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# Impact of Social Media on Consumer Behaviour

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## Abstract

Over time, social media's influence on consumer behaviour is continuously evolving. knowing how social media affects consumer purchasing behaviour is essential for businesses. With billions of users worldwide, social media has quickly emerged as one of the key technologies of our day. in the digital age. Research tracks changes in how consumer use social media platforms to discover new products, interact with brand and make purchasing decisions, often in real time. The main objective of this study was to explore the relationship between social media and consumer buying habits. This also includes experiences using a product or service or platforms. Studies Businesses now place a great deal of importance on how social media can be used to influence consumers' perceptions of products, brands, and purchasing decisions. Instead of concentrating on short-term technological advertising, businesses are integrating social media mechanisms to improve their relationships with customers. examine how different types of content, such as product reviews, influencer endorsements, user generated content or advertisements, influence consumer perceptions. Positive or negative posts, image or videos can significantly affect consumer attitudes toward a product or brand. This paper aims at identified how different aspects of social media can impact consumer buying behaviour. The results emphasise how social media is being used more and more as a strategic marketing tool and how important it is in influencing consumer choices in the digital economy.

**Keywords:** Social Media, Online Consumption, Consumer Behaviour, Social Media Marketing

## Introduction

Social Media possesses the ability to sway prospective customers from the beginning to the end of a purchase and beyond as well. The advent of social media platforms has transformed the marketing landscape, present extra ordinary possibilities for business to engaged with customers on a global scale. Social media has become more popular with the increased fame of websites such as Facebook, Instagram, Twitter, Linkedin and YouTube. Social media has evolved into a crucial platform for product introduction and marketing, as well as conducting surveys. In today's world, social media serves as a vital marketing resource for promotional efforts. Online marketing streamlines the targeting process, making social networking platforms ideal for attracting customers and understanding their preferences. Through this study I have tried to understand how much social media can impact on consumer's buying behaviour.

## Problem:

Social media allows for more precise targeting based on user interests. Hence the aim of this study is to understand how social media will influence consumer behaviour of general public.

## Research Methodology:

The research methodology is an extremely important factor.

The methodology section of a research paper enables the reader to critically evaluate the study's overall validity and reliability.

### Objectives

The primary goals of the study are to:

1. Understand how social media marketing affects consumer behaviour.
2. To determine which social media platform consumers favour the most.

### Scope and Limitations:

The study focuses on the general public, providing insights into how social media influences consumer behaviour.

### Data Collection Method:

The data collection approach employed includes both primary and secondary methods. I gathered the primary data by conducting surveys on the Google platform.

For secondary data I collected to discuss with some people about their buying decision and went through other research paper having similar topics.

### Data Representation and Analysis

#### Social Media:

Social media encompasses online platforms where individuals can exchange information and connect with digital communities through text, videos, images, and other forms of content. Users turn to social media to maintain relationships, engage with various groups, keep up with trends, and remain informed. In the realm of business, social media acts as a vital resource for marketing, promoting products, providing consumer service, and fostering engagement. Industries utilize social media to sell products,

promote brands, communicate with customers, and assist in launching new initiatives. Social media facilitates the marketing of products and services by enabling the distribution of personalized, timely, and unique offers and discounts to potential customers. Social media marketing leverages social networking to help an organization enhance its brand visibility. The objective is to assess the impact of social media on consumer behaviour in the contemporary world.

#### Types of Social Media:

- Facebook
- Instagram
- You Tube
- LinkedIn
- Twitter
- Snapchat
- Pinterest

#### Consumer Behaviour:

Consumers behaviour is the study of any individuals or groups who purchase product or service ideas and experiences to satisfy their needs and wants and how the feelings, beliefs, and tastes of consumers influence their purchasing decisions. The examination of customer behaviour assumes that the consumers are actors in the marketplace. The examination of consumer behavior in a formal context investigate personal characteristics like demographics, personality traits, lifestyles, and behavioral factors. In an effort to understands people's individuals' desires and usage' Consumer behaviour likewise investigate on the factors affecting the consumer from the social categories like family, friends, sports, and various reference groups in relation to society as a whole.

### Social Media and Consumer Behaviour

Table 1 Response of Respondents about their Age

Options	No. of Respondents	Percentage
18-24	12	19.36
25-34	17	27.42
35-44	14	22.58
45-54	13	20.96
Above 55	06	9.68
Total	62	100

Source: Primary Data

**Table 2 Responses to the social media platforms do you usually use most often**

Platforms	No. of respondents	Percentage
Facebook	14	22.58
Instagram	31	50.00
You Tube	12	19.36
Pinterest	05	8.06
Other	0	0
Toal	62	100

**Source:** Primary Data

From the above analysis 22.58 percentage of respondents shows facebook as their use of social media, 50 percentage of people shows

Instagram as their use social media and percentage You Tube 19.36 and 8.06 percentage of respondents use Pinterest.

**Table 3 responses to the social media content influence purchase decision**

Responses	No. of Respondents	Percentage
Advertisement	15	24.19
Reviews	19	30.65
Promotion	05	8.06
Discount	14	22.58
Influencers	09	14.52
Total	62	100

**Source:** Primary Data

From Above data 24.19 percentage of respondents shows as they influence by advertisement, where is 30.65 Percentage of respondents shows as they influence by reviews,

22.58 percentage of rspondents influence by discount. Where promotion and Influencers influence respondents 8.06 percentage and 14.52 percentage respectively.

**Table 4 Responses to the impact of social media on consumer buying decision**

Resopenses	No of Respondent	Percentage
Agree	38	61.29
Disagree	15	24.19
May Be	09	14.52
Total	62	100

**Source:** Primary Data

From above analysis 61.29 percentage of respondents agree that social media influence their purchase decision, where is 24.19 percentage respondents disagree that social media influence my purchasing decision, 14.52 percentage of them may be.

## Result and discussion

This study shows that social media plays a significant impact in purchasing decision specially at information seeking The result It is proposed that the intention to buy is a crucial factor in assessing actual purchasing behaviour as users search for products and services on social media. Social media can a make a direct interaction with

customers .social media reviews make a positive impact on the buying decision of consumers. Purchase decision of most of the respondents is influenced by Instagram. Majority of respondents have trust on social media. A significant number of those surveyed believe that social media provides more information and offers easier access when compared to traditional media.

## Conclusions

Research has demonstrated a significant influence of social media on consumer purchasing habits in the digital era. Advertisements, discount, reviews about the product and social influencers are the factor that influence consumer behaviour.

Social media provides additional details regarding the product and offerings that will enhance the understanding of the consumer. The research also indicates that social media presents numerous benefits in comparison to conventional media. Social Media platforms make a positive impact on consumer purchasing behaviour. Social media has the potential to be an influential asset for any organization. It can enhance your presence, connections, create a reciprocal dynamic communication with consumers, create a channel for input and enhance the visibility and reputation of the organization. For this reason, social media has emerged as a crucial platform for both organizations and consumers.

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#### Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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