Influence of COVID-19: Social Media and Consumer Buying Decision

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Abstract: 2020 will be remembered, due to the COVID-19 which has affected our lives in all areas. The coronavirus blocking and social distancing guidelines have upset consumer's routine in purchasing decisions and the country's Indian economy. Precautionary measures such as social distancing, face masks, sanitation, etc. have changed people's lives. Consumers are wisdom to create and discover new things. Therefore, it is required to know the influence of SMM on the purchasing pattern of consumers after pandemic. The motive of paper is to found the impact of Corona on decisions of consumers about purchasing pattern and which one the best social media platform for buying online. Primary and secondary data were used for the research methodology and to achieve the objective of the work. Research results indicate that Facebook in SMM are one of the effective tool that impacting the consumers decision. This paper will help the companies to create better strategies to deliver greater customer satisfaction and win the competition.

Keywords: Social Media Marketing (SMM), Social Media (SM), Consumer Buying Decision (CBD), Mass Media (MM), COVID-19, Pandemic

INTRODUCTION

Advertising on social networks solves various problems associated with a modern business enterprise: increasing sales, increasing the visibility of a company emblem or commercial product on the internet, opening up new markets for the products and increasing website visits company website. The predominant advantage of SMM is a particularly low investment rate compared to realizable effects. Comparing the use of social media with conventional advertising, reveals numerous advantages of selling a company through these channels: at least cheaper than conventional advertising, with every touch representing real added value; a broader and more correct insurance of the focused target market. The ability to receive brief feedback from customers and respond to them quickly increases customer retention by

humanizing the corporate emblem. Advertising in social networks is not always so self-evident, it is not always seen as impertinence with the help of customers, and alternatively the message is perceived as a recommendation from friends, based on the opinion of exciting people from the management team of the network.

LITERATURE REVIEW

Bhatti (2020) argued in the paper of role of the COVID-19 on the whole e-business. The atmosphere of trade has modified as a conclusion in the pandemic. According to a study, more than 50% of shoppers avoid offline shopping and crowded places.

Laato (2020) stated that after review of literaturefound that on how COVID-19 have impacted customer pattern and observed that studies has centered on how COVID-19 affect preventive fitness pattern, however gave most effective moderate interest to a COVID-19's effect on customer conduct. Analyzing the COVID-19 relative to customer pattern can offer insights at some stage in a state of affairs in which customers are unsure as to a way to behave.

Mason (2020) stated about the consumer behaviour for the buying of the products in the market when the Corona pandemic time was started. The paper initiate that all the consumers of the US starts more purchasing of goods in the pandemic time. The author found that the in pandemic time the sales of products has been increased.

Neger and Uddin (2020) In his study, they mentioned that the suitable and saving time-consuming method, as well as other factors, impact online shopping pattern. But after pandemic time-19, several other factors are motivating consumer to buy on SM sites. The increase use of mobile phones and product shortages in convenience and time savings, with digital conversion of local/home Kirana stores, are the key reasons for e-shopping after COVID-19.

Chronopoulos, D. K. (2020) The COVID-19 effect the everything in the world. It negatively effects everything like health, political, social, GDP, and economy of the world and other things. It also impact the consumers buying behaviour in the market, the consumers also effected due to their income, life style and household things. This paper found that there is a pessimistic influence on the political, social and health aspect and an extremely pessimistic influence on the future and current prospect of the households, business, and economy of the country.

Eger, L. (2021) said that the influence of the Corona on consumer buying pattern. The outcomes file modifications in customer behavior designs that got here to control on next wave of the COVID-19.

Butu, A. (2020) The adjustments generated via way of means of the COVID-19 disaster at the buying cause of such products earlier than and after the quit of the specific crisis. The medical evaluation relies upon identifying the techniques via way of means of which those behavioral adjustments can impact the virtual alteration of quick food delivery chains.

Patil, B., &Patil, N. (2020) In India, travelers from all over the world reported more cases of infection in the initial phase of the new coronavirus. Domestic travelers by plane, train, and bus have prompted a spike in COVID19 patient confidence tests in India. Consumer behavior has changed dramatically in deadlock situations. In the initial phase, consumers stopped taking the situation created by COVID19 seriously. The Indian government has taken preventive measures and also the social media has raised the awareness program and customers are indecisive and confused and take care of themselves. When the lockdown taken place in India, the people came to the store to buy the imported products. The vendors were blacks who traded essential products, medicines, masks, gloves, and disinfectants. After the lockdown was introduced, consumers described themselves as anxious and insecure. The news of the TV stations and TV channels has pushed a lot to change people's behavior.

He, H., & Harris, L. (2020) We offer some accurate assessments of how the Covid-19 may impact the growth of marketing and CSR. We disagree that the Corona presents a wonderful prospect for change towards more real and real CSR, helping to address pressing social and societal issues around the world's ecological challenges. We also talked about how some Ethical Consumer Choices skill commands might be removed due to the pandemic.

Acee-Eke, (2020) The departmental shops need to renew and guide their online retail shops in which organizations can shop, buy and get transport of products at the same time as they're remoted at home. Alongside, enhancing their advertising and advertising studies in case you need to assist them to understand the vital products and dreams of clients even at some stage in disaster duration like COVID-19.

ROLE OF SOCIAL MEDIA AND MASS MEDIA

At times of the Corona, it has never been possible in statistics to speak as quickly as it is possible today. For reporting statistics, the SMM is a giant part. In addition, some advantages and restrictions need to be further consideration. During the COVID19 era, through the approach of creating a statistical picture for the approximate suspected or confirmed first-level coronavirus patients, social networks have become a great advantage for the brief transfer into the structure of educational content. Rowland's approach in 2011 told us for the "personalized ecosystem" where the stats are sourced from the same person and then the preferences are anticipated based on the requirement and outcome. They are then compared to the person's tastes. Approaching these bubbles creates a loop of the same ingredient that prevents the person from checking for special stats. This definition refers to any stage or disease decided on internet search engines like Google and Yahoo or social media channels like Facebook and Twitter.

OBJECTIVE OF THE PAPER

1. To study the various uses of social media tools in Corona time.

2. To know the best social media tools during the Corona.

NEED FOR THE STUDY

The need of this article is to study the impacts of SMM on consumer purchasing decisions after COVID-19. After the COVID-19 the consumer observation has been transformed is more shifted from physical purchase to online purchasing because of social distancing other precautions related to the COVID-19 disease. Then, the outcome of this article relates to the buying pattern of those customers who buy viva social media sites.

METHODOLOGY

The study was conceded out among 150 respondents to know the frequency of use of social networks and to identify the most frequently useable SM platform in the COVID-19 publication. The online questionnaire was distributed to got the reactions of the SM users. The survey answer predicts the frequency of SM usage and customer buying decisions afterCorona. The first phase of the questionnaire questions demographic information with a yes or no option. The next part of the questionnaire is about the consumer behaviour questions that impacting factors those affect the bahaviour of consumer online after COVID-19. The Likert scale of five points was tracked in a range from 1 to 5, with 1 very common and 5 less common being physical loading.

**GENERAL BACKGROUND**

Table 1: Demographic Characteristic of Respondents

Category	%age
Male	51.5
Female	48.5
Age Less than 20 Years	33.2
Age 21-31 Years	22.6
Age 31-41 Years	21.2
Age Above 41 Years	23.0
Married	58.1
Un-Married	41.9
Up to 12th	17.9
Graduate	23.1
Post Graduate	36.5
Others (Diploma etc)	23.5
Student	26.8
Businessman	28.6
Govt. Employee	24.1
Professional	10.7
Others	9.8

Interpretation: The general background of the respondents which helps to write this article is showed in the above table. In all the respondents the male was 51.5% and 48.5% female respondents were involved in the study. The age of the respondents of less than 20 years were 33.2%, age between 21 to 31 years was 22.6%, age between 31 to 41 years was 21.2%, and age more than 41year was 23%. The married respondents were 58.1% and the rest of 41.9% of respondents were un-married those involved. The education were 17.9% up to 12th, 23.1% Graduation, 36.5% Post Graduation, and 23.5% belonged to others (Diploma, etc). The profession of the respondents were 26.8% were students they don't have any income sources. 28.6% belonged to businessman, 24.1% Govt. employees, 10.7% professional and 9.8% belongs to others category.

GLOBAL COVID-19 and E-COMMERCE

The new Corona virus which causes Corona virus, a very hazardous infection, has influence more peoples all over the world. The main cause for the spread is to come into contact with a person who is affected with corona virus when a person contacted, so sitting at home is the best and safe way to save them. Consequently, the purchase of Electronic for consumers has increased. The below table is showing the percentage of increasing of electronic buying of products on social media sites in the world.
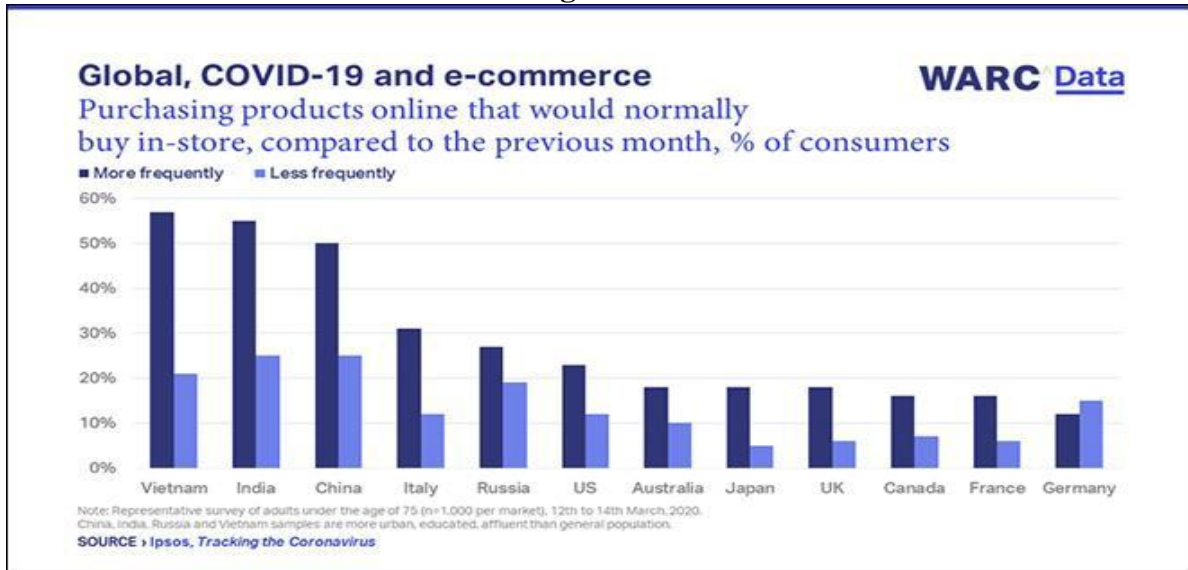
Source:https://www.warc.com, (October 2020 to January 2021)

Figure: 2 Affect **of Covid-19 on** worldwide **e-commerce by industry in percent**
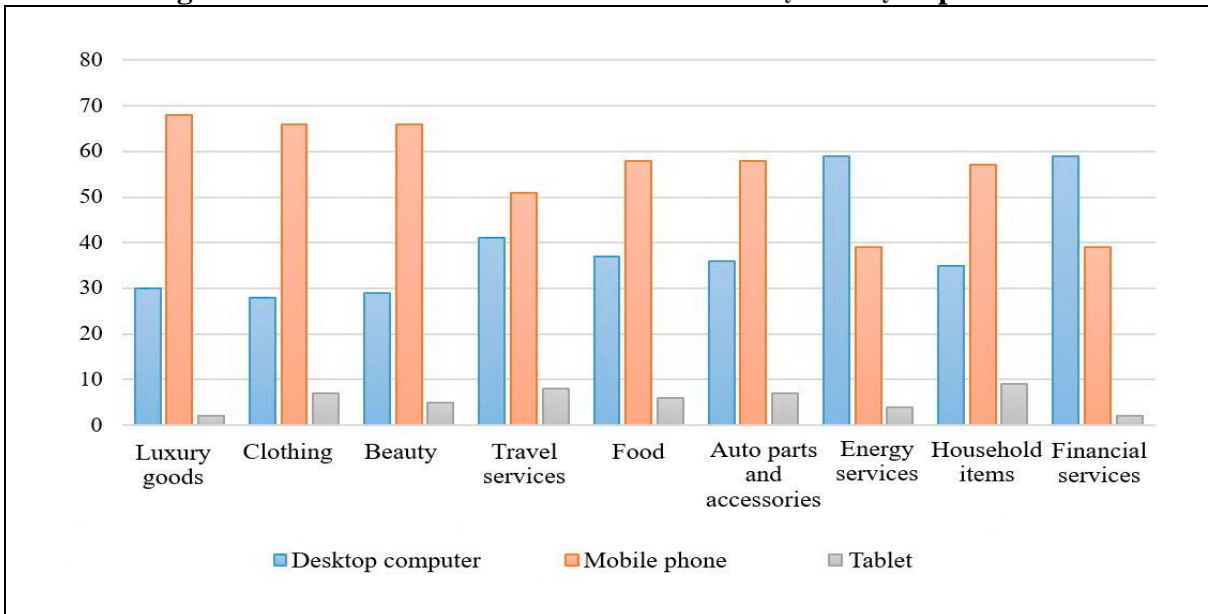
Sources: Contentsquare (2020) https://contentsquare.com/ and Statista (2020), https://www.statista.com/

TIME SPEND ON ONLINE MEDIA VS OFFLINE MEDIA

To know the responses about that timing spent by the consumers on social media or mass media. The score ranges from 1 to 5, where 1 "less than 5 hours per week" means 2 means 5-10 hours Every week, 3 means 10-15 hours per week, 4 means 15-20 hours per week, and 5 means more than 20 hours weekly.

Table 2
Spending Time on different Media in Post Covid-19

Time in Hours (per week)	Time (approx.) spent on (SM) (Per week)	Time (approx.) spent on (MM) (Per week)
	Percent	Percent
Below 5	40.9	42.8
5-10	21.1	32.1
10-15	17.0	12.2
15-20	9.8	9.5
Above 20	10.3	3.5
Total	100.0	100.0
Mean	2.25	1.94
Std Deviation	1.314	1.097

Source: Field Survey, 2022

Interpretation: The table 2 above has verified that 10.3% of respondents have a tendency to spend sixteen hours or extra according to week on SM while only 3.5% of respondents spend on mass media sites. As it is seen, that time spent 5 to 10 hours on social media per week by 21.1% respondents, 17% respondent 10 to 15 hours, 9.8% respondents 15 to 20 hours. On the other side, 42.8% of respondents have spent less than 5 hours on mass media per week, 32.1% respondents 5 to 10 hours, 12.2% respondents 10 to 15 hours, and 9.5% respondents 15 to 20 hours. The table found that in comparison to mass media, most of the time the respondents used social media sites and resulted the awareness.

FACTORS INFLUENCED BUYING DECISIONS IN POST COVID-19

Table 3: Factors Impacting Buying Decisions after COVID-19

Variables	Mean/ Average
Ordering product on social media reaches on time to consumers	1.24
Social media helps the consumer to take decisions easily	1.31
Products received through social media is good quality	1.40
The prices of the products on social media is according to preferences	1.58
The companies follow the rules given under the advertisement on social media sites	1.60
Behaviour of the deliveryman impact the buying decision on social media site	1.54
Share your experience to other after using social media sites	1.51
Social media gives an good platform for customers to make relations with others	1.37
After buying the products through social media feel confident for giving feedback	1.40
Information about products has a more reliability on SM than MM sites	1.34

Interpretation: The paper tried to know about some answers relating to social media marketing that affect the consumer's behavior in the corona period which affects the lifestyle of the consumers. About the reaches of product on buyer places, most of the consumers are satisfied and said that the products mostly reaches on time with a mean of 1.24. Social media helps the consumer to take decisions easily has a mean of 1.31. Products received through social media are of good quality have a mean of 1.40. The prices of the products on social media are according to preferences has a mean of 1.58. The companies that follow the rules given under the advertisement on social media sites have a mean of 1.60. Behavior of the deliveryman impacts the buying behaviour with a mean of 1.54. Share your experience with others after using social media sites has a mean of 1.51. Social media gives a good platform for customers to make relations with others has a mean of 1.37. After buying the products through social media feel confident for giving feedback has a mean of 1.40. Information about products has more reliability on SM than MM sites has a mean of 1.34.

PURCHASE INFLUENCE FROM SOCIAL MEDIA PLATFORMS

The table below shows how different social media platforms affect purchases. The answers are based on a scale from 1 to 5, with 1 for "most influenced" and "5" for "least influenced".

Table 4: Buying Decision influenced by SMM after COVID-19

Buying decision influenced from SMM Platform	Mean	Standard Deviation	Rank
Facebook	1.33	0.168	1
WhatsApp	1.48	1.279	2
Youtube	1.53	0.958	3
Instagram	2.01	1.393	4
Twitter	2.10	1.303	5
LinkedIn	2.24	1.229	6
OLX	2.30	1.261	7
Others	2.51	1.336	8

**Figure:3 Buying Decision influenced by SMM after COVID-19**
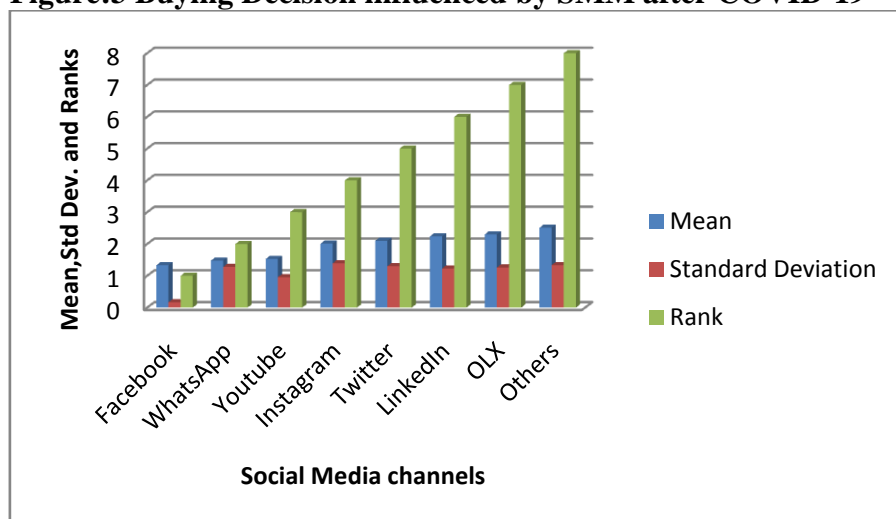
Interpretation: The results show that Facebook had a mean of 1.33 and a SD of 0.168, WhatsApp had a mean of 1.48 and a SD of 1.279, Youtube had a mean of 1.53 and a SD of 0.958, Instagram had a mean of 2.01 and a SD of 1.393, Twitter had a mean of 2.10 and a SD of 1.303, LinkedIn had a mean of 2.24 and a SD of 1.229, OLX had a mean of 2.30 and a SD of 1.261, and the other SMM have a mean of 2.51 and SD was 1.336. According to the ranking of the social media sites, Facebook has the first rank and WhatsApp is in 2nd position. After then the following social media has their position in decreasing ranking i.e. Youtube, Instagram, Twitter, LinkedIn, OLX, and others.

INFLUENCE OF SOCIAL MEDIA IN PRE AND AFTER PANDEMIC

Table 5 Uses of Social Media in Pre and Post Corona

Social Media network Uses Pre and After the COVID-19 satisfied SM	Pre-Corona	Post-Corona
Facebook	47%	48%
WhatsApp	16%	20%
Youtube	21%	25%
Instagram	5%	1%
Twitter	5%	3%
LinkedIn	3%	1%
OLX	2%	1%
Other	1%	1%

Figure-4 Role of SM in Pre and Post Covid-19
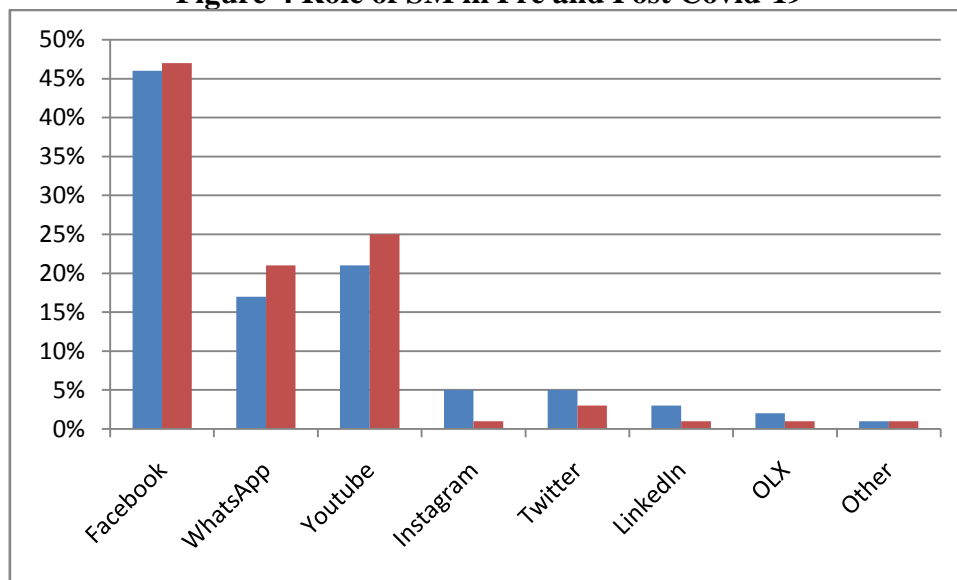
Interpretation: To get the role of SM on consumer buying decision after Corona, the above table shows the result that before pandemic time the Facebook user was 47% but after it has increase to 48% which shows that there in not much difference before and after pandemic period of use of SM platform. On the other side the other social media sites has changes is WhatsApp from 16% to 20%, Youtube 21% to 25%, Instagram 5% to 1%, Twitter also 5% to

3%, LinkedIn 3% to 1%, OLX 2% to 1% and other social media sites has no changed. It was showed the little impact of SM on consumer buying decision before and after pandemic.

DISCUSSION

The paper was conducted to find answers to research questions, such as the use of SMM after the COVID-19. Mostly old researches have found that peoples are more active on SMM platforms to get information about COVID-19 and to shop online. Other studies have documented that electronics and healthcare companies and firms have used the pandemic crisis in a way that is more favorable to them to promote their brands, products, and services. Most online users get information from the Internet. With internet support, information about COVID-19 is easier to obtain during the crisis. This paper found that the number of internet user for buying the products online increased and showing that the social media impacting the consumer buying decision for online products after covid-19 period and lastly the paper found the best social media tool was Facebook.

CONCLUSION

The paper highlights the uses of SM, and SMchannels that are called for instant information. In addition to the existing online shoppers, there are new buyers who have started shopping through online shopping / online platforms. The lockdown was one of the major cause for the use of SMM for buying products during Pandemic time. They find it easy to get products delivered to their door. There is also benefit from coupon codes, cash back, discounts, and easy returns. Therefore, the paper examined the importance of using social media during COVID-19.

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