

# Social Media's Influence on Consumer Purchasing Decisions

**Hanumantharayadu<sup>1</sup> and Dr. Naresh Kumar Gupta<sup>2</sup>**  
Research Scholar, Department of Commerce and Management<sup>1</sup>  
Research Guide, Department of Commerce and Management<sup>2</sup>  
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

## I. INTRODUCTION

Social media is an online forum for communication where users may interact, share information, and trade material. Social networking, forums, and social book marking are just a few examples of the many shapes that social media may take. Twitter, Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google Plus, and Facebook are examples of social media. Undoubtedly, social media has integrated itself into our daily lives. Businesses often utilize social media to promote their brands, increase awareness of their products and services, retain their present clients, and find new ones. In this way, social media marketing definitely makes the most of the benefits of social networking by increasing brand awareness, value, and customer base. The goal of the research is to ascertain how urban consumers' purchase choices are influenced by social media.

Consumers and businesses are undoubtedly communicating with one other more than ever for the first time since there are more internet connections than ever before. India has surpassed even China to become the nation with the most internet users. Mumbai is home to over 13 million of India's internet users, according data compiled by the Mobile Association of India (IAMAI) and the internet. Delhi is in second place on this ranking with 11.3 million users, followed in that order by Bangalore, Kolkata, and Chennai.

The assistant vice-president of IAMAI claims that Mumbai's young people headed for college are to blame for the city's growing internet user base. Businesses are starting to realize how important social media is for shaping consumer perception, establishing brand value, and influencing purchasing choices as a result of the increased use of social media. Companies are realizing that if they use social media strategically, they might be able to get an advantage over rivals. In order to access the effect of social media on consumer buying behavior, the best strategies for increasing consumer interaction through social media may be identified via the review of the literature and data analysis on the use and customer perception of social media.

## II. OBJECTIVES OF THE STUDY

- To study the impact of social media on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social media.
- To understand how businesses can engage more customers to increase the brand value.

### III. LITERATURE REVIEW

**Nasir, S., Mateen, H., and Vel, P. [1]** According to this article, social media may educate users without requiring them to use words or other written language. When a product or service is marketed, a potential consumer may interpret its context. That serves as the basis for the buyer's response. It might show itself as the inability to purchase a thing, buy it again, or decide not to buy it. The basis of this process is thus the customer's need, his knowledge with and preference for the product, brand loyalty and value, word-of-mouth marketing, and demand.

**Nima Barhemmati et al., [2] 18** found that the most successful and effective kind of advertising is social media marketing. The research's objective is to identify the factors that affect how social network marketing modifies the purchase behaviors of social media users. This study also reveals a relationship between the companies' marketing initiatives and customer participation and purchasing patterns. Fifty students at Malaysian National University were surveyed as part of this. The study's findings show how social media use and consumer buying behavior are positively correlated.

**Aiello, G., Manthiou, A., Pederzoli, D., Singh, R., Rokka, J., and Godey, B. [3]** According to this report, the use of social media is rapidly increasing. Businesses and marketing professionals may use social media to increase customer awareness of products and services. For this study piece, a survey was used to evaluate and examine the connection between consumer buying behavior, social media marketing, and social media use. The main question also asked whether the responder was active on any other social media sites and what kind of content they had written for other sites. According to the statistical data obtained from the analysis of the research, social media has a stronger impact on the purchase behavior of customers. This research also shows which social media channels work best for showcasing the return on marketing expenditures.

#### Sampling Plan & Research Instrument

The study article's empirical data comes from respondents who actively utilize online shopping platforms. To offer the primary data, an appropriate sampling approach was used to choose 200 respondents. To collect the data, structured questionnaires were used.

### IV. CONCLUSION

A research claims that in the digital age, social media significantly affects customers' judgments on what to buy. Without a doubt, social media has had a big influence on both businesses and customers. Research indicates that consumers have a high degree of choosiness in their purchases. The decision-making process while making a purchase is still heavily influenced by the behavior and attitude of the client, even with the wealth of data and information sources that are accessible on social media. The quality of social media content is quite important, thus it should be appropriate for the user base. There's more to using social media for marketing than simply increasing brand recognition and revenue.

It entails preserving and strengthening the relationship between businesses and potential buyers, and it goes beyond that. In the modern day, the consumer is king and may get all the information they need about a product or service by just speaking with one another. Because unfavorable exposure on social media has the power to destroy a brand, companies and marketers must proceed with the utmost prudence. Even a sizable portion of the populace concur that social media makes it easier for them to share their thoughts and interact with brands and other consumers. Social media has unquestionably contributed to the reduction of the distance between customers and businesses.

Because of this, companies are now making every effort to promote a feeling of community among their patrons and to provide them a platform to express their ideas, views, criticisms, and remarks. On social media platforms, the company that uses an integrated strategic approach is the most successful at drawing in, engaging with, influencing, and retaining customers. One of the things that may change a consumer's perception of a business and their propensity to make a purchase is the methods that lead to customer views and the viewpoints of individuals who create content on social media. Therefore, companies using these strategies need to be ready to make the required changes to their marketing products in order to increase customer lifetime value and keep existing customers.

**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).