

Social Media and Its Impact on Consumers Behaviour

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Abstract:

Social media is becoming one of the most popular and commonly used ways of communication. Individuals use social media to communicate with one another all around the world. In recent years, people have used social media to share their stories. This also includes encounters with a product, service, or platform. These product reviews submitted by social media users are seen by thousands of people every day and have become a source of influencing consumer purchasing behaviour. Corporations have begun to utilise social media to advertise their products and services after discovering the significance of this medium. Social media is now being utilised to efficiently sell products and services to a diverse audience. The purpose of this article is to determine how various features of social media might influence customer purchasing behaviour.

Keywords: Social media marketing, consumer behaviour, and social media

INTRODUCTION:

Social media allows people from all over the world to communicate ideas, views, stories, and information. Facebook and Instagram are two of the most popular social networking networks. User-generated material and personalised profiles are frequently available on these networks. There are approximately 3.78 billion social media users globally, and by utilising social media, marketers can target this massive audience and produce considerable leads.

Companies commonly utilise the following social media sites to reach their customers:

1. Facebook With over 2.7 billion active monthly users as of 2020, Facebook is a massively successful social media network with a wide range of users. As a result, many businesses have created a Facebook presence.

Facebook allows you to post everything from photographs to important corporate updates. A business account also grants you access to strong advertising tools and detailed analytics.

2. Instagram is another incredibly successful social media platform, with 1 billion active users predicted by 2020. Companies sell their services and products on Instagram using a number of strategies ranging from Instagram Live to Instagram Stories. Instagram is a social media network that primarily focuses on visual material such as photos and videos.

3. Twitter :Twitter allows you to post brief tweets (under 240 characters), videos, images, links, surveys, and other media. By mentioning individuals in your articles and like and retweeting tweets, this platform makes it simple to interact with your audience. If you have great stuff and can speak it in an engaging

manner, Twitter is a fantastic tool for quickly spreading the word. Hashtags help promote posts, and if a user with a huge following retweets you, your work may go viral.

Customers use social media to study firms and make purchasing decisions. According to GlobalWebIndex, 54% of social media users use social media to research items, and 71% are more inclined to acquire goods and services based on social media referrals. Almost 77% of customers read customer reviews before making a purchase. If a firm has reviews, it instantly develops trust and confidence (even if the evaluations are negative). Internet reviews give potential customers the idea that your organisation is real and provides a genuine product or service. Consumers all across the world use these reviews to help them decide whether or not to buy a product. They also utilise these reviews to establish a brand image. Even if the evaluations are negative, how the firm chooses to respond to them may be highly important for their brand image.

LITERATURE REVIEW:

After the advent of Facebook in 2004, social media became popular. Later, Web 2.0 was developed, which meant that users could collaborate on one platform, resulting in the creation of blogs, Wikipedia, and other collaborative working tools. For example, Wikipedia, a free online encyclopaedia, is a prominent platform that allows users to cooperate on knowledge sharing (Chen et al. 2011a). Customers may use social media to communicate with one another, offer advice, make comments, and share their experiences. This allowed users to access a wealth of information with the touch of a button, which was previously not feasible. Collaboration projects (Wikipedia, blogs), content communities (YouTube), social networking (Facebook), virtual gaming worlds (World of Warcraft), and virtual social worlds (Second Life) are all examples of social media (Kaplan and Haenlein, 2010).

The most common means of advertisement was word-of-mouth, in which the business attempted to spread positive word about itself through customers and workers. Word-of-mouth is a primary source of information for consumer purchasing decisions, shaping perceptions and expectations of brands, products, and services (Kimmel and Kitchen, 2014), and influencing all stages of consumer decisionmaking: from product awareness to selection and post-purchase evaluation.

Nowadays, Word of Mouth may be employed online, so if one person says something positive about a product, it can reach hundreds or even thousands of people.

RESEARCH GAP:

After reviewing the current literature on the subject, I discovered that, while there has been study on the subject, the most of it has focused on teens and young adults. During the last year, social networking usage among internet users aged 50 and over has nearly doubled, jumping from 22% to 42%. While social media use has expanded among individuals of all ages, older adults have been especially passionate about embracing new networking tools in the recent year; this particular group has been left out of earlier study. Despite the fact that there is a large user base, there appears to be relatively little study on this issue. Another factor that appears to have been overlooked in prior studies is what are some examples.

RESEARCH OBJECTIVE:

I wanted to learn more about how social media impacts the purchasing habits of individuals of all ages through this study. The study will concentrate on numerous social media triggers and how people from

different demographics react to them. Another subject covered in this article is what factors lead to customer unhappiness with social media marketing and campaigns.

By adopting the correct methods and social media tools, any company, no matter how large or little, can tap into a wide audience and begin a discussion with not just their consumers, but also future customers and rivals.

RESEARCH METHODOLOGY:

Research methodology refers to the procedures or strategies used to categorise, select, process, and interpret knowledge about a subject. The methodology section of a research paper assists the reader in objectively assessing the overall validity and dependability of the study.

TYPE OF RESEARCH:

The data for this study is primary in nature and was gathered using a self-administered questionnaire distributed to different age groups in the greater Noida area. Questionnaires are a low-cost and rapid technique to examine a big number of people's behaviour, attitudes, preferences, views, and intentions. We may also use other scales to determine how likely or unlikely a respondent is to answer particular questions.

RESEARCH DESIGN:

The questionnaire-based study is aimed to provide the researcher with a comprehensive insight of how shoppers perceive social media. The qualitative technique was chosen since the study's goal is to generate ethnographic knowledge about a specific group of people's actions and shared ideas. So this technique is less regulated and more interpretative, drawing conclusions from the replies is simpler. As a result, the questionnaire results were used to acquire insight into the influence of social media on customer purchasing behaviour.

SAMPLE SIZE:

The sample size was of 80 respondents.

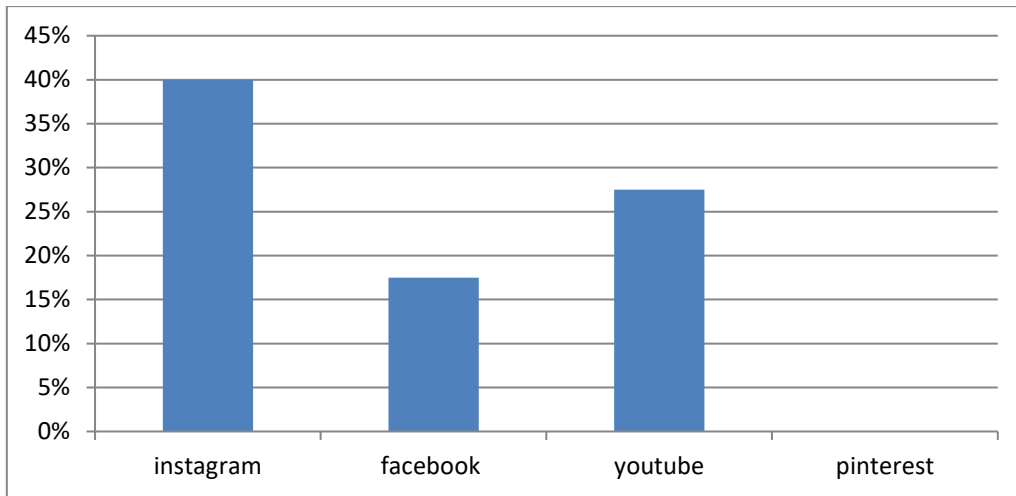
INSTRUMENTS USED:

This study was conducted using an E-Questionnaire since this approach allows us to quantify as well as observe the opinions expressed by our respondents, allowing us to gain a general understanding of how each facet of social media influences consumer purchasing behaviour. The questionnaire was created and emailed directly to the respondents using "Google Forms."

DATA ANALYSIS AND INTERPRETATION:

Question 1. Which social media handle do you trust the most when it comes to product reviews?

Statement	No of respondents in percentage
Instagram	40%
Facebook	17.5%
Youtube	27.5%
Pinterest	10%
Others	5%

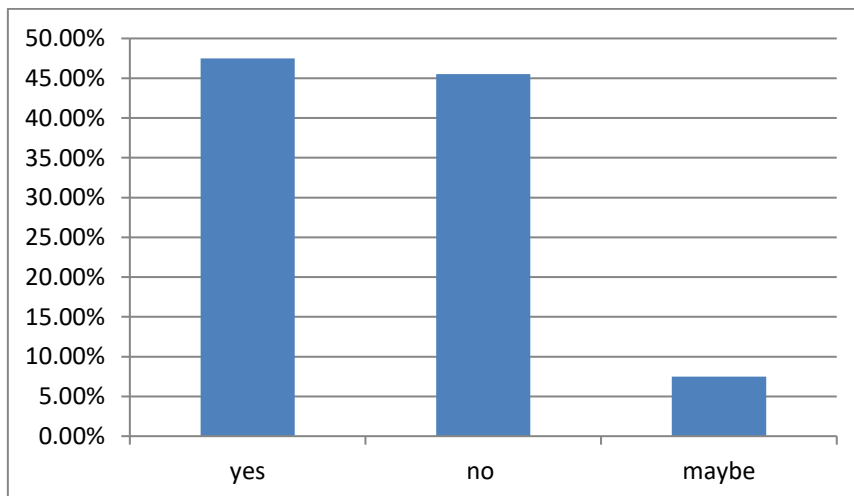


Interpretation: In Fig 1. According to a collective investigation, Instagram is the most popular, while Pinterest is the least popular. Nonetheless, YouTube was the most popular among those aged 40 and up. This makes Instagram and YouTube particularly appealing channels for businesses to sell their products and services. Each month, 130 million Instagram users interact with commercial postings. Instagram allows you to sell your brand and products to people in a friendly, genuine manner without being aggressive.

When done correctly, online feedback may also serve to promote and enhance the effectiveness of your social media campaign.

Question 2: An advertisement on social media is likely to influence have to buy a product?

Statement	No of respondents in percentage
Yes	47.5%
No	45%
Maybe	7.5%

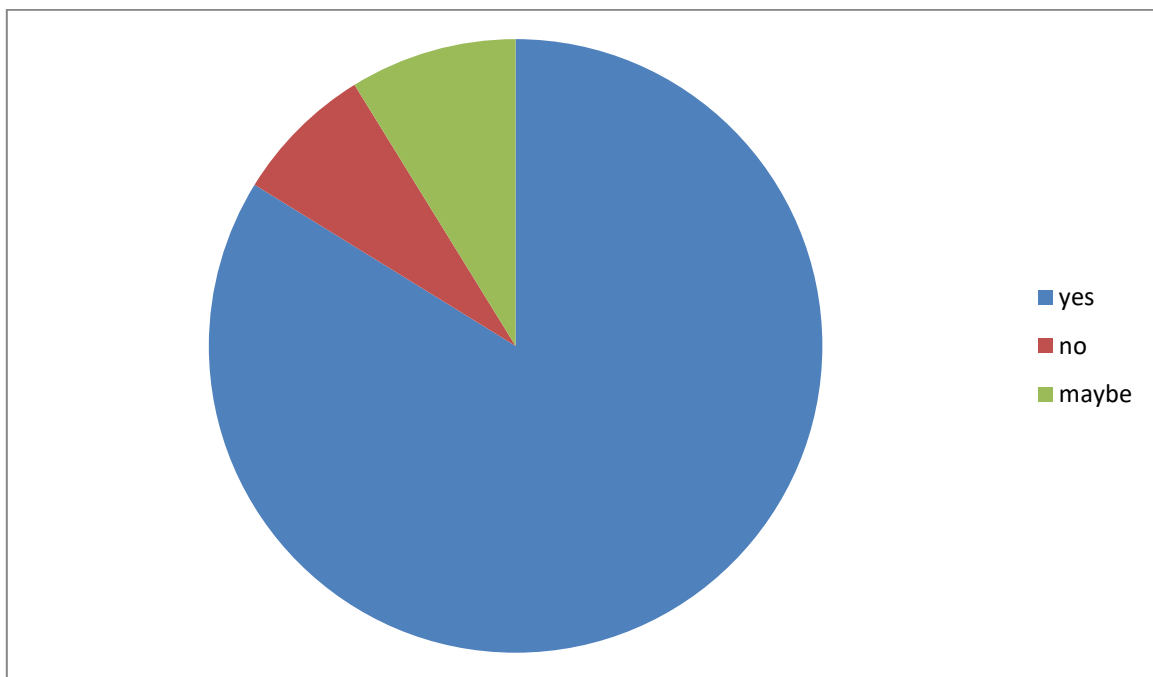


Interpretation: In Fig 2, it can be seen that the respondents are on the positive side of the spectrum when it comes to social media influencing them to buy a product; however, it is worth noting that a very

small percentage of the respondents could confidently state that they are not influenced by social media advertisements.

Question 3. Do you think having a social media presence is essential for a brand ?

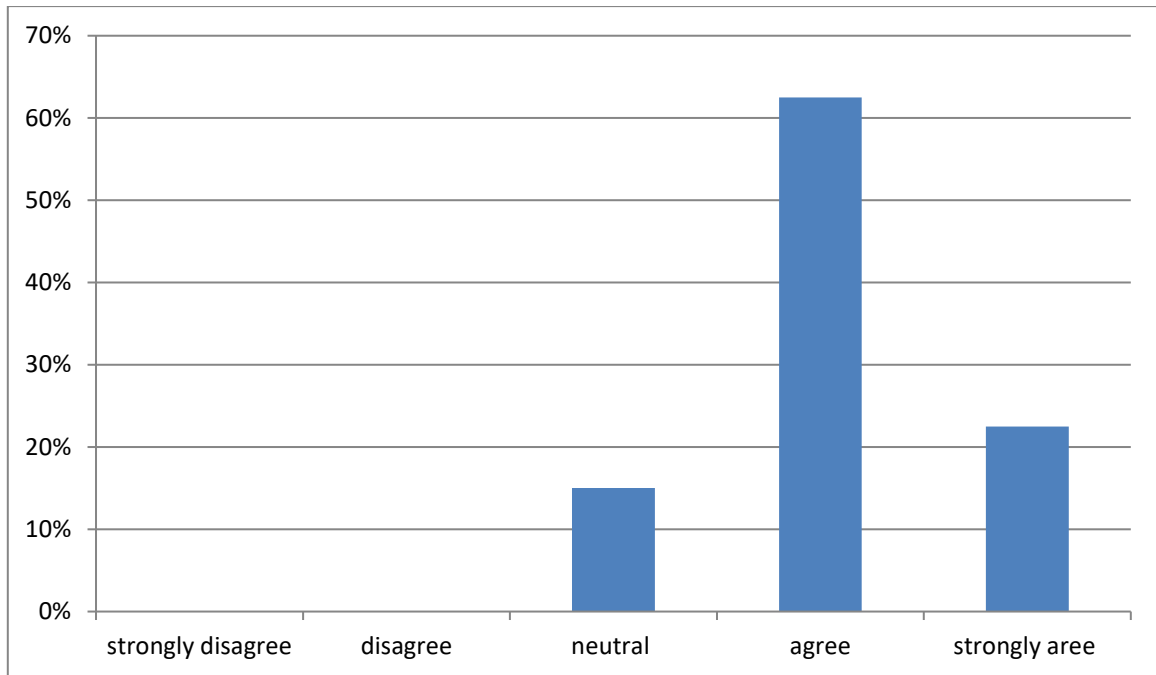
Statement	No of respondents in percentage
Yes	83.8%
No	7.4%
maybe	8.8%



Interpretation: According to Fig3, 84.3% of respondents believe that a brand's social media presence is critical. The interesting element is that all of the respondents who believe social media presence is unimportant for a company are above the age of 40. This is mostly because the older generation places less value on social media involvement and visibility.

Question 4: Are you likely to change your decision to purchase a product if it has gotten bad reviews on social media?

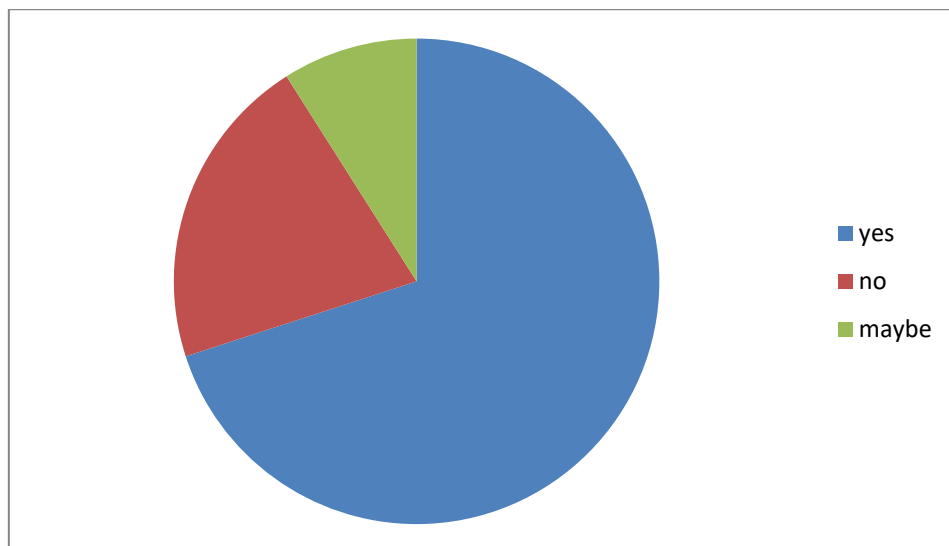
Statement	No of respondents in percentage
Strongly disagree	0%
Disagree	0%
Neutral	15%
Agree	62.5%
Strongly agree	22.5%



Interpretation: According to Fig 4, all respondents are likely to modify their buying choice if a product or brand has received negative social media evaluations. This demonstrates how critical it is for a firm to maintain a positive brand image and produce high-quality products. If a company receives a poor review, the worst thing it can do is disregard it. This has an impact not just on new consumers who read reviews, but also on recurring business. Another negative habit is responding too slowly. Businesses should have a process in place to check their social media sites for feedback at least once a week.

Question 5. Does extremely length content in a social media advertisement frustrate you?

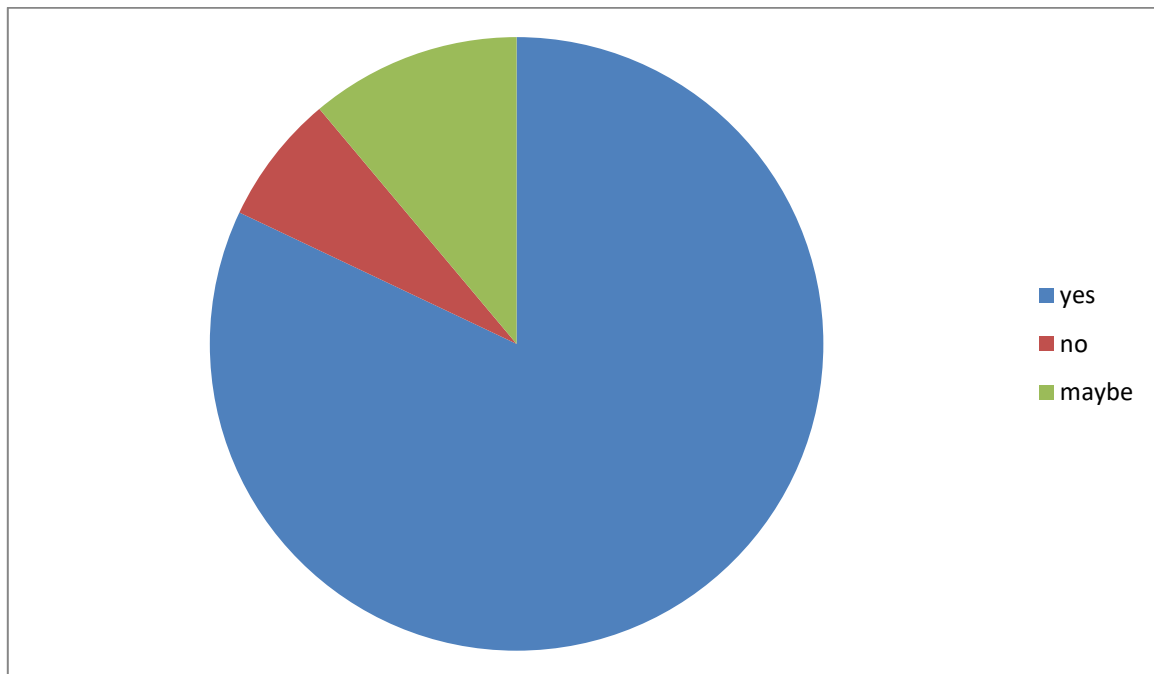
Statement	No of respondents in percentage
Yes	70%
No	21%
maybe	9%



Interpretation: According to Fig. 5, 72.5% of respondents believe that very lengthy information might irritate them. Businesses should attempt to avoid using too many words or unnecessary material in their advertisements. To avoid boring the viewers, social media advertising should be brief and to the point. The organisation should concentrate on the content that is being created. To guarantee that the content uploaded on social media is error-free.

Question 6. Does extra personalization in an advertisement make you feel creeped out?

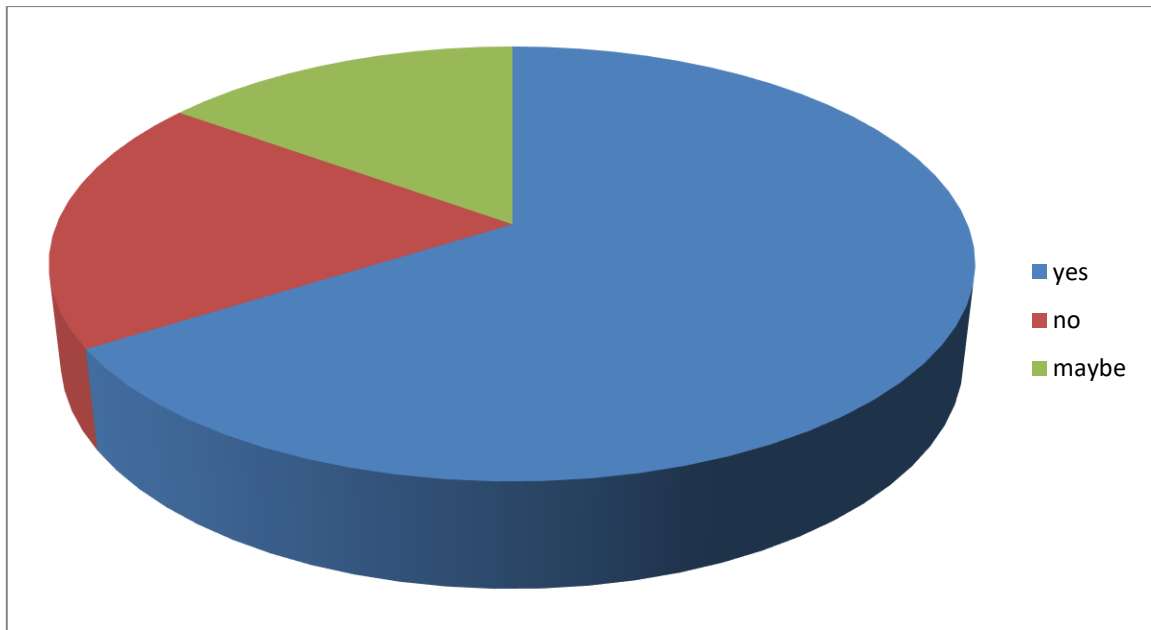
Statement	No of respondents in percentage
Yes	82.7%
No	6.9%
maybe	11.2%



Interpretation: Over-personalization, according to 87.2% of respondents, can make customers feel insecure and doubtful about a company. People may believe that the company is exploiting their personal information to enhance sales and develop targeted marketing. Businesses should focus on generating compelling material for their social media pages rather than over-personalized content.

Question 7. Is visual appeal an important aspect in social media advertisement ?

Statement	No of respondents in percentage
Yes	66%
No	19%
maybe	15%



Interpretation: When it comes to social media ads, 70% of respondents believe that aesthetic appeal is vital. Respondents, particularly those over the age of 40, believe that visuals and videos attract them to commercials. Long-form blogs and posts are far less digestible and enjoyable than visual material. Consumer connectedness via social media platforms such as forums, reviews, and recommendations is anticipated to boost e-commerce trust. The social participation of consumers on social networking sites (SNSs) helps their peers establish or reject confidence in a supplier. Consumers' perceived trust is substantially influenced by the social relationships they form on social media.

DISCUSSION AND CONCLUSION:

The study was inspired by a personal curiosity in how consumer behaviour has altered in these technologically sophisticated times, particularly with social media. Every day, the amount of information available to us grows; as a consequence, we are overly exposed and attained to many elements of knowledge via the Social Media available to us on the Internet. Because of the accessibility and openness that social media provides, changes in how customers position themselves in today's market have occurred, making it unavoidable and important for businesses to equip themselves with a new marketing mindset. The corporation may believe that its marketing activities are successful, but their customers may disagree. In today's digital age, Companies must make intentional efforts to remain up to speed with the newest trends and come up with creative and interesting material for their social media. Just opening a Facebook page and uploading photographs of the goods is not enough to attract customers.

No matter what age or gender the consumer is, they use social media in some form while purchasing things. To read reviews, learn about available discounts and promotions, or learn more about the brand in general.

Businesses should begin investing more in social media and concentrate on developing a strong social media presence. It is less expensive and reaches a larger audience in less time. This is one of the factors that makes it such an appealing advertising choice.

Limitations:

Despite the fact that ideas were verified by survey results and the research might bring some fresh insights into the existing situation, limitations may still remain.

Due to time constraints, it is not feasible to cover the entire population, and results may vary from time to time and depending on factors that may change in the future.

Another restriction is that the majority of respondents were primarily interested in the most noisy districts. Additional study can be conducted with a bigger sample size in other countries to make statistical findings.

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