

To Study How Can Social Media Impact the Buying Choices of Shoppers

Rawat Sumit Satendra Seeta

Researcher, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

Abstract: The purpose of this work is to empirically examine the role of social media in consumer decision-making processes. Quantitative research looks at how much experience changes with social media use. Customer opinions on articles and administration are now increasingly overwhelmed by outsiders in advanced fields, thus influencing conclusions in unrelated fields. Web-based social networks have attracted shoppers because advertisers have no control over the content, timing, or repetition of online her discussions among shoppers. The results show that the use of social media influences consumer satisfaction at the information seeking and alternative evaluation stages, increasing satisfaction as consumers progress along the process towards the final purchase decision and post-purchase evaluation. It shows that the degree is amplified

Keywords: Buying Behavior, Consumer, Organized Retail, Pricing

REFERENCES

- [1]. https://www.researchgate.net/publication/342638389_Impact_Of_Social_Media_On_Consumer_Behaviour
- [2]. <https://core.ac.uk/download/pdf/145053328.pdf>
- [3]. <https://www.wikipedia.org/>