

Impact of Social Media on Consumer Buying Behavior

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ABSTRACT

The focus of this study is on the intricate purchasing process that consumers go through, with a particular focus on the ways in which social media use affects the process. The occasional transactions made by the customer with a high level of involvement that significantly alters the brand are referred to here as complicated buying behavior. Social media is starting to gain popularity. In the past ten years, user-generated web technologies such as blogs, social networks, and social media websites have become increasingly prevalent on the World Wide Web. In summary, social media and these technologies are the real cause behind the growth of user-generated content, which has a global community.

Online platforms like Facebook, Instagram, YouTube, and Twitter have emerged as a result of social media, allowing users to interact with one another and exchange ideas and content. A new method of learning about products and services has been made possible by the social media revolution. On social media, strangers can dominate a consumer's opinion and comments on goods and services, which can then affect opinions offline as well. Unquestionably, social media has empowered customers, who now have the ability to create content only through online discussions, meaning that they are crucial in determining whether a brand succeeds or fails.

Marketing professionals attempt to comprehend how consumers use social media and how they make decisions based on the information displayed there that has the potential to influence their choices. The study also looks at how consumers' purchasing habits may be altered by the volume of user-generated content and information. The EBM model, which consists of six stages of the consumer decision process, has been applied. Research has also been conducted to determine the model's applicability in relation to social media usage. The elements of the customer decision-making process have been investigated through a quantitative survey.

Keywords: Social media, Consumer Behavior, World Wide Web, online platforms, Marketing, information displayed

INTRODUCTION

Social media is an Internet communication platform that allows us to communicate with one another, exchange material, and obtain information. Social networking, forums, social bookmarking, and other forms of social media are examples of the different types of social media. Social media, which includes Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google Plus, and Twitter, has undoubtedly become a vital part of our lives. Social media is typically used in businesses to promote brands, raise awareness of goods and services, keep hold of current clients, and locate new ones. Social networking is undoubtedly benefited by social media marketing in this way, which raises brand value and recognition while expanding the client base. Finding out how social media affects urban consumers' purchasing decisions is the aim of the study. With more internet connections than ever before, consumers and businesses are undoubtedly more connected to one another than ever before. India is now the country with the highest number of internet connections, second only to China. With almost 13 million internet users, Mumbai has the biggest number of internet users in India, according to data gathered from the Web and Mobile Association of India (IAMAI). With 11.3 million users, Delhi is second on this list, followed by Bangalore, Kolkata, and Chennai, in that order. According to the associate vice-president of IAMAI, college-bound youngsters are the cause of Mumbai's rising internet user base.

Businesses are now taking into account social media's potential to influence consumer perception, boost brand value, and sway purchasing decisions as a result of its growing usage. In addition, businesses now understand that they may use social media strategically to gain an advantage over non-users. In order to determine the best ways to increase customer engagement through social media, the literature research and data analysis on the use of social media and customer perceptions can be utilized to assess the impact of social media on consumer buying behavior.

OBJECTIVES OF THE STUDY

- To research how social media affects consumers' purchasing decisions.
- To gauge how consumers' perceptions have changed as a result of social media participation and content.
- To comprehend how companies may boost consumer engagement in order to boost brand value.

LITERATURE REVIEW

1. Nasir, S., Mateen, H., and Vel, P. [1] This article claims that social media can interact with clients without the need for words or specialized terminology. When a product or service is marketed, the potential buyer can understand the context. In response, the buyer acts accordingly. It might be deterring someone from purchasing a product, repurchasing a product, or not purchasing one at all. Therefore, the customer's demands, brand loyalty and value, demand, word-of-mouth, and familiarity with and preference for the product are the foundation of this process.
- 2 According to Nima Barhemmati et al., [2] 18, social media marketing is the most effective and successful form of advertising. The study's main goal is to identify the variables that influence how consumers who utilize social media for social network marketing alter their purchasing habits. This study also determines the connection between the companies' sales efforts and the engagement and purchasing patterns of their customers. 50 students at Malaysian National University participated in this survey. The study's findings demonstrate the beneficial relationship between consumer purchasing patterns and social media activity.
- 3 Peder Zoli, D., Rokka, J., Aiello, G., Donvito, R., Singh, R., Godey, B., and Manthiou, A. [] According to this report, social media use is growing quickly. Businesses and marketing experts can use social media to raise more people's knowledge of their goods and services. The purpose of this research work is to understand and analyze the relationship between social media use, social media marketing, and consumer purchasing behavior through a survey.
 - 4 Along with their membership status on various social media platforms, the important question also asked about their content creation on those platforms. The statistical evidence that social media has a greater influence on customer purchasing behavior is provided by the research analysis. This study also reveals which social media marketing investments have an impact and whether they do.
 - 5 Chauhan, A. K., Gupta, S., and Agarwal, A. K. [4] Due to the fifth Social Media Week in September 2011, the article discusses the effects of social media both now and in the future. The creator of Social Media Week, Toby Daniels, discovered that social media was becoming more and more important in people's lives. Because social media is becoming more and more popular in the Middle East and is radically altering business paradigms, SMW is present in 21 locations worldwide.
 - 6 Huang, S., Zhang, L., Yang, Y., Liu, Q., and Zhang, X. [5] Customers now have the chance to read reviews and comments on goods and services on social media. The findings of the primary and secondary data indicate that product suggestions may result in impulsive purchases. Impulsive purchasing is determined by a person's enthusiasm for that specific thing and their level of trust in the recommender. To put it simply, the product itself and the recommender both have an impact.
 - 7 Varghese, S. and Nandhini M. [6] address the impact of demographic traits on consumers' buying intentions in their article. Information about the users' internet usage patterns is also included in the article. This might be viewed as an opportunity for companies to engage with their customers on social media more.

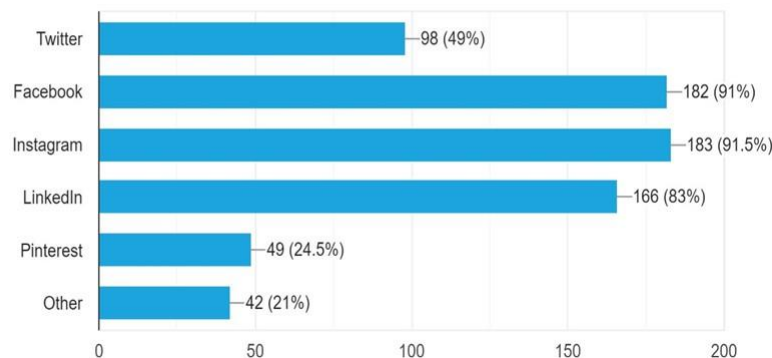
Research Instrument and Sampling Strategy

The empirical information provided by respondents who actively use online shopping platforms forms the basis of the research article. Using a suitable sample procedure, 200 respondents were chosen to provide the primary data. A structured questionnaire was used for the data collection process.

EXPLORATION

Which social media sites do you have an account on? (Choose as many as apply)

200 responses



Of the 200 respondents, the smallest percentage, or 24.5%, have an account on Pinterest; the majority, or 91.5%, have accounts on Facebook and Instagram.

83% and 91% of people, respectively, have a LinkedIn account, while the remaining 18% have accounts on other social media platforms.

DISCOVERY

- It is advised that businesses recognize the vital function social media plays in marketing and selling their goods since it is the most effective means of drawing clients to goods and services.
- It is important to establish marketing strategies that appeal to a wide range of consumer classes and ages.
- Influencers on social media have a beneficial effect on consumers' purchasing decisions.
- Because material that features discounts, promotions, and influencers retains the power to alter consumers' perceptions and mindsets, consumers are more drawn to it.
- Social media-influenced consumers are more likely to spend four times as much as they would normally, and they are so drawn to the products that they purchase them the same day.
- Social networking is affordable and efficient.
- Direct communication with customers is possible through social media.
- Social networking is a powerful tool for increasing sales and leads.

EXHORTATION

Social media marketing should be given more weight by businesses. In addition to increasing their visibility, their social media presence can boost their brand value, which will promote client loyalty and customer lifetime value.

- Social media allows businesses to interact with consumers more frequently and assist or advise them in making better purchasing decisions, which strengthens their relationship with consumers. Businesses are able to use social media more often to increase brand exposure and consumer attention. In order to provide consumers a sense of belonging, brands can engage with them more and obtain more customer insights, evaluations, and feedback.
- In order for prospects and those who are already planning to purchase to relate to each other more, brands should offer more positive customer experiences from customers who have previously used that product.
- Brands should attempt to make their products viral on social media and demonstrate their greater influence.

Social media influencers should be carefully selected; they should be able to relate to clients' needs and wants.

FINAL SUMMARY

According to study, social media has a significant influence on customer purchasing decisions in the digital age. There is no denying that social media has significantly changed both businesses and consumers. Research indicates that when making a purchase, people are quite picky. Consumers' individual attitudes still play a significant role in their decision to buy, even with the abundance of data and information sources available on social media. Social media material should be customer-relevant because its quality has a significant influence.

Selling the product itself or raising consumer awareness are not the only goals of social media marketing. It encompasses more than just maintaining and fostering existing relationships between firms and prospective buyers. With the ability to learn everything there is to know about a product or service just by talking to one another, the consumer is now in control. Because negative comments on social media can damage a company's brand, marketers and businesses should be extremely cautious about them.

Even a large number of people concur that social media allows them to express their opinions and communicate with businesses and other customers more skillfully. Without a doubt, social media has helped to close the gap between consumers and brands. In light of this, businesses are now doing all in their power to help customers feel a sense of connection to the brand and to provide them the opportunity to share their thoughts, opinions, evaluations, and comments.

In order to gain, engage, influence, and keep customers, businesses are adopting an integrated strategic strategy with the goal of social media platforms. A customer's perception of a company and their propensity to purchase can be influenced by a number of factors, such as the tactics used to influence their viewpoint and the viewpoint of social media content creators. Therefore, these techniques require a high level of upkeep, and businesses who use them should be prepared to make any necessary repairs to their marketing services in order to keep their current clientele and raise their customer lifetime value.

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