

Social Media's Influence on Consumer Purchasing Decisions

Hanumantharayadu¹ and Dr. Naresh Kumar Gupta²

Research Scholar, Department of Commerce and Management¹

Research Guide, Department of Commerce and Management²

Sunrise University, Alwar, Rajasthan, India

Abstract: *The buying process that customers go through while making complex purchases is examined in this research, with an emphasis on the ways that social media use influences this process. The phrase "complex buying behavior" here refers to the consumer's infrequent but very complicated purchases that have a big influence on brand distinction. Social networking is becoming a new trend. In the last 10 years, user-generated web technologies—such as blogs, social networks, and social media websites—have been quickly taking off on the Internet. When everything is said and done, the actual drivers of the growth of the worldwide user-generated content community are social media and these technologies.*

Keywords: Social Media, Consumer Buying Behavior, E-commerce

REFERENCES

- [1]. Nasir, S., Vel, P., & Mateen, H. (2012). Social media and buying behaviour of women in Pakistan towards the purchase of textile garments.
- [2]. Barhemmati, N., & Ahmad, A. (2015). Effects of social network marketing (SNM) on consumer purchase behavior through customer engagement. *Journal of Advanced Management Science*, 3(4).
- [3]. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841.
- [4]. Gupta, S., Agarwa, A. K., & Chauhan, A. K. (2018). Social media and its impact on consumers buying behavior with special reference to apparel industry in Bareilly region. *SMART Journal of Business Management Studies*, 14(2), 17-23.
- [5]. Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y. (2020). Exploring consumers' buying behavior in a large online promotion activity: The role of psychological distance and involvement. *Journal of theoretical and applied electronic commerce research*, 15(1), 66-80.
- [6]. Varghese, S., Nandhini M. (2020). The Influence of Demographic Factors on the Customers of Online-Shopping with Special Reference to Kochi City. *Journal of Adv Research in Dynamical & Control Systems*, 12(1-Special Issue).