

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

Dr. Amuksiddha Shrimant Pujari

Dr. Patangrao Kadam Arts and Commerce College, Pen, Raigad.

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

I. INTRODUCTION

In today's age of marketing, all kinds of companies are prepared to spend a great deal of money on marketing. One instrument of marketing is advertising. It has several platforms such as TV, cinema, several social centers, billboards in prominent locations, advertisements on cars. Today, these platforms are no more important than mobile, because companies have recognized that mobile is a tool that allows people to spend the maximum amount of time with themselves. It is a global scenario where companies market products and services on social networks. A value-based marketing approach allows companies to communicate their core values, mission and purpose to their customers. This approach may inspire loyalty and patronage to the brand. Examples of values your customers can associate with include: social responsibility, sustainability, authenticity and transparency, ethical sourcing, quality, customer centeredness.

II. METHODOLOGY

For this paper, the researcher gathered secondary data from books, government websites, newspaper articles, research articles, and papers published in online research journals. Qualitative and descriptive analysis techniques are applied in this work.

III. REVIEW OF LITERATURE

Consumer behavior includes psychological, social and emotional processes that individuals undergo when choosing, purchasing and using products. Traditional consumer behavioral models highlight the impact of social media on consumer behavior and its implications for business growth stages such as problem-solving, information discovery, choice-making, and post-buy evaluation. However, social media are introducing new dynamics to this process, notably through peer influence and social proof. Research has shown that social media are powerful tools in shaping consumer perceptions and behavior. Studies show that user-generated content, such as reviews and testimonials, has a significant impact on consumer confidence and purchasing decisions. For example, a Nielsen survey found that 92 percent of consumers prefer



recommendations from friends and family to any form of advertising. In addition, platforms that encourage interaction with users, such as Instagram and TikTok, have been shown to increase brand loyalty.

IV. DISCUSSION AND RESULT

Following information in the period of 1st march to 31st may from the website datareportal.com as secondary.

Table 1: Social Media Application: Active User Index

(Index of the numbers of smartphone handsets using each of platforms between 1 march 2024 to 31 may 2024)

Social Media Applications	%
YouTube	100.0%
WhatsApp	84.9%
Facebook	82.7%
Instagram	69.6%
Facebook Messenger	50.1%
TikTok	44.7%
Telegram	32.3%
Snapchat	24.1%
Twitter	21.6%
Pinterest	18.7%
Discord	11.4%
LinkedIn	11.2%
Line	7.1%
Threads	6.6%
Reddit	6.0%

(Reference: datareportal.com)

The data illustrates the popularity of different social media platforms, assessed by their percentage of usage. YouTube emerges as the most utilized platform, boasting a full 100% usage rate, indicating its dominance in the market. WhatsApp and Facebook follow closely with significant user engagement rates of 84.9% and 82.7%, respectively, underscoring their ongoing importance in global communication. Instagram, another key platform, has a considerable usage rate of 69.6%, highlighting its major influence, although it lags behind WhatsApp and Facebook. Facebook Messenger, which is closely linked to Facebook, records a usage rate of 50.1%, underscoring its significance in messaging applications, even though it still falls short of its parent app. TikTok, with a usage rate of 44.7%, demonstrates a strong foothold, reflecting its swift rise in popularity, especially among younger audiences. Telegram, with a usage percentage of 32.3%, is gaining popularity, especially for its privacy features and capacity for group communication. Platforms such as Snapchat (24.1%) and Twitter (21.6%) still boast considerable user numbers, although their usage rates have decreased, suggesting a plateau or more specialized audience. Pinterest (18.7%) and Discord (11.4%) demonstrate moderate user engagement, with Pinterest commonly being chosen for visual inspiration and Discord serving gaming and community-related interactions. LinkedIn (11.2%) features a more professional demographic, which leads to a lower usage rate due to its specific focus. Line (7.1%) and Threads (6.6%) possess relatively smaller yet committed user communities. Reddit (6.0%) also retains a smaller but active audience, especially among individuals interested in discussions and content sharing on particular subjects. Overall, this information underscores the differing levels of engagement amongst social media platforms, with YouTube, WhatsApp, and Facebook standing out as the leading platforms, while others like LinkedIn, Line, Threads, and Reddit cater to more specialized but still significant user groups.

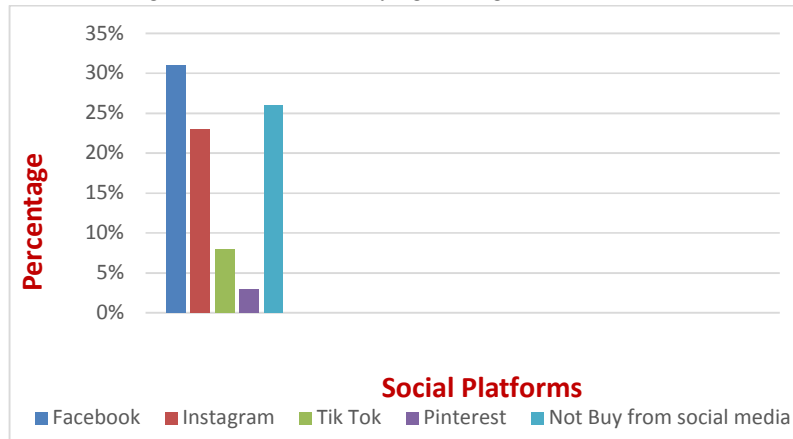


Table 2: Behavior of Buying Through Social Platforms

Platforms	Facebook	Instagram	Tik Tok	Pinterest	Not Buy from social media
Percentage	31%	23%	8%	3%	26%

(Source: wpforms.com)

Figure 1: Behavior of Buying Through Social Platforms



(Source: wpforms.com)

The table offers information on the purchasing habits of users on various social media sites. Based on the information provided, here is an analysis. Facebook tops the list, with 31% of users reporting that they have made a purchase through the site. This suggests that Facebook is still a major e-commerce platform, perhaps because of its large user base and features that facilitate shopping, such as Marketplace and Facebook Shops. Instagram comes in second, with 23% of users making purchases through the site. The fact that Instagram places a strong emphasis on visual content, influencer marketing, and its "Shop" function probably all contribute to its comparatively high purchasing rate. Users may be encouraged to make direct purchases due to the platform's smooth incorporation of shopping features within stories and posts. 8% of TikTok users purchase products via the app. TikTok's e-commerce capabilities are still developing, even if the platform is famous for its viral material and younger audience. This percentage implies that, despite its high engagement rate, TikTok may not yet be as commercially integrated as Facebook or Instagram. With just 3% of its users making purchases through the site, Pinterest has the least buying activity. Although Pinterest is a well-known site for finding and getting ideas, it seems that users are less inclined to buy things right from the site. However, for companies, Pinterest may still play a important role in driving visitors to other sites. Finally, 26% of those surveyed said they never make purchases from social media sites. This indicates that a significant number of users continue to be wary of or disinterested in buying through social media, opting instead for more conventional or specialized online retail sites. In conclusion, the data indicate that Facebook and Instagram dominate the social media shopping scene, while TikTok and Pinterest have smaller but expanding e-commerce interaction. Nonetheless, a significant portion of users continues to refrain from buying on these platforms, highlighting the persistent necessity for companies to integrate social media approaches with other conventional sales avenues.

V. CONCLUSION

The data concerning smartphone handsets utilizing each of the platforms from March 1, 2024, to May 31, 2024, underscores the varying levels of engagement across social media platforms, with YouTube, WhatsApp, and Facebook standing out as the primary participants, while others, such as LinkedIn, Line, Threads, and Reddit, cater to more specialized yet still pertinent user bases. The data related to purchasing behavior through social platforms indicates that Facebook and Instagram dominate the landscape of social media shopping, whereas platforms like TikTok and Pinterest exhibit a more specialized, albeit expanding, e-commerce engagement. Nevertheless, a significant percentage of users



remain who do not make purchases via these platforms, highlighting the continued necessity for businesses to integrate social media strategies with other conventional sales channels.

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