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## **INFLUENCE OF SOCIAL MEDIA PLATFORM ON CONSUMERS DURING THEIR OFFLINE PURCHASE DECISION IN INDORE**

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### **I Abstract :**

The main aim of this study is to influence social media platform users to take offline purchase decision and also aim to develop trust of consumer for traditional offline marketing. Data were collected of 115 social Media Users for purchasing products offline Proposed Research Model that influence social media consumers during their offline purchased decision were tested Using SPSS. The Findings showed that social media sites have positive effect on offline purchase decision.

### **II. Introduction**

Social Media users have changed the life of consumers who is purchasing product offline. Day by Day things has changed and users get influence for offline purchasing before confirming it from social media active potential users who have used products and share it in the form review comments with in online community through social media network like Facebook, Youtube ,Instagram etc.

Mayzlin (2006) found that gathering information through social media about product feature discount and availability is economical and cost effective to consumer who is purchasing products offline. According to Mangold and Faulds, (2009) online community of social media are helping users who is usually purchasing products offline by sharing promotional information offline campaign to consumers. Casaló et .al(2011) found that active users of offline community who share their own experience can easily convenience consumers.

### **III. Review of Literature**

Social media platform is a critical area of interest among youth, research scholars and corporate. Bolotaeva and Cata (2010) found that using social media portal to purchase product offline shows positive significant impact on consumer to purchase branded from local shops in the city.

According to Funde and Mehta (2014) social media platform can communicate information through word of mouth among online community to purchase products offline significantly and show positive effect towards purchase decision of offline customers. Kavita, 2017 found that factor product and price using social media portal significantly affect offline purchase decision of the consumers

Pham et.al (2019) found that social media platform influences purchase decision of grocery and textile products, it shows significant and positive impact of offline purchasing of product which will increase the image of the shopkeeper and make the product available in the market easily.

Various studies were conducted for factors of social media platform purchasing offline products many researchers have worked in different countries like China, the USA, and Saudi. But study India especially in Indore.

#### **Research Questions:**

Based on the research gap following research questions were identified by the researcher to study Social Media platform influencing consumer when he is taking offline purchase decision in Indore.

- Does social media platform influence buying behaviour of consumer who is purchasing product offline?
- Does social media portal influence trust of consumer who is purchasing product offline?
- Does demographic profile such as gender influence buying behaviour of consumer using social media portal?

### **Research objectives:**

Based on the research question following objectives were identified by the researcher to study Social Media platform influencing consumer when he is taking offline purchase decision in Indore.

1. To study social media platform influence purchase decision of consumer who is purchasing offline products.
2. To assess demographic character of consumers such as gender influencing offline purchase decision of consumer who is using social media platform.
3. To identify social media platform factors trust among consumer to purchase products offline.

### **IV Research Methodology**

#### **Research Design:**

The main purpose of the research is to evaluate influence of Social Media portal on offline products purchase decision. Based on this research, researcher create questionnaire design consist of one factor with five items.

#### **Sample Design:**

A sample design was developed based on questionnaire which was created by researcher. A questionnaire were distributed among social media users who is purchasing products offline in Indore region. A questionnaire was distributed based on heterogeneous and homogenous demographic characteristics.

#### **Target Population:**

Consumer purchasing products offline influence by social media portal from the Indore region is the target population of current research.

#### **Sampling Method:**

The convenience sampling method is used for this research work. Researchers distribute questionnaire among consumers who purchasing offline products influence by social media platform.

#### **Sample Size:**

The researcher contacted 135 respondents who is purchasing offline products .Out of 135 respondents 115 responses were received. From 135 responses 20 responses were rejected. So, researcher consider 115 valid responses who are purchasing offline products from Indore.

## **V.Data Interpretation**

### **Normality test:**

According to Kim, (2013) values of skewness and kurtosis lies between -1.96 to +1.96 supports that data is normal. A normality test was conducted for this research study of sample 115 but for our research study data is normal fall in acceptable range.

Sekhran (2003) found that reliability coefficient values more 0.6 support scale reliability and data validity. According to this research researcher tested reliability test using SPSS and found that scale reliability of the item is 0.735 it will come acceptable range. Data is valid and reliable. So researcher can use it for further analyses.

<b>Cronbach's Alpha</b>	<b>N of Items</b>
<b>.735</b>	<b>5</b>

**Source:** Authors' Calculation

**Table 1: Hypothesis Relationship based on dependent and independent variable.**

<b>Hypothesis</b>	<b>Description</b>
H <sub>01</sub>	There is no significant difference between Twitter users and gender for purchasing offline products.
H <sub>02</sub>	There is no significant difference between Facebook users and gender for purchasing offline products.
H <sub>03</sub>	There is no significant difference between Instagram users and gender for purchasing offline products.
H <sub>04</sub>	There is no significant difference between LinkedIn users and gender for purchasing offline products.
H <sub>05</sub>	There is no significant difference between Snapchat users and gender for purchasing offline products.
H <sub>06</sub>	There is no significant difference between YouTube users and gender for purchasing offline products.
H <sub>07</sub>	There is no significant difference between WhatsApp users and gender for purchasing offline products.

From Table: 2, 6.9% respondents were male and 7% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (Twitter) is .409 which is greater than 0.05. Hence Null hypothesis H<sub>01</sub> is accepted. So, there is gender wise no significant difference towards social media platform that is twitter for purchasing products offline.

From Table:2, 33.04% respondents were male and 41.73% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (Facebook) is .007 which is less than 0.05. Hence Null hypothesis H<sub>02</sub> is Rejected. So, there is gender wise significant difference towards social media platform that is Facebook for purchasing products offline. Based On calculated percentage result of gender females are decision maker for purchasing offline products also get influence by social media portal.

From Table: 2, 26.95% respondents were male and 34.78% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (Instagram) is .016 which is less than 0.05. Hence Null hypothesis H<sub>03</sub> is rejected. So, there is gender wise significant difference towards social media platform that is

twitter for purchasing products offline. Based On calculated percentage result of gender females are decision maker for purchasing offline products also get influence by social media portal.

From Table: 2, 11.30% respondents were male and 11.30% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (LinkedIn) is .446 which is greater than 0.05. Hence Null hypothesis  $H_{04}$  is accepted. So, there is gender wise no significant difference towards social media platform that is LinkedIn for purchasing products offline.

From Table: 2, 10.43% respondents were male and 19.13% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (Snapchat) is .251 which is greater than 0.05. Hence Null hypothesis  $H_{05}$  is accepted. So, there is gender wise no significant difference towards social media platform that is Snapchat for purchasing products offline.

**Table 2: Chi-Square Test Statistics of Offline Products**

Non-Parametric Test	Independent Variable		Dependent variable Social Media Platform	Frequency	Percentage	Asymptotic significance value	Null Hypothesis
Chi-Square Test	Gender	Male	Twitter	8	6.9%	.409	Accepted
		Female		7	6.08%		
		Male	Facebook	38	33.04%	.007	Rejected
		Female		48	41.73%		
		Male	Instagram	31	26.95%	.016	Rejected
		Female		40	34.78%		
		Male	LinkedIn	13	11.30%	.446	Accepted
		Female		13	11.30%		
		Male	Snapchat	12	10.43%	.251	Accepted
		Female		22	19.13%		
		Male	YouTube	38	33.03%	.002	Rejected
		Female		55	47.82%		
		Male	WhatsApp	45	39.13%	.019	Rejected
		Female		59	51.30%		

**Source: Authors' Calculation**

From Table: 2, 33.03% respondents were male and 47.82% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and dependent variable (Youtube) is .002 which is less than 0.05. Hence Null hypothesis  $H_{06}$  is Rejected. So, there is gender wise significant difference towards social media platform that is Youtube for purchasing products offline. Based On calculated percentage result of gender females are home maker get influence by social media portal for purchasing offline products. From Table: 2, 39.13% respondents were male and 51.30% respondents were female. The significance value of the Chi-Square test is calculated from the independent (Gender) and

dependent variable (WhatsApp) is .019 which is less than 0.05. Hence Null hypothesis  $H_{07}$  is Rejected. So, there is gender wise significant difference towards social media platform that is WhatsApp for purchasing products offline. Based On calculated percentage result of gender females get influence by social media portal usually purchased offline products.

**Table 3: Hypothesis Relationship of Social Media Portal Trust**

Trust towards social media portal for purchasing offline products.	
Hypothesis	Description
$H_{08}$	There is no significant impact of gender towards trust of consumer developed by social media portal for purchasing offline products.

**Table 4: Hypothesis Testing by T-Test**

One-Sample (T-Test)		
t	df	Sig. (2-tailed)
31.104	11	.000

**Source: Authors' Calculation**

From table 4 calculated t-value is 31.104 and degree of freedom is 11. The significance value of the t- test is calculated from the independent (Gender) and dependent variable social media platform factor such as trust is .000 which is less than 0.05.Hence Null Hypothesis  $H_{08}$  is rejected so there is significant impact towards trust of consumer developed by social media portal for purchasing offline products.

## **VI. Findings and conclusion**

The research study of offline consumer purchased decision in Indore influence by social media portal. For research Impact of social media portal like Facebook, Instagram, Youtube, WhatsApp for purchasing offline products by male differs from female consumer based on calculated result using SPSS of  $H_{02}$ ,  $H_{03}$ ,  $H_{06}$ ,  $H_{07}$  hypothesis it got rejected based on significance p-value less than 0.05

The influence of Social Media portal like Twitter, LinkeIn and Snapchat for offline products purchased decision is similar for categories of gender based on calculated result of  $H_{01}$ ,  $H_{04}$ ,  $H_{05}$  hypothesis is accepted based on significance p-value is greater than 0.05. Social media factor like trust has a positive influence on offline purchase decision of consumer.

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