

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337  
P-ISSN: 2663-3329  
[www.marketingjournal.net](http://www.marketingjournal.net)  
IJRMMS 2021; 3(2): 92-94  
Received: 18-07-2021  
Accepted: 20-09-2021

**Dr. Harshit Sharma**  
Head and Assistant Professor,  
Department of Management,  
Studies Seth G. B. Podar  
College, Nawalgarh,  
Jhunjhunu, Rajasthan, India

**Komal Purohit**  
Research Scholar, Department  
of Business Administration,  
Faculty of Commerce and  
Management Studies Jai  
Narain Vyas University,  
Jodhpur, Rajasthan, India

**Corresponding Author:**  
**Dr. Harshit Sharma**  
Head and Assistant Professor,  
Department of Management,  
Studies Seth G. B. Podar  
College, Nawalgarh,  
Jhunjhunu, Rajasthan, India

## Impact of social media advertising on consumers' online buying behaviour post COVID-19

**Dr. Harshit Sharma and Komal Purohit**

**DOI:** <https://doi.org/10.33545/26633329.2021.v3.i2b.87>

### Abstract

- **Purpose:** This exploratory research examines how the COVID-19 pandemic impacted the consumers' online buying behaviours Post-Covid 19.
- **Design/methodology/approach:** Primary data was gathered from 162 respondents pan India. The researcher used non-experimental quantitative surveys; structured questionnaires via Google forms formed the basis of data collection. A total of 200 people were surveyed at first, but only 162 of them provided valuable information, and the remaining 38 were unengaged, incomplete responses that were deleted for further research work.
- **Findings:** The results revealed that the hit of Covid-19 has immensely impacted the consumers. Work from home has given a boom to online buying habits; it's the new normal, and people have started enjoying shopping online.
- **Research limitations/implications:** Data collection was done from the respondents on a random basis with a limited sample size (162 respondents); the data was collected pan India; if the sample size had been increased, the result could have been more accurate.
- **Practical implications:** The study provides an insight into online shopping behaviour and its fame in the modern era. We have attempted to drive the readers' attention to the opinion of the consumers that are practising online shopping, to what they believe Covid-19 to be the cause of the former.
- **Originality/Value:** The data collection was done on a primary basis, and the write-up is based on the findings from data collection and the researcher's personal opinion.

**Keywords:** COVID-19, online buying behaviour, social media

### Introduction

The coronavirus outbreak has wreaked havoc on the global economy and, in particular, international trade. The situation of uncertainty in which businesses and end customers find themselves has been compounded by a number of causes. Loss of income, cross-border travel restrictions, shifting customer demand, and changing market actor behaviour are just a few examples. Due to the worldwide lockdown, social isolation, and other efforts used to control the spread of the COVID-19 pandemic, consumers have been recommended to purchase more on online marketplaces. As a result, throughout the quarantine period, the corporate environment witnessed substantial changes. The Corona problem expedited the emergence of internet commerce in the end. Globally, a new digitally integrated client has emerged, one that is more discerning and financially challenged.

The epidemic sparked an increase in online sales. Consumers went to the internet to shop since physical store visits were limited and many individuals were low on cash, prompting online transactions to rise. Consumers were often wary buyers even before the outbreak. As a result, some purchasing categories, such as experiences, have been increasingly pushed to the bottom of priority lists, and COVID-19 has accelerated this tendency. Because of the COVID-19 outbreak, many people's lifestyles and motives have changed, as have their shopping patterns. The goal of this study is to evaluate these changes. In order to reach this goal, the study looked at the influence of the pandemic on e-commerce across industries to discover online customers' main goals. Based on a multi-stage study, the pandemic discovered the fundamental features influencing online customers' buying behaviour as it spread. Correlation analysis was used to assess the presence of relationships between the examined parameters and the complex indicator of online consumer behaviour activation, as well as the direction of their changes against the background of the pandemic.

This study’s goal is to determine how these changes have affected people. In order to reach this goal, the research looked at the impact of the pandemic on e-commerce across industries. The COVID-19 outbreak, according to the authors, has triggered a shift in social media marketing behaviour. The present study concentrated on India’s economy because it is the world’s largest consumer spending economy, and the COVID-19 epidemic has had a significant impact there.

Social media becomes a significant instrument for influencing consumers’ purchasing and buying decisions as users share product evaluations, service experiences, and/or product use recommendations. According to the study, since the COVID-19 pandemic was announced, social media has become an increasingly essential marketing tool. The findings show that social media has a significant impact on customer decision-making. As a consequence, effective social media use should be a component of any business’s marketing strategy. Social media imagery, content, promotional activities, and the utilisation of opinion leader influence should all be leveraged to positively influence customers’ purchasing patterns.

**Review of Literature**

(Ali Taha, Pencarelli, Skerhakova, Fedorko, & Kosikova, 2021) [2] The study found a modest association between the kind of social media users and purchases made in an e-shop advertised on social media during the first wave of the COVID-19 epidemic.

(Mason, Narcum, & Mason, 2021) [7] Clients are gradually using social media to find stuff, get product information, assess products, and make purchases. As a result, with the outbreak of COVID-19, social media marketing has become increasingly important. Because the COVID-19 pandemic is widespread, the findings certainly apply to many countries. We offer suggestions to assist firms in adapting to changing customer social media activity and decision-making processes.

(Ahmad & Murad, 2020) [1] During the lockout, people used social media to learn about COVID-19. People’s social media horror takes several forms according to their gender, age, and level of knowledge. Social media has assisted the spread of anxiety about the COVID-19 epidemic in Iraqi Kurdistan.

**Objective of the Study**

The study’s key objective is to identify the perception of respondents on the impact of social media advertising on the

consumer’s online buying behaviour post-Covid-19.

**Research Methodology**

The study is exploratory and is based on the primary data collection method, which was collected from the respondents who are consumers with a limited sample size of 162 respondents. The sampling area for the study was pan India. Fourteen Likert statements were framed with expert opinion to identify the respondents’ perceptions on the subject.

**Analysis of Data**

**Likert Statements on Why Did Consumers Adopt the Online Shopping Patterns**

- I did online shopping to pass my time during the lockdown.
- Health and safety standards had to be followed; online shopping supported the follow-up of the standards.
- The lockdown period was all negative; shopping shifted the gloomy mood to a happy one
- It kept me engaged
- Social media advertising enabled social distancing, which is the need of the hour.

**Likert Statements on the Impact of Social Media Advertising**

- Social media has indirectly helped in accepting the Covid-19 presence in the world.
- This was the only way out; we had to become digital in banking or shopping.
- Social media became a boon to many upcoming entrepreneurs to launch or re-launch their products.
- Ensured safety standards in packaging and delivering helped build trust.
- Social media impact has broadened the vision of the consumers that business can be done in this manner too
- It has led to a waste of precious money resources of the consumers.
- Social media has harmed the economy by spoiling its biggest assets-The youth.
- It has turned out to be a wasteful entertainment medium for fetching usually less important products.
- It’s a trap.

**Hypothesis Testing**

**H1:** Social media advertising has no significant impact on the consumer’s online buying behaviour post-Covid-19.

To test the above-mentioned null hypothesis, a one-sample t-test was applied.

**Table 1:** One-Sample t-test

| Statement No. | SD | Disagree | Neutral | Agree  | SA     | TTL Agree | TTL Disagree | Mean   | t     |        |
|---------------|----|----------|---------|--------|--------|-----------|--------------|--------|-------|--------|
|               |    |          |         |        |        |           |              | Std Dv | Sign  |        |
| S_1           | n  | 6        | 12      | 36     | 39     | 69        | 108          | 18     | 3.94  | 10.614 |
|               | %  | 3.70%    | 7.41%   | 22.22% | 24.07% | 42.59%    | 66.67%       | 11.11% | 1.133 | .000   |
| S_2           | n  | 9        | 24      | 18     | 66     | 45        | 111          | 33     | 3.56  | 4.954  |
|               | %  | 5.56%    | 14.81%  | 11.11% | 40.74% | 27.78%    | 68.52%       | 20.37% | 1.427 | .000   |
| S_3           | n  | 27       | 3       | 30     | 63     | 39        | 102          | 30     | 3.74  | 6.635  |
|               | %  | 16.67%   | 1.85%   | 18.52% | 38.89% | 24.07%    | 62.96%       | 18.52% | 1.421 | .000   |
| S_4           | n  | 12       | 15      | 60     | 48     | 27        | 75           | 27     | 3.56  | 5.047  |
|               | %  | 7.41%    | 9.26%   | 37.04% | 29.63% | 16.67%    | 46.30%       | 16.67% | 1.401 | .000   |
| S_5           | n  | 12       | 15      | 33     | 33     | 69        | 102          | 27     | 2.43  | 5.486  |
|               | %  | 7.41%    | 9.26%   | 20.37% | 20.37% | 42.59%    | 62.96%       | 16.67% | 1.332 | .000   |

|      |   |        |        |        |        |        |        |        |       |       |
|------|---|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| S_6  | n | 15     | 27     | 21     | 24     | 75     | 99     | 42     | 3.69  | 6.748 |
|      | % | 9.26%  | 16.67% | 12.96% | 14.81% | 46.30% | 61.11% | 25.93% | 1.292 | .000  |
| S_7  | n | 15     | 27     | 21     | 54     | 45     | 99     | 42     | 3.70  | 7.563 |
|      | % | 9.26%  | 16.67% | 12.96% | 33.33% | 27.78% | 61.11% | 25.93% | 1.184 | .000  |
| S_8  | n | 51     | 45     | 24     | 27     | 15     | 42     | 96     | 3.70  | 7.563 |
|      | % | 31.48% | 27.78% | 14.81% | 16.67% | 9.26%  | 25.93% | 59.26% | 1.184 | .000  |
| S_9  | n | 18     | 18     | 15     | 66     | 45     | 111    | 36     | 3.52  | 4.948 |
|      | % | 11.11% | 11.11% | 9.26%  | 40.74% | 27.78% | 68.52% | 22.22% | 1.334 | .000  |
| S_10 | n | 21     | 24     | 18     | 42     | 57     | 99     | 45     | 3.39  | 4.503 |
|      | % | 12.96% | 14.81% | 11.11% | 25.93% | 35.19% | 61.11% | 27.78% | 1.099 | .000  |
| S_11 | n | 18     | 24     | 9      | 42     | 69     | 111    | 42     | 3.81  | 8.092 |
|      | % | 11.11% | 14.81% | 5.56%  | 25.93% | 42.59% | 68.52% | 25.93% | 1.282 | .000  |
| S_12 | n | 21     | 24     | 12     | 54     | 51     | 105    | 45     | 3.72  | 6.455 |
|      | % | 12.96% | 14.81% | 7.41%  | 33.33% | 31.48% | 64.81% | 27.78% | 1.424 | .000  |
| S_13 | n | 45     | 63     | 12     | 24     | 18     | 42     | 108    | 3.54  | 5.237 |
|      | % | 27.78% | 38.89% | 7.41%  | 14.81% | 11.11% | 25.93% | 66.67% | 1.305 | .000  |
| S_14 | n | 9      | 24     | 18     | 66     | 45     | 111    | 33     | 3.63  | 6.168 |
|      | % | 5.56%  | 14.81% | 11.11% | 40.74% | 27.78% | 68.52% | 20.37% | 1.299 | .000  |

The calculated value of the t-test was (test value 3, df. 161), which was found to be positive in all statements; the significance value was less than 0.05, which confirms that the mean value of responses is more than 3. The researcher rejects that null hypothesis and concludes that social media advertising has a significant impact on the consumer’s online buying behaviour post-Covid-19.

### Findings and Conclusions

Social media platforms are a significant marketing tool for establishing companies, particularly when it comes to increasing brand awareness and excitement. Because of the diversity and significant influence of India’s economy and culture on the rest of the world, the current study focuses on it. Considering that COVID-19 seems to be pushing customers to engage in more online consumer behaviour, the worldwide relevance of social media will surely expand. Excess of anything is harmful; excessive use of social media will undoubtedly exploit the country’s resources. It is advisable to fix the time and then go online to explore new products.

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