

## **Consumer Behaviour of Millennial on Social Media: A Case of Electronic Gadgets**

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**Abstract:** The emergence of internet and social media is the technical revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. In the new marketing era, the social media has likely to revolutionize the relationships marketers have with retailers, channels of distribution, their ultimate consumers, etc. It is an Information Age, and consumers are inundated with overwhelming quantities of information each and every day.

By looking at the enormous amount of social media advertisements, e-commerce websites, sales emails, forums, etc., it appears that companies of all sizes have been translating their marketing approaches to the Internet because of its accessibility to their target audience and the money required to do so. Whereas consumer behavior is a relatively general and broad topic, which it would be challenging for the researcher to gather, inspect and conclude all the necessary data and findings into one research.

The paper is related to the impact of social media and the consumer behaviour of millennial in purchasing of electronic gadgets and behaviour pattern on social media. Therefore it has been made a quantitative research. The sample counted 516 respondents from IT industry, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media advertisements of the millennial.

**Keywords:** social media, millennial, IT professionals, consumer behaviour, Advertisement

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### **I. INTRODUCTION**

Now in today's scenario social media like Blogs, LinkedIn, face book, twitter, Skype, etc. are playing a very important role in consumer buying behavior decision making process directly and indirectly. In recent trend of innovation in management social media becomes powerful and cost free approach to promote product to consumer.

Moreover, by using social media, millennial have the power to influence other buyers through reviews of products or services used. Millennial are also influenced by other psychosocial characteristics like: income, purchase motivation, company presentation, company or brand's presence on social networks, demographic variable (age, sex, income etc.), workplace method of payment, etc [1].

In this paper we study the consumer behaviour of millennial in purchasing of electronic gadgets and behaviour pattern on social media [2]. The first section presents a brief introduction to the chosen theme, followed by relevant information on literature review, where are presented previous specialized studies. The second part describes the research methodology and data analysis. Finally, we present conclusions, research limitations and some directions for future research study.

### **II. LITERATURE REVIEW**

Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional Media have experienced decline in both business and popularity. For the time of traditional marketing, where marketers were pushing out messages toward consumers using only a one-way communication, is over. The literature review stated that word-of-mouth was an important aspect to be taken into account by marketers concerning the great power of influence of Social Media on consumers. Indeed, word-of-mouth can be spread on Social Media like never before. This is especially the case concerning bad comments that can be really destructive to companies. Therefore, the study indicated that marketers should be able to handle customers' bad comments in order to turn them into their advantages. [1]

Nowadays, 'ads don't work anymore in the real world because there are too many of them and because they interrupt us inappropriately'. In contrast with traditional media, Social Media have greatly changed relationships between consumers and companies, by allowing a two-way communication). A new marketing function called 'Social Media Marketing' has arisen. [3]

Moreover, the study confirmed the remark about influencers. The study indicated that only a minority of consumers actually posted comments and reviewed products and services on Social Media. This observation implies that marketers should identify who are the influencers and communicate with them by sending them targeting messages. The interviews revealed that marketers could offer them to test new products and services or invite them to special events. By doing so, marketers can try to influence the influencers who will thus through their comments and reviews influence the rest of the community.

Monitoring of Social Media is very important to ensure that consumers have a positive experience with the brand during their information search phase. Monitoring Social Media might help marketers to know what consumers think of their products, services, and brands and could be used as a way to adapt to consumers. Before engaging with consumers, marketers have to get involved in conversations and start to listen. [2]

Social media networks relationships between the brand (marketer) and the online networking community can be developed so as to bring value to the business[7]. There is great need for company to know when and where to network efficiently in order to attract quality prospects and maintain relationship with the right customer. To achieve this from a business perspective, streaming can be done by focusing on the right groups online with the right social networking services. The process of doing this can be equated to sales funnel[10].

In the last couple of years, different kind of social media networking services have emerged and currently there are innumerable social media channels that connect people to each other. The most popular social network sites that are widely used are; Face book, Twitter, YouTube, LinkedIn and Flickr. In fact, Facebook, twitter and YouTube are the most common channels companies use in their online marketing for creating brand awareness or just engaging with the customers.[21]

### III. OBJECTIVE AND METHODOLOGY

The objectives of this research are twofold – first to find out the components and variables involved with use of social media ; second to identify the consumer behaviour of millennial in case of electronic gadgets . This research strives to provide a clearer, and perhaps a better, understanding to usage pattern of millennial specially IT professionals. It may also offer possible insights for companies to identify the pitfalls and opportunities in the new marketing era.

There are two distinct research methods – quantitative and qualitative, in collecting data for the purpose of obtaining information from them, to solve or answer a particular research problem or question. Quantitative data is any data collection technique or data analysis procedure that generates or uses numerical data; whereas qualitative data is in form of descriptive accounts of observations or analysis which is conducted through the use of conceptualization.

Although it is usually better to link quantitative data with other methods in order to complement the findings of a research. For the purpose of this research, quantitative data was gathered and utilized. With the strategy of survey, it allows the collection of a large amount of data from a sizeable population in a highly economical way.

### IV. ANALYSIS

This analysis made on the data collected from the questionnaire. The set of questions based on the social media related issues, were sent to IT professionals. Each question and response option associates with components of theories, and they have been modified in order to allow respondents to understand easily and to avoid any potential error in misunderstanding.

#### (A) Have you purchased any consumer electronic ITEMS THROUGH social media?

Table 1: number of Millennial who have purchased consumer electronic items through social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	269	52.3	52.3	52.3
	No	245	47.7	47.7	100
	Total	514	100.0	100.0	

Out of 514 respondents, 269 said they have purchased the consumer electronic items through social media and 245 said they have not purchased the consumer electronic items through social media. And out of 100% respondents 52.3 % Millennial said they have purchased consumer electronics items through social media and 47.7% Millennial said they have not purchased the consumer electronics items through social media.

**Millennial who have purchased consumer electronic items through social media.**

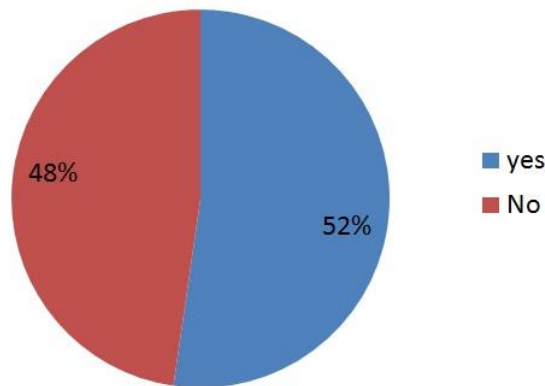


Figure 1: Percentage distribution of Millennials who have purchased consumer electronic items through social media.

**(B) If yes, what was the reason behind your purchase of the electronic item through social media?**

Table 2: list of reasons due to which Millennials purchased consumer electronic items through social media.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Read online review or blog about that particular product which	149	28.9	28.9	28.9
Viewed the advertisement of the product over the social network	322	62.7	62.7	91.6
None of the above. Any Other	43	8.4	8.4	100.0
Total	514	100.0	100.0	

Out of 514 respondents, 149 Millennials said they read online review or blog about that particular product, 322 Millennials said they viewed the advertisement of the product over the social network and 43 Millennials said there was some other reason than the one mentioned behind the purchase of electronic item through social media. And out of 100% respondents, 28.9 % Millennials said they read online review or blog about that particular product, 62.7% Millennials said they viewed the advertisement of the product over the social network and 8.4% Millennials said there was some other reason than the one mentioned behind the purchase of electronic item through social media.

**(C) Do you provide online ratings? If yes to which electronic products do you provide online rating? - Digital Cameras**

Table 3: The number of Millennial providing online rating to Digital Cameras.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	18.5	18.5	18.5
	No	419	81.5	81.5	100.0
	Total	514	100.0	100.0	

Out of 514 respondents, 95 Millennial provided online rating for Digital Cameras and 81.5 Millennial did not provide online rating for Digital Cameras. Out of 100% respondents, 18.5% Millennial provided online rating for Digital Cameras and 81.5% Millennial did not provide online rating for Digital Cameras.

**(D) Do you provide online ratings? If yes to which electronic products do you provide online rating? - Personal computers/Laptops.**

Table 4: The number of Millennial providing online rating to Personal computers/Laptops.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	24.7	24.7	24.7
	No	387	75.3	75.3	100.0
	Total	514	100.0	100.0	

Out of 514 respondents, 127 Millennial provided online rating for Personal computers/Laptops and 387 Millennial did not provide online rating for Personal computers/Laptops. Out of 100% respondents, 24.7% Millennial provided online rating for Personal computers/Laptops and 75.3% Millennial did not provide online rating for Personal computers/Laptops.

**(E) Do you provide online ratings? If yes to which electronic products do you provide online rating? – Mobile Phones.**

Table 5: The number of Millennial providing online rating to Mobile Phones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	14.4	14.4	14.4
	No	441	85.6	85.6	100.0
	Total	514	100.0	100.0	

Out of 514 respondents, 73 Millennial provided online rating for Mobile Phones and 441 Millennial did not provide online rating for Mobile Phones. Out of 100% respondents, 14.4% Millennial provided online rating for Mobile Phones and 85.6% Millennial did not provide online rating for Mobile Phones.

**V. CONCLUSION**

The findings of the empirical framework coincided with the theoretical framework based on the research problems. This research gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search. Moreover, the empirical part of the research strives to provide insights to any companies that are trying to shift to or are currently participating in the new marketing trend.

The study shows how social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms. This research was conducted using a cross sectional data from a city and therefore did not provide enough longitudinal data to arrive at conclusive solution.

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