

## Research Article

# Study of the Influence of Social Media on Buying Behaviour

Shivansh Ojha<sup>1</sup>, Krupa Joshi<sup>2</sup>

<sup>1,2</sup>MBA, L.J. Institute of Management Studies, L.J. University.

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## I N F O

### Corresponding Author:

Shivansh Ojha, L.J. Institute of Management Studies, L.J. University.

### E-mail Id:

shivanshojha7@gmail.com

### Orcid Id:

<https://orcid.org/0009-0008-8503-5937>

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## A B S T R A C T

Social media has revolutionized the way people interact and communicate, shaping modern society's digital landscape. This abstract provides an overview of social media, its definition, features, usage statistics, and impacts on various aspects of society. Social media encompasses diverse platforms facilitating the creation and sharing of information, ideas, and interests through virtual communities. It is characterized by user-generated content, interactive Web 2.0 applications, and service-specific profiles. Popular platforms like Facebook, YouTube, Instagram, and TikTok boast billions of users globally. Social media's impact is far-reaching, influencing communication, marketing, politics, and societal norms. Positive effects include improved connectivity, effective communication, and mobilization for social causes. However, it also raises concerns about the digital divide, political polarization, and stereotyping. Social media marketing has emerged as a powerful tool for businesses, enabling targeted advertising and interaction with customers. It encompasses paid, earned, and owned media, leveraging influencers and user-generated content to promote brands. While social media offers benefits, it is not without criticisms. Issues like misinformation, cyberbullying, and commercialization have sparked debates about its societal implications. Efforts to address these concerns include enhancing media literacy and promoting responsible online behavior. As social media continues to evolve, understanding its complexities and impacts is crucial for navigating the digital age effectively.

**Keywords:** Study, Influence, Social Media, Buying Behaviour, Internet, Online Applications

## Introduction

Social media are interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. While challenges to the definition of social media arise due to the variety of stand-

alone and built-in social media services currently available, there are some common features.

- Social media are interactive. Web 2.0: Internet-based
- User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media.
- Users create service-specific profiles for the website

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or app that are designed and maintained by the social media organization.

- Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.
- The term social in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks—webs of individuals who enhance social connectivity.

Users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms on which individuals, communities, and organizations can share, co-create, discuss, participate in, and modify user-generated or self-curated content posted online. Additionally, social media are used to document memories, learn about and explore things, advertise oneself, and form friendships, along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. This changing relationship between humans and technology is the focus of the emerging field of technological self-studies. Some of the most popular social media websites, with more than 100 million registered users, include Facebook (and its associated Facebook Messenger), TikTok, WeChat, Instagram, Zona, Weibo, Twitter, Tumblr, Baidu Tiega, and LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include YouTube, QQ, Quora, Telegram, WhatsApp, Signal, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and more. Wikis are examples of collaborative content creation.

Social media outlets differ from traditional media (e.g., print magazines and newspapers, TV, and radio broadcasting) in many ways, including quality, reach, frequency, usability, relevancy, and permanence. Additionally, social media outlets operate in a dialogic transmission system (i.e., many sources to many receivers), while traditional media outlets operate under a monologic transmission model (i.e., one source to many receivers). For instance, a newspaper is delivered to many subscribers, and a radio station broadcasts the same programs to an entire city. Since the dramatic expansion of the Internet, digital media or digital rhetoric can be used to represent or identify a culture. Studying the rhetoric that exists in the digital environment has become a crucial new process for many scholars.

Observers have noted a wide range of positive and negative impacts when it comes to the use of social media. Social media can help to improve an individual's sense of connectedness with real or online communities and can

be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments. Observers have also seen that there has been a rise in social movements using social media as a tool for communicating and organizing in times of political unrest. Research from 2015 shows that the world spent 22% of its online time on social networks, thus suggesting the popularity of social media platforms. It is speculated that the increase in social media's popularity is due to the widespread daily use of smartphones. As many as 4.08 billion social media users worldwide were active on smartphones as of October 2020.

### Definition and Features

The idea that social media are defined simply by their ability to bring people together has been seen as too broad, as this would suggest that fundamentally different technologies like the telegraph and telephone are also social media. The terminology is unclear, with some early researchers referring to social media as social networks or social networking services in the mid-2000s. A more recent paper from 2015 reviewed the prominent literature in the area and identified four common features unique to then-current social media services:

- Social media are web-based Internet applications.
- User-generated content (UGC) is the lifeblood of social media.
- Users create service-specific profiles for the site or app that are designed and maintained by the social media organization.
- Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals or groups.

In 2019, Merriam-Webster defined social media as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

While the variety of evolving stand-alone and built-in social media services makes it challenging to define them, marketing and social media experts broadly agree that social media includes the following 13 types:

- Blogs (ex. Huffington Post, Boing Boing)
- Business networks (ex. LinkedIn, XING)
- Enterprise social networks (ex. Yammer, Social Cast)
- Forums (ex. Gaia Online, IGN Boards)
- Microblogs (ex. Twitter, Tumblr)
- Photo sharing (ex. Flickr, Photobucket)
- Products and services reviewed (ex. Amazon, Elance)
- Social bookmarking (ex. Delicious, Pinterest)
- Social gaming (ex. Mafia Wars)
- Social networking sites [6] (ex. Facebook, Instagram)

**Table 1. Social networking services with the most users, January 2022**

Sr no.	Platform	No of Users in Millions	Country of Origin
1	Facebook	2,910	United States
2	YouTube	2,562	United States
3	WhatsApp	2,000	United States
4	Instagram	1,478	United States
5	WeChat	1,263	China
6	TikTok	1,000	China
7	Facebook Messenger	988	United States
8	Doyin	600	China

- Video sharing (ex. YouTube, Vimeo)
- Virtual worlds (ex., Second Life, Trinity)

### Statistics on Usage and Membership

According to Statista, it is estimated that, in 2022, there are around 3.96 billion people using social media around the globe; up from 3.6 billion in 2020. This number is expected to increase to 4.41 billion in 2025. Most popular social networking services. The following is a list of the most popular social networking services based on the number of active users as of January 2022 per Statista.

### Social Networking Services with the Most Users, January 2022

#### Usage: Before the COVID-19 pandemic

A study from 2009 suggests that there may be individual differences that help explain who uses social media and who does not: Extraversion and openness have a positive relationship with social media, while emotional stability has a negative relationship with social media.

Data from Common Sense Media has suggested that children under the age of 13 in the United States use social networking services, despite the fact that many social media sites have policies that state one must be at least 13 years old or older to join. In 2017, Common Sense Media conducted a nationally representative survey of parents of children from birth to age 8 and found that 4% of children at this age used social media sites such as Instagram, Snapchat, or (now-defunct) Musical.ly "often" or "sometimes." A different nationally representative survey by Common Sense in 2019 surveyed young

Americans ages 8–16 and found that about 31% of children ages 8–12 ever use social media such as Snapchat, Instagram, or Facebook. In that same survey, when American teens ages 16–18 were asked when they started using

social media, 28% said they started to use it before they were 13 years old. However, the median age for starting to use social media was 14 years old.

### Usage: During the COVID-19 Pandemic

#### Amount of usage by Minors

Social media played a role in communication during the COVID-19 pandemic. In June 2020, during the COVID-19 pandemic, a nationally representative survey by Cartoon Network and the Cyberbullying Research Centre surveyed American tweens (ages 9–12) and found that the most popular overall application in the past year was YouTube (67%). (In general, as age increased, the tweens were more likely to have used major social media apps and games.) Similarly, a nationally representative survey by Common Sense Media conducted in 2020 of Americans ages 13–18 found that YouTube was also the most popular social media service (used by 86% of 13- to 18-year-old Americans in the past year). As children grow older, they utilize certain social media services on a frequent basis and often use the application YouTube to consume content. The use of social media certainly increases as people grow older, and it has become customary to have an Instagram and Twitter account. As per the results of a survey on the impact of the coronavirus (COVID-19) pandemic on media usage across India, there was a spike in usage of social networking applications in the first phase of the nationwide lockdown. This stabilized in the following weeks, with individual users reporting an average of 3 hours and 37 minutes on social media in the last week of June of that year.

### Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service and establish a connection with its customers. Social media marketing

has increased due to the growing active user rates on social media sites. Though these numbers are not exponential, for example, as of 2018, Facebook had 2.2 billion users, Twitter had 330 million active users, and Instagram had 800 million users. Then, in 2021, Facebook had 2.89 billion users and Twitter had 206 million users.

Similar to traditional advertising, all social media marketing can be divided into three types:

1. Paid Media
2. Earned Media
3. Owned Media

Paid social media is when a firm directly buys advertising on a social media platform. Earned social media is when firms do something that impresses their consumers or other stakeholders, and they spontaneously post their own content about it on social media. Owned social media is when the firm itself owns the social media channel and creates content for its followers.

One of the main uses is to interact with audiences to create awareness of the company or organization, with the main idea of creating a two-way communication system where the audience and/or customers can interact; e.g., customers can provide feedback on the firm's products. However, since social media allows consumers to spread opinions and share experiences in a peer-to-peer fashion, this has shifted some of the power from the organization to consumers, since these messages can be transparent and honest. Or at least appear so (more on this at influencers).

Social media can also be used to directly advertise; placing an ad on Facebook's Newsfeed, for example, can provide exposure for the brand to a large number of people. Social media platforms also enable targeting specific audiences with advertising. Users of social media are then able to like, share, and comment on the advertisement; this turns passive advertising consumers into active advertising producers since they can pass the advertisement's message on to their friends. Companies using social media marketing have to keep up with the different social media platforms and stay on top of ongoing trends. Since different platforms and trends attract different audiences, firms must be strategic about their use of social media to attract the right audience. Moreover, the tone of the content can affect the efficacy of social media marketing.

Companies such as fast-food franchise Wendy's have used humor (such as shitposting) to advertise their products by poking fun at competitors such as McDonald's and Burger King. This particular example spawned a lot of fanart of Wendy's mascot, which circulated widely online (particularly on sites like DeviantArt), increasing the effect of the marketing campaign. Other companies, such as Juul, have used hashtags (such as #ejuce and #eliquid) to promote

themselves and their products.

Social media personalities, often referred to as "influencers," are internet celebrities who have been employed and/or sponsored by marketers to promote products online.

Research shows that digital endorsements seem to be successfully attracting social media users, especially younger consumers who have grown up in the digital age. In 2013, the United Kingdom Advertising Standards Authority (ASA) began to advise celebrities and sports stars to make it clear if they had been paid to tweet about a product or service by using the hashtag #spon or #ad within tweets containing endorsements, and the US Federal Trade Commission has issued similar guidelines.

The practice of harnessing social media personalities to market or promote a product or service to their following is commonly referred to as influencer marketing. In 2019, The Cambridge Dictionary defines an "influencer" as any person (personality, blogger, journalist, celebrity) who has the ability to affect the opinions, behavior, or purchases of others through the use of social media.

Marketing efforts can also take advantage of the peer effects of social media. Consumers tend to treat content on social media differently from traditional advertising (such as print ads), but these messages may be part of an interactive marketing strategy involving modeling, reinforcement, and social interaction mechanisms. A 2012 study focused on this communication and described how communication between peers through social media can affect purchase intentions: a direct impact through conformity and an indirect impact by stressing product engagement. This study indicated that social media communication between peers about a product had a positive relationship with product engagement.

## General Impacts of Social Media and Social Media Marketing

The digital divide is a measure of disparity in the level of access to technology between households, socioeconomic levels, or other demographic categories. People who are homeless, living in poverty, elderly people, and those living in rural or remote communities may have little or no access to computers and the Internet; in contrast, middle-class and upper-class people in urban areas have very high rates of computer and Internet access.

Other models argue that within a modern information society, some individuals produce Internet content while others only consume it, which could be a result of disparities in the education system where only some teachers integrate technology into the classroom and teach critical thinking. While social media has differences among age groups, a 2010 study in the United States found no racial

divide. Some zero-rate programs offer subsidized data access to certain websites on low-cost plans. Critics say that this is an anti-competitive program that undermines net neutrality and creates a “walled garden] for platforms like Facebook Zero. A 2015 study found that 65% of Nigerians, 61% of Indonesians, and 58% of Indians agree with the statement that “Facebook is the Internet,” compared with only 5% in the US.

Eric Hermann contends that social media in the form of public diplomacy creates a patina of inclusiveness that covers traditional economic interests that are structured to ensure that wealth is pumped up to the top of the economic pyramid, perpetuating the digital divide and post-Marxian class conflict. He also voices concern over the trend that finds social utilities operating in a quasi-libertarian global environment of oligopoly that requires users in economically challenged nations to spend high percentages of their annual income to pay for devices and services to participate in the social media lifestyle.

Neil Postman also contends that social media will increase an information disparity between “winners,” who are able to use social media actively, and “losers,” who are not familiar with modern technologies or do not have access to them. People with high social media skills may have better access to information about job opportunities, potential new friends, and social activities in their area, which may enable them to improve their standard of living and their quality of life.

### **Political Polarization**

According to the Pew Research Center and other research, a majority of Americans at least occasionally receive news from social media. Because of algorithms on social media that filter and display news content that is likely to match their users’ political preferences (known as a filter bubble), the potential impact of receiving news from social media includes an increase in political polarization due to selective exposure. Political polarization refers to when an individual’s stance on a topic is more likely to be strictly defined by their identification with a specific political party or ideology than by other factors. Selective exposure occurs when an individual favors information that supports their beliefs and avoids information that conflicts with their beliefs.

A study by Hayat and Samuel-Aran conducted during the 2016 U.S. presidential election observed an “echo chamber” effect of selective exposure among 27,811 Twitter users following the content of cable news shows. The Twitter users observed in the study were found to have little interaction with users and content whose beliefs were different from their own, possibly heightening polarization effects. Another 2016 study using U.S. elections, conducted by Evans and Clark, revealed gender differences in the

political use of Twitter between candidates. While politics is a male-dominated arena, on social media, the situation appears to be the opposite, with women discussing policy issues at a higher rate than their male counterparts. The study concluded that an increase in female candidates directly correlates to an increase in the amount of attention paid to policy issues, potentially heightening political polarization.

Efforts to combat selective exposure to social media may also cause an increase in political polarization. A study examining Twitter activity conducted by Bail et al. paid Democrat and Republican participants to follow Twitter handles whose content was different from their political beliefs (Republicans received liberal content and Democrats received conservative content) over a six-week period. At the end of the study, both Democratic and Republican participants were found to have increased political polarization in favor of their own parties, though only Republican participants had an increase that was statistically significant.

Though research has shown evidence that social media plays a role in increasing political polarization, it has also shown evidence that social media use leads to the persuasion of political beliefs.

An online survey consisting of 1,024 U.S. participants was conducted by Diehl, Weeks, and Gil de Zuniga, which found that individuals who use social media were more likely to have their political beliefs persuaded than those who did not. In particular, those using social media as a means to receive their news were the most likely to have their political beliefs changed. Diehl et al. found that the persuasion reported by participants was influenced by the exposure to diverse viewpoints they experienced, both in the content they saw as well as the political discussions they participated in. Similarly, a study by Hardy and colleagues conducted with 189 students from a Midwestern state university examined the persuasive effect of watching a political comedy video on Facebook. Hardy et al. found that after watching a Facebook video of the comedian/political commentator John Oliver performing a segment on his show, participants were likely to be persuaded to change their viewpoint on the topic they watched (either payday lending or the Ferguson protests) to one that was closer to the opinion expressed by Oliver. Furthermore, the persuasion experienced by the participants was found to be reduced if they viewed comments by Facebook users, which contradicted the arguments made by Oliver.

Research has also shown that social media use may not have an effect on polarization at all. A U.S. national survey of 1,032 participants conducted by Lee et al. found that participants who used social media were more likely to be exposed to a diverse number of people and amount of opinion than those who did not, although using social media

was not correlated with a change in political polarization for these participants.

In a study examining the potential polarizing effects of social media on the political views of its users, Mopaliids and Voith suggest that a new way of engaging with social media must occur to avoid polarization. The authors note that media literacies (described as methods that give people skills to critique and create media) are important to using social media in a responsible and productive way and state that these literacies must be changed further in order to have the most effectiveness. In order to decrease polarization and encourage cooperation among social media users, Mopaliids and Voith suggest that media literacies must focus on teaching individuals how to connect with other people in a caring way, embrace differences, and understand the ways in which social media has a real impact on the political, social, and cultural issues of the society they are a part of.

### **Stereotyping**

Recent research has demonstrated that social media, and media in general, have the power to increase the scope of stereotypes not only in children but in people of all ages. [234] Both cases of stereotyping of the youth and the elderly are prime examples of ageism. The presumed characteristics of the individual being stereotyped can have both negative and positive connotations but frequently carry an opposing viewpoint. For example, the youth on social media platforms are often depicted as lazy, immature individuals who oftentimes have no drive or passion for other activities. For example, during the COVID-19 pandemic, many of the youth were accused of the spread of the disease and were blamed for the continuous lockdowns across the world. These misrepresentations make it difficult for the youth to make new efforts and prove others wrong, especially when a large group of individuals believe that the stereotypes are highly accurate. Considering the youthful groups that are present on social media are frequently in a new stage of their lives and preparing to make life-changing decisions, it is essential that the stereotypes are diminished so that they do not feel invalidated. Further, stereotyping often occurs for the elderly, as they are presumed to be a group of individuals who are unaware of the proper functions and slang usage on social media. These stereotypes often seek to exclude older generations from participating in trends or engaging them in other activities on digital platforms.

### **Effects on youth Communication**

Social media has allowed for mass cultural exchange and intercultural communication. As different cultures have different value systems, cultural themes, grammar, and world views, they also communicate differently. The emergence of social media platforms fused different cultures and their

communication methods, blending together various cultural thinking patterns and expression styles. Social media has affected the way youth communicate by introducing new forms of language. Abbreviations have been introduced to cut down on the time it takes to respond online. The commonly known "LOL" has become globally recognized as the abbreviation for "laugh out loud" thanks to social media and use by people of all ages, particularly as people grow up. Another trend that influences the way youth communicate is through the use of hashtags. With the introduction of social media platforms such as Twitter, Facebook, and Instagram, the hashtag was created to easily organize and search for information. Hashtags can be used when people want to advocate for a movement, store content or tweets from a movement for future use, and allow other social media users to contribute to a discussion about a certain movement by using existing hashtags. Using hashtags as a way to advocate for something online makes it easier and more accessible for more people to acknowledge it around the world. As hashtags such as #tbt ("throwback Thursday") became a part of online communication, it influenced the way in which youth shared and communicated in their daily lives. Because of these changes in linguistics and communication etiquette, researchers of media semiotics [who?] have found that this has altered youth's communication habits and more.

Social media is a great way to learn about your community and the world around you, but as social media has progressed, younger audiences have lowered their ability to effectively communicate. Because of its digital nature, teens have stopped worrying about the consequences that social media has. They often don't think about what they are sending and take longer to figure out what to say. In return, in real-life settings, it's harder for them to carry on conversations. Social media also creates a toxic environment where people cyberbully each other, so in person they act the same way and don't worry about the consequences. Social media has offered a new platform for peer pressure with both positive and negative communication. From Facebook comments to likes on Instagram, how the youth communicate and what is socially acceptable are now heavily based on social media. Social media does make kids and young adults more susceptible to peer pressure. The American Academy of Pediatrics has also shown that bullying, the making of non-inclusive friend groups, and sexual experimentation have increased situations related to cyberbullying, issues with privacy, and the act of sending sexual images or messages to someone's mobile device. This includes issues of sexting and revenge porn among minors, the resulting legal implications and issues, and the resulting risk of trauma. On the other hand, social media also benefits the youth and how they communicate. Adolescents can learn basic social and technical skills that are essential in society.

Through the use of social media, kids and young adults are able to strengthen relationships by keeping in touch with friends and family, making more friends, and participating in community engagement activities and services.

### Criticism, Debate and Controversy

Criticisms of social media range from criticisms of the ease of use of specific platforms and their capabilities, the disparity of information available, issues with trustworthiness and reliability of information presented, the impact of social media use on an individual's concentration and ownership of media content, and the meaning of interactions created by social media. Although some social media platforms, such as servers in the decentralized Bediveres, offer users the opportunity to cross-post between independently run servers using a standard protocol such as Activity Pub, the dominant social network platforms have been criticized for poor interoperability between platforms, which leads to the creation of information silos, viz., isolated pockets of data contained in one social media platform.

However, it is also argued that social media has positive effects, such as allowing the democratization of the Internet while also allowing individuals to advertise themselves and form friendships. I have noted that the term "social" cannot account for the technological features of a platform alone; hence, the level of sociability should be determined by the actual performances of its users. There has been a dramatic decrease in face-to-face interactions as more and more social media platforms have been introduced, with the threat of cyberbullying and online sexual predators, including groomers, being more prevalent. Social media may expose children to images of alcohol, tobacco, and sexual behavior. In regards to cyberbullying, it has been proven that individuals who have no experience with cyberbullying often have better well-being than individuals who have been bullied online.

Twitter is increasingly a target of heavy marketing activity. Their actions focused on gaining massive numbers of followers include the use of advanced scripts and manipulation techniques that distort the prime idea of social media by abusing human trustfulness. [2 British-American entrepreneur and author Andrew Keen criticized social media in his 2007 book *The Cult of the Amateur*, writing, "Out of this anarchy, it suddenly became clear that what was governing the infinite monkeys now inputting away on the Internet was the law of digital Darwinism, the survival of the loudest and most opinionated. Under these rules, the only way to intellectually prevail is by infinite filibustering." This is also relative to the issue of "justice" in the social network. For example, the phenomenon of "human flesh search engines" in Asia raised the discus-

sion of "private law" brought about by social networking platforms. Comparative media professor José van Dijck contends in her book *The Culture of Connectivity* (2013) that to understand the full weight of social media, their technological dimensions should be connected to the social and the cultural. She critically describes six social media platforms. One of her findings is the way Facebook has been successful in framing the term 'sharing' in such a way that third-party use of user data is neglected in favor of intra-user connectedness. The fragmentation of modern society, in part due to social media, has been likened to a modern Tower of Babel.

### Criticism of Commercialization

The commercial development of social media has been criticized as the actions of consumers in these settings have become increasingly value-creating, for example when consumers contribute to the marketing and branding of specific products by posting positive reviews. As such, value-creating activities also increase the value of a specific product, which could, according to marketing professors Bernard Cova and Daniele Dalli (2009), lead to what they refer to as "double exploitation."

As social media usage has become increasingly widespread, social media has, to a large extent, come to be subjected to commercialization by marketing companies and advertising agencies. In 2014, Christopher Laurel, a digital marketing researcher, suggested that the social media landscape currently consists of three types of places because of this development: consumer-dominated places, professionally dominated places, and places undergoing commercialization. As social media becomes commercialized, this process has been shown to create novel forms of value networks stretching between consumer and producer in which a combination of personal, private, and commercial contents is created.

### Consumer Behaviour in Marketing – Patterns, Types, Segmentation

Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. Consumer behavior incorporates ideas from several sciences, including psychology, biology, chemistry, and economics. Studying consumer behavior is important because it helps marketers understand what influences consumers' buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behavior also helps marketers decide

how to present their products in a way that generates the maximum impact on consumers. Understanding consumer buying behavior is the key to reaching and engaging your clients and converting them to purchase from you.

## Types of Consumer Behaviour

### There are Four Main Types of Consumer Behaviour

#### Complex Buying Behaviour

This type of behaviour is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to a high-value investment. Imagine buying a house or a car; these are an example of a complex buying behaviour.

#### Dissonance-Reducing Buying Behaviour

The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. Dissonance' can occur when the consumer worries that they will regret their choice.

#### Habitual Buying Behaviour

Habitual purchases are characterized by the fact that the consumer has very little involvement in the product or brand category. Imagine grocery shopping: you go to the store and buy your preferred type of bread. You are exhibiting a habitual pattern, not strong brand loyalty.

#### Variety Seeking Behaviour

In this situation, a consumer purchases a different product not because they weren't satisfied with the previous one, but because they seek variety. Like when you are trying out new shower gel scents.

Knowing what types of customers your e-store attracts will give you a better idea about how to segment customer types.

## How Social Media Effects on Consumers Buying Behaviour

### Social Media Impact on Consumer Behaviour

#### Customers Increasingly make Direct Purchases on Social Media Platforms

Social media is almost as widespread for learning about brands as TV or radio advertisements and word-of-mouth marketing. Three out of ten consumers said they would prefer to learn about brands in this manner in the future. But more and more, consumers are turning to social media to find brands and make purchases from them.

#### Social Media Reviews Have a Significant Impact on Consumer Behaviour.

Social media is a dynamic source of social proof, which is an

important consideration when making purchases. In order to assess a product or service before making a purchase, more than half (51%) of consumers read reviews on forums or social media. A potential consumer can be turned away with just one or two negative reviews.

#### Customers Anticipate two-way Communication with brands.

The relationship between a business and its customers now has a new facet thanks to social media. A brand is no longer a distant, nameless thing we only learn about in books or on Google. Analyzing a brand's network enables you to evaluate its principles, current news and products, and relationship with its target market.

#### For Customer Assistance, Consumers use Social Media

How would you anticipate communicating with a brand's customer service division before social media? You can get in touch with them by calling, writing, visiting, standing in line to see them in person, etc. Consumers now prefer to communicate with brands via social media when they have a complaint or a concern about their service.

## Ways Social Media Influences Consumer Behaviour

More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. The latest trend in marketing is the introduction of social media. Social media has the power to influence potential customers from the start until the stage of the purchase and beyond as well. To start off, consumers need awareness of your brand and its offerings. At a later stage, when they start



Figure 1. Content that is distributed on social media





Figure 2. Summer Sale

to narrow down their choices, you need a social media influencer to convince them of their choice. A constant dialogue between the customer and the brand is essential to keeping the relationship strong. Attractive and informative content can bind customers to your brand.

### **Builds Product Awareness**

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. When people face a problem, they start searching for a solution. But most of the time, people do not know which product or service will solve their problems. How do people get to know about your product? A large section of the audience gets to know your brand through the content that is distributed on social media.

### **Top 8 Social Networks Drove More Than 31% of Overall Traffic to Sites!**

The aim of every business is to influence consumer behaviour. If you do not have a brand presence on social media, you are missing out on an important opportunity to influence your consumer buying behaviour

### **Social Proof as a Greater Force of Buying Decisions**

Social media has resulted in the evolution of social proof as a greater force for buying decisions. Social proof has emerged due to the tendency of people to imitate the behavior of people around them or to imitate people who have influence over them. Happy customers tend to go about praising the products with likes, shares, reviews, and comments on social media. Marketers are making

the social space more transparent by sharing reviews, comments, likes, tweets, and pins of their happy customers to generate brand trust and increase conversion rates. Sharing testimonials, case studies, pictures, comments, and videos of happy customers will build greater trust and will work well on your landing page, consulting page, and sign-up page as well. The power of social proof cannot be undermined when social media has become an integral part of the lives of buyers and sellers. Social marketers looking to sell their products should have solid social proof in the form of case studies, images, videos, podcast interviews, and influencers as part of their selling strategy. All this will eventually increase the conversion rate.

### **Promotions, Discounts and Deals on Social Media**

Many social media users have signed up for social media groups or forums that they are interested in. When consumers see promotions, discounts, and deals on social media, it influences their buying behavior. 64% of online consumers wait to buy things until they go for sale. Social media is an inexpensive platform that gives brands instant reach to billions of active social media users. Brands should ensure that the target audience sees your products, likes them, and shares them on social media, which helps influence consumer behavior.

### **Social Media Influencers**

Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audience and influence their buying behavior. It is true that 49% of consumers seek guidance from social media influencers before making a

buying decision. For example, an influential gamer would endorse gaming and tech products. Consumers on social media look up to these influencers for recommendations and advice on products. A positive influence will encourage the consumer to buy the product. Influencer marketing can work wonders for your brand by attracting more customers. Many marketers are replacing celebrities with YouTube, Instagram, and Snapchat influencers. These online stars are providing unfiltered feedback on products, and consumers love it.

### Social Media Factors That Affect Consumers Buying Behaviour

Many things can affect consumer behaviour, but the most frequent factors influencing consumer behaviour are:

#### Marketing Campaigns

Marketing campaigns influence purchasing decisions a lot. If done right and regularly, with the right marketing message, they can even persuade consumers to change brands or opt for more expensive alternatives. Marketing campaigns, such as Facebook ads for eCommerce, can even be used as reminders for products or services that need to be bought regularly but are not necessarily on customers' minds (like insurance, for example). A good marketing message can influence impulse purchases.

#### Economic Conditions

For expensive products, especially houses or cars, economic conditions play a big part. A positive economic environment is known to make consumers more confident and willing to indulge in purchases, irrespective of their financial lia-

bilities. The consumer's decision-making process is longer for expensive purchases, and it can be influenced by more personal factors at the same time.

#### Personal Preferences

Consumer behavior can also be influenced by personal factors: likes, dislikes, priorities, morals, and values. In industries like fashion or food, personal opinions are especially powerful. Of course, advertisements can influence behavior, but, at the end of the day, consumers' choices are greatly influenced by their preferences. If you're vegan, it doesn't matter how many burger joint ads you see; you're not going to start eating meat because of that.

#### Group Influence

Peer pressure also influences consumer behavior. What our family members, classmates, immediate relatives, neighbors, and acquaintances think or do can play a significant role in our decisions. Social psychology impacts consumer behavior. Choosing fast food over home-cooked meals, for example, is just one of such situations. Education levels and social factors can have an impact.

#### Purchasing Power

Last but not least, our purchasing power plays a significant role in influencing our behavior. Unless you are a billionaire, you will consider your budget before making a purchase decision. The product might be excellent, and the marketing could be on point, but if you don't have the money for it, you won't buy it. Segmenting consumers based on their buying capacity will help marketers determine

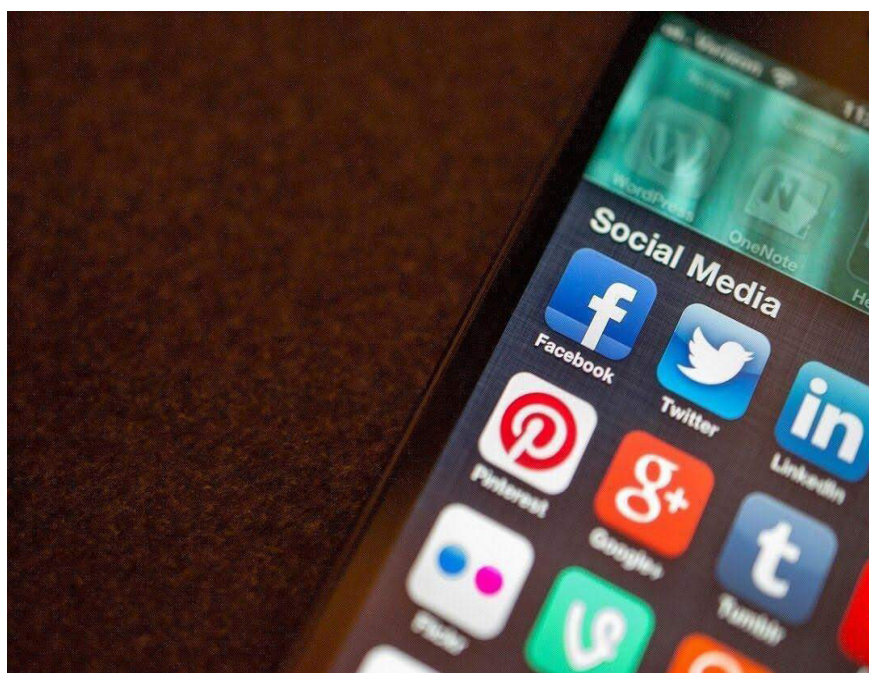


Figure 3. Swot Analysis

eligible consumers and achieve better results. meaning of consumer behavior. Studying consumer behavior also helps marketers decide how to present their products in a way that generates the maximum impact on consumers. Understanding consumer buying behavior is the key to reaching and engaging your clients and converting them to purchase from you.

## Swot Analysis on Social Media

### Strengths

- Having enough campaign funds
- Having formal-looking social media brand pages
- Large and highly engaged fan base or followers who are focused
- Presence on leading social media networks related to your industry. This is the platform your target audience spends a lot of their time on
- Providing contagious and compelling content
- High volume and velocity of conversations, comments, likes and shares on the main sites. The user experience is excellent
- Understands what the users need and want

### Weaknesses

- Having very few fans or followers Inactivity on social media sites Not enough advertising funds
- No or fewer comments from viewers Getting too many negative comments Few likes and shares
- Reduced fan engagement
- Weak click-through-rate of advertisements.
- Lacks of some features like video chats, group chats, dislike buttons, etc. Lack of website customization
- Weak protection of users 'information

### Opportunities

As a social media manager or marketer, your task is to always look for new opportunities. Your aim is growth. Be creative and adventurous. Find new ways of expanding your social media presence. One way to do this is by creating uncontested market space. Some examples of opportunities are:

- Having no or few competitors
- Having influential people as page fans
- Forming partnership with influential social media personalities
- Latest social media platforms and trends
- Rise in the number of internet users
- A breaking news which will help start an engagement
- Connecting your business page to company website
- High-quality digital products which you can sell

### Threats

- Having too many competitors
- Getting negative comments
- Very high number of dislikes on social sites
- Aggressive campaign by your competitors
- Increasing number of mobile internet users
- Users have ad-block extensions
- Online marketing's slow growth rate
- Privacy issues like identity theft
- Weak business model

## PESTEL Analysis of Social Media Industry

### Political Factors

It is obvious that the international political environment somehow impacts the results of the companies operating in the social media industry. Also, the political sphere is influenced by social media. As evidenced, American giants like Facebook and Twitter are banned in China and North Korea due to political conflicts between the US and these countries.

Also, Russia banned the use of Facebook and Instagram in March 2022 due to the war in Ukraine and political conflicts between the two countries. In summary, political disputes between the U.S. government and other countries in the world are a serious threat to the growth of American social media platforms. In addition, social networks, in theory, allow people to express themselves freely without using the traditional press. However, several political parties have accused social network actors of not sufficiently controlling the spread of fake news and contributing to the misuse of facts. Even worse, heavy sanctions have been applied to social networking platforms.

### Economic Factors

The use of social networks is free for individuals. Therefore, the popularity and use of social media platforms don't depend too much on the economic context. However, the current global economic crisis due to COVID-19 has forced consumers to reduce their budget to regular purchases of clothes, accessories, and entertainment. And the majority of these purchases are made online. As a result, companies selling these categories of products and services have been obliged to reduce their marketing budgets allocated to digital advertising on search engines (Google Ads, Bing Ads) and social networks (Facebook Ads, Pinterest Ads, Twitter Ads, etc.). So, the decline in digital advertising budgets had a negative impact on the incomes of social networking platforms. Digital advertising revenues are the main source of revenue for social media companies! In short, the decline of macroeconomic indices (unemployment, interest rates, inflation rates, etc.) has a dramatic effect on the sales and profits of social media platforms, which is a considerable

threat to them.

### Social Factors

The social environment allows you to examine the various demographic, social, and cultural changes of consumers and predict the positive or negative impact of these changes on the current and future performances of your business. For the social media industry, it is evident that the change in consumer behavior in recent years represents a valuable opportunity for companies operating in this market. Today's global consumer is ultra-connected, uses multiple information channels, and spends more time in front of their computer, smartphone, and tablet. This is particularly true of Generation Z, who consume social media content without moderation (videos, games). This fact will enable social media companies to constantly improve their performance, increase their number of subscribers, and ensure their sustainability in the future.

### Technological Factors

The technological environment is the analysis of technological innovations in an industry. These technological developments can represent huge opportunities or, on the contrary, a source of threats to a company's activity. Social media giants like Facebook are constantly investing huge amounts of money in the research and development of new technologies such as virtual reality, augmented reality, and artificial intelligence in order to maintain their market positions and counteract their competitors. The ability to implement new technological solutions is an undeniable key success factor for any company working in the social media industry. The proof is that Internet users are constantly looking for innovative features. In fact, this is the main reason why the American giant Facebook acquired WhatsApp and Instagram! Social media companies that miss out on these technological innovations risk seeing their market share drop. The technological challenge is really big!

### Environmental Factors

Ecological influences refer to new measures and standards regarding environmental protection and sustainable development. These ecological constraints are today sources of serious threats that can endanger the survival of a company. And the social media industry is not immune to these pressures from governments, associations, and non-governmental organizations. Infrastructures such as data centers and Internet routers are necessary for the good running of social media companies. There is no doubt that all these elements hurt the planet.

### Legal Factors

The legal environment includes changes in regulations, such as labor laws, trade laws, data protection laws, etc. Social

networking sites like Facebook, the world's largest social network, contain a large amount of personal information about their users. As a result, these sites must follow and enforce some rules and regulations. Otherwise, these companies risk paying very heavy fines in the future! For example, the GDPR (General Data Protection Regulation) is a European regulation aiming at reinforcing data protection that social media companies and others must follow.

### Research Methodology

When a researcher systematically designs a study for a specific research project to ensure reliable results that help to find answers to the research, it is to find out how social media actually affects consumers purchasing decisions or whether it has an impact on This research strives to provide a clearer understanding to both consumers and companies of why, when, and how much impact social media has on consumers decision-making processes. The goal is also to advise companies on how customers react to different kinds of social media marketing practices and which methods are most profitable and should be used to support the consumer's needs.

The theoretical framework provides the foundation for this research and is used as a secondary Primary data aims to answer the objectives stated in the research and provide evidence supporting secondary data. The primary data for this research was collected through an electronic survey.

### Objectives of the Study

#### Primary Objective

- To study the concept of social media.
- To analyze the impact of social media on consumer buying behaviour.

#### Secondary Objective

- To find out which is the best social media preferred by
- To explore the history and current trends of social media
- To evaluate the various channels preferred by consumers for buying decisions over traditional
- To examine factors that motivate buyers to shop through social media
- To identify the challenges with the use of social media in shopping

### Type of Research Design

A research design is the systematic approach to studying a research Research designs specify the methods and procedures for conducting particular research. Research design guides researchers in determining what issues to study and the process of collecting, analyzing, and interpreting data.

### Exploratory Research Design

This kind of research design is used when the problem is vague; its main objective is to explore and obtain clarity about the problem situation. It mostly involves a qualitative investigation. Its goal is to shed light on the real nature of the problem and suggest possible solutions or new ideas. It is a kind of research design that is meant to conduct research into issues that are not clear.

### Descriptive Research Design

This design is used when a comprehensive and detailed explanation is required for the problem of the study. It can be done in the following ways:

- Longitudinal Study
- Cross-Sectional Study

This involves planning research for the purpose of identifying and illustrating the characteristics of a research occurrence. It is suitable for answering research questions. That concerns what, who, how, why, when, and where.

### Causal Research Design

This type of research design is used when a researcher manipulates one or more causal variables to assess their effect on the dependent variable. This cause-and-effect relationship tends to be probabilistic in nature.

The research design used for this paper is descriptive since we are trying to gain insight on the impact of social media on consumer buying behavior through surveys and published papers with relevant information.

### Source of Data Collection

#### Primary Sources

We collected primary data through surveys using the platform of google forms, which is a free surveying Web-based application.

#### Personal Observation Method

This is the most common method for collecting primary data in studies related to behavioral science. In this method, the investigator does not ask questions of the respondent, but the information is obtained under the direct observation of the investigator. The observation involves recording the behavioral patterns of people.

#### Interview Method

There are two methods. 1. personal interview; 2. telephonic interview

#### Personal Interview

The method of collecting information through interview is carried out in a structured Way, in which a set of well-arranged predetermined questions and highly Standardised technique of recording observation is involved. Such interviews are Called structured interview. The interview which is focused by asking certain

Questions by allowing to respondent to express himself in detail is called semi

#### Structured Interview

##### Telephonic interview

This is an alternative method of interview to the person. This method of collecting Information consists in contracting respondents on telephonic. This method is

Effective when the interviewer has specific questions to ask and needs responses Promptly.

#### Questionnaires Method

This contains questions to which the respondents respond either by expressing their own view or by ticking the right answer out of the alternatives provided. Questionnaires were preferred as the method for eliciting information from respondents because questionnaires make replication of views expressed easier, provide answers to questionnaires, enable researchers to make comparisons of views on issues, and also measure specific variables in a study. The

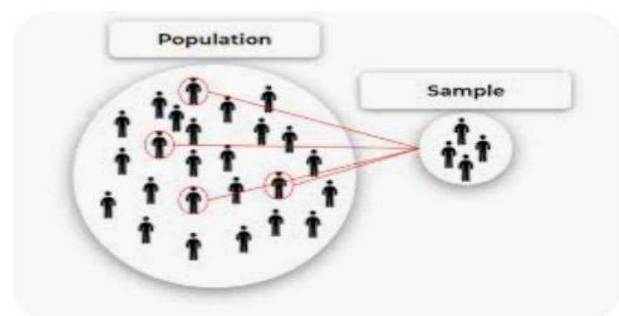


Figure 4. Sampling Method

questionnaires for our respondents were structured. The multiple-choice questions allowed respondents to answer questions that were applicable to the study.

#### Secondary Sources

We talked to some people about their buying decisions and went through other research papers on similar topics. Secondary data refers to data that has already been collected by someone other than the primary user. Common sources

of secondary data are journals, newspapers, magazines, internet searches, and documentaries.

### Sampling Method

Sampling is the technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate the characteristics of the whole population. Different sampling methods are widely used by researchers in market research on the entire population to collect actionable It is also a time-convenient and cost-effective method and hence forms the basis of any research design.

### Types of Sampling Methods

Sampling in market research is of two types: probability sampling and non-probability sampling. Let's take a closer look at these two methods:

- **Probability Sampling:** Probability sampling is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly. All the members have an equal opportunity to be a part of the sample with this selection parameter.
- **Non-Probability Sampling:** In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or pre-

defined selection process. This makes it difficult for all elements of a population to have equal opportunities to be included in a sample.

### Sample Size

- Sample size refers to the number of participants or observations included in a study. This number is usually represented by n.
- The size of a sample influences two statistical properties.
  1. The precision of our estimates
  2. The power of the study to draw conclusions

The sample population is a subset of the entire population, and inferential statistics is to generalize the sample to the population. A sample size of 200 respondents was used for the study.

### Interpretation

Social media platforms are most popular among people in the age group of 18-29, comprising 77.5% of the user base. Following that, people under the age of 18 form 11% of the user base, and the age group of 30-44 make up 7%. People of age 45 and above are comparatively less active on social media.

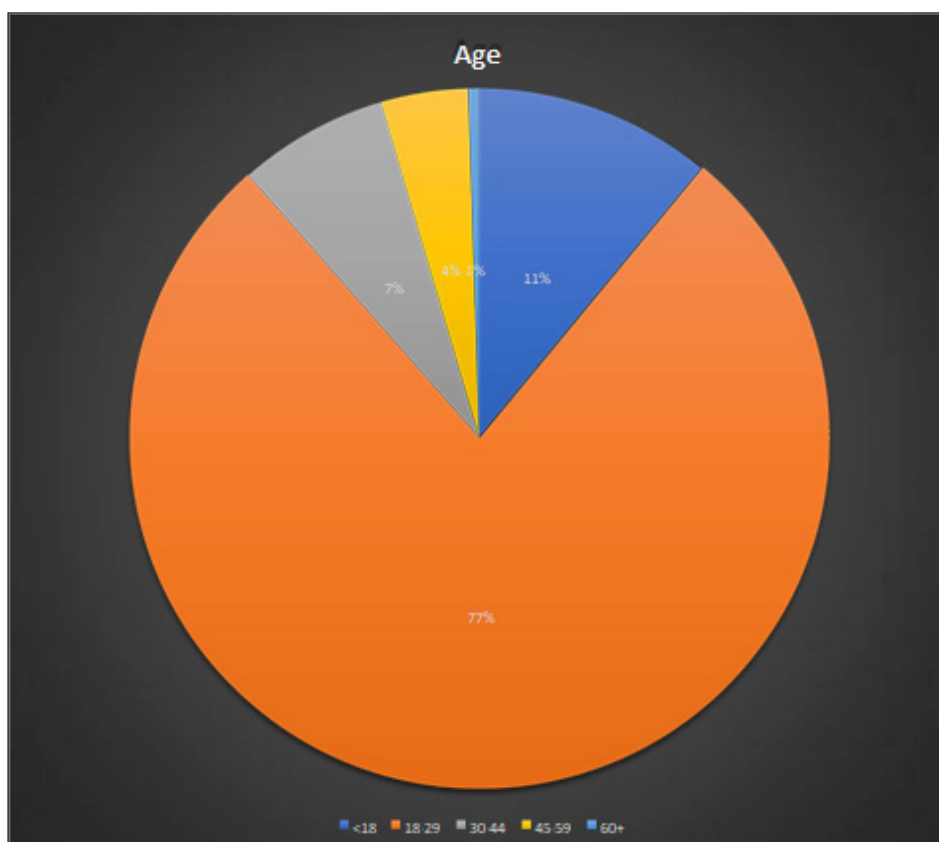


Figure 5.Age

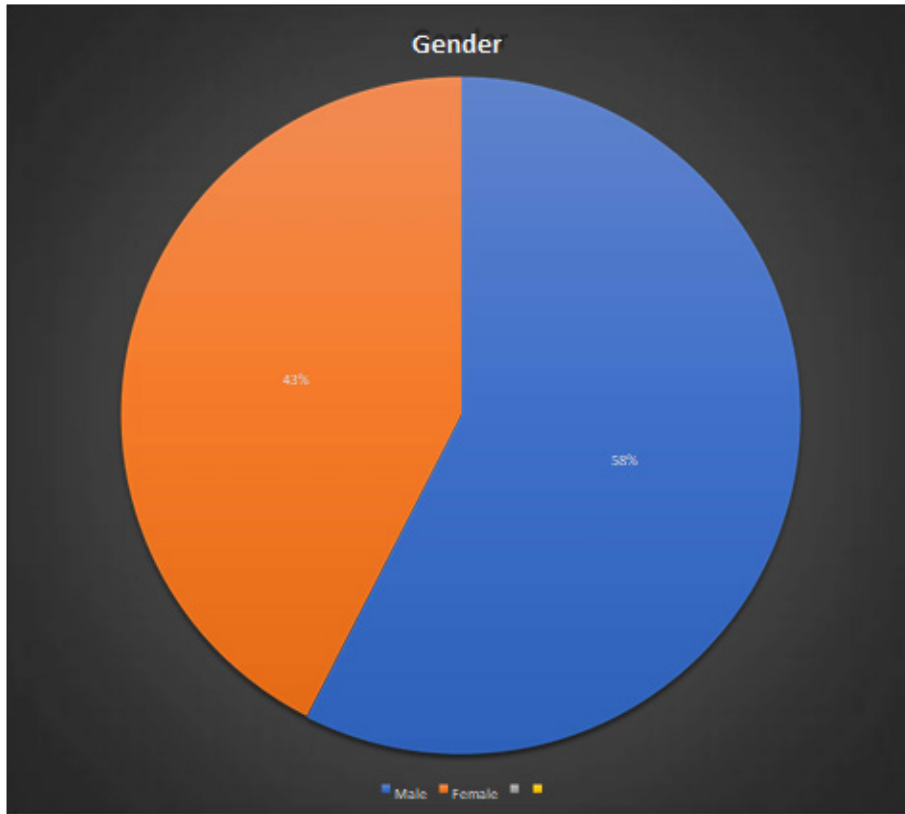


Figure 6.Gender

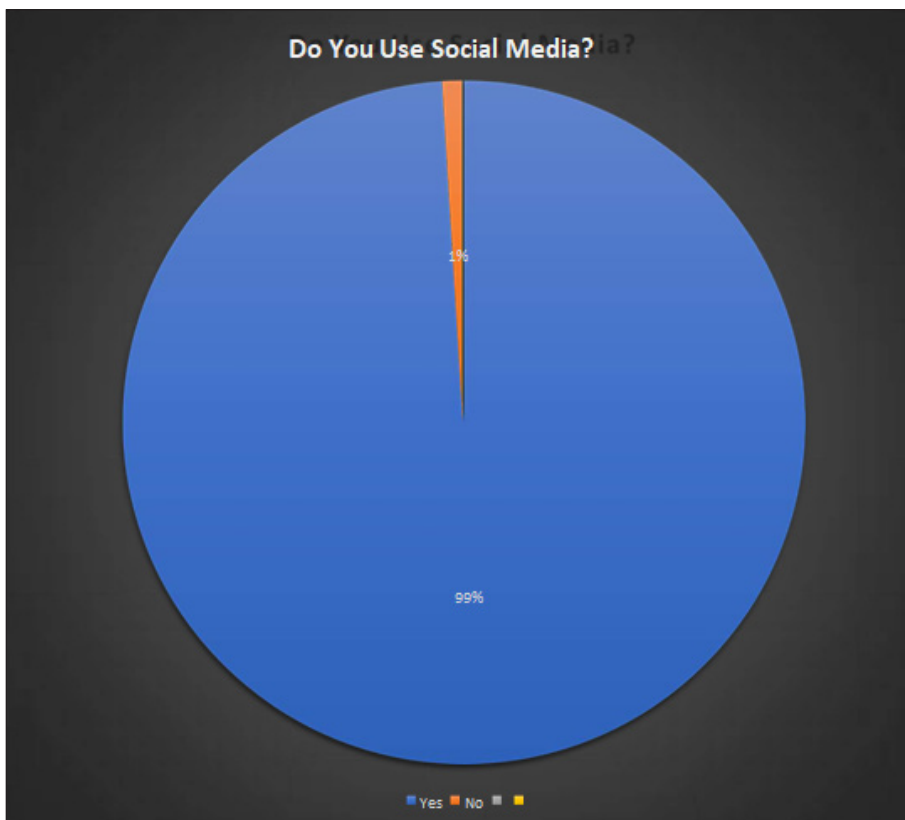


Figure 7.Do you Use Social Media

### Interpretation

In the current digital age, social media has become an integral part of our lives. Most people, regardless of their educational background or level of literacy, are familiar with and actively use social media platforms, such as Facebook, Twitter, Instagram, and Snapchat. However, there are still some people who are unfamiliar with or unaware of these platforms or do not know how to use them properly. This lack of access and knowledge can be attributed to a variety of factors, including age, cultural background, geographical location, language barriers, and financial resources. For these people, it's important to provide access to information and resources that will help them understand and use social media in a safe and meaningful way.

### Interpretation

People use social media for a variety of purposes, such as

getting information, shopping, making friends, chatting, learning, and marketing. According to surveys, 84% of people believe that social media platforms are useful for obtaining information about a variety of products, services, and news. However, fewer people use social media for marketing purposes. People are increasingly using social media for sharing opinions, expressing their views, and developing relationships with like-minded individuals. People are also using social media to stay up-to-date with the latest trends and developments, as well as connect with businesses and brands. Additionally, social media platforms have become a great source of entertainment, with people being able to watch videos, play games, and engage in conversations with others. Businesses are also taking advantage of social media, using it as a platform to advertise their products and services, build relationships with customers, and increase their brand awareness.

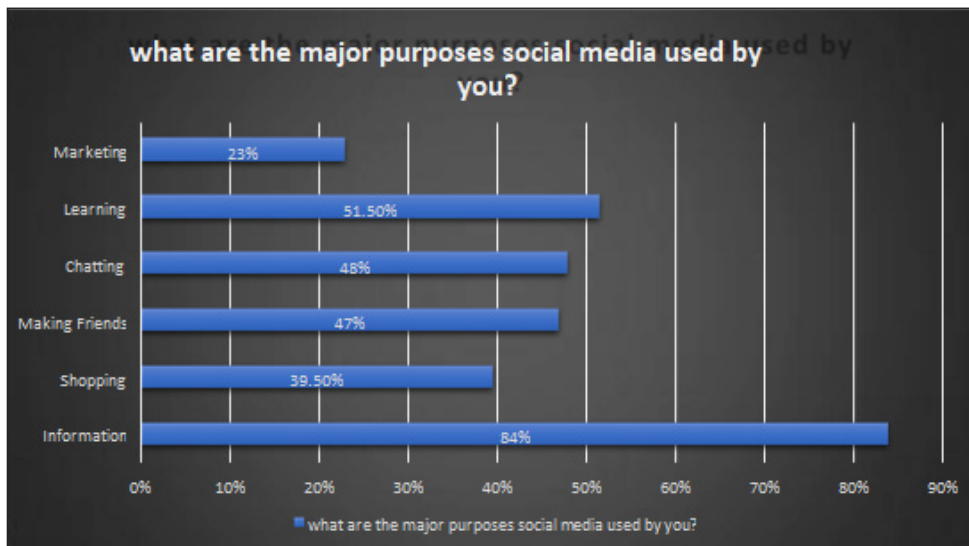


Figure 8. What are the major purposes social media used by you?

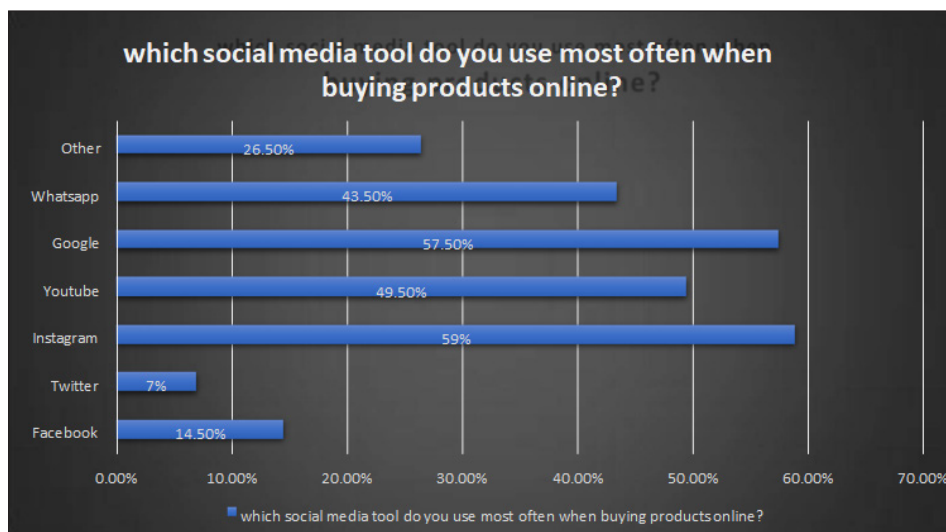


Figure 9. Which social media tool do you use most often when Buying products online?



**Conclusion**

**Interpretation** Instagram, YouTube, and Google, there are other popular social media platforms such as Facebook, Twitter, LinkedIn, Pinterest, and TikTok. These platforms are all used by people to share information, connect with friends, and promote their businesses. All of these platforms have their own unique features and advantages. In the near future,

**Do you Use Social Media**

For example, Facebook is great for connecting with friends and promoting businesses; Twitter is great for connecting with influencers and staying up-to-date on news; LinkedIn is ideal for building professional relationships and finding jobs; Pinterest is perfect for discovering new ideas and trends; and TikTok is great for creating and sharing short videos. Each of these platforms has its own

advantages and can be used to gather information and reviews.

**Interpretation**

Among the 200 people interviewed, 41% of people use social media for about 1 to 5 hours on a daily basis, 31% of people use social media for about 1 to 5 hours on a daily basis, 13% of people use social media for about 1 to 5 hours on a daily basis, and 1% of people use social media for about 1 to 5 hours on a daily basis.

**Interpretation**

41% of users accepted that they were attracted by an advertisement on social media; 33% of users are not sure if they paid attention to the advertisement as it related to neediness or usefulness; and 25% didn't pay attention to the advertisement.

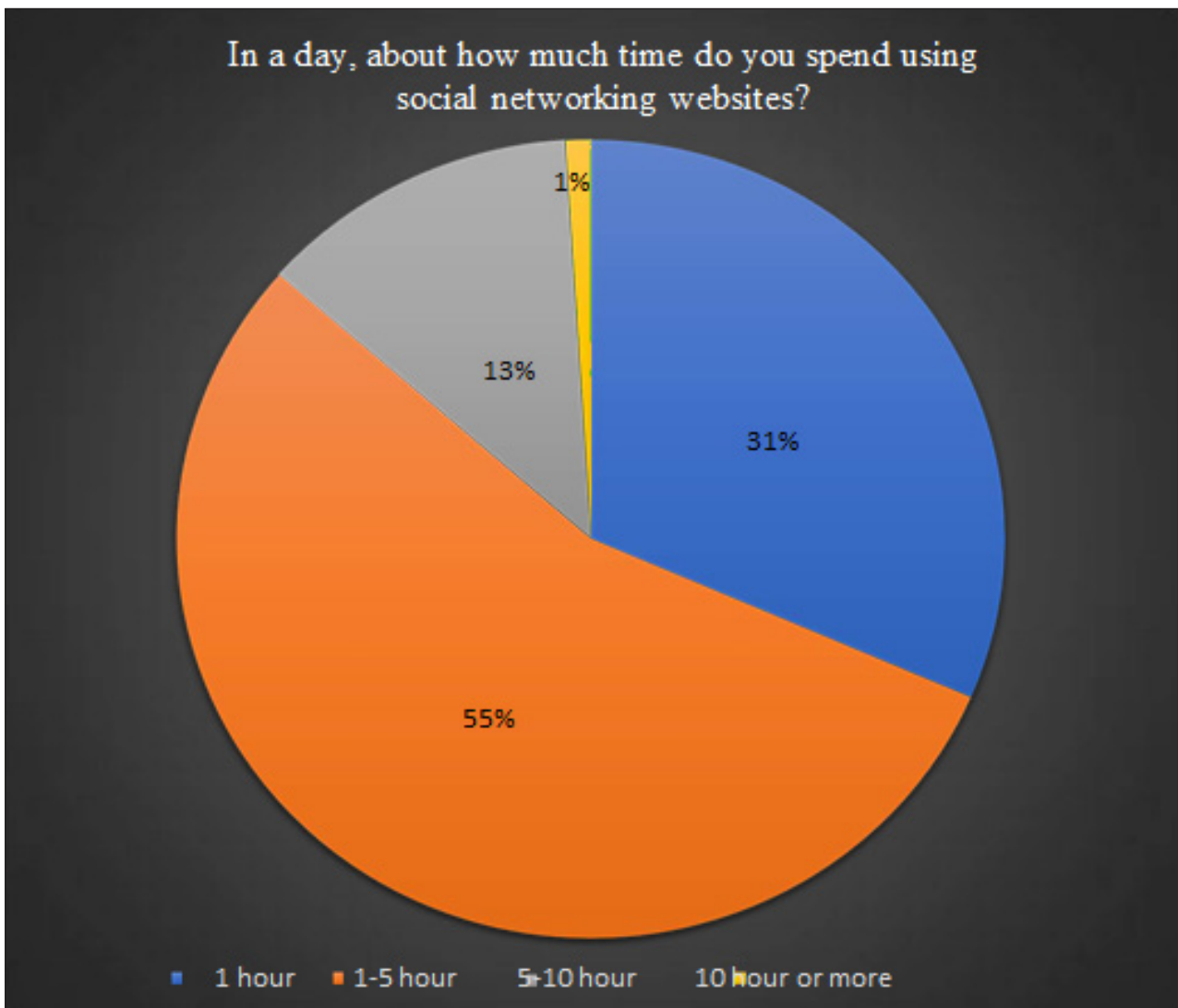


Figure 10. In a day, about how much time do you spend using social networking websites

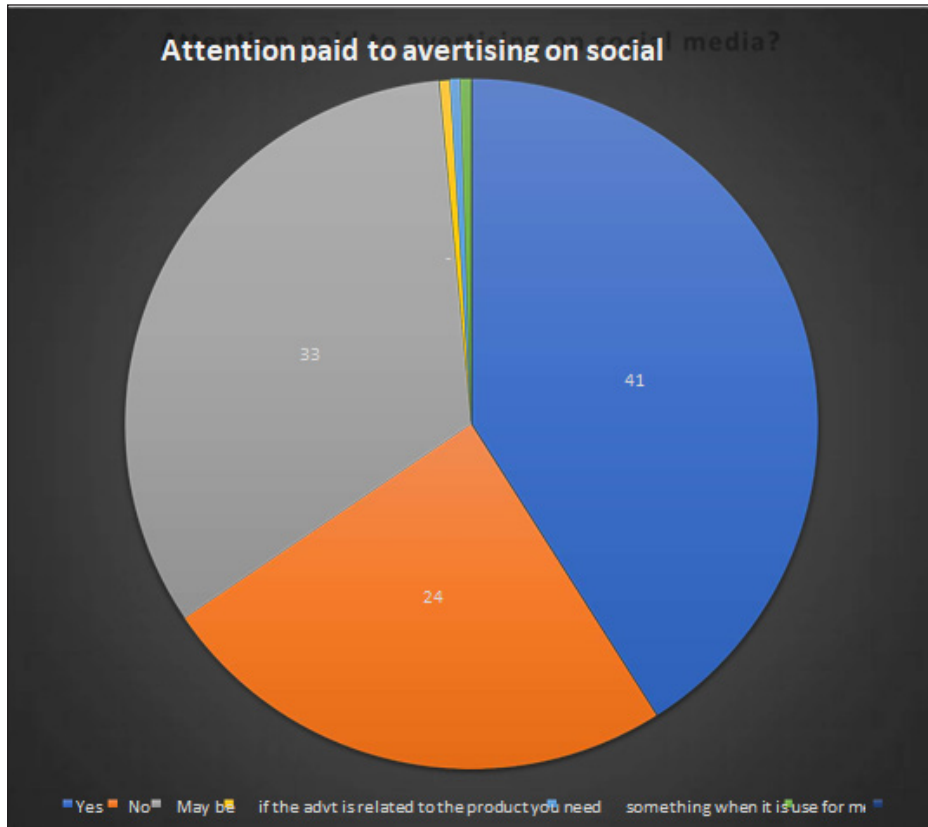


Figure 11. Attention paid to advertisement on social media

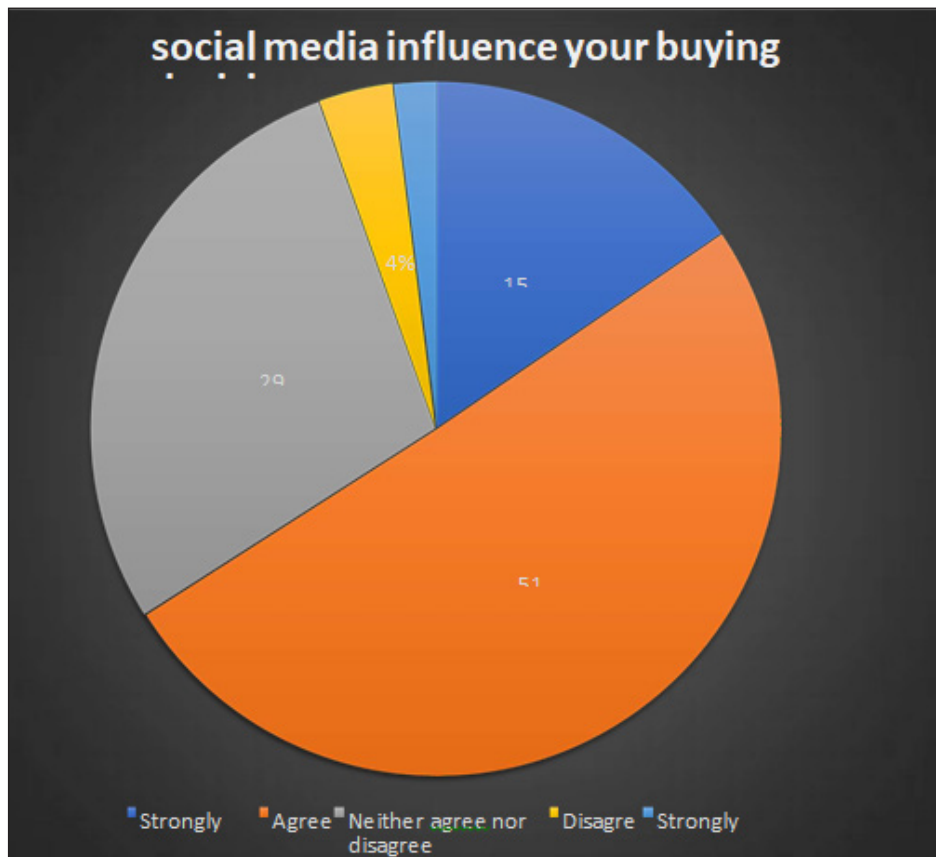


Figure 12. Social media Influence your buying decisions

### Interpretation

50% of the people agree with the statement that social media influences their buying decisions; 15% strongly agree with the statement; 28% are neutral to the statement; and very few people have an opinion of disagreement.

### Interpretation

The main reason why people avoid shopping online on a daily or weekly basis is because of the inconvenience

that comes with it. People find it hard to keep up with the frequent changes in prices and product availability, which can lead to disappointment. Additionally, people are often reluctant to shop online due to security concerns, such as the risk of online fraud. As a result, many people prefer to shop online on a yearly or monthly basis, where prices and product availability are more stable. This allows people to shop with more confidence and convenience, knowing that they are getting the best deal and that their data is secure.



Figure 13. How often do you online shopping

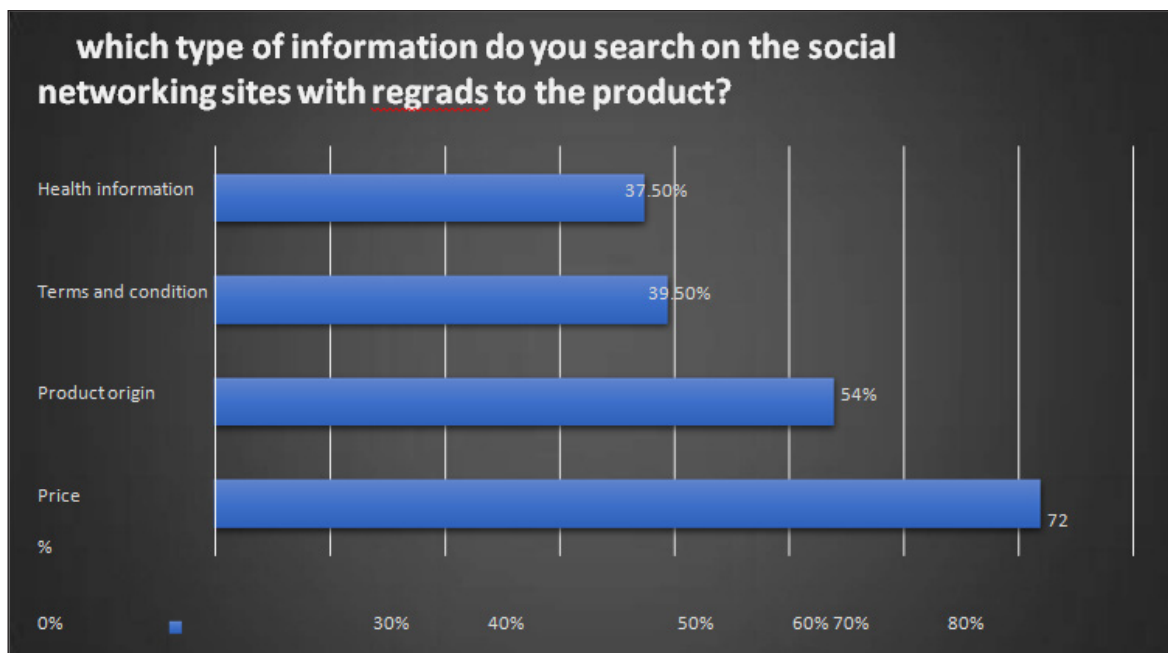


Figure 14. Which type of information do you search on the social Networking sites with

**Interpretation**

Users find social media helpful for searching for pricing, product origin, terms and conditions, and health information about the products. Social media is also helpful for customers to find other related information about the product, such as user reviews, customer feedback and ratings, product recalls, and safety warnings. Consumers can also find out about the latest offers and discounts available on the product. In addition, customers can use social media to ask questions about the product and get quick answers from the manufacturer or other customers.

This can help them make a well-informed decision before purchasing the product.

**Interpretation**

Most of users (58%) think that social media is helpful in way easy and quick to access the product information and it also reduces stress of bargaining it enhances customer engagement, improving communication between seller and buyer, it's easy to see all the products and information, home delivery made customers really like social media.

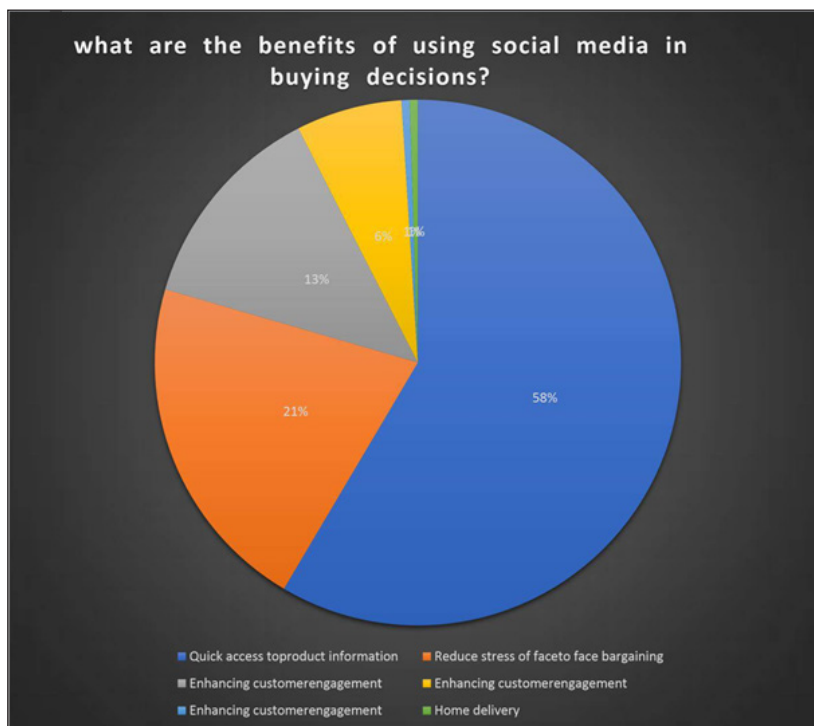


Figure 15. What are the benefits of using social media in buying decisions

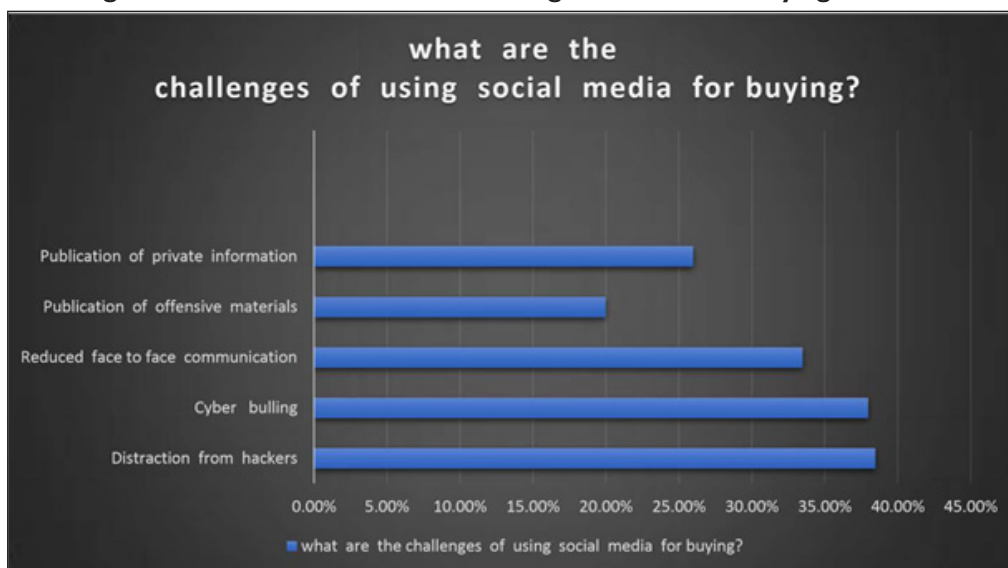


Figure 16. What are the challenges of using social media for buying

### Interpretation

Users face challenges with hackers, cyberbullying, reduced face-to-face communication (cannot get what is on others minds), offensive things, and risks with private information, fake products, and fraud in payment. Users are always concerned with these challenges on social media. Users also face challenges such as online scams, phishing, identity theft, and malicious software. These threats can be especially dangerous for younger users, as they are more likely to provide personal information or make payments

without realizing the risks. Furthermore, users also face the challenge of dealing with trolls, cyberbullying, and hate speech, which can be damaging to their mental health and wellbeing. Unfortunately, these risks are becoming increasingly common on social media platforms, and users must be vigilant in protecting themselves from these dangers.

### Interpretation

Almost of 85% agrees to positive effect of brand image with the brand follow up in complaints, questions, comments and responding them.

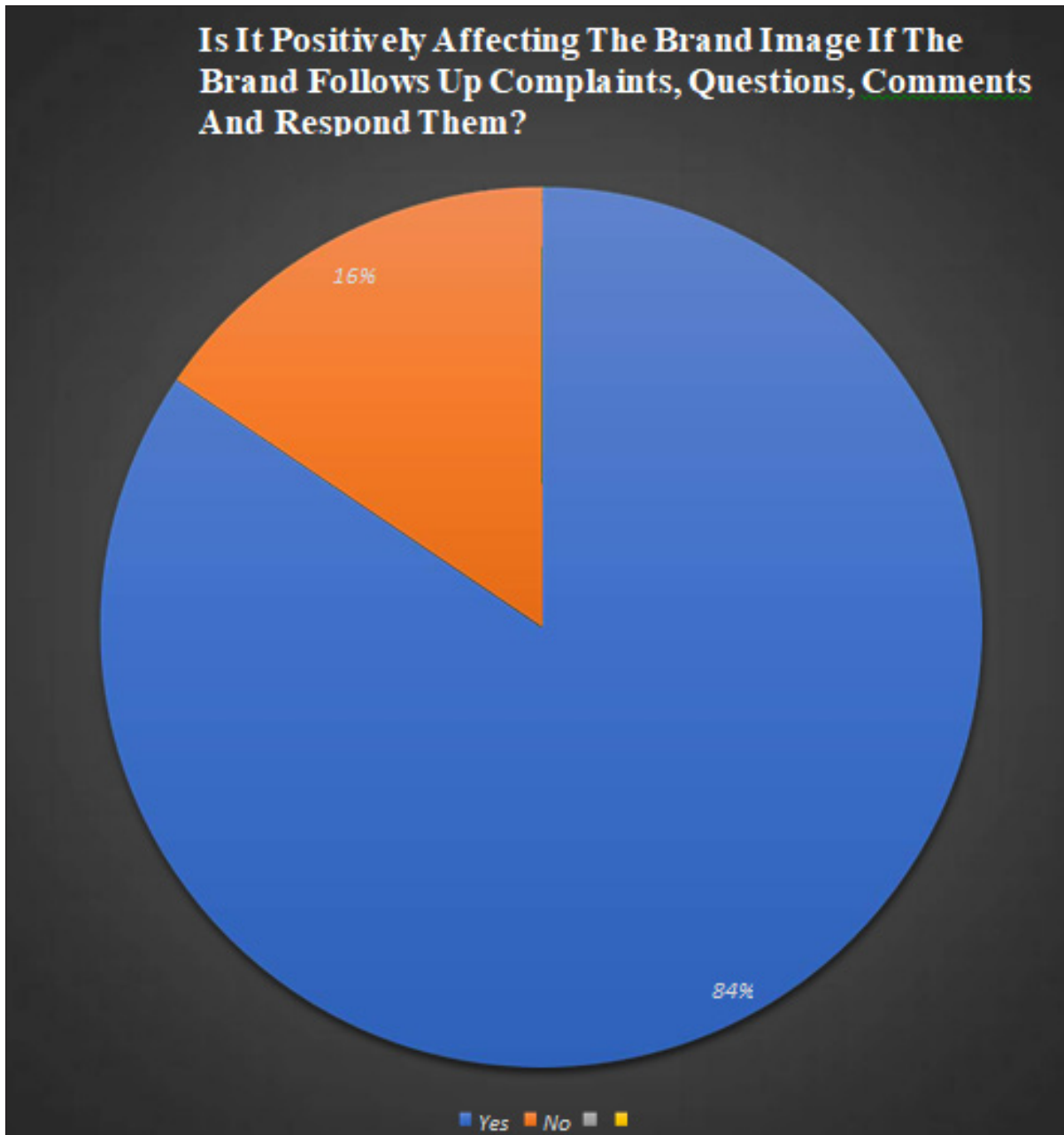


Figure 17. Is It Positively Affecting The Brand Image If The Brand Follows Up Complaints, Questions, Comments And Respond Them

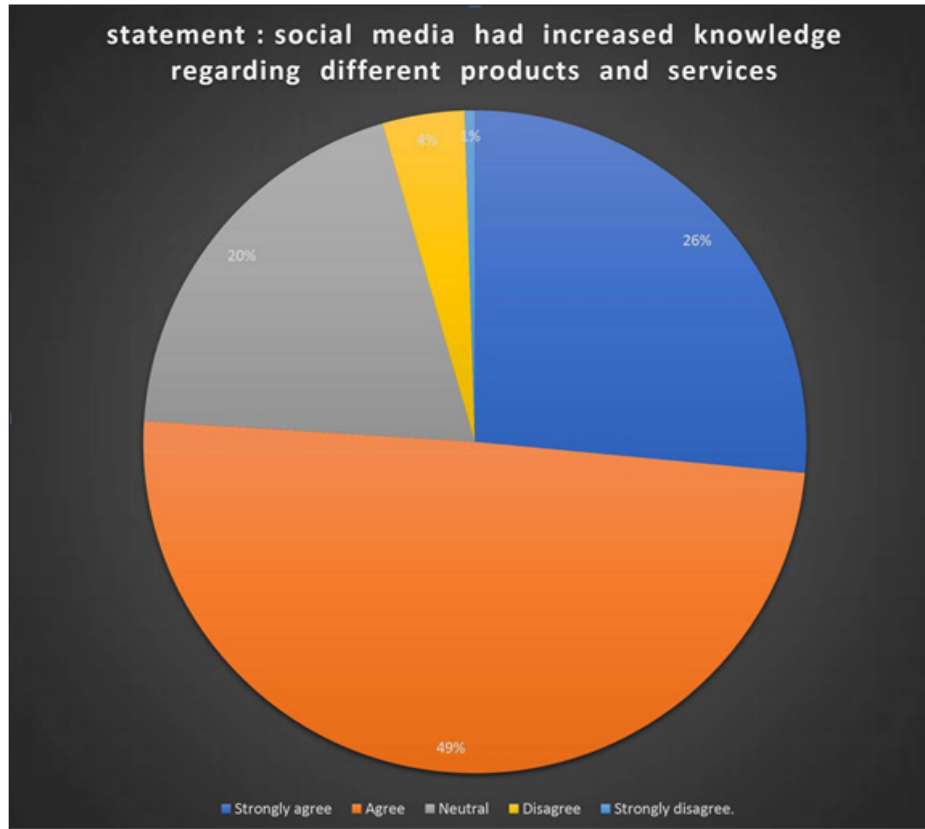


Figure 18.Statement: social media had increased knowledge regarding different products and services

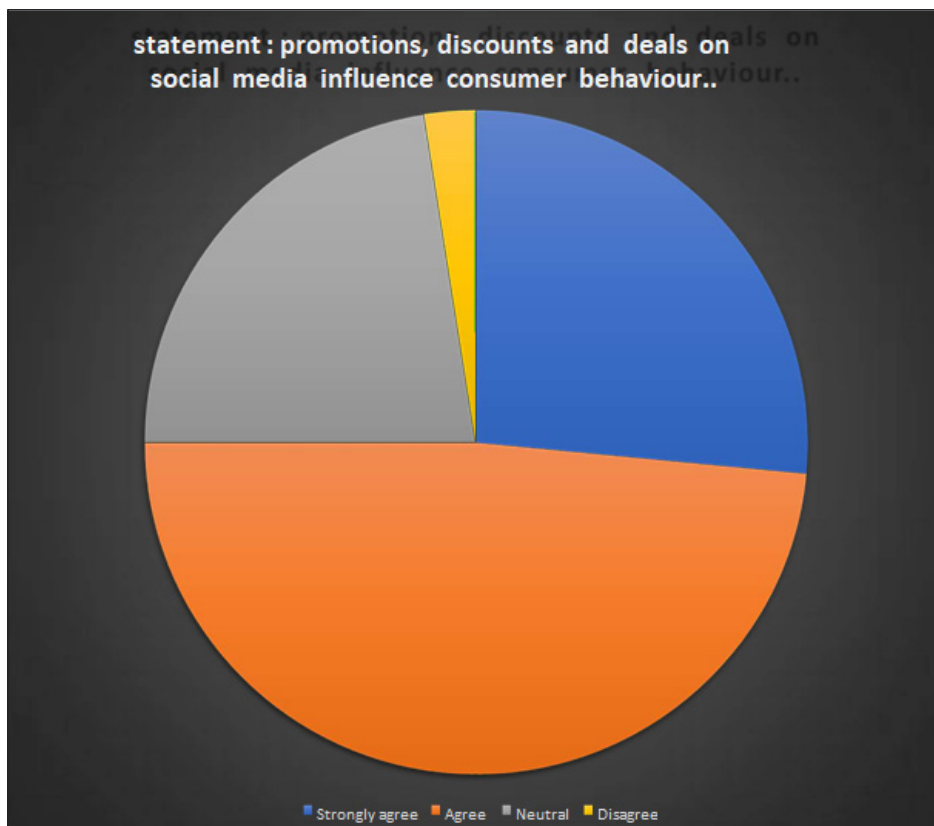


Figure 19.Statement:promotions,discounts and deals on social media influence consumer behaviour

### Interpretation

26.5% of people strongly agree with the statement that social media has increased knowledge regarding different products and services, while 49.5% agree, 20% are neutral, and very few disagree with it.

### Interpretation

26.5% of people strongly agree with the statement that promotion, discounts, and deals on social media influence consumer behavior; 48.5% agree, 22.5% are neutral, and very few disagree with it.

### Interpretation

People's buying behavior gets affected by reliability (39%), consistency (34%), trusted brand (36.5%), wide market (30%), and 1% by other factors. Other factors that influence the buying behavior of people include the availability of a product, its price, the user experience, and customer service. The quality of the product, its features, and its usability also play a major role in influencing the buying behavior of people. People also take into account the reviews from other users and brand loyalty when making the final decision. Factors such as promotional offers and discounts also affect the decision-making process for a customer. Social media marketing and advertising campaigns also have a huge impact on people's buying behavior. Finally, people's cultural, social, and personal values also influence their buying decisions. Thus, apart from the factors mentioned above, many other factors influence the buying behavior of people.

### Interpretation

Amazon is most often used by users. 52.5% of users trust Amazon to buy anything online. Flipkart is the second most often used site customers use for shopping online. People also use Myntra (11%), Mesh, and Alibaba. There are also a lot of people who use multiple websites to shop online.

The research has shown a powerful impact of social media on consumer buying behavior in the digital age. There is no doubt that social media has brought major changes to both consumers and businesses. The quality of content on social media makes a big impact, so it should be consumer-relevant. Even many individuals have agreed on the fact that through social media, they can share their opinions and talk to other consumers and corporations more effectively. Social media has definitely bridged the gap between brands and consumers. Considering this fact, companies are now making every possible effort to make the buyer feel connected with the brand and allow them to express their views, opinions, feedback, and reviews.

The company that is adapting an integrated strategic approach with the aim of social network platforms is becoming the most successful in getting, engaging, influencing, and retaining customers. Factors that can change the customer's brand perception and their willingness to buy include the strategies that led to the consumer's perspective and the opinions of the people who create content on social media. So, these strategies definitely need a high degree of maintenance, and those companies that are using them should be ready to fix all the marketing services to retain existing customers and increase customer lifetime value.

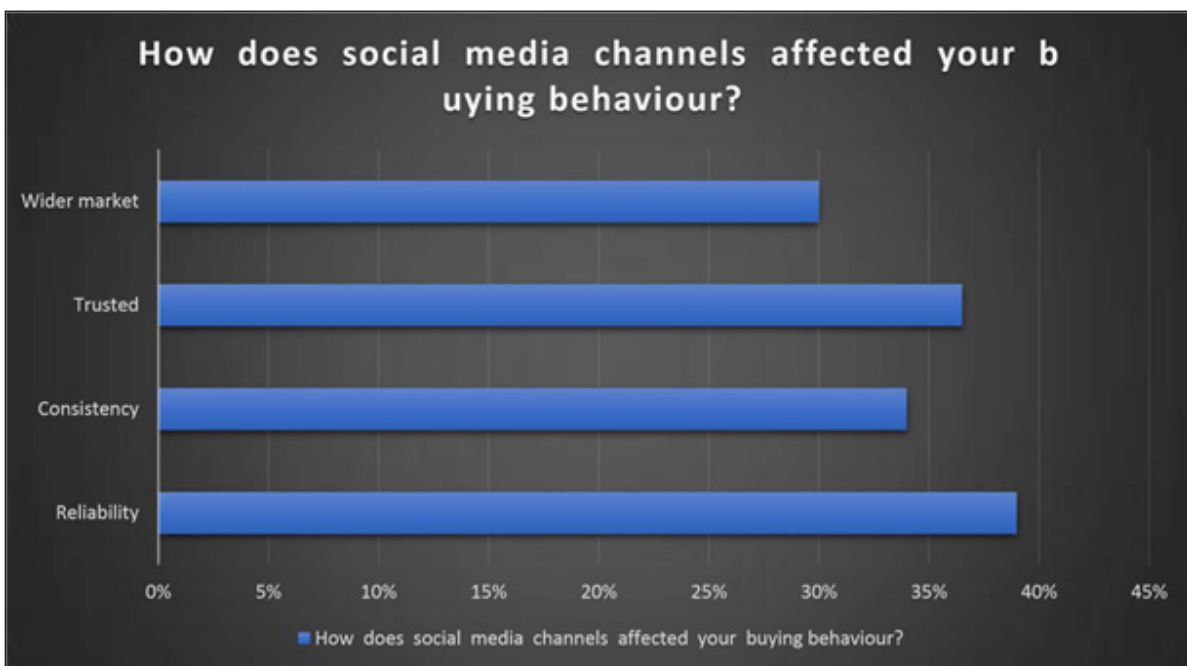


Figure 20. How does social media channels affected your buying behaviour

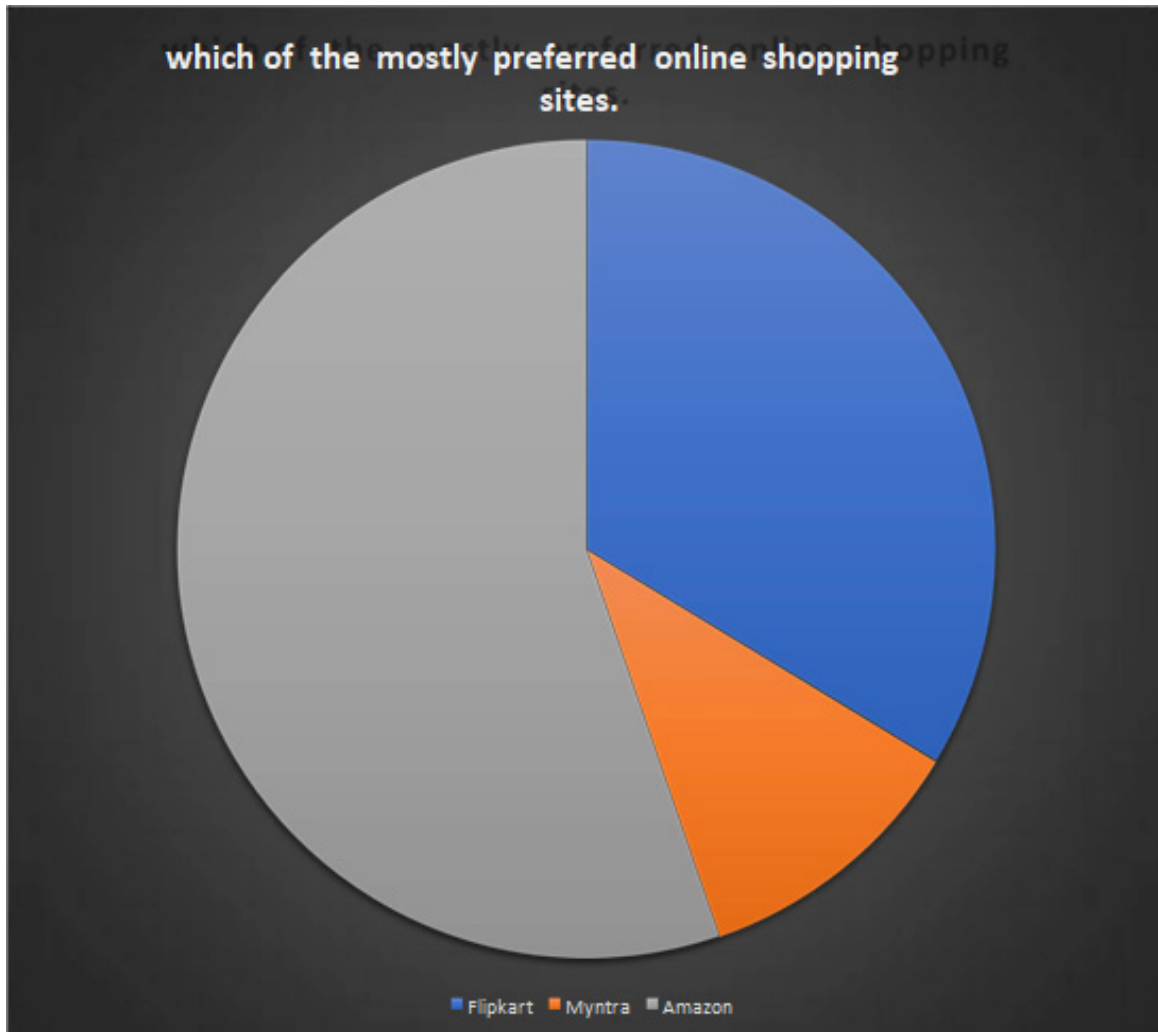


Figure 2I. which of the mostly preferred online shopping sites.

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