

Impact of Social Media on Consumer Behavior

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Abstract: *The impact of social media on consumer behavior has become a critical area of study as social platforms increasingly influence purchasing decisions, brand perceptions, and customer loyalty. This paper explores the ways in which social media platforms—such as Facebook, Instagram, Twitter, and TikTok—shape consumer behavior through content sharing, influencer marketing, and targeted advertising. By analyzing both qualitative and quantitative studies, the paper investigates how social media has transformed traditional consumer decision-making processes, shifting power from companies to consumers. Social media facilitates instant access to product reviews, peer recommendations, and brand interactions, all of which contribute to the evolving consumer mindset. Additionally, the rise of social commerce and personalized advertising has led to more informed and, in some cases, impulsive purchasing decisions. The study also highlights the growing role of online communities, influencer endorsements, and user-generated content in building brand trust and engagement. Ultimately, the paper concludes that social media has a profound impact on consumer behavior, driving greater interactivity, transparency, and a shift towards more socially-conscious consumption.*

Keywords: Social Media, Consumer Behavior, Influencer Marketing, Brand Perception, Targeted Advertising, Social Commerce

