

# Use and Influence of Social Media Platforms on Buying Behavior of Consumers

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**Abstract:** *Present paper focusing on the use of social media by the peoples and buyers' behavior using social media platforms for buying product and services. For studding the use of and buying through social media platforms several research papers are studded and information gathered from websites. The results are found as the data reveals the popularity of various social media applications, measured by their usage percentage. YouTube stands out as the most widely used platform, with a full 100% usage, suggesting it is the dominant player in the space. WhatsApp and Facebook follow closely with high user engagement, at 84.9% and 82.7%, respectively. It is observed that varying degrees of engagement across social media platforms, with YouTube, WhatsApp, and Facebook being the dominant players, while others, like LinkedIn, Line, Threads, and Reddit, serve more niche but still relevant user bases. This indicates that Facebook remains a prominent platform for e-commerce, possibly due to its broad user base and integrated shopping features like Facebook Shops and Marketplace. Instagram follows with 23% of users buying products through the platform. The data buying behavior through social platforms shows that Facebook and Instagram dominate the social media shopping landscape, while platforms like TikTok and Pinterest have more niche, but growing, e-commerce engagement.*

**Keywords:** social media, buying behavior, consumers

