

“Impact of social media marketing on buying behavior of Millennial towards Smart Watches in Bangalore city”

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Research Article

**“Impact of social media marketing on buying behavior of Millennial towards Smart Watches in Bangalore city”**

**Dr. S. Rajkumar**

Head and Associate Professor  
Department of Business Studies  
Mount Carmel College, Autonomus  
Bengaluru, India  
s.raj@mcblr.edu.in

**Abstract**

**Aim:** The number of Indian social media users is rising every day, and many companies are entering into social media marketing in order to increase their branding and marketing tactics. The purpose of this study is to examine the use of social media platforms and their influence on consumer purchasing.

**Design/methodology/approach:** This analysis is certainly of an exploratory character. Primary data are gathered in their Millennials from social media consumers. The Cochran Method of unsure population sample sizes estimates 165 respondents. Including Rating Scale and Liker Scale items, the questionnaire is separated into four sections and the convergent validity of the questionnaire is examined. The data analysis was conducted using rankings explained and then the Hypotheses were tested using SPSS V25 and AMOS R V23 tools. The study focuses on the City of Bangalore and the sample of Millennials alone.

**Findings:** Study results showed that Facebook is the favourite social media site and that Youtube is the most trustworthy. The Millenials gave significant positive evaluations in social media marketing. Most respondents indicated that the marketing of social media affects their purchase behaviour. Whatever the demographic characteristics, the social media use remains the same for millennia.

**Originality/value:** This article is the first attempt to explore the effect of social media marketing on smart watch buying on the Millenials in the Indian Market

**Keywords:** Social Media Marketing, Buying behavior, Millenials, Smartwatch Buyers, Social Media Platforms

**INTRODUCTION**

In India, Internet penetration is still weak; in December 2018, 566 million individuals were online. The Internet users are 493 million of these. 326.1 million Social media users were present in India by the end of 2018. (Statistica). By the end of 2019, this figure was anticipated to increase to 351.4 million. Indian

people spend on social media a day an average of 2.4 hours (slightly below the world average of 2.5 hours a day). (The Hindu Source) In India, 290 million active people in social media utilise their mobile devices for social networking. 86 percent of the overall number of users in social media (Source: Hootsuit e- We Are Social Report) Online videos are seen by 97% of Internet connected Indians.

In recent decades, people's purchasing processes have altered and improved dramatically. Customers typically use the same method when they purchase at traditional shops, such as huge shopping centres. However, using the SM platform, the customers may buy on many social media and websites with aid of the technologies and digital communication technologies. These types of shopping modes can come in several different names, such as online shopping, online shopping and Internet purchases, all related to the purchase and purchase of products or services over the internet on different social media websites. Social Media (SM) is an online service that is also known as "social networking sites" and refers to the network of interactions among different users (groups or individuals). Social media such as Facebook, Instagram, and Twitter enhance user connections by fulfilling more than one task and fostering contacts and knowledge sharing (comments, thoughts, videos and images). In several aspects of our life, social media play a key role. Interestingly, SM supports users in a range of areas, including industry, marketing, publicity and education. From the market point of view, firms and customers connect directly with each other via SM, finding the goods and services they are looking for. Consumers use technology, especially social media more, and more as an effective element in their online buying experience nowadays. This procedure may be characterized as an electronic platform that allows customers to communicate and satisfy their buying requirements. In speeding up the spread of these phenomena, social networking played an important influence. Interacting with customers via social media will increase prospective consumers and make potential consumers real buyers. In addition to transforming potential buyers into consumers, SM allows those consumers by providing a good or negative opinion of the product they purchases to promote and share their buying experience with peers. Online buying is increasing everywhere and this phenomenon has an impact on different sorts of customers. This paper will present a number of important sections beginning by reviewing the literature and the related studies, outlining the methodology, findings, interpretations and discussions, as well as limitations, potential expectations and conclusions about the effect of SM on consumer acquisition, supported by realistic theoretical contributions.

## **SOCIAL MEDIA STATISTICS IN INDIA**

- The Indians have gone to social media like a water duck. Indians spend on social communications on average approximately 2.25 hours a day. Because of extensive penetration of internet interconnection amongst individuals, the number of social media users increased constantly in 2021 by 448 million in India. In India, the number of Internet users has risen to 624 million, representing over 45% of India's whole population. Social media has now become one of India's most important components of everyday use.
- It was a melting pot for all types of views and gave the ignorant a voice. As the Indian Constitution provides all the citizens freedom of speech and expression, social media functions as a platform for information collection and opinion. Several new issues and discussions have been discussed on Indian social media and numerous hashtags have become viral.
- The falling pricing of smartphones has led to the enormous growth in mobile smartphone use in India. Another factor contributing to a huge increase in social media use was the simple access to

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super-fast internet at extremely affordable costs. There are about 572 million mobile Internet users, of which 444 million are mobile network users.

- The use of YouTube, Whatsapp is because of the growth in rapid networking. They continue to provide their clients unique user experiences is one reason why they are overcome by all other rivals and have created a single niche.
- According to the data, there was a growth of the number of social media users, with an increase of 31.2 percent annually for active social media users, and an additional 78 million last year. These many social media trends are about to flourish in India. With an additional 44 million new users, the yearly growth of Internet users is 8.2%.
- YouTube is India's most popular platform in social media in 2021, with 85.80% of social media users registered. In terms of views and subscribers, India is the 2nd largest YouTube market after the U.S. In addition to YouTube, many YouTubers are also growing bigger.
- 79% of Indian people have Facebook profiles and this makes Facebook the second most popular platform. Facebook is the most preferred and will be the dominating force among the business enterprises, the political elite and the public in India for many years to come. Many prominent businesses have utilised Facebook to talk to followers.
- Instagram, which has 70.60 percent of social media users in India, is facing a tough fight on Facebook. A large proportion of Instagram users are young individuals, particularly young people. Facebook, the parent firm that has purchased Instagram for \$1 billion. It has become an income source for creators and a big business channel.
- Twitter (50.6 percent penetration), LinkedIn (37.7 percent penetration), Pinterest (34.3 percent penetration) and Reddit are some of the other prominent social networking sites in India (22.1 percent penetration).
- WhatsApp is India's best-known messaging programme. WhatsApp, owned by Facebook, has 79% of all subscribers in the nation. Facebook Messenger with a penetration of 62 percent is the second most popular on the list. The third is Snapchat, a popular group of 33.7 percent among teens. The newly prohibited Tik Tok with 31.5% of users is in the forefront of the 2021 social media conversation applications.
- Few of India's favourite messaging applications are Skype (29.3% penetration), Telegram (28.5% penetration), Helo (22.9% penetration), and Hike (22.5% penetration), which have again been lately prohibited by the Wechat (21.3 percent).
- Mobile phones with 76.6 percent share were the most prevalent device in India in 2021. One of the causes for this increase is falling smartphone costs. The next gadget on the list is the 22.9 percent Laptop & Desktop, followed by the 0.50 percent tablet.
- Chrome is predictably India's most used browser, with an 83 share. With 4% market share, Opera is the second far away and Safari (2.3%) and Firefox are the next (1.70 percent).
- Alexa says that Google.com is the leading website in India. Secondly, Youtube.com, Google.co.in and Facebook are on the list.
- With about 91.6 percent of them in India, the Chat applications are the most utilised smartphone apps. The list below lists the 89.50 percent social network apps. Equally applied in India are entertainment apps (75.00%), commerce apps (72.20%). Then there are maps (67.60%), gaming

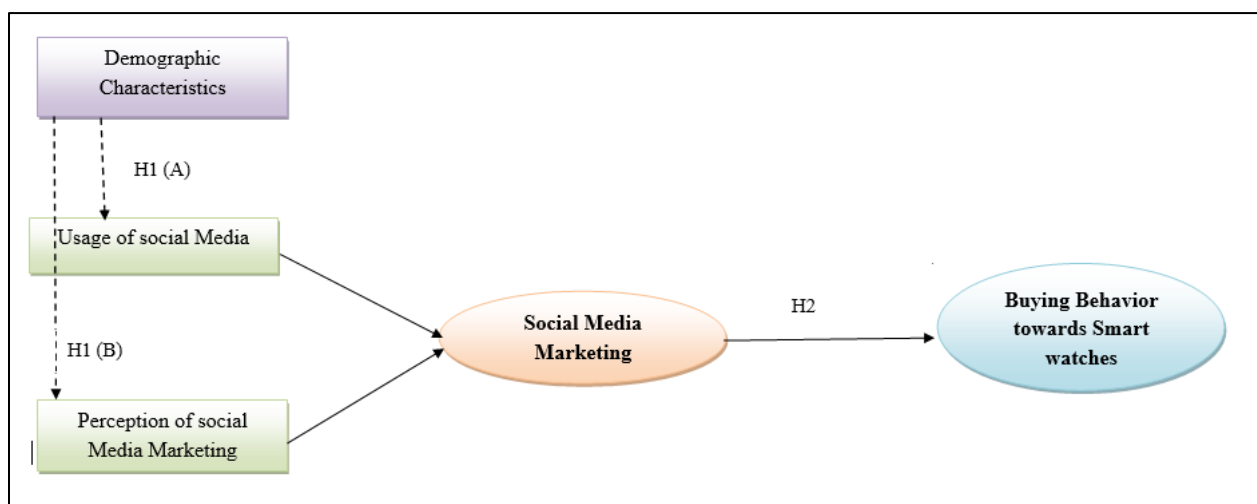
apps (57.00%), music apps (53.60%), health apps (37.10%) and financial applications (32.30 percent).

## LITERATURE REVIEW

More researchers have lately investigated, although not necessarily from a decision-making point of view, the consequences of social media on consumer behaviour (e.g., Xie and Lee, 2015; Chu and Kim, 2011). Consumers can access information on their own convenience using social media (Mangold and Faulds, 2009), helping them decide what new products or brands to purchase or learn about when and where they want to (Powers et Al., 2012); Goh and Al. (2013) and Xiang and Gretzel (2010) have examples of this. Online user evaluations were found to affect the choice of product and buying behaviour for customers (Yayli and Bayram, 2012). Social networking has led users to network with other like-minded individuals in a continuous loop for information sharing, monitoring notifications, as well as seeking feedback on and evaluations of all types of goods, services and activities (Ashman et al., 2015). The quality of online product evaluations and the perceived volume of input, defined by formality and persuasiveness, are proven to have an important beneficial influence on customer purchase intentions (Zhou et al., 2013; Zhang et al., 2014). Social media is viewed as a more credible source of information compared to business communications and publicity. Constantinides said there is a broad feeling of suspicion of the mass media (2014). Consumers therefore migrate away as sources of information for their purchases, from conventional media such as TV, periodicals and newspapers (Mangold and Faulds, 2009). The premium on knowledge is a big issue in online decision-making. The social media have caused consumers to get paralyzed by the sheer amount of information, making it impossible to access all accessible information (Powers et al., 2012). Given its narrow rationality, the quantity of knowledge available to persons exists (Simon, 1960; Thaler and Mullainathan, 2008) and all the possibilities of decision cannot be determined in full (Karimi, 2013).

Based on the above Literature the following Conceptual Framework has been formulated:

**Figure 1 – Conceptual Framework**



Source: Author

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## **OBJECTIVES OF THE STUDY**

1. Research the use of social media by Millennials in Bangalore;
2. Research demographic factors and Millennial perceptions of social media marketing;
3. Research the influence of social media marketing on Millennials' purchase behaviour toward smart watches

## **HYPOTHESIS**

H1 – There is a significant difference in the usage and preferences of social media platforms based on demographic variables

H2 – There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millennials

## **RESEARCH METHODOLOGY**

### **RESULTS**

Exploratory research is defined as study conducted to learn more about an issue that has yet to be recognised. The purpose of this study is to gain a better knowledge of the existing situation, but it will not provide conclusive conclusions; it is unquestionably exploratory. Primary data is obtained from Millennials via social media. Millennials are members of Generation Y, who were born between 1981 and 1996 and are between the ages of 25 and 40. Generation Y was chosen since it was among the first to experience India's social media transformation. The sample size is determined at 165 respondents using the Cochran Formula for an unknown population with a 95% confidence level and a 10% margin of error (Appendix - 1). The Questionnaire is built using the factors identified in the research review. The questionnaire is organised into four sections: demographic information, social media usage, perceptions of social media marketing, and purchasing behaviour of respondents. The questionnaire has items on a ranking scale and a Likert scale, and its convergent-divergent validity is examined, with the statistics falling within acceptable levels. (Appendix-2). The variables in the study are divided into Dependent Factors, which represent the respondents' purchasing behaviour, and Independent Variables, which include the respondents' use of social media, perceptions of social media marketing, and demographic variables. The data analysis is completed by displaying descriptive statistics and then testing the hypothesis with SPSS Version 25 and AMOS R Version 23 software. The research's geographical scope is confined to Bangalore City and Millennials; the study is focused on the respondents' purchasing behaviour in the purchase of a Smart Phone that is affected by Social Media Marketing, and it cannot be applied to any other products or services.

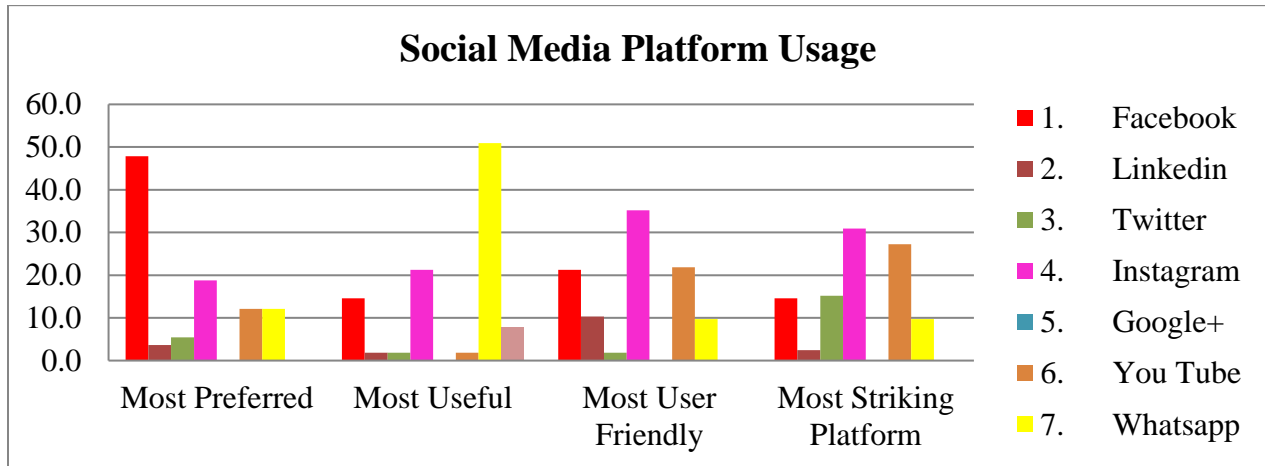
### **Demographic variables**

A majority of 69.7% respondents are in the age group of 31-35 years, 13.3% respondents each are in the age group of 25-30 years and 36-40 years. A major 54.5% Millennial in the study are Female. 53.3% Millennials are Graduates and 39.4% have completed postgraduates indicating that the respondents under study are literates and have completed their Secondary education and Higher. 55.8% respondents are

married. When enquired about the Annual Income 53.3% millennial under the study have income between 2-6Lakhs, 26.7% have income between 6-10 Lakhs.

**Usage of Social Media Platforms**

**Figure 2 – Ranking of Social Media Platforms**



In terms of most preferred social media Platform Facebook has the highest Ranking; In terms of Most useful social media platform whatsapp has secured the highest ranking. When enquired which is most user friendly app Instagram has the highest ratings. You Tube and Instagram are the most striking social media Platforms. The least used social media platforms are LinkedIn, Twitter, Google+ and Hangouts.

**Testing of Hypothesis**

*H1 Alternate Hypothesis– There is a significant difference in the usage and preferences of social media platforms based on demographic variables*

ANOVA is used to find whether demographic variables such as Age, Gender, qualification, Marital Status, Income affect the social media Usage

**Table 1 – ANOVA results**

	Age		Qualification		Income		Gender	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Most Preferred	0.164	0.920	0.081	0.922	0.859	0.464	4.371	0.038
Most Useful	0.200	0.897	0.441	0.644	0.828	0.480	1.046	0.308
Most User Friendly	0.196	0.899	0.409	0.665	0.163	0.921	0.482	0.488
Most Striking Platform	2.516	0.060	1.248	0.290	1.152	0.330	0.111	0.739

**Source- Primary data**

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The above table shows the F values and Significance Values derived from ANOVA, the significance values for all items is greater than p=0.05, therefore all items are Insignificant.

The alternate hypothesis is rejected and it can be inferred that the Social Media Usage of the respondents does not vary with the demographic features of the Millennial.

**H2 - Alternate Hypothesis**– *There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millenials*

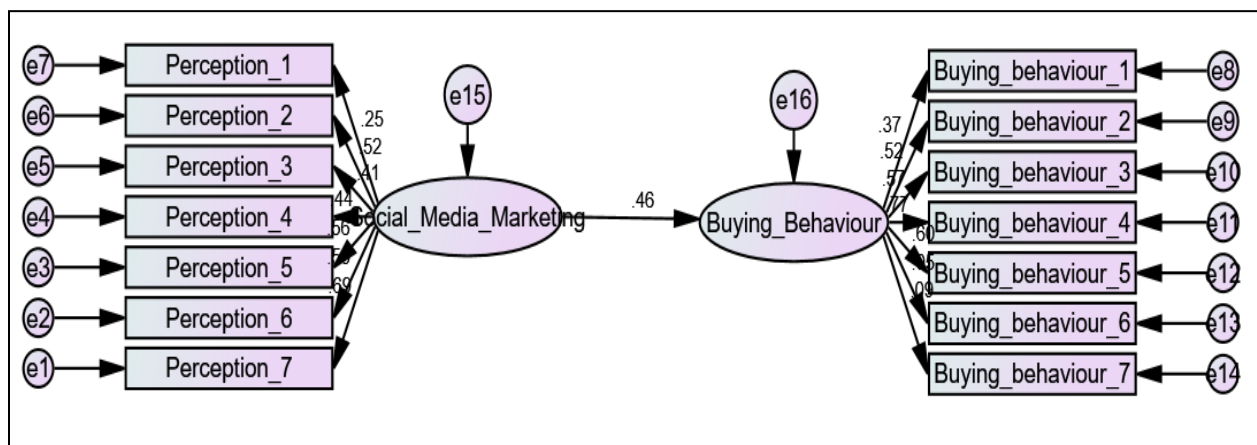
The model fit data shows that Chi-square/df ( $\chi^2/df$ ) is inside as far as possible (2.441). The Goodness of Fit list (0.703) and the Adjusted Goodness of Fit Index (0.681) are lower than the suggested qualities. The Normed Fit Index (NFI), Relative Fit list (RFI) and Comparative Fit Index (CFI) are 0.681, 0.670, and 0.820 individually. They are likewise lower than the limit esteem. RMSEA is 0.054 inside the limit esteem. The model is an over recognized model and has sufficient fit measures.

**Table 2 – SEM Results**

Regression result for a direct relationship between Employee development and Organizational Performance							
Structural Relationship			Unstandardised Estimates	Standardised Estimate	S.E.	C.R.	P
Buying Behaviour	<---	Social media Marketing	0.213	0.456	0.07	3.057	0.002

Source: Author Calculated-AMOS

**Figure 3 – Structural equation Modeling - impact of Social Media Marketing on the Buying Behaviour of the Millenials**



Source: Author Calculated-AMOS

Path diagram is used to analyze the relationship between the Dependent Buying behaviour and independent Social Media Marketing variables. The structural relationship studies the relationship in form of Unstandardised estimates- Change caused in mean value of dependent variable due to independent variables. In this study when Social Media Marketing activities go up by 1 the Buying Behaviors goes up by 0.213 which is very low around 21% significance of Social media marketing on the Buying Behaviors of the respondents.

The standardized regression estimates show that effect of one variable on the other based on standard deviations. As Social Media Marketing, standard deviation goes up by 1 the Buying Behaviour standard deviation goes up by 0.456 which is also a positive measure of significant impact. The structural relationship between the other Variables is shown in the (Appendix-3).

Therefore, H2 – There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millennials is accepted.

## **SUGGESTIONS AND CONCLUSIONS**

The world is continuously changing and evolving. Every day, new patterns, commodities, challenges, and requirements were discovered. In a quickly changing environment, consumers want a method to maintain their position above the fray of change. The researchers who conducted the survey that Facebook is the most preferred social media site and that YouTube is the most trustworthy discovered it. The Millennials had overwhelmingly favourable opinions on social media marketing, according to the survey results. The vast majority of those who answered the survey stated that social media marketing had an impact on their purchasing decisions. The use of social media among millennials stays consistent regardless of their demographic characteristics. It is estimated that the respondents' impression of the product improves their purchasing behaviour by 45 percent, which is an encouraging metric in a country that is still in the early stages of digitization. The use of social media is an excellent tool for keeping clients informed. They will have no trouble searching for and ingesting information. It provides clients with an excellent means of accessing relevant material and interacting with information that is useful to them. This also helps consumers to keep track of the company's activities. When a market or industry evolves, clients want to be able to discover the new information as soon as possible. Customers may get up-to-date information on the latest developments and changes in the firm through social media platforms like Facebook and Twitter. Increasing sales and income for businesses today may be achieved via the use of social media marketing strategies.

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## APPENDICES

### APPENDIX-1 (Sample Size Calculation)

The Cochran formula is:

$$n = \frac{z^2 (p)(1-p)}{e^2}$$
Where, 0 n is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, q= p –1 and e is the desired level of precision

The z-value is found in a Z table

**Table -1 Determination of Sample Size**

<b>Determination of sample size - Unknown Population</b>	
sample size for Social Media Users- Millenials	
<b>Confidence level</b>	99%
<b>p</b>	0.5
<b>q</b>	0.5
<b>e</b>	0.1
	0.005
<b>Z-score</b>	2.575829
<b>Sample Size</b>	165.8724
	<b>165 Millenial respondents</b>
<b>Numerator</b>	1.658724
<b>Denominator</b>	0.01

**APPENDIX -3**

**Table 2 - The structural relationship between the other Variables**

<b>Regression Weights: (Group number 1 - Default model)</b>							
			Estimate	Standardised Estimates	S.E.	C.R.	P
<b>Buying_Behaviour</b>	<---	Social_Media_Marketing	0.213	0.456	0.07	3.057	0.002
<b>Perception_7</b>	<---	Social_Media_Marketing	1	0.687			
<b>Perception_6</b>	<---	Social_Media_Marketing	0.741	0.549	0.137	5.404	***
<b>Perception_5</b>	<---	Social_Media_Marketing	0.873	0.557	0.16	5.467	***
<b>Perception_4</b>	<---	Social_Media_Marketing	0.714	0.437	0.159	4.495	***
<b>Perception_3</b>	<---	Social_Media_Marketing	0.681	0.408	0.161	4.237	***
<b>Perception_2</b>	<---	Social_Media_Marketing	0.69	0.519	0.133	5.181	***
<b>Perception_1</b>	<---	Social_Media_Marketing	0.381	0.253	0.14	2.725	0.006
<b>Buying_behaviour_1</b>	<---	Buying_Behaviour	1	0.375			
<b>Buying_behaviour_2</b>	<---	Buying_Behaviour	1.516	0.525	0.408	3.713	***
<b>Buying_behaviour_3</b>	<---	Buying_Behaviour	1.794	0.572	0.468	3.833	***

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<b>Buying_behaviour_4</b>	<---	Buying_Behaviour	3.005	0.772	0.735	4.091	***
<b>Buying_behaviour_5</b>	<---	Buying_Behaviour	2.182	0.601	0.56	3.895	***
<b>Buying_behaviour_6</b>	<---	Buying_Behaviour	0.09	0.05	0.162	0.552	0.581
<b>Buying_behaviour_7</b>	<---	Buying_Behaviour	0.277	0.094	0.268	1.034	0.301

**APPENDIX -2**

**Testing of the scale reliability for validation of hypothesis**

**Construct Validity**

**Table -3 (A) Convergent Validity**

Indicator Variables		Latent Variables	Standardized Loadings	Square of Standardized Loadings	Sum of Standardized square Loadings	No of Indicators	Average Variance Explained	Composite Reliability	Cronbach Alpha
Perception_7	<---	Social_Media_Marketing	0.363	0.131769			AVE > 0.5 CR > 0.7 CA > 0.7 All Criteria Achieved		
Perception_6	<---	Social_Media_Marketing	0.859	0.737881					
Perception_5	<---	Social_Media_Marketing	0.81	0.6561					
Perception_4	<---	Social_Media_Marketing	0.325	0.105625					
Perception_3	<---	Social_Media_Marketing	0.898	0.806404					
Perception_2	<---	Social_Media_Marketing	0.711	0.505521					
Perception_1	<---	Social_Media_Marketing	0.875	0.765625	4.598174	7	0.5747	0.87282	0.7533
Buying_behaviour_1	<---	Buying_Behaviour	0.943	0.889249					
Buying_behaviour_2	<---	Buying_Behaviour	0.971	0.942841			AVE > 0.5 CR > 0.7 CA > 0.7 All Criteria Achieved		
Buying_behaviour_3	<---	Buying_Behaviour	0.667	0.444889					
Buying_behaviour_4	<---	Buying_Behaviour	0.371	0.137641					
Buying_behaviour_5	<---	Buying_Behaviour	0.944	0.891136					
Buying_behaviour_6	<---	Buying_Behaviour	0.866	0.749956					
Buying_behaviour_7	<---	Buying_Behaviour	0.945	0.893025	4.059488	7		0.6765	0.8921

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**Table 3 (B) Discriminant Validity**

	<b>Sqrt of Average Variance Explained</b>	<b>Social_Media_Marketing</b>	<b>Buying_Behaviour</b>	<b>Results</b>
<b>Social_Media_Marketing</b>	0.758		0.36	$\sqrt{\text{of AVE}} > \text{inter-construct correlations}$
<b>Buying_Behaviour</b>	0.785	0.36		$\sqrt{\text{of AVE}} > \text{inter-construct correlations}$