**Relationship between Social Media Marketing and Consumer Buying Behavior**

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The social media has become an integral part of our lives with the introduction of 3G, 4G technology in Pakistan it has become possible for people to stay connected from anywhere any time. The purpose of this study is to find out that if any relationship between social media marketing and consumer buying behavior exist if their existence affected each other in any significant way. For this purpose an online survey was conducted and 100 people responded who were active users of social media in the region of Peshawar an unstructured/ structured questionnaire was designed to collect information from the respondents. The research findings and results confirms that there is a positive relationship between social media marketing and consumer buying behavior as well as that social media can be used as an effective marketing tool in region of Peshawar.

Keywords: Social media, consumer buying behavior, social networking sites and marketing.

Social media also known as web 2.0 has changed how people interact with each other as wells as how they get their information. We live in a brave new world in which technology is making leaps forward and daily new software’s and apps are released that enhance how things are done. Social media has become the go to medium on how people express themselves to the world as well as how they communicate with each other. In such changing times many opportunities arise one of which is using this mode of communication to directly interact with the customers in such a way which has not been possible before which gave birth to social media marketing. The appearance of social media has made a new dimension which gives a network of connections. There are huge opportunities for businesses to strike the trends, and the customers are put forth in the business world due to social media. Based on the findings from McKinsey (2011), smart phones, websites of social media, customer devices have enabled to add information, by a number a people all over the globe. When companies interact with individuals for their business they generate a huge amount of digital exhaust data as a byproduct of some other tasks or functions. While searching the e commerce websites, social media forums, sales emails, it appears that companies moved their marketing techniques to the internet because of their approach to their targeted segment of market and finances need to carry out.

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**Literature Review**

The use of the word web 2.0 and social media has been used interchangeably by different researchers (Kaplan & Haenlein 2009, Safko & Brake 2009), though these two terms are close to each other but they are not synonymous. The operational definition of web 2.0 which was given by Tim O’ Riley (2006), who is the founder of O’ Riley media, brought a business revolution in the computer industry. He also provided the relation between web 2.0 and “harnessing of collective intelligence”.But the social media’s universal definition is still awaited; it is now defined as transformation and combination of evolution of modern media, (Solis 2010) which is the main purpose of social media.Dann & Dann (2011) give a framework of social media components like social interaction, content and communication media which has enhanced communication flow.

According to Kaplan & Haenlein (2009) the activities, practices and behavior among people who share opinion, Information and knowledge using verbal media are referred as social media. The current of communication is two way process because social media as it is open to participation and feedback (Mayfield, 2008) Since social media is a power full medium the separate entities are occupied with the contents on the internet and vice versa. Social media, a user centered which facilitates the process of sharing, editing, commenting and creating. According to Solice (2007), it is right to say that social media is related to the democracy of content.

Types of Social Media:- 1) SNSs (Social, Networking Sites) 2) Bookmarking Sites and Social News 3) Media Sharing Site 4) Web Journals 5) Micro Blogging.

Online network marketing is a broad term which provides and depicts the social networking levels as an advertising device. Weinberg (2009), intimate online networking showcasing as using the social through the media to the market in order to establish customers. It is one of the ways to engage people in order to move forward their products through social media to take benefit of a bigger group which might not have been reachable by customary promoting mediums. Persons with standard premium in the social web can assemble to share thoughts, considerations and remarks. Advertisers wind up aggregators of customer groups, that web is an important publicizing station. It is a place where advertisers can survey the products, listen and reacts to groups on specific survey substance inside the immeasurable group building (Weber 2009).

Gaining better position in social media marketing, those who use conventional marketing approaches are required to change their mentality. Social media has totally changed the approach of formation of the segments in implementation of the master plan of the marketing instead of demographics like gender, income or age which are not as important as what they think, like, dislike and do which they express through their behavior known as behavior targeting. (Weber, 2009)

Numerous advertising specialists (Weber 2009; Weinberg 2009; Drury 2008; Mayfield 2008) have constantly emphasized that as promoting making use of online networking is fairly about receiving and trading thoughts and discernments, that makes online networking showcasing no more one dimensional however a two-way prepare drawing in a brand and a group of individuals (Drury, 2008) and additionally a making of progressively picture material (Weber, 2009). As a rule, material is considered to be the core element in achieving a viable advertising by making use of online networking; be that as it may, as indicated in "Business 2Business Marketing Trends Survey 2012 Report" by Curata's (Marketing Profs, 2012), difficulties have been faced by companies producing unique material, to have room schedule-wise for creating it, and find outbrilliant substance as well. (see Jacobs, 2013). Drury (2008) opposed that utilizing online networking specifically, the material of endorsing and marking should be provided with a significant worth including material that is more about buyer, instead of brash item position. When organizations help their customers through online networking channels, at that stage,it may assemble a long haul relationship that might move and influence the brand mindfulness and development (Young Entrepreneur Council, 2012)

Online networking is very important in giving the customers a medium of expression. The possible parts required in the customer’s choice making process are the nature and something representative of online networking and having an apparent or distinct component in different online channels. The rational is that online networking is crucial in today’s world (Smith & Zook 2011; Zarrella 2010; Weber 2009; Weinberg 2009). It is important to know how customers are affected by internet use and to recognize which would be the correct procedure to purchase the items proclaimed by the advertisers ought to take benefit of it. According to the data handling hypothesis of the shoppers decision there are many deliberation of promotion which coordinate with each other, keeping in consideration how the end goal should be attained (Fennis & Stroebe, 2011). The Individuals have undisputable restrictions which limits in preparing data separate and different from one another to portray a social life (unnecessary variables that deviate or falsify the message) in spite of the possibility that advertisers got the truthful or correct message (Silverman, 2001). Almost all social media plans play important role in receiving, exchanging and dissemination of unlimited information, and as previously explained, the social media enables in two way exchange of information. Since the exchange of information does not impact organizations to get closer to each other to their achievable entities. The entire process of taking decisions, from interpretation of message, exploring of options and decision regarding purchase, hence it is of core importance to express the messages denial, distort and miss interpretation are considered to be the possible drawbacks in exchange of information (Smith & Zook, 2011). To differentiate with online network advertising the highest apprehension of organizations and brands, is to take control over the material, that reoccurrence of data in any case in the essential of the advertisers to believe in the careful check and examination, as customer created material serve to reveal an organizations honest and open opinion (Weber, 2009)

**Objectives of the study**

1. To understand the impact of social media marketing on consumer buying behavior.

2. To study and to provide the possible implications of the social media marketing on consumer buying behavior in Peshawar.

**Hypothesis**

Ho: There will be no significant relationship between consumer buying behavior and social media marketing.

Ha: There will be a significant relationship between consumer buying behavior and social media marketing.

**Methodology**

The population for this research is all the people in Peshawar region. The sample size for this research is 100 random participants. Non-probability sampling technique is used to select the sample. The instrument used for the data collection in this research is questionnaire. The questionnaire was designed online using Google form for online data collection. The questionnaire consists of 29 questions with both structured and unstructured responses required. In the first part of the questionnaire the demographic questions were asked including gender and age. the questionnaire was created using Google forms and the method for distributing the questionnaire was done by mailing its link and posting it on different social media sites and research forms and asking people of Peshawar to fill it and thus submitting their response automatically to the researcher Google form account.

Independent variable 1: Social media preferences

Independent variable 2: Social media marketing

Dependent variable: Consumer buying behavior

**Results**

The analysis of the social media marketing and consumer buying behavior is shown in the following tables

**Regression Analysis Statistical Representation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Squareb | Adjusted R Square | Std. Error of the Estimate |
| 1 | .987a | .974 | .974 | .43569 |
| a. Predictors: Social Media Marketing Mean, Social Media Preferences Mean | | | | |
| b. Dependent Variable Consumer Buying Behavior  In table R is called a measure of how well our independent variables predict the results. R is used to clarify the association between variables selected for the study. R2 makes clear overall variation in the predictant and its value is 0 to 1. In the study R2 value .974 which signifies a good fit between the model and the population. More accurately it can be claimed that both of the independent variables of the current study have significantly impacted the consumer buying behavior by 97.4 %. | | | | |

**ANOVA Statistical Representation**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa,b** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 701.418 | 2 | 350.709 | 1847.558 | .000c |
| Residual | 18.603 | 98 | .190 |  |  |
| Total | 720.020d | 100 |  |  |  |
| a. Dependent Variable: Consumer Buying Behavior Mean | | | | | | |
|  | | | | | | |
| b. Predictors: Social Media Marketing Mean, Social Media Preferences Mean | | | | | | |
|  | | | | | | |

ANOVA table shows findings of F value that is 1847.558 with p value of .000. The researcher concluded that obtained F value is much greater that the standard value 5 with P value of .000, the model is statistically significant.

**Pearson’s Correlation Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | Consumer Buying Behavior | Social Media Preferences | Social Media Marketing |
| CBB |  |  |  |  |
| Sig. (2-Tailed) N |  |  |  |
|  |  |  |  |
| SMP |  | .330\*\* |  |  |
| Sig. (2-Tailed) N |  |  |  |
|  |  |  |  |
| SMM |  | .642\*\* | .295\*\* |  |
| Sig. (2-Tailed) N |  |  |  |
|  |  |  |  |
| \*\*. Significant Correlation at the 0.01 level (2-tailed). | | | | |

Above table shows that there is significant positive correlation among all the variables selected for the current study. It can be concluded that an increase in a variable is associated with an increase in other variable. Following results obtained by person’s correlation analysis are given:

CBB and SMP positive and significant, while looking for association of dependent variable, consumer buying behavior, with independent variable social media preference there is positive and significant association which is .330 which is significant and the relationship between them is 2 tailed meaning it flows both ways.

CBB and SMM positive and significant, while looking for association of dependent variable, consumer buying behavior, with independent variable social media marketing there is positive and significant association which is .642 which is significant and the relationship between them is 2 tailed meaning it flows both ways.

SMM and SMP positive and significant, while looking for association of both independent variables, social media marketing, with social media preference there is positive and significant association which is .295 which is significant and the relationship between them is 2 tailed meaning it flows both ways.

It can be concluded on the bases of above given correlation values consumer buying behavior has a significant positive correlation with social media preference and social media marketing of current study independent variables.

**Conclusion**

The social media or web 2.0 it has become a fact of life for the new generation of people it in sewn into the fabric of reality of all that belong to the age of information and technology and it is growing without showing any sign of slowing down. It has opened many opportunities for business whether they may be corporations, privately owned or small and medium business they have provided them access to both current clients and specially potential clients to be interacted with on personal bases and be able to directly address any issues, questions or request that they may have without confining them to traditional questions and giving them complete freedom to express their opinion and interact with the business entity. Current research studied and investigated Is there any relationship between social media marketing and consumer buying behavior in the region of Peshawar and this study has concluded with the backing of empirical data that there is a very deep and positive relationship between the social media marketing and consumer buying behavior. It has been proven that people of this region use social media in order to find information and form opinion about variety of things in which services and products of companies and brands are included. Meaning this research proves that social media marketing is a very valuables marketing tool to use in order to interact with people of the district Peshawar in order to make them your customers or to get your message across whatever your target may be social media is an very effective medium to interact with the people of Peshawar.

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