

Impact of Social Media Reviews on Generation Y Consumers Buying Behaviour

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Abstract: *This research paper explores the influence of social media reviews on the buying behavior of Generation Y consumers, with a focus on the Indian market. The study delves into the growing significance of social media as a decentralized communication channel that has transformed how individuals interact, gather information, and make purchasing decisions. The objectives of the study include examining the impact of positive reviews on social media advertisements on consumer buying behavior and identifying the key factors that significantly influence online purchases among Generation Y consumers. The findings reveal a strong correlation between positive reviews on social media and consumer purchasing behaviour, indicating that social media plays a pivotal role in shaping consumer decisions. Factors such as convenience, time-saving, easy delivery, offers/discounts, and avoidance of crowds emerged as significant influencers of online purchase decisions among Generation Y consumers. The study underscores the importance of social media marketing strategies tailored to engage and resonate with Generation Y consumers, particularly in a digitally connected landscape like India. Marketers and businesses can leverage these insights to enhance their online presence, build trust, and effectively target this influential consumer segment.*

Keywords: Social media marketing, Generation Y consumers, Buying behaviour, Online purchase, social media reviews

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