

SOCIAL MEDIAS INFLUENCE ON CONSUMER BUYING BEHAVIOUR OF BABY CARE PRODUCTS -THE CONCEPT REVIEW OF LITERATURE.

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ABSTRACT

Today the social media plays an important role in persuading customers to purchase products and services. The baby care market in India is expected to grow very high. To compare the past situation social media contribute the emerging changes in the thinking power of consumers in buying behavior decisions. In the recent trends the all age group of people using social media. Nowadays, the social media needs to give continuous satisfaction to consumers because our societies totally accept as true of the words of media. Here, the researcher studied about the influence of social media in young mother i.e., the consumer buying behavior in baby care products. These types of product consumers are regular buyers and they need continuous satisfaction. The companies are compulsorily taking care of media choosing, visual effects, artist selection etc, also online marketing technique and tools offer the analysis attitude of consumers. The researcher like to how the internet will impact change in our lifestyle so this will be very helpful for all companies. The business men communicate all worldwide customers with the help of internet and social media. The research works carried out on the top ten baby care companies are: Himalaya - Herbal baby care, Johnson & Johnson, Pigeon, Pampers, mee-mee, Chicco, Sebameal, Mothercare, Philips, Biotique, etc.

Key words: Kerala, Calicut, Social media, Consumer behaviour , Marketing.

INTRODUCTION

Social media is the fastest communicating media in a now a days. The market for baby product is growing market these days. The product available are not only necessary product but also product that in some ways might ease the new role of becoming parent. The main factors affecting the buying behaviour of consumers are the social media, like: Brand website, Television, Articles, Online advertisement, Product review sites,

Facebook, Youtube, etc.... Today Himalaya -Herbal baby care are the top position in the market. They introduce different products like Soap, Shampoo, Baby Oil, Powder, Lotion, etc....

LITERATURE REVIEW

N. Gupta (2009): A Study of online shopping behavior of college going young adults. In his study the aim is that the online shopping among the college going young students and the online shopping in gender difference in pune city. Data were collected from 1143 students. Incidental sampling methods are used. The result of in this study 94% students are using online shopping.

Dashaputra, sharadMadhukar(2011) : A Study of the growth of Internet marketing in Indian scenario. The aim is that role of Internet marketing and recent trends. Research methodology applied in quantitative and Descriptive. In the survey non – probability method are used. All most all respondent are agrees to Internet marketing.

Katherine Taken Smith (2012): Longitudinal study of digital marketing strategies targeting millennial. The aim of this study is that analyze the digital marketing strategy adopted by millennial and how to effectively influencing their behavior. Data collected over 3 years period by using survey method. Findings is to have definitely they prefer the online advertising.

JohannNarkiniemi (2013): Using digital marketing to develop a modern marketing strategy for a startup. The main aim is that how the digital marketing more effectively in the field of companies overall marketing strategy. This research is applied in case study model. In this study conclude the company could gain deep knowledge about consumer demographics and to conduct comprehensive market research.

Lubna Javed(2013) : Online marketing through consumers. A Study of effectiveness of various tools and techniques across industries. This article includes word of mouth, Online marketing, refered market, and relationship marketing. The objectives are the effect of word of mouth and online marketing through consumers and their purchasing decision. This study mainly used data collection techniques are closed end questions, multiple choice questions and likert scale. In this study word of mouth is major impact in the section of online marketing. Consumers select word of mouth is major tool of online marketing.

J. Ken Corley, Zack Jourdan, W. Rhea Ingram (2013): Internet marketing a content analysis of Research. This Internet marketing research firstly analyse the information system literature. This identifies the current state of Research in Internet marketing. The authors preparing the literature review and analyze. Current Internet marketing research is to impact the direction of the future research effort in this main area of study.

Lausen I Labrecque and Jonas vordemEshe&Charlamath wick & Thomas P. Novak & Charles F Hofacker (2013) : Consumer power : Evolution in the digital age : This study explore the consumer behavior and digital media. Digital media environment have presented to describe four sources of consumer power that is demand, information, crossed based power, network.

Vachani, Nishantvallabhbhai (2014). A Study to measure the impact of digital marketing among Gujarat based customer and firms. The main objectives are : To identify the electronic marketing facilities, to understand customer level satisfaction and to know the online business as well as online consumers. In this study also used primary and secondary data. The systematic way collects the replies 500 respondent from their survey. The consumers are varying in computer literacy and lack of understanding of buying transaction through Internet. A consumer should able to search the Internet and transact with ease.

Durkasree. P. (2014): An analysis of online marketing customers and marketers perspective. Her main purpose of in this study the customers profile and online shopping behavior, analyze the youngsters and elders online shopping, identify the marketers performance. Two set of questionnaire used. First questionnaire for customers and second questionnaire for marketers. The online shopping positively influences the youngsters other than elders. The marketers in online marketing are higher scope in future.

Afrina Yasmin, Sadia Jasneen, kenizfatema (2015): Effectiveness of digital marketing in the challenging age of the customers. The objective of in this article is to compare the digital marketing and traditional marketing and the advantages of digital marketing to customers. Mainly used methods of in this study interview technique, questionnaire methods and other secondary data collection. Concluding this study is to company must create strategies for identify the best method of digital marketing performance.

Ms. Priyanka pradhan (2016): Digital marketing and small medium enterprises. An identification of Research gap via Archives of past research. The main points included in this study digital marketing small to medium enterprises, innovation. This study aims that providing past research and methodologies of digital marketing and small medium enterprises. She used the qualitative research technique. This study focused on further research will conduct not only the qualitative but also the use quantitative technique.

Rupali Rajesh (2016) – a study of impact of social media marketing on online purchase of consumers in selected cities of India with respect to FMCG personal product. The main objective of this study are :To identify the gender, age, income, of the people by using social marketing to identify the satisfaction level of consumers and also study the impact of after sales services. The research methods are used to study the both qualitative and quantitative research techniques and field survey methods, structured questionnaire data has been collected. The conclusion and findings of this study are below the age of 25 years were more interested in online purchase compared to other people and government should play essential role in social marketing in India.

Chandevani Vinod Surenderkumar(2016): A Study on impact of social media marketing on consumer buying behavior with reference to Thane district. The main aim of in this study the different channels preferred by consumers for decision over the traditional channel and the main concept is social media. Methods are used in this study census technique, sample technique. In this study some people are using the social media marketing compare to traditional marketing.

Anastasia Sotnikova (2016) : The application of digital marketing strategies to increase profits of the organization. He mentioned in the main aim is that analyze the digital marketing strategies used by the competitors and business. He used the research techniques are questionnaire, interviews and secondary method at least he conclude the topic control the quality of produced goods and more modification are required to move.

Rekha (2017)- Impact of digital marketing communications on consumer buying decisions process a study of Indian passenger car market. The aim of this article to understand the impact of digital marketing communication on consumer's buying decision process in Indian passenger car market. The data was collected 784 respondents from Delhi using wilcoxon signed rank, one sample binomial and chi-square test. This study concluded 75%respondents are used digital marketing communication to buy a car.

P.Sathyau(2017):A Study on digital marketing and its impact. The main aim of in this paper is to identify the usefulness of digital marketing in today. Data collected through the questionnaires. Respondents are presently purchasing the product through digital marketing. Digital marketing more consider the consumer priority.

Bhararti, Niharika (2017)- Influence of digital marketing on brand building of North Indian universities. The objectives of this study the various digital marketing strategies used by the major universities in North India and the attitude of students towards digital marketing carried out by the major universities in North India. This study used anova test, pilot study, validity test in this study different attitude of students towards the digital marketing.

Maryam Lashgariu(2017) : Digital marketing strategy B2B and stakeholders communication. This these study the both social media by B2B firms and retailers have to provide better image of digital adopted B2B and stakeholder network. He used qualitative and quantitative method. In qualitative methods used observation, analysis of secondary data in depth interview. In qualitative research design are survey and case study. This study important in that up to date growing fast communication environment and to eliminate the interaction among one another.

Kalia, Ashutosh (2017) : Effect of online advertising on consumers an analysis. The main aim is that to analyze consumers response towards online advertising. To study the types of layout used the designing websites. She mainly used survey method and pilot study. At least she concluded there is consumers are more attracted on visual aids and colors, etc...

GurmeetKaur (2017): The importance of digital marketing in the tourism industry. Main objective of this article is analyzed the concept digital marketing and role of digital marketing in tourism. Today digital marketing more interested to expand their business through digital marketing.

Lariisoh Ella, Eva –Lilsa Oikainen, martisarela, Matti, muhos, TauliaNikunen (2017) : Perceptions of digital marketing tools in new micro enterprise : This study aims that how digital marketing tools are used in new micro – Enterprises. This study conduct the case study is the best method. Cost effective and performance measurement is the important challenging in this study.

AparnaKrishna Bhagat (2018) : To study the impact of digital marketing on customer purchasing behavior in the pharma industry. The aim is that the use of digital marketing customer purchasing behavior in pharma industry, existing marketing strategies of pharma industry, and analyse the awareness of digital marketing among the customers. Exploratory research are using in this study and other interview or observation technique are also used. In quantitative technique random sampling technique are used. This study questionnaire prepared for 200 doctors and 400 patients so that clear idea on the views of doctors and patients for the traditional marketing and digital marketing.

Charles Gibson (2018): The most effective digital marketing strategies and approaches. This study helps a in depth study and to examine the effective digital marketing strategy. Use primary and secondary methods for data collection. This study represents different digital marketing strategies helpful to business, company.

Juan Jose Lopez Garcia, David Liz can, Celia MQ Ramos and Nelson matos (2019): Digital marketing actions that achieve a better attraction and loyalty of users an analytical study. This study is aims that to identify which users can be attained or retained by using digital marketing. Delphi method was using and in depth in technique. The digital marketing is wider scope in the future. But these was only some participants are included the Delphi survey.

CONCLUSION

The above research works are studied about digital marketing and social media influenced in the field of automobile industries, pharma industry, micro-industry, tourism, FMCG, difference between traditional marketing and modern marketing, the effectiveness of digital marketing, facilities of social media, consumer power in digital marketing, online shopping etc., so, the past studies are based on the above topics only. Here, the researcher differ from previous studies i.e., the researcher like to study about how social media and digital marketing change the young mothers' buying behavior for their baby products.