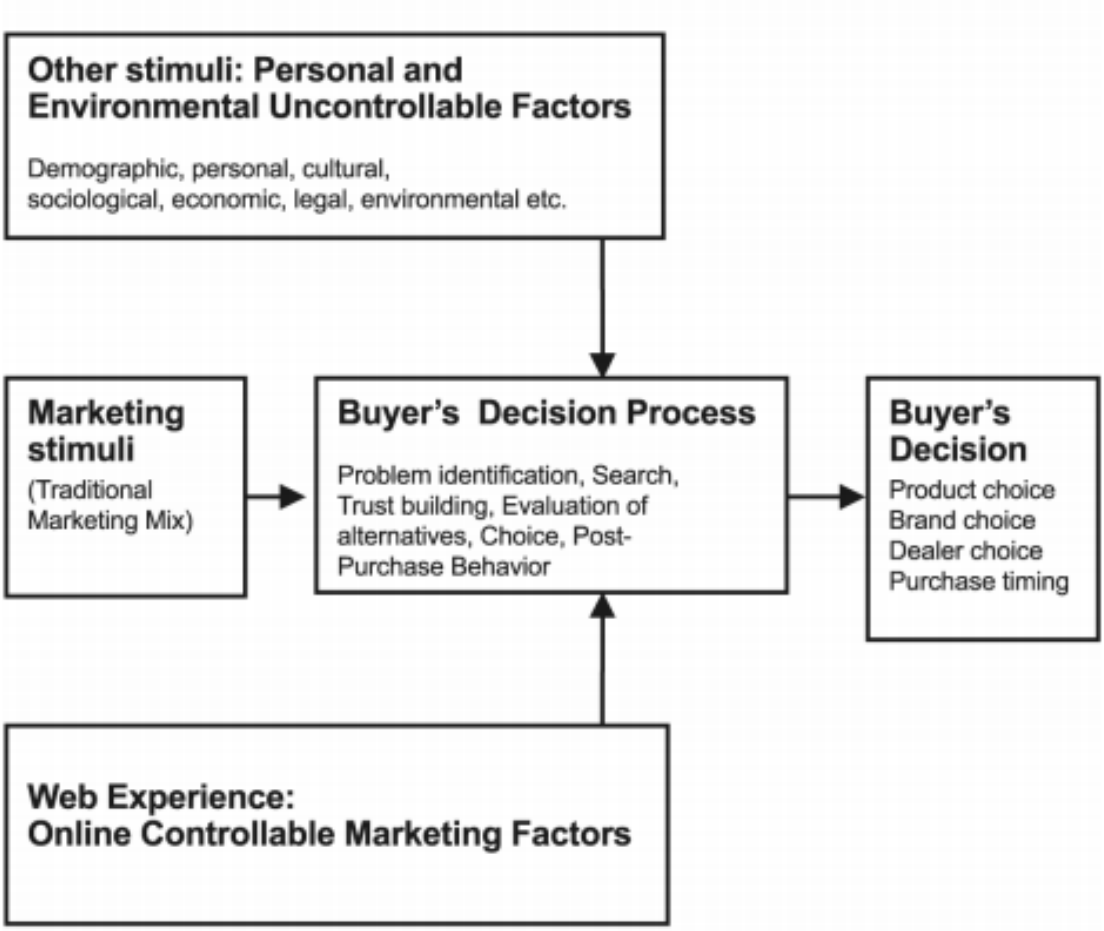
buying. In this context, online buying of products has significantly more choices online while saving time. In expansion, more limits are prevalent, and data is readily within reach to conclude a wise purchase. Early studies in actuality showed a clear linear relationship between positive attitudes and perceived benefits.

f) Use of the internet for shopping and its impact on consumer behavior

As commented by Agnihotri et *al.* (2016), the investigation found that online shopping sites already knew which factors influenced the customers to purchase their items. They should, in this manner, center more around giving useful and attractive items, construct trust through a favorable online shopping experience, and draw in more customers to visit the record by amplifying search features. Facebook keeps loyal customers up to date on the latest sales and items and is a valuable secondary sales channel. Facebook is used by people to stay in touch with friends, build relationships, and stay up to date on current events. People frequently require the same items that their friends purchase.



Source: Constantinides (2004)

Figure 2: Online consumer Behavior

g) Education and Income: Relationship with Consumer Buying Behavior

As noted by Pappas (2016), in terms of income and education, researchers have concluded that purchasers from higher income groups are more likely to use web-based shopping because they perceive less risk from the technology. In any case, Internet users who gain sufficient aptitude and experience over time will invariably demonstrate no connection in this manner. Because of improved purchase proficiency and availability, a positive relationship between internet time and the likelihood of participating in continuous purchasing exchanges is expected. Furthermore, in this day and age, online methods of promotion and advancement are more accessible. As a result, the craze has been heightened.

V. Conceptual Framework and Hypothesis

The conceptual framework defines the examination demonstrations that will be used as the basis for analyzing the relationship between factors influencing customer purchasing of buyers through online life. The model employs Purchasing Involvement

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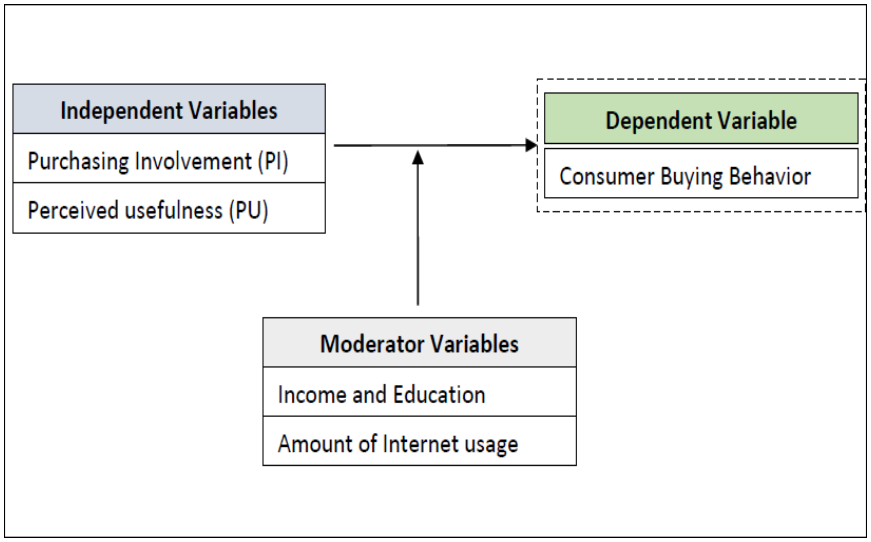
and Perceived Usefulness as independent factors that are expected to influence customers' purchasing behavior when shopping online, which is used as a dependent variable.

The conceptual framework states the theories that are taken for this study in context to the consumer buying intention and purchasing intention. The theories under consideration in this context are the Theory of Planned Behavior and the Theory of Uses and gratification Theory (Nisar & Whitehead, 2016).

Aizen proposed the Theory of Planned Behavior in 1988 and studied the relationship between customer attitudes and behavior. Uses and gratification theory was found by Lasswell in 1940, and this theory explains the reason why consumers are seeking social media or any media channel to cater to their needs.



(Source: Prepared by the researcher)

Figure 3: Conceptual Framework

Hypothesis

H0: Social media posts often influence the buyers' behavior.

H1: Relationship held is positive in between social media buying behaviors and PU.

H2: Positive relation between influencers and social media behavior of the customers are held.

VI. Case Study Analysis with Journals

Carolyn, H. (2012). YouTube Attracts Fashion Retailers with Updated Shoppable Video

The coming of social media has both persuaded and concurred an emotional change in the manner in which organizations and buyers interface. Social locales, for example, Youtube and Facebook, give stage as an incorporated correspondence show, where customers have the decision of how and when they speak with organizations. Online retail and a changing administrative condition are changing retail parts globally. A few influencers are being paid to underwrite certain organizations and brands. Customers are getting propelled by them and reveling to purchase the appeared. Real web-based business players, habitually upheld by outside private value and funding reserves, are putting resources into web-based business development. The online retail part is growing quickly as the web network increments. The development of e-and m-business could give chances to reach underserved networks beforehand.

Goor, M. (2012). *"Instamarketing": A content analysis into marketing on Instagram*

(Master's thesis). Universiteit van Amsterdam.

Instagram, which was propelled in 2010, is a free portable application. As per Goor (2012), clients can legitimately take pictures with the Instagram application or transfer them from the current photograph library of the telephone. In addition, Instagram showcasing has been observed to be a viable method to publicize an item. Also, Instagram can help decrease the expenses of structuring a brand. Numerous organizations today are utilizing social media systems to stay in contact with their clients and advance their brands. These social media, including Instagram, are an incredible open door for organizations to showcase themselves and their items in a minimal effort, amazing condition. Instagram has even made a blog called Instagram for Business so as to help organizations with their Instagram showcasing by posting supportive guidance and best practices to help brands prevail with Instagram clients. A component is like a manner among the best organizations on Instagram is that "these records breathe life into their novel characters and qualities through charming symbolism and attention on their particular networks.

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Forsythe, S., Liu, C., Shannon, D., & Gardner, L. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. Journal of Interactive Marketing, 20(2), 55-75.

The opportunities versus the challenges are seeing the opportunities win out in India's internet business division, with worldwide majors exploring the nation's market, as it is simply too enormous to disregard. The US retailer Walmart, for instance, gained a dominant part stake of 77% in local retailer Flipkart for USD16bn in May 2018. This puts Walmart straight on with its opponent Amazon in India, with the last entering India in 2013 and declaring in June 2018 that it would siphon a further USD2bn into its India tasks to reinforce its dependable balance, having officially dedicated USD5bn to the market. Residential 'blocks and mortar' organizations are additionally realigning their techniques to incorporate an emphasis on web-based business, retail aggregate Reliance Retail, claimed by Mukesh Ambani, for instance, began online offers of shopper gadgets and family machines in July 2018 (Fitch Solutions, 2019b). Online business majors are additionally looking to attempt and explain a portion of the key challenges to doing e-business themselves, instead of sitting tight for government interests in coordination's framework or installment administration explicit firms to concoct arrangements. An inclination for money over cards by buyers and conveyance by means of inside transport systems were two key challenges that internet business players face, however worldwide significant Amazon and residential e-style retailer Myntra offer great contextual investigation arrangements. The two players have utilized the utilization of little stores, known as kirana stores (pop stores), in India as a channel for last-mile conveyance, enabling them to diminish their conveyance staff or draw in them for further developed errands, while additionally having a solitary purpose of conveyance on transport systems (Chen *et al.*2015).

VII. Conclusions and Recommendations

India has a flourishing e-commerce segment, which is to be worth USD82.7bn in 2021, as per the Telecommunications team. The e-commerce sector has been the fundamental change in India's retail market in recent years, and it is expected to continue to develop at a phenomenal rate. Due to constraints on the movement that international retailers are allowed to undertake in the market, e-commerce has been driven by nearby firms, for example, Flipkart and Snapdeal. Numerous Indian physical retailers are likewise entering the e-commerce segment because of the high mobile penetration in the nation. This research is attained to study the importance of factors affecting the consumer behavior of social media buyers. Online retail and a changing administrative condition are changing India's retail part. Real web-based business players, as often as possible supported by outside private value and investment reserves, are putting resources into the online business extension. The online retail part is growing quickly as the webnet work in crements (Zhang & Benyoucef, 2016). The development of e-and m-business could give chances to reach under-served networks beforehand. Unwinding in the guidelines on FDI in online business could incite progressively global enthusiasm for India's retail segment. In the interim, global physical retailers are entering the nation and growing past real urban communities after the legislature loosened up household sourcing necessities. India will see a considerable inundation of remote players, which will differentiate and modernize the nation's huge yet divided retail market (Ordun, 2015).

Recommendations

- E-Commerce and Social media platforms are dynamic, and they adhere to changes every now and then. In this context, the companies can come up with more effective advertising through public relations, which would help to impact the purchase decision even further.
- Apart from Twitter, YouTube, Instagram, Facebook, there are several new social media channels coming up that that be used for impacting the buying behavior of the consumers.
- Consumers' preference for cash over credit cards, as well as delivery via internal transportation networks, are two major challenges that e-Commerce players face. This can be improved to avoid discrepancies.

VIII. Implications for Theory and Practice

a) The study will benefit the brands advertising on social media to understand the nerve of the buyers.
b) The study will also be of great usage to social media organizations to analyze their advertising pattern and their impact on the buying behavior of consumers.
c) E-commerce platforms and social media have been here for a while now. Nevertheless, still, it is a gigantic ocean that can be explored by researchers to get more insights considering its constantly changing nature owing to buyer's mood fluctuations and brands' ultra-competitive environment.
d) The study will also throw light on how factors like purchasing involvement and perceived usefulness relate to the decision-making process of social media buyers.
It will also give us an idea of how demographic factors affect social media buying behavior.
e) In this internet era where in economic bandwidth is reaching every nook and corner, it would be

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interesting to analyze how social media buying transformations happen for geographically dispersed regions, especially to watch how logistical challenges are encountered and resolved.

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