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## Role of social media marketing in e-marketing of smart watches: A study across Bangalore city

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### Abstract

The number of Indians who use social media is growing by the day, and many businesses are embracing social media marketing as a means of increasing their brand awareness and marketing techniques. Specifically, the objective of this study is to look at the use of social media platforms and how they affect customer purchase decisions. Without a doubt, the nature of this investigation is exploratory. Customers who are users of social media are surveyed to obtain first-hand information. The Cochran Method for estimating uncertain population sample sizes predicts 165 responses. The questionnaire, which contains questions on the Rating Scale and Liker Scale, is divided into four sections, and the convergent validity of the questionnaire is tested. Using the rankings stated, data analysis was carried out, and then the hypotheses were evaluated with the use of the SPSS V25 and AMOS R V23 software packages. The study is limited to the city of Bangalore and a sample of Millennials alone, with no consideration of other generations. According to the findings of the study, Facebook is the most popular social media site, while YouTube is the most dependable platform. When it comes to social media marketing, customers give it overwhelmingly good reviews. The vast majority of respondents stated that social media marketing had an impact on their purchasing decisions. It does not matter what demographic features a consumer has, their use of social media stays constant. Using data from the Indian market, this study is the first to investigate the impact of social media marketing on smart watch purchases by customers in the country.

**Keywords:** Social media, social media marketing, customer purchase decisions

### Introduction

Marketing is characterised by its fidgety nature, its diversity, and its dynamic enterprises. The marketing profession has undergone significant transformation as a result of various marketing crises such as shortage of raw materials and energy, high unemployment, high inflation, and economic depression. There are a variety of factors contributing to the dramatic shift in the role of marketing, including terrorist attacks and wars, dying businesses, and rapid technological advancement in certain sectors.

Individuals engage in digital marketing in a variety of ways, according to their own preferences. Other concepts, such as Internet or Web marketing, e-marketing, e-commerce, and e-business, for example, are sometimes used interchangeably with the term "digital marketing." Despite the fact that all of these terms are interrelated, there is a distinction between them. The term "Internet" refers to the advertising of services and products through the Internet, which requires the use of a live Internet connection that is available in real time. On the contrary, the term "E-business" refers to the use of sophisticated technology for a wide range of purposes, including both internal activities inside a firm and the conduct of commercial transactions with third parties. E-commerce is a subset of e-business that is responsible for the business operations of a firm. E-marketing, on the other hand, represents the marketing side of the organisation. When we talk about electronic marketing, we're talking about advertising of products and services using digital, Internet-based, and automated techniques, as well as through mass media advertising of goods and services. Additionally, e-marketing may be defined as a process in which digital technology, in conjunction with information technology, is used to support marketing activities, such as education, communication, and value sharing for consumers and consumer interactions, among others. The term "e-commerce" refers to the commercial component of internet sales and purchases of products and services, as well as to monetary firms that conduct their

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operations using electronic means (such as the internet).

Social Networking sites - Usage in India.

1. Indians spend an average of 2.25 hours each day on social media, according to statistics. Because of widespread internet access among individuals, the number of social media users in India is expected to grow steadily by 448 million by 2021, owing to widespread internet access among persons. There are 624 million Internet users in India, which accounts for more than 45 percent of the country's total population, according to the latest statistics. Social media has quickly risen to become one of the most significant components of Indians' everyday lives.
2. It served as a melting pot for people of various backgrounds and provided the voiceless a platform. Because the Indian Constitution guarantees all citizens the right to freedom of expression and expression, social media serves as a platform for the dissemination of information and the expressing of opinions. Many new topics and conversations have sprung on Indian social media, and a large number of trending hashtags have gone viral.
3. The dropping cost of smartphones has resulted in a huge increase in the number of mobile devices being used in India. Another aspect that had a role in the massive growth in social media usage was the easy availability of super-fast internet at incredibly low prices. There are around 572 million mobile Internet users worldwide, with 444 million of them being mobile network subscribers.
4. The usage of YouTube and WhatsApp has increased because of the expansion of fast networking. They continue to give their clients with unique user experiences, which is one of the reasons why they have surpassed all of their competitors and have carved out a distinct market niche.
5. According to the statistics, the number of social media users has increased, with an annual rise of 31.2 percent for active social media users and an extra 78 million users in the past year. These several social media trends are poised to take off in India in the near future. The annual growth rate of Internet users has increased to 8.2 percent, thanks to the addition of 44 million new users.
6. YouTube will be the most popular social media platform in India in 2021, with 85.80 percent of social media users registering on the site. After the United States, India is the second largest YouTube market in terms of both views and subscribers. In addition to YouTube, a large number of YouTubers are becoming increasingly popular.
7. Facebook is the second most popular social media site in India, with 79 percent of the population having a Facebook profile. Facebook is the most popular social media platform in India, and it will continue to be the dominant force among corporate organisations, the political elite, and the general people for many years to come. Many well-known companies have used Facebook to communicate with their customers.
8. Instagram, which has a market share of 70.60 percent of social media users in India, is up against a formidable opponent in Facebook. A high majority of Instagram users are young people, particularly those under the age of twenty-one. Facebook, the company that owns Facebook, bought Instagram for \$1 billion. It has evolved into a source of revenue for creators as well as a major business channel.
9. Other popular social networking sites in India include Twitter (50.6 percent penetration), LinkedIn (37.7 percent penetration), Pinterest (34.3 percent penetration), and Reddit, among others (22.1 percent penetration).
10. WhatsApp is the most widely used messaging application in India. Facebook-owned WhatsApp has 79 percent of all customers in the country, according to data from Statista. The second most popular app on the list is Facebook Messenger, which has a penetration rate of 62 percent. Snapchat is the third most popular social media platform, with 33.7 percent of adolescents using it. With 31.5 percent of users, the recently forbidden Tik Tok is in the forefront of the social media conversation applications in 2021, according to Gartner.
11. Some of India's most popular messaging programmes are Skype (29.3 percent penetration), Telegram (28.5 percent penetration), Helo (22.9 percent penetration), and Hike (22.5 percent penetration), all of which have recently been outlawed by the Wechat platform (21.3 percent).
12. Mobile phones were the most widely used device in India in 2021, accounting for 76.6 percent of the market. One of the factors contributing to this growth is the decline in smartphone prices. The second most popular device is the laptop and desktop computer, which received 22.9 percent of the vote, followed by the tablet, which received 0.50 percent.
13. Chrome is India's most popular browser, as expected, with an 83 percent market share. Opera is the second most popular browser in the world, with a 4 percent market share, followed by Safari (2.3 percent) and Firefox (1.70 percent).
14. According to Alexa, Google.com is the most popular website in India. • Second, YouTube.com, Google.co.in, and Facebook are among the sites in the list of top 100.
15. Chat applications are the most widely used smartphone applications in India, accounting for around 91.6 percent of all usage. The social networking applications that account for 89.50 percent of all downloads are shown in the following table. Entertainment apps (75.00 percent) and commerce apps (75.00 percent) are both widely used in India (72.20 percent). The following are the most popular applications: maps (67.60%), gaming applications (57.0%), music applications (53.60%), health applications (37.10%), and financial applications (27.40%). (32.30 percent).

### Literature review

Increasing numbers of academics have recently examined the implications of social media on consumer behaviour, but not always from a decision-making perspective (e.g., Xie and Lee, 2015; Chu and Kim, 2011) <sup>[1], [2]</sup>. Using social media, consumers can access information at their own convenience (Mangold and Faulds, 2009) <sup>[6]</sup>, which can assist them in deciding which new products or brands to purchase or learn about when and where they want to (Powers *et al.*, 2012) <sup>[7]</sup>; Goh and Al. (2013) <sup>[4]</sup> and Xiang and Gretzel (2010) <sup>[10]</sup> are examples of this. Customers' product selection and purchasing behaviour were found to be influenced by online user ratings, according to research

(Yayli and Bayram, 2012) [12]. In order to share information, monitor notifications, as well as seek feedback on and assessments of all sorts of goods, services and activities, social networking has enabled users to network with other like-minded individuals in an ongoing loop (Ashman *et al.*, 2015) [1]. The perceived amount of online product evaluations and the perceived quality of the input, as characterised by formality and persuasiveness, have been shown to have a significant positive impact on consumer purchase intentions and are of great importance (Zhou *et al.*, 2013; Zhang *et al.*, 2014) [14, 13]. When compared to traditional corporate communications and PR, social media is seen as a more reliable source of information. According to Constantinides, there is a widespread sense of mistrust toward the mass media (2014). As a result, consumers are moving away from traditional media such as television, magazines, and newspapers as sources of information for their purchases, according to the study (Mangold and Faulds, 2009) [6]. When it comes to online decision-making, the importance of knowledge is a major concern. Consumers have become immobilised by the sheer volume of information available on social media, making it hard to access all of the information that is readily available (Powers *et al.*, 2012) [7]. Given its limited rationality, the quantity of knowledge available to individuals exists (Simon, 1960; Thaler and Mullainathan, 2008) [8, 9], and it is impossible to identify all of the possible outcomes of a choice in its entirety (Karimi, 2013).

**Objectives of the study**

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

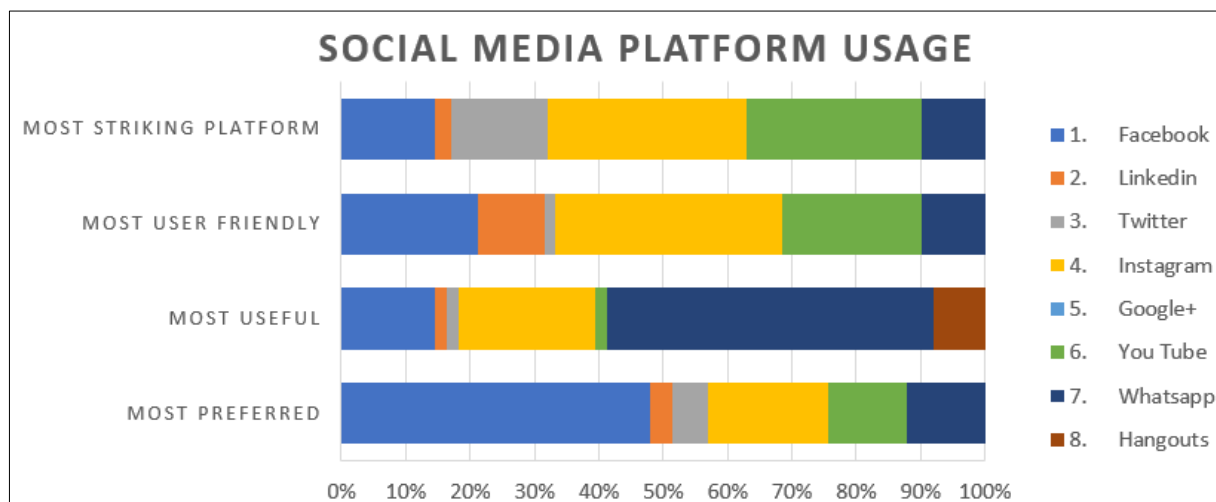
**Research Methods**

In research, exploratory research is described as a study carried out to learn more about a problem that has not yet been identified. In order to obtain a better understanding of the current situation, this research will not give definitive findings; rather, it will serve as an exploratory tool to gather

more information. Primary information is gathered from smart watch customers through social media. According to the Cochran Formula for an unknown population, the sample size is set as 132 respondents with a 95 percent confidence level and a 10 percent margin of error for 132 respondents. The Questionnaire is constructed based on the criteria found throughout the study review process. It is divided into four sections: demographic information, social media usage, views of social media marketing, and purchase behaviour of those who take part in the survey. A ranking scale and a Likert scale are used in the questionnaire, and its convergent-divergent validity is tested, with the results falling within acceptable ranges in terms of the statistics. According to the research, the variables 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. Dependent Factors are those that influence the respondents' purchasing behaviour. With the help of the SPSS Version 25 and AMOS R Version 23 software, the data analysis is finished by showing descriptive statistics and then testing the hypothesis. Because the research is limited to Bangalore City and smart watch customers, it cannot be applied to any other products or services. The study is focused on the respondents' purchasing behaviour in the purchase of a Smart Watches that is influenced by Social Media Marketing, and it cannot be applied to any other products or services.

**Results and Discussions**

A majority of respondents (69.7%) is between the ages of 31 and 35, while 13.3% are between the ages of 25 and 30, and 13.3% are between the ages of 36 and 40. Female customers account for 54.5 percent of the respondents in the survey. 53.3 percent of respondents have earned a bachelor's degree, and 39.4 percent have earned a master's degree, showing that the respondents in the survey are literate and have finished their secondary and higher education. 55.8% of those polled are married. When asked about their annual salary, 53.3 percent of the potential smart watch customers in the research earn between 2 and 6 lakhs, while 26.7 percent earn between 6 and 10 lakhs.



**Fig 1:** Social media platform usage

Facebook has the top position in terms of most desired social media network, while WhatsApp has the highest ranking in terms of most helpful social media platform. When asked which app is the most user-friendly, Instagram received the top marks. The most prominent social media platforms are YouTube and Instagram. LinkedIn, Twitter, Google+, and Hangouts are the least utilised social networking networks.

**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

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 customers.

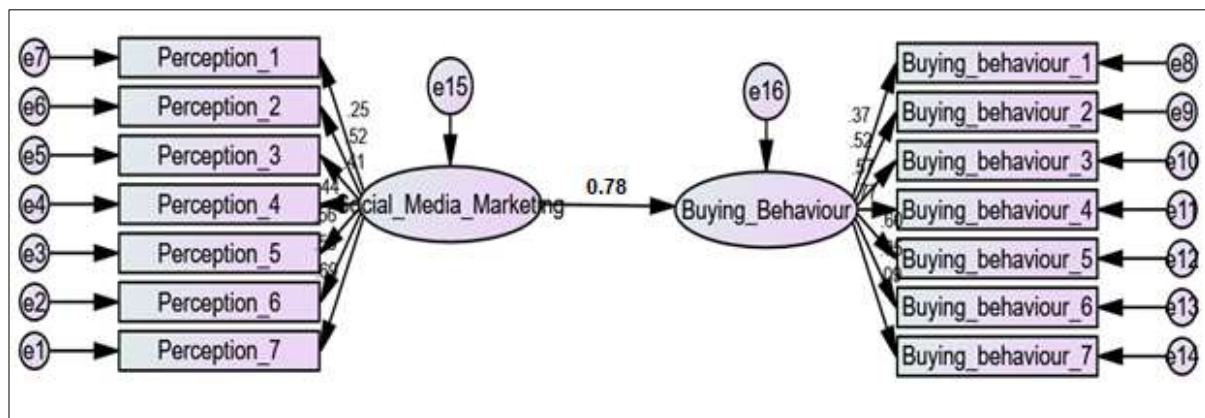
The model fit data shows that Chi-square/df ( $\chi^2/df$ ) is inside as far as possible (2.441). The Goodness of Fit list (0.703) and the Adjusted Goodness of Fit Index (0.681) are lower than the suggested qualities. The Normed Fit Index (NFI), Relative Fit list (RFI) and Comparative Fit Index (CFI) 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.

**H2: Alternate Hypothesis:** There is a significant impact of Social Media Marketing on the Buying Behaviour of the Millennials.

**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
Smart watch Buying Behaviour	←--- Social media Marketing	0.781	0.456	0.07	3.057	0.002

Source: Author Calculated-AMOS



Source: Author Calculated-AMOS

**Fig 2:** Structural equation modeling - impact of Social Media Marketing on the Smart watch Buying Behaviour

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 0.781 which is high around 78.1% 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

Therefore, H2 - There is a significant impact of Social Media Marketing on the Buying Behaviour of the smart watch buyers is accepted.

**Conclusion**

The world around us is always changing and growing. Every day, we found new patterns, commodities, difficulties, and

necessities. Consumers seek a way to stay above the maelstrom of change in a rapidly changing world. It was revealed by the researchers who performed the poll that Facebook is the most popular social media site and YouTube is the most reliable. According to the poll results, Smart watch customers have largely positive views on social media marketing. The great majority of individuals who responded to the poll said that social media marketing influenced their buying decisions. Millennials utilise social media in the same way regardless of their demographic features. The perception of the product is expected to enhance respondents' purchase behaviour by 45 percent, which is a promising measure in a country still in the early phases of digitalization. Using social media to keep clients updated is a great way to do it. They will have no problem locating and assimilating data. It gives clients with a great way of getting important information and interacting with it. This also makes it easier for customers to stay up with the company's operations. Clients want to be able to learn about fresh information as quickly as feasible when a market or sector changes. Customers may stay up to speed on the firm's newest advancements and changes by using social media platforms such as Facebook and Twitter. The adoption of social media marketing tactics may help firms increase sales and profits today.

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