

Impacts of social media on customer behaviour

Dissertation Proposal

Student name: Semra Sadul

Student ID: 1909207

Chapter 1 Introduction

Background

Social media platforms are becoming significantly popular in terms of connecting the world. According to this, people are shifting their business-related work to easily connect to their potential customers all over the globe in the easiest manner possible. Currently, there are more than 2 billion Facebook users, which is eventually 1/3rd of the entire population (Jafarkarimi, et al., 2016). As a result of such a situation, social media is ultimately leaving a very significant impact on consumer behaviour. There are several factors related to social media that are eventually impacting consumer behaviour. Here in this paper, the researcher will also be looking for such factors or aspects which result in leaving an impact on consumer behaviour. For instance, because so many people are available over online platforms, allows them to share their experiences related to purchasing and using any particular product. Such a huge platform for providing or sharing feedback could easily impact consumer behaviour in the most significant way possible (Stephen, 2016). Similarly, this paper would be a dissertation proposal for the topic “Impacts of social media on customer behaviour”, where all such considerable topics will be considered, in order to achieve a proper conclusion for the dissertation.

Significance of the topic

In the lives of consumers, social media is nowadays become a very regular and common thing. People are using social media platforms on a daily basis. In the past two to three years, the most significant rise has been witnessed in the upsurge of social media, especially in terms of the number of people using such platforms. For instance, in the case of Facebook, there are currently more than 2 billion users, using the platform every month. This mark of 2

billion is around 1/3rd of the entire population of the planet, which eventually showcases how significantly social media can affect or influence the decision-making factor of consumers (Jafarkarimi, et al., 2016). According to such an ongoing scenario, it could be easily concluded to a point that, researching the topic “Impacts of social media on customer behaviour”, could be very significant in terms of acknowledging and studying the same.

Purpose

According to all the above-mentioned information, it could easily be witnessed that, social media is some way or the other leaving a very significant impact on the consumer behaviour. Thus, the purpose of this particular paper will be to propose a dissertation on the topic “Impacts of social media on customer behaviour”, in order to study the topic and get acknowledged what factors are impacting consumer behaviour, so that further the following dissertation can be helpful in terms of informing how to perform well in business with the help of social media, as well as to check how consumers can check about businesses with the help of social media.

Aim

The following dissertation will be aimed at acknowledging the Impacts of social media on customer behaviour, in order to study the situation of the market, especially to help businesses about finding ways in which they can perform better.

Objectives

In order to achieve the aim of the following dissertation, here are certain objectives prepared to help the researcher to have a path for the dissertation proceedings.

- To acknowledge social media’s presence in the business world.

- To focus on what are the major impacts that social media is leaving on consumer behaviour.
- To entail the steps or methods to maintain good consumer behaviour by representing the concerned company over social media platforms in an effective manner.

Research Questions

1. How significantly does social media exist in the current business or corporate world?
2. How does social media impact consumer behaviour?
3. How can businesses and companies showcase their effective image on social media platforms, to leave a good impact on consumer behaviour?

Literature Review

As per Voramontri, and Klieb, (2019), social media has become a regular habit for people all over the globe. As a result of which, people are getting aware of several things related to several businesses in a very impactful manner. Despite the fact that social media and other online platforms were growing very significantly in the past few years, the recent two to three years of social distancing because of the COVID-19 outbreak, has shown the most considerable rise in the usage of online services, especially social media platforms. Similarly, in the corporate world also, since the companies are increasing remote work, consumers are now relying on social media platforms to transact, engage and converse.

According to Hajli, (2014), to begin with, the impacts of social media on consumer behaviour, it is firstly needed to discuss the fact that consumers are now generally buying their required products from online platforms only. Even the social media platforms or social media channels are also playing a huge role in terms of being an online market for the

consumers. Moreover, social media is also playing a role like television and word-of-mouth for the consumers in order to inform the people about the feedback of the concerned service or product. In addition to this according to Fondevila-Gascón, (2020) people nowadays consider social media as a platform to learn about brands before making decisions about buying any product. Initially, social media was just used by the consumers for learning about brands, especially by going through the feedback. However, as far as the current time is concerned, it is required to mention that, nowadays people even prefer to buy the required products directly from social media channels.

Anderson, (2014) in their paper stated that the main reason why businesses are getting help to contact the consumers through social media is that it already has several consumers over here. For many people. Using social media channels like Facebook, Instagram, and Twitter is a daily routine. Even people check their social media platforms before brushing their teeth. As a result of this, social commerce is providing a great platform for businesses to deliver the seamless purchase experience that buyers want in a single place. With such a platform, businesses can convert normal or casual social media scrollers into potential customers, just by showcasing their brands and product advertisement. In addition, such businesses require to prepare certain attractive and eye-catching advertisements for the customers using online platforms. As per Thoumrungroje, (2014) it is also required to prepare these advertisements to be attractive and relevant to the ongoing trends and seasons so that it could attract people to view the advertisement and further buy it. Although it is true that reviews and feedback provided by the customers can impact the business's profile in terms of both good and bad manner, it is also true that by creating some creative and attractive advertisements to promote and advertise the products, companies can achieve significant success.

Besides the fact that people are nowadays buying the products directly from social media channels, another factor according which consumer behaviour is getting impacted by social media is that people also check online reviews for learning about the brands or products they are investing in. According to Karakaya, and Barnes, (2010), The importance of online reviews or social media reviews are important because all it takes is just a couple of negative reviews for a company to get its image disturbed in the market. Companies usually invest a lot in video advertising. However, just a single negative review can also defame the name of the product or entire company. Thus, to match the current time, companies require in some way or the other to create good word-of-mouth for their products and services, so that the people start considering their brand. This eventually showcases that even a high budget advertisement can't deliver what a social media platform can offer for free. Consumers, usually go to platforms like Twitter, to share their experiences regarding both the good as well as bad experiences that they witnessed while buying any product or service. Further, when new customers or potential consumers come across such reviews or experiences shared over online platforms get highly influenced by the shared experiences, which eventually makes them decide whether they want to use the concerned brand and their products or not.

As per Chen, Fay, and Wang, (2011), from a perspective of a brand, online reviews and online feedback plays a major role in their businesses to leave an impact on the consumers. Thus, it is specifically required by such brands or businesses to focus on keeping a good image on the online platforms, especially because such reviews did not just affect or impact anyone individually but target consumers on an international or global level, no matter how small or big the following company is. In addition to this, if a company is offering a sufficient amount of customer satisfaction, then they will eventually have good word-of-

mouth over the online platforms, which eventually will invite new and more customers. Thus, it could be said that in terms of making a good or bad image through online reviews social media impacts consumer behaviour in a very significant manner.

Research Methodology

Research Philosophy

The research philosophy used in the paper will be interpretivism, especially because of the fact that it will help the researcher in making in-depth research on the research topic (Ryan, 2018).

Research Paradigm

Here, the researcher will be using the method of constructivism paradigm, as it will be helpful in terms of varying the truths or facts about the research concern, and eventually making it more clear about for concluding the research.

Research design

To begin with any research the first step which is required to initiate is selecting a suitable research design approach. Generally, the research design is a framework or a platform for the researcher's help where they can plan all the proceedings of the research. Here, in this research, the researcher has to gather the facts about how social media is impacting consumer behaviour. In order to stick to the major concern of the research, the researcher will require to acknowledge the types of the research design and further select a suitable one. Typically, there are three types of research design approaches i.e., qualitative research design, quantitative research design and mixed research design (Sovacool, Axsen, and Sorrell, 2018).

Firstly, in the case of qualitative research design, the focus of the researcher is on the quality of the gathered responses (Johnson, Adkins, and Chauvin, 2020). Moreover, qualitative research design helps the researcher to gather the required data in written and subjective format (Sileyew, 2019). lastly, in this case, the researcher usually conducts a survey. Besides this, in the case of quantitative research design, the focus of the researcher is usually on the number of responses gathered. The data collected here is in a numerical and objective format. Here, the researcher usually gathers the information using a survey. In the end, the mixed research design is a mixture of the other two methods.

In this particular research, the researcher will be using the qualitative research design, especially because of the fact that it will be helping the researcher in gathering the information which is authentic and gathered from conducting interviews of certain prominent people. Moreover, the data will be gathered here by observation of the interview as well as from certain considerable papers related to existing literature (Johnson, Adkins, and Chauvin, 2020).

Data collection

After selecting the research design approach, further, it is required to focus on the process of data collection in order to work in favour of upcoming research proceedings as per the research objectives and research questions. There are generally two types of methods for the process of data collection. Here the researcher will be using both methods of data collection in order to take the benefits of both types of methods. These methods of data collection are the primary and secondary methods of data collection (Zhou, et al., 2018).

In the case of the primary method of data collection, the researcher will conduct an interview of certain prominent people who are particularly related to the major concern of the research

or are working in the same field as the research topic. The major benefit of using this method is that it helps the researcher in gathering the information for the research which is more real and relevant to the current time.

Besides this, in the case of the secondary data collection method, the researcher gathers the required information from previously published papers. The existing literature that could be included in gathering the required data for the research is peer-reviewed articles, news articles, journal articles, research papers and other relevant papers. Moreover, the major benefit of using such papers is that all of these papers are written by certain prominent authors and thus, the gathered information is more valued and authentic than the information gathered from any other type of research.

Sampling

The sampling method used here will be the non-probability method so that the researcher can gather the samples or participants of the research for an interview. The selection will be done on the basis of the relationship of the people with the research topic (Lamm, and Lamm, 2019). For instance, the researcher will select the people who are working in such businesses who are selling their brands over online platforms, especially social media. The sample size for this research will be 10.

Data analysis

After the process of data collection comes the process of data analysis. In the case of data analysis, the researcher usually, focuses on converting the gathered information earlier into more valued and authentic information. Basically, the information gathered from the process of data collection is rawer and thus cannot be used directly for concluding a particular solution. Thus, with the help of the data analysis method, researchers usually converts such

raw information into valued and authentic information, along with checking the consequences of gathered data over the finding and results of the research. Generally, there are several types of data analysis methods, such as statistical data analysis, thematic data analysis, disclosure data analysis and conceptual data analysis (Braun, and Clarke, 2019).

In this particular research, the researcher will be using the method of thematic data analysis, in order to focus on proper themes prepared from the data gathered and step by step using the objectives resulting in the required result as well as the conclusion of the paper.

Ethical Considerations

Ethics are the stands of the research which are needed to be maintained in order to keep the research authentic and valued. Generally, to maintain the ethical considerations of conducting research, it is firstly required by the researcher to check the university guidelines regarding the research. Moreover, it is also required to mention here that the researcher will offer credits to all the sources, in order to make them feel their worth and involvement in the research.

Timeline

	Time consumed in completing the Research (In Months)											
Research Activities	1	2	3	4	5	6	7	8	9	10	11	12
Presenting Research Topic												
Presenting Research Aim, Objective and Question												
Gathering Secondary data												
Presenting Literature Review												
Gathering Primary data through Questionnaire												
Presenting Research Methodology												
Data Analysis and Findings												

References

- Anderson, M., Sims, J., Price, J. and Brusa, J., 2011. Turning “Like” to “Buy” social media emerges as a commerce channel. *Booz & Company Inc*, 2(1), pp.102-128.
- Braun, V. and Clarke, V., 2019. Reflecting on reflexive thematic analysis. *Qualitative research in sport, exercise and health*, 11(4), pp.589-597.
- Chen, Y., Fay, S. and Wang, Q., 2011. The role of marketing in social media: How online consumer reviews evolve. *Journal of interactive marketing*, 25(2), pp.85-94.
- Fondevila-Gascón, J.F., Polo-López, M., Rom-Rodríguez, J. and Mir-Bernal, P., 2020. Social media influence on consumer behavior: The case of mobile telephony manufacturers. *Sustainability*, 12(4), p.1506.
- Hajli, M.N., 2014. A study of the impact of social media on consumers. *International journal of market research*, 56(3), pp.387-404.
- Jafarkarimi, H., Sim, A.T.H., Saadatdoost, R. and Hee, J.M., 2016. Facebook addiction among Malaysian students. *International Journal of Information and Education Technology*, 6(6), p.465.
- Johnson, J.L., Adkins, D. and Chauvin, S., 2020. A review of the quality indicators of rigor in qualitative research. *American Journal of Pharmaceutical Education*, 84(1).
- Karakaya, F. and Barnes, N.G., 2010. Impact of online reviews of customer care experience on brand or company selection. *Journal of Consumer Marketing*.

Lamm, A.J. and Lamm, K.W., 2019. Using non-probability sampling methods in agricultural and extension education research. *Journal of International Agricultural and Extension Education*, 26(1), pp.52-59.

Ryan, G., 2018. Introduction to positivism, interpretivism and critical theory. *Nurse researcher*, 25(4), pp.41-49.

Sileyew, K.J., 2019. Research design and methodology. In *Cyberspace* (pp. 1-12). Rijeka: IntechOpen.

Sovacool, B.K., Axsen, J. and Sorrell, S., 2018. Promoting novelty, rigor, and style in energy social science: Towards codes of practice for appropriate methods and research design. *Energy Research & Social Science*, 45, pp.12-42.

Stephen, A.T., 2016. The role of digital and social media marketing in consumer behavior. *Current opinion in Psychology*, 10, pp.17-21.

Thoumrungroje, A., 2014. The influence of social media intensity and EWOM on conspicuous consumption. *Procedia-Social and Behavioral Sciences*, 148, pp.7-15.

Voramontri, D. and Klieb, L., 2019. Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), pp.209-233.

Zhou, D., Yan, Z., Fu, Y. and Yao, Z., 2018. A survey on network data collection. *Journal of Network and Computer Applications*, 116, pp.9-23.