



Impacts of Social Media on Consumer Behavior

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ABSTRACT

The purpose of this study is to investigate the influence of social media in consumers' decision-making processes for complex transactions, which are expensive and rare and are marked by considerable brand variations, strong consumer engagement and risk. The information search, alternative appraisal, and purchase decision steps from the conventional EBM model are used in this model. A quantitative study investigates the extent to which social media alters people's experiences. Customer satisfaction is influenced by social media usage during the stages of information search and alternative evaluation, with satisfaction increasing as the consumer progresses through the process toward a final purchase choice and post-purchase review.

Keywords: social media, consumer decision, decision making

Introduction

The decision process of customers for complex purchases is investigated in this research, with a particular focus on how this process is influenced by the potential use of social media.

The use of social media in this sense, complex buying behaviour refers to costly, infrequent purchases. The Purchases involving a lot of consumer interaction, a lot of brand variances, and a lot of risk. The rise of social media is a relatively new phenomenon. The World has changed dramatically in the last decade. User- driven online technologies such as blogs and social media have proliferated on the World Wide Web. Networks and platforms for sharing media These are referred to as "social media" as a group. User-generated content, a worldwide community, and a global economy have all benefited from technological advancements. The publication of consumer feedback (Smith, 2009). This movement has now taken over the world.

Marketers are closely monitoring consumer use of social media, but little is known about how it influences consumer decision-making. Several studies concentrating on consumer behaviour in the online shopping environment, but without consideration of the effects of the internet on the various stages of consumer decision-making procedure (Darley et al., 2010). This study investigates how the presence and abundance of these new information sources are influencing consumer decision- making.

Purchases that are complicated to investigate consumers' attitudes, the classical EBM model (Engel et al., 1990) is used.

Research Purpose

Social media platforms have a significant impact on today's society in terms of communication and information. Furthermore, traditional media is no longer trusted, therefore businesses must come up with new ways to engage with their customers and learn new things about the factors that affect their target audiences. Given the previously mentioned facts that customer reviews and opinions are strong and reliable sources of information research and the reality that people frequently alter, play with, or recreate their identities online, a study focusing on actual social media user behavior can provide excellent insights for marketers. In order to fill this vacuum in the literature, this dissertation's goal is to. Therefore, the goal is to comprehend the extent to which Social media has an impact on consumer behavior.

- To research the effects of social media on how consumers decide what to buy.
- To evaluate how social media activity and content affect consumers' perceptions of the brand.
- To comprehend how companies might attract more clients in order to raise the value of their brand.

Research Methodology

- Primary research has been conducted through questionnaires
- I have collected more than 100 respondents
- Secondary data collected from Journal and articles

Literature review

The popularity of the term "social media" grew as a result of the creation of social networking sites such as MySpace in 2003 and Facebook in 2004. Around this time, the term "Web 2.0" was coined to describe the new use of the internet as a platform where content is no longer created and published by individuals, but is continuously modified by a large number of users in a participatory and collaborative manner (**Kaplan and Haenlein, 2010**). Web 2.0 introduces collaborative projects, Wikis, and interactive blogs, facilitating the formation of user networks and the exchange of ideas, information, and knowledge among users (**Constantinides, 2014**). According to the OECD, user generated content (UGC) is media content that is publicly available and created by end users (Kaplan and Haenlein, 2010).

The 1950s-era concept of word-of-mouth (WOM) has been revitalised by the worldwide web WOM is defined as "person- to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial" by **Arndt (1967)**, in relation to a brand, product, or service primary source of information for consumer purchasing decisions, influencing them. Attitudes, perceptions, and expectations toward brands, products, and services (Kimmel and others) Kitchen, 2014), as well as influencing all stages of consumer decision-making: from the product .From awareness to selection and post-purchase evaluation, we've got you covered.

WOM has risen in prominence in recent years as a result of increased interconnectedness. social media users (**Kimmel and Kitchen, 2014**). Electronic word-of-mouth or online word-of-mouth (eWOM) is a type of WOM in which internet users provide reviews and ratings for various products and services of merchandise. Decision-making process due to its simplicity and adaptability The model is divided into five stages:

Recognizing a need, searching for information, weighing alternatives, making a purchase decision, and post-purchase analysis The study aims to determine the significance.

Impact of social media on consumer decisions

Several authors have recently studied the influence of social media on consumer behavior, although generally not from the point of view of the decision process (e.g., **Xie and Lee, 2015; Chu and Kim, 2011**). Consumers use social media for the benefit of immediate access to information at their convenience (Mangold and Faulds, 2009), helping them to decide what to buy or to know more about new products or brands, when and where they want (Powers et al., 2012). Examples are given by **Goh et al. (2013)** and **Xiang and Gretzel (2010)**. Online consumer reviews have been shown to have a causal impact on product choice and purchase behaviors by consumers (**Yayli and Bayram, 2012**). Social media has brought on a 'participatory culture' where users network with other like-minded individuals to engage in an unending loop of sharing information, monitoring updates, and requesting opinions and ratings on all kinds of products, services and activities (**Ashman et al., 2015**). The quality of online product reviews, characterized by perceived informativeness and persuasiveness, together with the perceived quantity of reviews, are found to have a significant positive influence on consumers' purchase intentions (**Zhou et al., 2013; Zhang et al., 2014**). Social media is perceived as a more trustworthy source of information when compared to corporate communications and advertisements. According to Constantinides (2014), there is a general feeling of mistrust towards mainstream media. Therefore, consumers are turning away from traditional media such as television, magazines, and newspapers as sources to guide their purchases (**Mangold and Faulds, 2009**).

Factors affecting buyer's behaviors

Cultural Factors:

Cultural factors play a significant role in influencing buying behaviors. These include culture, Sub-culture and social class, defined culture as collective programming of the mind that distinguishes the members of one group or category from another. Culture is regarded as the complex whole that includes, knowledge, belief, customs traditions, morals and habits acquired by humans as a society. It decides how consumers think and feel. According to **Hawkins et. al. (2001)**, it influences attitude, values, personality type, religion and material possession. According to **Hofstede (2002)** culture has five dimensions. These are as follows.

A culture may have many subcultures. It is a small segment of a culture and it has the same meaning and values of a culture. Subcultures transfer these values, belief, attitude etc. from one generation to other. **Burgess (1998)** stated that religion, race and ethnic background decides the way of dressing, food, furnishing and personal care.

Social classes are defined as groups more or less homogeneous and ranked against each other according to a form of social hierarchy. Social class is defined by the person's income and the amount of money one possesses decides his social class. Another dimension to social class is of the residential area. According to some scholars the place of living decides one's social class.

Social Factors:

Social factors include reference group, family, roles and status. According to **Kotler et. al. (2008)**, reference groups have a direct and indirect influence upon a person's attitudes, aspirations or behaviors. These include inspirational groups, member groups and opinion leaders. These generally provide points of comparison with respect to lifestyle, desires and habits. As identified by researchers, reference groups play several roles. These include the

initiator, influencer, decision maker and buyer. According to **Hawkins et. al. (2001)** reference groups can take three influential forms i.e. normative, informational and identification.

Family is considered to be the most influential social factor. It is defined as a group of people related by blood, marriage and adoption that reside together. This group is of two or more people. **Engel et. al. (1995)** studied the importance of household and families for the marketers. According to them household are becoming a more important area of study because of growth of non-traditional families.

Personal Factors:

Personal factors include age, stage of life cycle, occupation, economic condition, lifestyle, personality and self-concept. These are the fundamental actors contributing to the change in preferences.

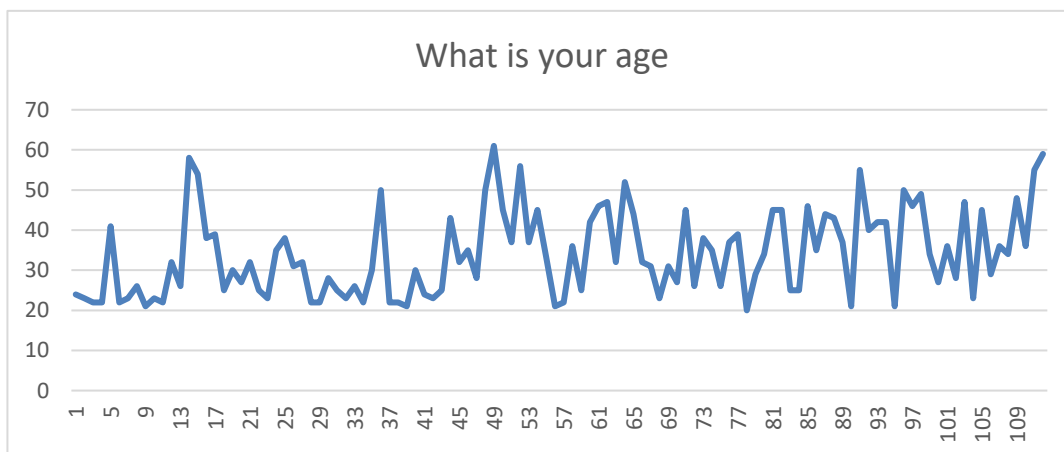
Age and life cycle has a great impact on buying behaviors. The behaviors of a child, teenager, adult, middle aged and a senior citizen is bound to differ. The preferences of individuals change with the passage of time. Family stages and life cycle include phase like young, single, married couple, parenting, empty nest (launching adult children) and senior stage of life.

Occupation is assumed to have a significant impact on buying behaviour. The individuals show a great inclination towards products and services according to their profession.

Psychological Factors: Psychological factors affecting various purchase decisions include motivation, perception, learning, beliefs and attitudes. **Lantos GP. (2011)** concluded motivation as an activated internal need state that leads to goal-directed behaviors so as to satisfy that need. Accordingly, motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behaviors toward certain goals to achieve certain objectives. Perception is the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Every person sees his or her surrounding in different manner. Several people have the same opinion and thoughts about a particular event. No one can see or feel the 100% of all things.

Research Analysis and interpretation

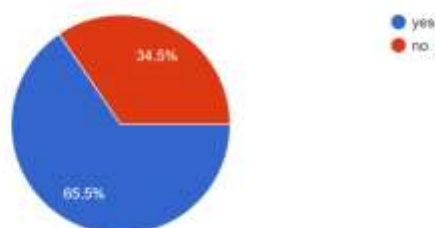
Age



Interpretation

Most of the people are above the 18 years old.

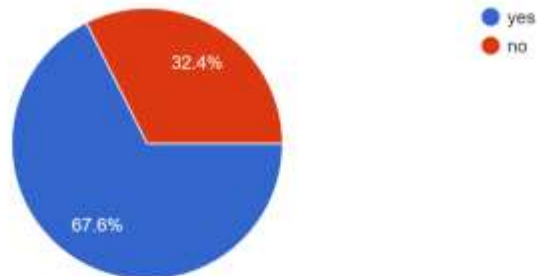
Do you use social media for shopping
113 responses



Interpretation

Most of the people are using social media

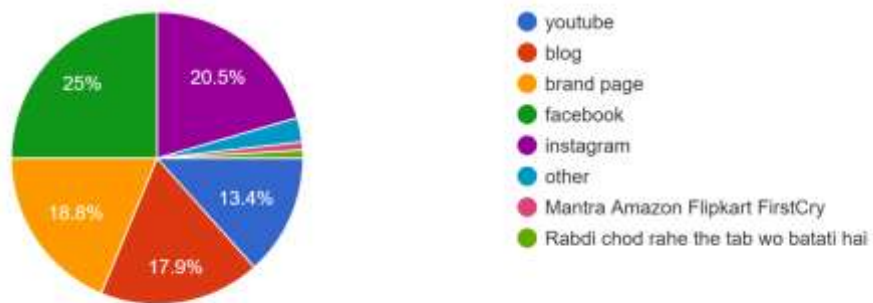
Have you installed online apps in your phone ?
111 responses



Interpretation

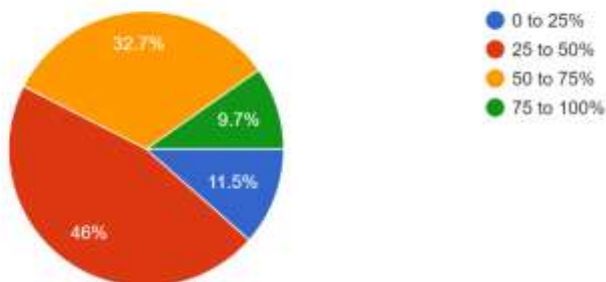
Most of people have installed online app in their phones

Which social media tool do you use most often when buying products online?
112 responses



Most of the people are using facebook because it is easily promote the products and easy to connect with the sellers.

How much of the purchase do you feel was influenced by Social Media?
113 responses



Interpretation

Most of the people are influenced by the the social media sites

Finding of the study

Most of the population is over the age of 18. The greatest approach to persuade clients to buy items and services is through social media, so it is advised that businesses recognise the vital role that social media plays in selling and promoting their goods. Customers' purchasing decisions are positively impacted by social media influencers. Because it has the power to alter viewers' mindsets and perceptions, consumers are drawn more to content that features discounts, promotions, and influencers. Direct communication with clients is possible through social media. Increased leads and sales can be produced by using social media.

CONCLUSION:

Today everything revolves around the customer hence the study of buying behavior becomes a necessity. The customers have great options to select in the modern marketing. Hence, persuasion of the customers by the marketers has a great impact on their buying behavior. In order to persuade the consumers, the marketers have to study the consumer behavior. So, influence of cultural, social, personal and psychological factors on buying behavior will give marketers a clear understanding of behavior patterns. According to the primary research which I conducted so I can know most people influenced by the facebook most of the people have their online app in their phone. And people have to easy buy products from online. So there was impact of social media on consumer behaviour.

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