

Social Media and Its Impact on Consumers Behavior

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Abstract:

One of the most well-liked and often used mediums of communication nowadays is social media. Nowadays, social media is used by people all over the world to communicate with one another. Social media has been used by people in recent years to talk about their experiences. Experiences with a product or service are included here as well. Platform or service. Every day, thousands of people read these product reviews that social media users write, and they have started to have an impact on how people buy things. After discovering the benefits of this platform, businesses have begun to use it to market their goods and services. Today, a wide range of audiences are attracted by social media, which is utilised to sell goods and services in an efficient manner.

Also, by using social media, users have the ability to sway other customers by posting evaluations of the goods or services they've utilised. Other psychological factors that affect consumers include: income, purchasing intent, corporate presentation, social media presence, demographic factors (age, sex, disposable income, etc.), workplace payment methods, shop types (physical or online), etc. on social media

Introduction:

We may communicate with one another, share material, and obtain information through social media, which is a kind of internet communication. The many social media platforms include social networking, forums, social bookmarking, and more. Social media, which includes platforms like Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google Plus, and Twitter, is undeniably a big part of our lives today. Social media is frequently utilised by businesses to attract new clients, promote brands, raise awareness of their goods and services, and keep their current clientele. In this manner, social media marketing unquestionably reaps the benefits of social networking, boosting brand recognition, brand equity, and to improve the clientele reached. The study's objective is to ascertain how social media affects urban consumers' purchasing decisions. Customers are also impacted by other psychosocial factors, such as income, buy motive, corporate presentation, company or brand presence on social networks, demographic variable (age, sex, disposable income, etc.), workplace payment method, store type (online or physical), etc. In this essay, we examine how social networks affect internet consumers' choice to buy. A brief introduction to the selected subject is offered in the first section, which is followed by pertinent information on the literature study and the presentation of earlier specialist research. The study technique and data analysis are described in the second section.

REVIEW OF LITERATURE:

The internet and virtual communities have changed consumers, society, and organisations because of the increased access to information, enhanced social networking, and improved communication abilities (Kucuk and Krishnamurthy, 2007). Social networks are so websites that link millions of people from all over the world who have similar interests, viewpoints, and hobbies. Blogs, YouTube, MySpace, and Facebook are popular social media sites with users of different skill levels. Phases of the consumer purchase process:

These are the six stages:

1. Problem Recognition/Need Awareness - At the beginning of the process, consumers sincerely make an effort to tell the difference between the intended state and the actual situation. Individuals enquire as to whether the products are actually essential.

2. Informational Research - When a problem is recognised, consumers begin their search. They are aware of the issue, thus they are looking for a solution.

Internal analysis is done, and past connections are taken into consideration.

3. External search: They consult friends and relatives for any additional information needed. extensively promoted online tools, such as forums, the internet, and comparison shopping. A customer is shown the evoked set, or potential alternatives, after a successful information search.

4. Making a purchasing decision after carefully analysing all relevant elements, such as price, quality, packing, service, etc.

5. Buy - Even though it could appear that this is the final step, a sudden shift in the situation, such as the availability of a better option or external pressure, may nevertheless lead the choice to be modified at that same time.

6. Post-Purchase Evaluation/Cognitive Dissonance - As a result of the poor service, customers may become depressed and start to regret their purchase. Businesses are in a difficult condition, but it may be improved by offering assistance through warranties, programmes, and top-notch customer service.

Research methodology:

The use of the Internet for marketing research was first just a novel information source. No longer limited to surveys, research may now be conducted directly through focus groups and in-depth interviews. Companies must stay relevant and take advantage of any new opportunities to boost sales, marketing, and customer loyalty since the world and technology are always evolving. Consumers now have the ability to research items, label them, and offer a variety of other forms of criticism. As a result, a lot of businesses today have social media profiles to enhance their product informational databases. Consumers have the propensity to relate much more with a brand when they read numerous evaluations and remarks of the consumers who have already purchased these things.

Objectives:

1. Measuring the degree of consumer confidence in purchasing things online.
2. Understanding the types of customers that make online purchases .
3. Identifying the factors that influence online consumer product purchases.

Research Type:

For this particular research the data is primary in nature and is collected through a self-administered questionnaire.

The study's goal is to acquire ethnographic information about the practices and shared beliefs of a particular group of individuals, hence a qualitative technique was used to achieve this goal. It is simpler to make inferences from the replies using this strategy since it is less structured and more interpretative.

How Social Media Impact on Consumer Behavior?

Customers utilise social media to their advantage since it gives them quick access to information they can use whenever and wherever they want to make purchasing decisions or learn more about new items or companies. Online customer reviews have been demonstrated to have a direct effect on consumer product choice and purchase behaviour.

On social networking networks, customers are making direct transactions more frequently. Social networking is almost as popular for discovering new products as radio and TV commercials, as well as word-of-mouth advertising. In the future, this is how three out of ten consumers stated they would want to learn about brands. Yet, customers are using social media more and more to research businesses and make purchases from them.

Social media reviews have a huge influence on customer behavior-A dynamic source of social evidence, which is a crucial factor to take into account while making purchases, is social media. More than half (51%) of consumers check reviews on forums or social media before making a purchase to evaluate a good or service. Only one or two unfavourable reviews might put off a potential customer.

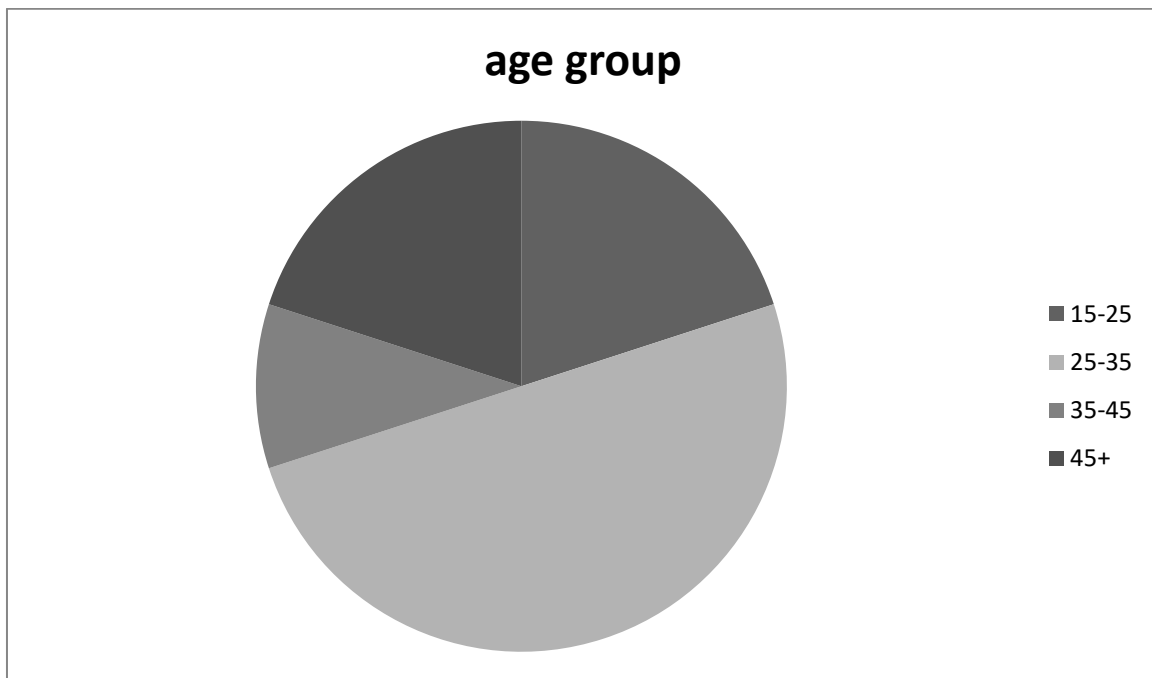
Consumers want brands to communicate with them in both directions. Social media has given the connection between a company and its clients a new dimension. An object with no name or distance from us that we only learn about in books or on Google is no longer a brand. You may assess a brand's values, current news and goods, and relationship with its target market by analysing its network.

Social media is used by customers for customer service-How did you envision interacting with a company's customer care department before social media? You can get in touch with them via phoning, writing, going to meet them in person, waiting in line, etc. When they have a problem or an issue about a brand's service, consumers now prefer to contact them via social media. Results and findings:

Repliers from different age groups were asked to fill the questionnaire. The reason distinct age groups were chosen was so that we could understand easily how different age groups perceived the questions and felt about the questions being asked and to bring about some kind of variations in the data. The repliers include scholars, workers, housekeepers etc. The desirable features that should always be considered when opting a sample in order to maximize the probability of successful estimation of population parameters are ascertained to as slice considerations.

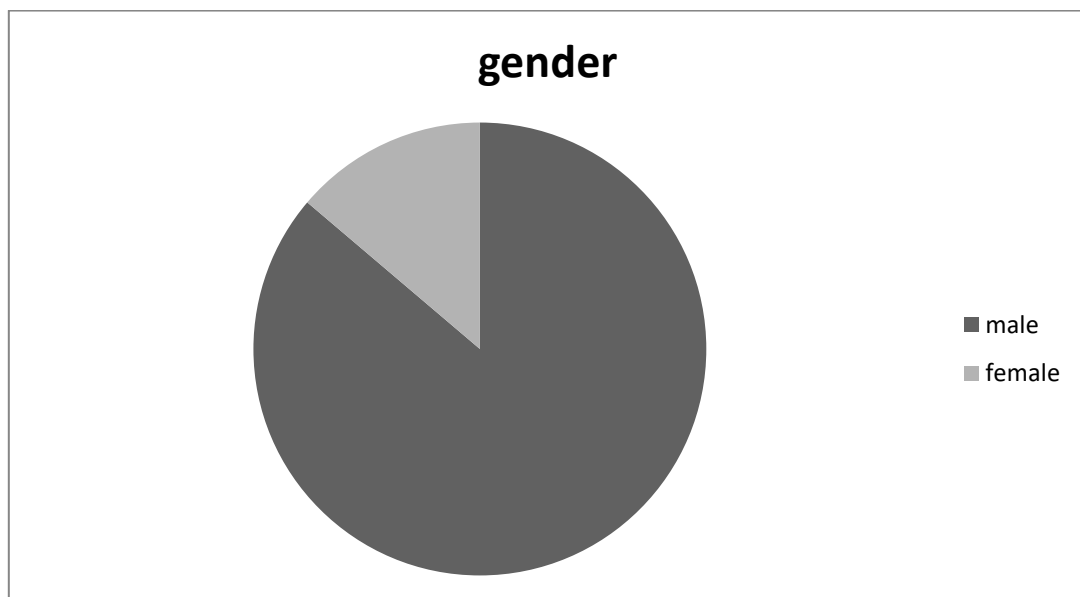
1. AGE GROUP

15- 25	15
25-35	25
35-45	5
45+	5



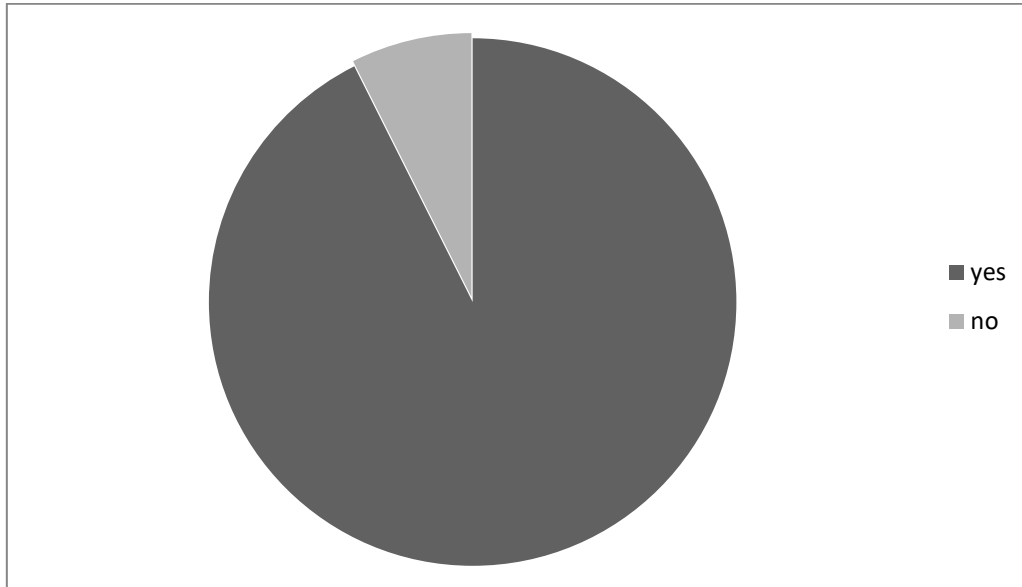
2. Gender

Male	20
female	30



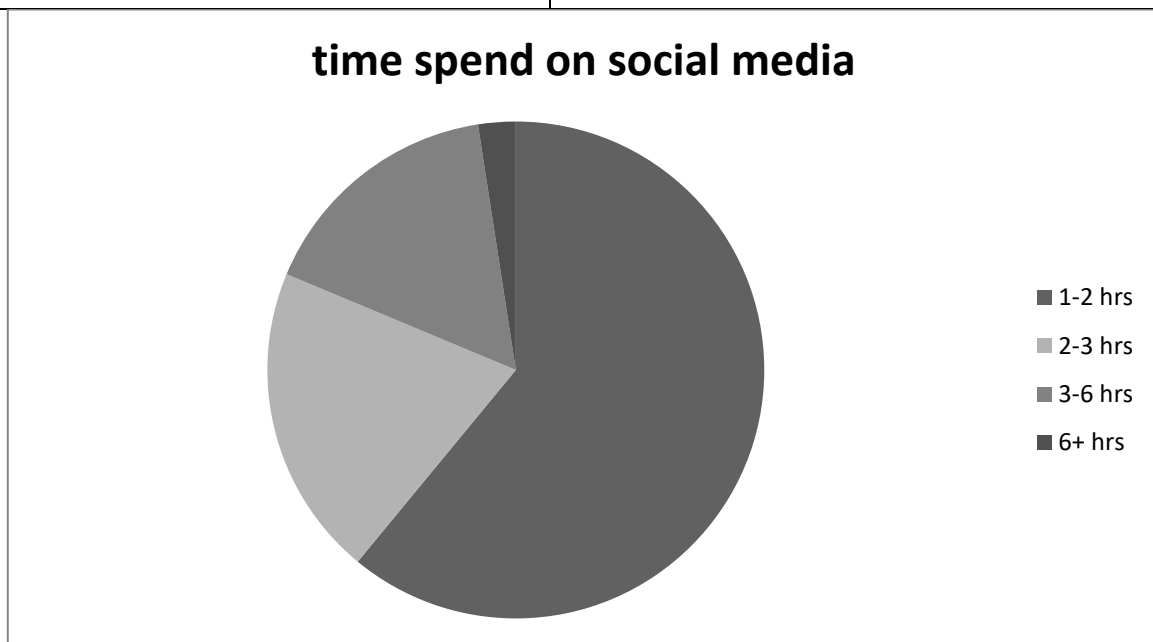
3. Do you use social media

Yes	40
No	10



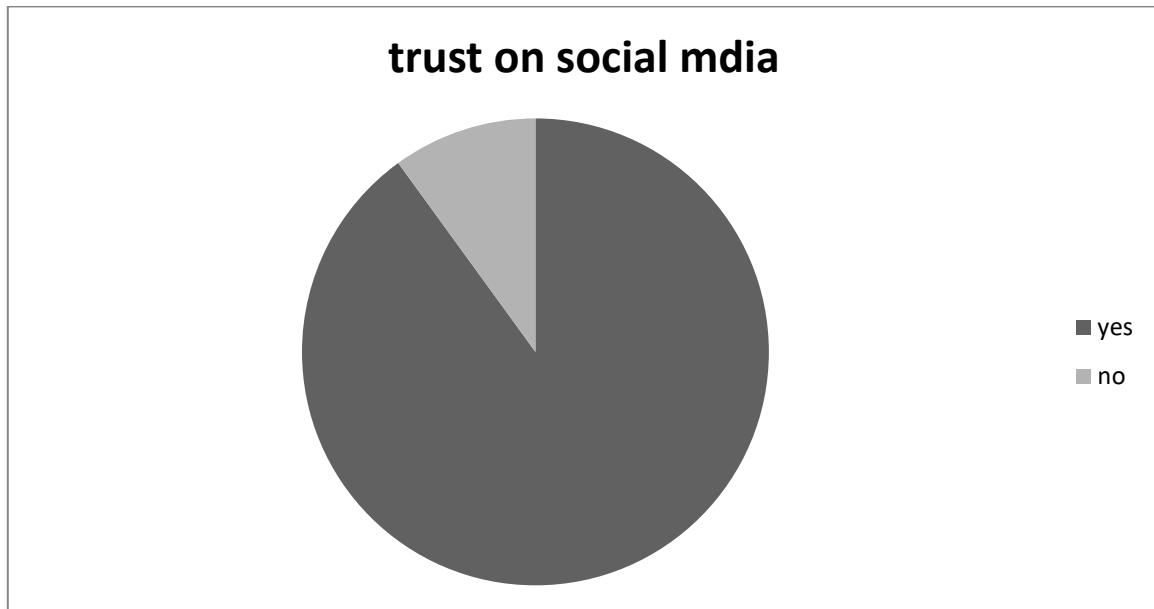
. Q.4 How much time do you spend using social media (per day)?

1-2 hrs	30
2-3 hrs	10
3-6 hrs	8
6+ hrs	2



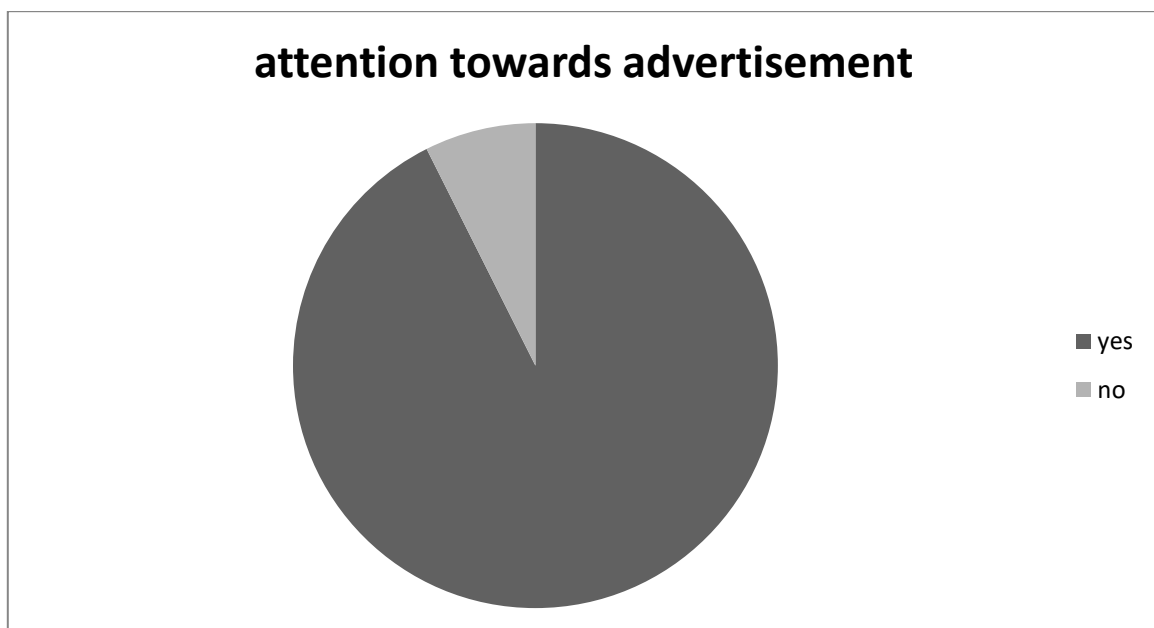
Q.5 Do you trust social media?

Yes	45
no	5



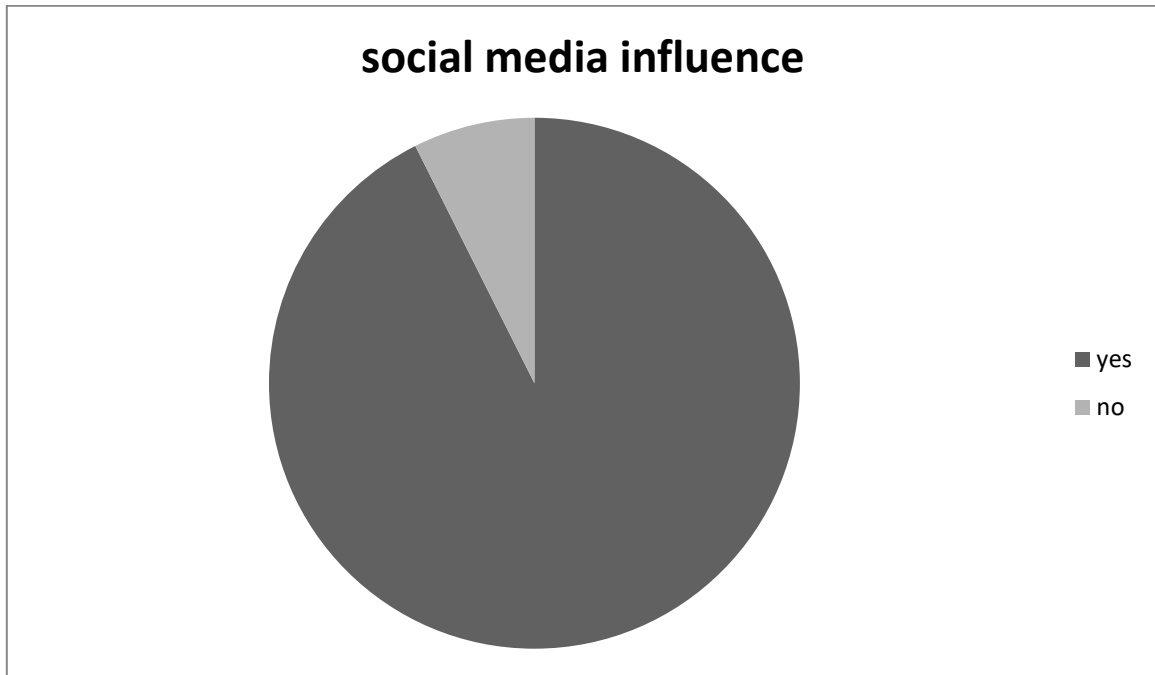
Q.6 Do you pay attention to advertisement on social Media websites?

Yes	35
No	15



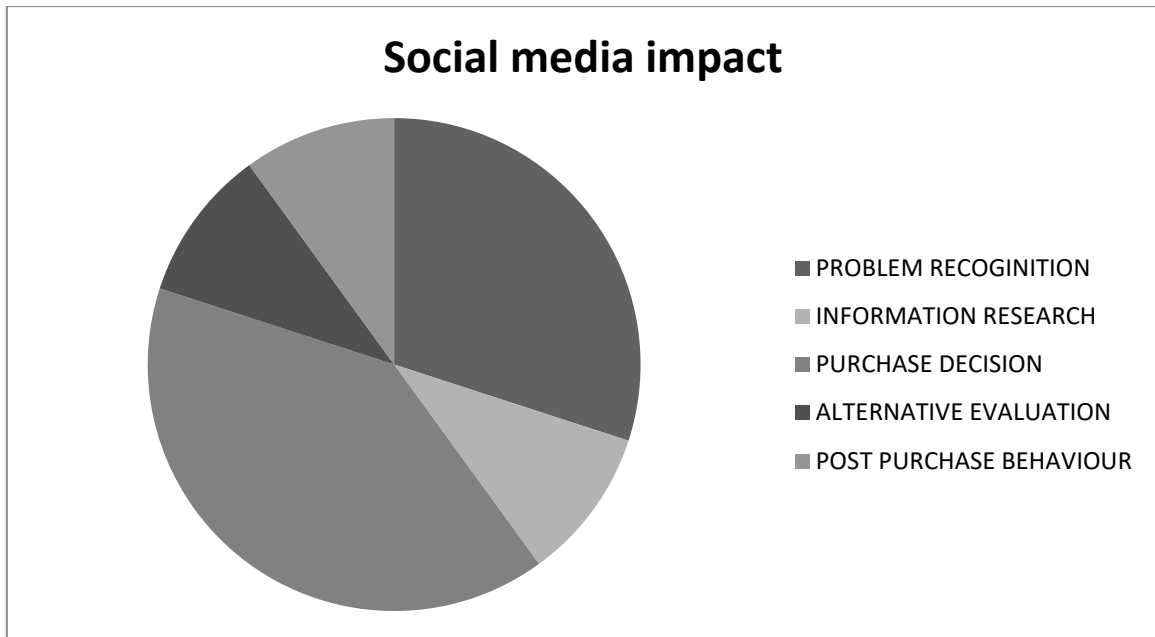
Q 7. Do you believe that Social Media influence your buying decisions?

YES	40
NO	10



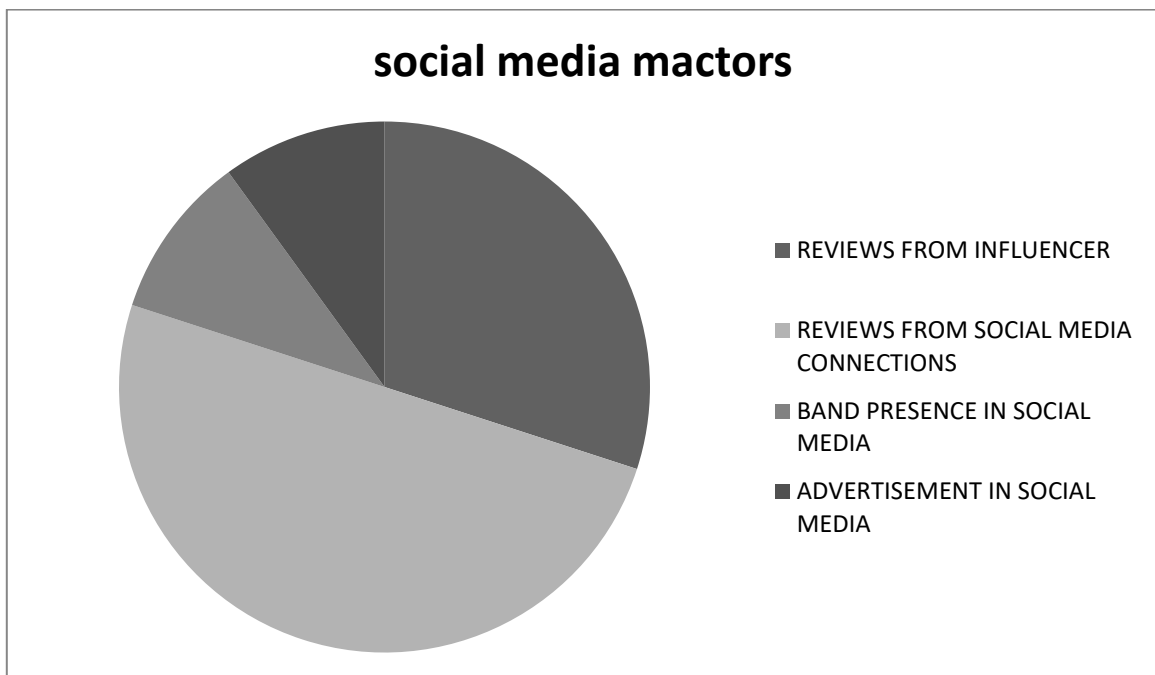
Q 8. How do you consider the social media impact in each of the stages of your consumer decision making process?

PROBLEM RECOGNITION	15
INFORMATION RESEARCH	5
PURCHASE DECISION	20
ALTERNATIVE EVALUATION	5
POST PURCHASE BEHAVIOUR	5



Q 9. How do you consider Social Media Factors that influence consumer buying behavior?

REVIEWS FROM INFLUENCER	15
REVIEWS FROM SOCIAL MEDIA CONNECTIONS	25
BAND PRESENCE IN SOCIAL MEDIA	5
ADVERTISEMENT IN SOCIAL MEDIA	5



Discussion:

It is clear from the discussion above that social media may be used as a tool for marketing strategy and techniques. Social media makes it very simple for businesses to locate and connect with their target audience. The results of the current investigation revealed that the majority of homes used social. The major social media users are between the ages of 15 and 40, and they utilise the media for all kinds of purposes. On average, people spend 1-2 hours every day on social networking. Female users are higher in the present study with 55%. 50% of the respondents trust social media and remaining 50% does not believe in social media contents. 60% of the respondents agreed that they pay attention on social media advertisement. They immediately catch their attention with their outstanding contents and display which is being very informative for customers. 69% of the respondents accepted that social media badly influenced their buying decision at greater extent. Searching information and problems or need recognition had a more rational impact on the decision making process as compared to other stages of decision making process. Similarly, Brand's presence in social media, advertising in Social media and Reviews from influencers as a social media factor had a more consistent level of influenced.

Conclusion:

The main thing of the present study was to determine the impact of social media on consumer buying decision making stages and to examine the colorful social media factors which told consumer buying decision. The presence of social media had a great told on the stages of buying decision making process of the consumers. They advantaged huge from social media by searching information of the products and enable to pierce to applicable information not only in a great range but also by a briskly speed, businesses got the advantage to reach indeed the pastoral guests with the support of social media presence in moment's businesses. In the exploration findings, colorful social media factors play a vital part in consumer decision making similar as advertising and presence of brands in social media etc, had a great impact on consumers' decision making process.

From a marketing perspective, producing high-quality, consumer-relevant content should take precedence over marketing through social media to suit today's customers' requirements. Due to the ongoing changes in the digital world, consumer behaviour, and attitudes towards social media marketing and content, the conventional methods of social media marketing may no longer produce the desired outcomes. Basically, the changes social media has made to marketing and the consumer buying model served as the foundation for the theoretical framework of this study.

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