



A Study on Exploring the Impact of Social Media on Consumer Buying Behaviour

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Abstract- One of the most popular and widely used communication tools available today is social media. Experiences with a product, service, or platform are also covered. Every day, thousands of people read these user-posted product reviews on social media, and they are beginning to affect consumers' decisions to buy. Businesses have started using social media to promote their products and services after realizing its potential. Social media is now used to effectively market products and services to a wide audience. This essay's goal is to identify the ways in which different aspects of social media can affect consumers' decisions to buy.

Keywords: social media marketing, consumer behavior, and social media.

I. INTRODUCTION

Social media makes it possible for people who may reside in different parts of the world to exchange thoughts, viewpoints, anecdotes, and information. Facebook and Instagram are two of the most popular social media platforms. User-generated content and customized accounts are common features of these platforms. Social media, which currently has 3.78 billion users worldwide, allows brands to target this enormous audience and produce significant leads.

II. IMPORTANCE OF THE STUDY

1. **Understanding Consumer Psychology** – Social media platforms have become powerful influencers of consumer attitudes, perceptions, and purchasing decisions. Studying their impact helps in understanding modern consumer psychology and behavior.
2. **Business Relevance** – For companies, knowing how social media affects buying behavior is crucial to designing effective marketing campaigns, improving engagement, and building brand loyalty.
3. **Marketing Strategy Development** – Insights from this study enable businesses to optimize digital marketing strategies, select the right platforms, and create targeted advertisements that align with consumer interests.
4. **Emerging Trends** – As online shopping and digital interactions grow rapidly, this study highlights the shift from traditional buying influences (such as word-of-mouth) to digital ones (such as influencer marketing, reviews, and advertisements).
5. **Customer Empowerment** – Social media gives consumers a platform to share feedback, reviews, and experiences. Understanding its influence helps businesses manage reputation and build trust.
6. **Policy and Research Contribution** – Academically, the study contributes to existing literature in the fields of consumer behavior, marketing, and digital commerce. It can also guide policymakers in framing regulations on digital advertising and consumer protection.
7. **Practical Benefits** – For entrepreneurs and marketers, the study provides actionable insights into consumer engagement, purchase intention, and loyalty in a digitally driven market.



The following are popular social media platforms that companies use to reach their target audience:

1. Facebook

With more than 2.7 billion monthly active users as of 2020, Facebook is a widely used social media platform. As a result, many companies set up a Facebook page. Anything from pictures to significant business announcements can be shared on Facebook. You can also access comprehensive data and powerful advertising tools with a business account.

2. Instagram

Instagram is expected to have one billion active users by 2020, proving how popular it is. Businesses utilize a variety of tactics to advertise their products and services on Instagram, from Instagram Live to Instagram Stories. Instagram is a website that mostly showcases visual content, including pictures and videos. Businesses use influencers to promote their products and services.

3. Twitter

Twitter can be used to share polls, images, videos, links, short tweets (less than 240 characters), and more. This platform makes it simple to communicate with your audience by allowing you to mention users in your posts and to like and retweet tweets. Twitter is a fantastic tool for rapidly spreading the word if you have interesting content and know how to communicate it. Hashtags can be used to promote posts, and if a user with a large following retweet you, your work may go viral. Social media is a vital tool for customers who want to investigate companies and decide what to purchase. According to the Global Web Index, 71% of users are more likely to purchase goods and services after seeing recommendations on social media, and 54% of social media users conduct product research on social media.

Before making a purchase, over 77% of buyers check reviews. Even if a company has bad reviews, they quickly build trust and credibility. Reading internet reviews gives potential clients the impression that your company is trustworthy and offers a genuine product or service. When deciding whether or not to purchase a product, customers from all over the world look at these reviews. Using these reviews, they also create a brand image. A company's brand perception can also be greatly impacted by how it responds to unfavorable reviews. I have attempted to ascertain the extent to which a social media advertisement can influence a customer's purchasing decisions through this study.

III. LITERATURE REVIEW

1. The emergence of social media use: After Facebook was founded in 2004, social media became widely used. Later, Web 2.0 was discovered, allowing users to collaborate on a single platform. As a result, blogs, Wikipedia, and other collaborative tools were created. One of the most widely used platforms is Wikipedia, a free online encyclopedia that allows users to work together to share information (Chen et al. 2011a). Social media gives consumers a way to communicate with one another, exchange experiences, and offer suggestions and advice. This made it possible for customers to access a wealth of information at their fingertips that was previously unattainable. According to Kaplan and Haenlein (2010), social media can be divided into the following categories: virtual game worlds (World of Warcraft), virtual social worlds (Second Life), content communities (YouTube), social networking (Facebook), and collaborative projects (Wikipedia, blogs).

2. Social media's emergence as an advertising medium In the late 1990s, word-of-mouth marketing—in which a business tried to spread positive information about itself through its clients and staff—was the most widely used form of advertising. Word-of-mouth is a major source of information for consumer purchasing decisions, influencing all stages of the decision-making process, from product awareness to selection and post-purchase assessment, and influencing perceptions and expectations of



brands, goods, and services (Kimmel and Kitchen, 2014). These days, word-of-mouth marketing can be done electronically, reaching hundreds or even thousands of users if one person has a positive comment about the product.

3. Variation in purchase decision behavior: Kotler and Armstrong (2014) divided purchasing behavior into two categories: significant or minimal brand differences, and high or low consumer involvement. The following is a summary of the four categories of purchasing behavior they identified.

IV. RESEARCH GAP

After reviewing the body of research on the subject, I came to the conclusion that, while some studies have been conducted, the majority of them have focused on young adults and teenagers. The percentage of internet users 50 and older who use social networking has almost doubled in the past year, from 22% to 42%. Despite the fact that social media use has skyrocketed among all age groups, older adults have been especially eager to embrace new networking technologies in the past year; however, prior studies have not included this group. Another question that appears to have gone unanswered in earlier studies is what aspects of social media ads might irritate or frustrate users.

Research Goal

My goal in conducting this study was to learn more about how social media affects people of all ages' purchasing decisions. The study will concentrate on different social media triggers and the responses of people from various demographic groups to them. What factors lead to customer annoyance with social media marketing and campaigns has also been covered in this paper. By using the right strategies and social media tools, any business, regardless of size, can reach a wide audience and start a conversation with not only its current clientele but also potential clients and rivals.

Methods of Research

Research methodology refers to the strategies or tactics used to categorize, select, process, and interpret information about a subject. A research paper's methodology section aids the reader in evaluating the study's overall validity and reliability in an unbiased manner.

Type of Research

For this particular research the data is primary in nature and is collected through a self-administered questionnaire targeted towards different age groups spread across India and the Middle East, particularly Kuwait. Questionnaires are a cost-effective and quick way to assess the behavior, attitudes, preferences, opinions, and intentions of a large number of people. With the help of different scales we can also measure the extent of likelihood or unlikelihood of a respondent to certain questions.

Design of Research

The study is conducted using a questionnaire, and the questions are structured to give the researcher a comprehensive understanding of how consumers view social media. Since the goal of the study is to generate ethnographic knowledge about the shared beliefs and behaviors of a particular group of people, a qualitative approach has been selected. It is simpler to infer conclusions from the responses using this approach because it is less regulated and more interpretive. Thus, the questionnaire answers were utilized to learn more about how social media affects consumer purchasing decisions.

Considerations for Population and Sampling



The questionnaire was given to respondents of different ages. Different age groups were selected in order to create some variation in the data and to clearly understand how various age groups felt and interpreted the questions. Students, workers, housewives, and others are among the respondents. Sampling considerations are the desirable characteristics that should always be taken into account when choosing a sample in order to maximize the likelihood of successful estimation of population parameters. As previously stated, the sample included participants of all ages:

- 18–25: 66.3% of the population
 - 26–40: 15%
 - Over 40: 24%
- Utilized variables

Dependent and independent variables are the two main categories of variables that can be used in a study. A cause-and-effect relationship must be established in order to produce scientific discoveries. We used age, gender, and other criteria like preferred social media platforms, annoyance triggers, etc. as independent variables for this study.

Used Scales

The following scales are employed in the survey:

- **Likert Scale:** This is the most widely used scale. Likert scale questions require respondents to indicate how much they agree with a statement. Words like "strongly agree," "agree," "don't know," or "disagree" could be included in response categories.

- **Nominal Scale:** This measurement system is used to group events or objects into distinct categories. This scale labels each distinct category with a unique identity rather than requiring the use of numerical values or class-ranked categories. This scale has been applied to inquiries about gender, age, and other topics.

Instruments Used

This study was conducted using an e-questionnaire because it gives us a comprehensive understanding of how each facet of social media influences consumer purchasing behavior by measuring and observing the opinions expressed by our respondents. Using "Google Forms," a survey administration tool, the questionnaire was created and sent straight to the respondents. Aspects covered by the study: The main focus of the current investigation is how social media influences the purchasing decisions of consumers.

The following is a discussion of the aspects that have been the focus:

1. Product reviews:

When asked if a negative social media review of a product can make them reconsider buying it, 87% of respondents said "yes." These reviews have the power to either persuade a customer to buy a product or send them to a competitor. Reviews are essential for turning prospective leads into paying customers.

2. Ads on social media:

Do they have any influence? Do consumers think they're reliable? Are these ads really seen by users? In the study, I have made an effort to address these queries.

3. Image of the brand:

Having a social media presence facilitates customer discovery and connection. By connecting with your customers through social media, you are more probable to upsurge customer retention and customer loyalty. According to 79% of the respondents, a brand should have a social media presence.

4. Annoyance Triggers:

Users may become irritated or frustrated with social media advertisements for a variety of reasons. Three of these factors—length of content, over-personalization, and visual appeal—have been the focus of this study.

V. SUGGESTIONS



1. Social media advertisements ought to be more visually appealing in order to attract more attention.
2. Social media has the potential to enhance consumer knowledge by offering additional information about goods and services.
3. People will be more trusting if information shared on social media is accurate and trustworthy.
4. To encourage more people to shop on social media, more deals and discounts on products should be posted there.

VI. CONCLUSION

This study demonstrates how social media significantly affects consumer behaviour. Consumer behaviour is influenced by a number of factors, including social media discounts and offers, product lines and comments, social media influencers, and product reviews. The study makes it evident as well, that when compared to traditional media, social media offers numerous benefits. Social media ads draw customers to the products. Customers are found to be motivated to shop on social media platforms by offers and discounts. The majority of people use social media information when they are unsure about a product. We can draw the conclusion that social media has the ability to sway prospective customers from the beginning to the point of sale and beyond. Additionally, it improved consumers' understanding of the goods and services. Without a doubt, social media's significance will only grow in the future.

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