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The Impact of Social Media on Consumer Behavior in Pune City

Rajendra Jarad[1], Priyanka Gavhane[2], Rohan Shrotri[3], Harshad Sankpal[4]

[1]Professor, MBA Dept. D.Y. PATIL Institute of Technology, Pimpri, Pune 411018, rajendra.jarad@dypvp.edu.in
[2,3,4] Management student MBA Dept. D.Y. PATIL Institute of Technology, Pimpri, Pune 411018,
[2]priyankajgavhane@gmail.com , [3]rohanshrotri57@gmail.com, [4] sankpal722002@gmail.com

ABSTRACT:

This study explores the dynamic relationship between social media and consumer behavior, investigating the profound influence of social media platforms on individuals' purchasing decisions and overall consumer choices. Understanding the intricate interplay between social media and consumer behavior is important and beneficial for businesses and marketers seeking to leverage these platforms effectively. The main insights of this research help businessmen to leverage their businesses through understanding and the wide reach of customers through social media.

Keywords - social media, consumer behavior, online platforms

INTRODUCTION:

In the contemporary geography of global commerce, the emergence and ubiquity of social media have unnaturally converted the way individualities interact with information, make opinions, and engage with brands. There are several arising social media platforms-

Instagram

Facebook

WhatsApp

Snapchat

Twitter

LinkedIn, etc.

Individualities spend a huge quantum of time and attention on these platforms, and their choices are converted and told by social media in the vast maturity of cases. Businesses are impelled to acclimatize their strategies to influence the eventuality of social media to impact consumer actions and drive brand success. With billions of druggies laboriously sharing in online communities and participating gests, opinions, and preferences, social media has evolved beyond a bare communication tool to come a important force shaping consumer stations and choices. This exploration seeks to navigate this complex terrain, furnishing a comprehensive understanding of how social media shapes consumer actions in the digital age. Influencer marketing is another vital aspect of the social media- consumer actions nexus. Social media influencers play a vital part in consumer buying actions.

BENEFITS:

1. Information and mindfulness social media platforms are important tools for propagating information and creating mindfulness. Consumers can fluently discover new products, services, and trends through their social networks, leading to increased mindfulness and interest.

2. Product Discovery and Research Consumers use social media to discover and probe products. They can read reviews, watch vids, and gather information from real druggies, which helps them make further informed purchasing opinions.

3. Influencer Marketing numerous consumers follow influencers on social media platforms. Influencers can shape opinions and preferences, impacting the buying opinions of their followers. Brands frequently work influencer marketing to reach a wider followership.

4. Brand Engagement social media allows brands to engage directly with their followership. Consumers can interact with brands, ask questions, and give feedback, creating a sense of connection and fidelity. Positive engagement can lead to stronger brand- consumer connections.

5. Client Reviews and Recommendations Social media platforms host stoner- generated content, including reviews and recommendations. Consumers frequently trust peer opinions further than traditional advertising, making social media a precious source for gauging product quality and credibility.

LITERATURE REVIEW:

The significance of using social media is gained from relations or connections with other druggies and content created by an association, enterprise, or person. Social media is a medium for conveying one's studies, opinions & views to other people or a large association as a whole.

1. A study made by **Denish Shah, Emily Webster, and Gurpreet Kour (January 2023)** study addresses several exploration questions, including the extent of SMCC in which around 84 of repliers tone- reported engaging in SMCC with varying frequentness. The study looks at why people frequently buy or do effects just to partake them on social media. They set up that numerous people do this to get attention and feel good about themselves, but it might not always make them happy in the long run. Understanding this helps us see how social media impacts our choices and passions.

2. A study made by **Viktória Ali Taha, Tonino Pencarelli, Veronika Škerháková, Richard Fedorko 1, and Martina Košíková (February 2021)** addresses that The Use of social media and Its Impact on Shopping Behavior of Slovak and Italian Consumers during COVID- 19 Epidemic" explores the influence of social media on consumer actions during the first surge of the COVID- 19 epidemic in Italy and Slovakia. The study stressed the impact of social media on consumer actions, particularly in online shopping. It revealed a link between the type and intensity of social media use and preferences for shopping through-shops designed and promoted on social media.

3. A study made by **Ardy Wibowo, Shih- Chih Chen, Uraiporn Wiangin Yin Ma, * and Athapol Ruangkanjanases (December 2020)** study addresses pressing the significance of social media in marketing strategies, noting its capability to reach a broad followership, its low cost, and its part in creating virtual brand communities. Despite the fashionability of business platforms for purchasing, the study suggests that social media can still impact buying opinions if the right marketing content is handed.

4. The study made by **Bhagwat and Goutam** asserts the need for social networking spots in a business. They set up that social technology is connecting people in ways to partake information and other effects. From their study, they establish that Facebook is the leading social media networking point. They've also handed statistical data which shows that social media spots are growing and furnishing installations to both business associations and the people. Their character in a short time is rather of their demand in society for communication and also for business as well.

5. A study by **PricewaterhouseCoopers (2017)** asked digital buyers about how they make purchase opinions online. Nearly half reported that reviews, commentary, and feedback on social media impacted their shopping choices. According to recent exploration conducted in April 2017 of 1,003 consumers by Sprout Social (1), utmost consumers want brands to be honest and friendly on social media, not snarky and trendy. Some 86 of repliers say they want brands to be honest in their social posts; 83 want brands to be friendly, 78 want them to be helpful, and 72 want them to be funny. utmost consumers like it when brands use social media to respond to questions, join exchanges, and talk about timely events. lower than half of consumers want brands to be trendy (43), politically correct (39), or snarky (33) on social media. further than two- thirds of consumers find it annoying when brands use social media to make fun of challengers, post shoptalk, talk politics, and make fun of guests. Some 83 of consumers feel comfortable with brands' showing personality in Facebook posts. still, lower than half of consumers like brand personality on YouTube, Twitter, Instagram, LinkedIn, Pinterest, and Snapchat.

6. **Chintan H Rajani and Dr. Ashvin Solanki (2016)** in their exploration paper identify crucial motivating factors behind the use of social media among Indian druggies. The study reveals that feedback and particular mileage, entertainment and socializing, content sharing, and networking as crucial motives for using social media. This study followed the uses and delectation approach to identify above mentioned crucial motives for using social media. The study concludes that primary people use social media platforms for particular benefit to review and partake feedback followed by satisfying their entertainment and socializing requirements.

RESEARCH METHODOLOGY:

exploration methodology is like a roadmap for doing exploration & it consists of a many ways and ways used to collect and dissect data to answer exploration questions or test suppositions. The choice of exploration methodology depends on the nature of the exploration, the exploration questions, and the overall pretensions of the study.

1. Exploratory exploration design This kind of exploration design is used when the problem is vague, its main ideal

is to explore and gain clarity about the problem situation. It substantially involves a qualitative disquisition.

2. Descriptive exploration design This Design is used when a comprehensive and detailed explanation is needed for

the problem of the study. It can be done in the following ways

Longitudinal Study

Cross-sectional study

3. Unproductive exploration design This type of exploration design is used when a experimenter manipulates one or further unproductive

variables to assess its effect on its dependent variable. This cause- effect relationship tends to be probabilistic.

The exploration design used for this paper is Exploratory since we're trying to gain perception into the Impact of social media

on consumer buying actions through checks and published papers with applicable information.

DATA COLLECTION METHOD:

The data collection system used is primary as well as secondary. For collecting primary data, we've used Google Forms and conducted a check which is a free tool handed by Google. For secondary data, we've appertained to some exploration papers having corresponding contents and asked some of the people regarding their decision- making actions. Exploratory exploration is characterized as an examination used to examine a delicate which is not characterized. It's led to have a superior appreciation of the current issue, still will not give satisfying issues. Such an examination is generally done when the issue is at a manual stage.

QUESTIONNAIRE DESIGN:

The questions used in this questionnaire are grounded on MCQ options and short- answered questions. It helps the experimenter to find answers to his questions and understand the impact of social media on consumer actions.

DATA ANALYSIS:

BACKGROUND: This section includes the analysis of the primary data collected through the questionnaire which was forwarded to individuals who were living in Pune city. This response was sent to 85 individuals out of which 77 people responded. The total no. of questions was 14.

1.1 AGE DISTRIBUTION:

The following data represents the types of age groups who have responded to the questionnaire.

| Question	1	2	3	4	5
What is your age range?	15-25	26-35	36-45	46-55	56-65
Percentage	62.30%	11.70%	9.10%	10.40%	6.50%

3. What is your age range?
77 responses
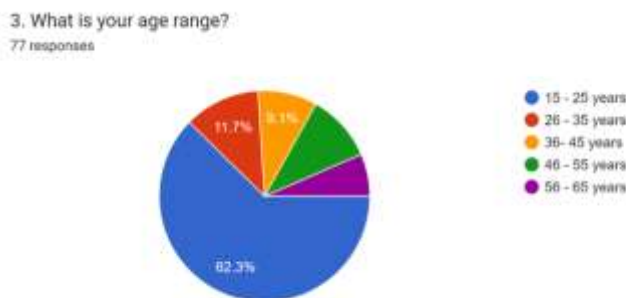
This shows us the classification of data based on the various age groups including:

- 15- 25 years

- 26- 35 years

- 36 -45 years

- 46-55 years

- 56 – 65 years

1.2 Gender:

The following pie chart shows the gender distribution of the respondents.

Questions	1	2	3
Which gender do you identify with?	Male	Female	Prefer not to say
Percentage	44.20%	48.10%	7.80%

4. Which gender do you identify with?
77 responses
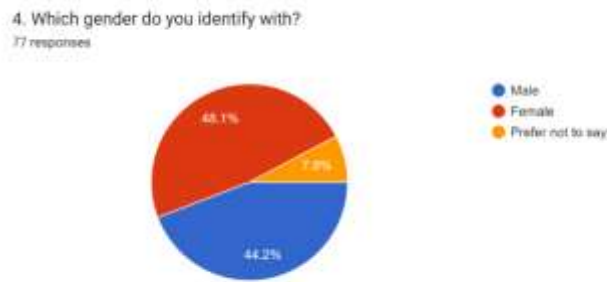
By asking these initial 2 questions we are now able to understand and diversify our responses, which will help us in a detailed analysis of our research.

There are a total of 5 age groups ranging between

- 15 – 25 years (62.3 %)

- 26 – 35 years (11.7 %)

- 36 – 45 years (9.1 %)

- 46 – 55 years (10.4%)

- 56 – 65 years (6.5 %)

1.3 Time spent on Social Media Websites on a typical day:

The following pie chart shows the time distribution spent on social media.

Questions	1	2	3	4
How many hours per day do you typically spend on social media platforms?	1-2 hrs.	3-4 hrs.	5-6 hrs.	7-8 hrs.
Percentage	37.70%	40.30%	13%	9.10%

6. How many hours per day do you typically spend on social media platforms?
77 responses
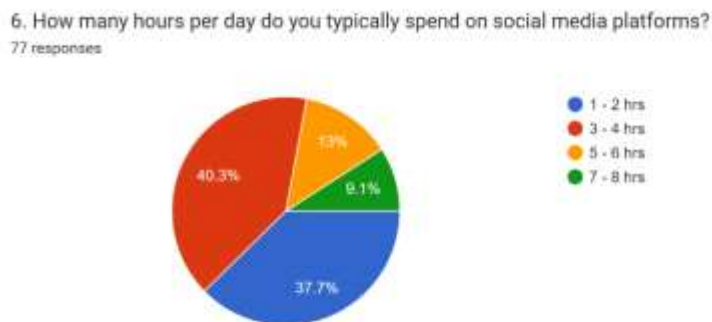
This question helps us to understand the no. of hours an individual spends his time on social media based on their age group.
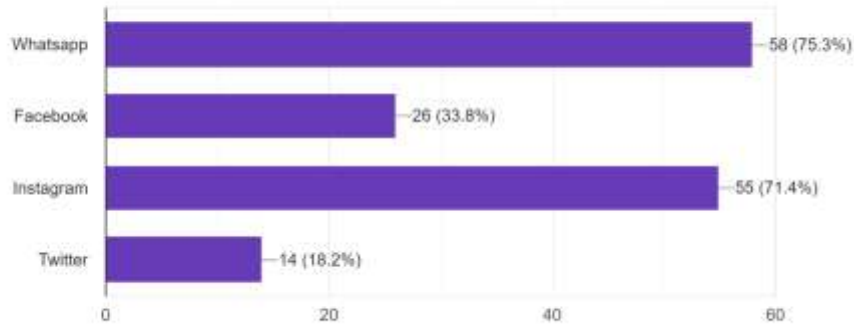
1.4 Apps and Websites used online:

The following data tells us which social media platform is used in the wider time frame.

Questions	1	2	3	4
Which social media platforms do you use regularly?	What's app	Facebook	Instagram	Twitter (X)
Percentage	75.30%	33.80%	71.40%	18.20%

7. Which social media platforms do you use regularly?
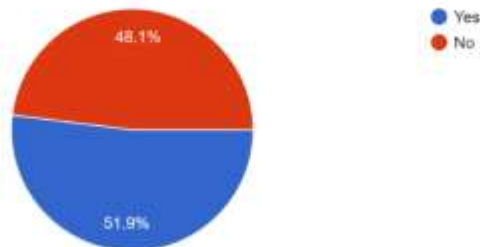77 responses

According to this data, the maximum amount of social media apps being used is WhatsApp with the highest user count of 58 respondents & Instagram the second highest with 55 respondent count.

1.5   Purchases made influenced by social media content:

Have you ever purchased social media?	YES	NO
Responses	51.90%	48.10%

8. Have you ever made a purchase influenced by social media content?
77 responses

This data helps us to analyze the responses and purchases done by people with the help of social media which results in 51.9%, while others don't believe in purchasing products or services based on social media.

1.6 Products purchased influenced by social media influence:

9. What types of products or services have you purchased due to social media influence?
54 responses
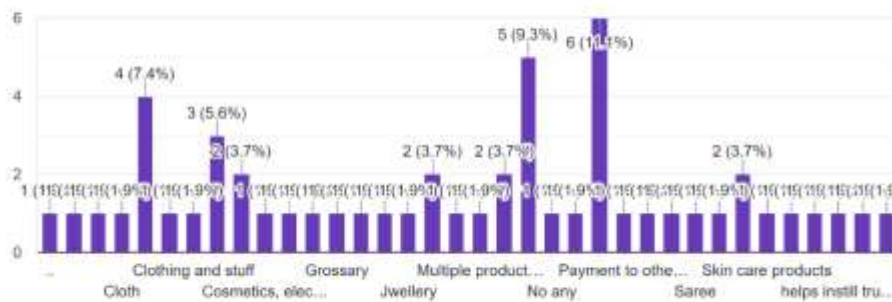
This is the wide range of product segmentations in which an individual purchases his goods and services.

1.6 Most influential social media content:

Questions	1	2	3	4	5
What kind of social media content is most influential?	IMAGE	VIDEOS	REVIEWS	ALL	NOTHING
Percentage	23.40%	49.40%	24.70%	2.50%	0

10. Which types of social media content do you find most influential? (e.g., images, videos, reviews)
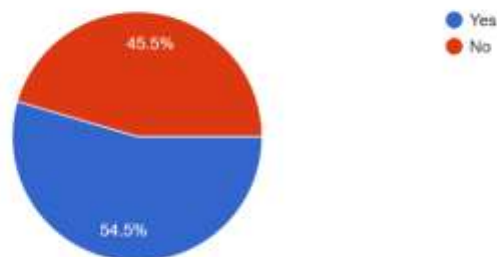77 responses
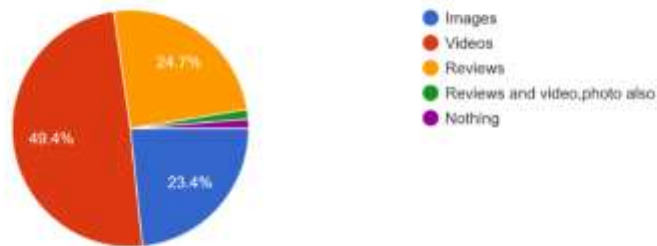
1.7 Product recommendation from social media influencers:

QUESTIONS	1	2
DO YOU TRUST SOCIAL MEDIA INFLUENCERS?	YES	NO
RESPONSES IN PERCENTAGE?	54.50%	45.50%

11. Do you trust product recommendations from social media influencers?
77 responses

1.8 Following a brand on social media after seeing their content:

QUESTIONS	1	2	3
Have you ever followed a brand on social media after seeing its content?	YES	NO	MAYBE
PERCENTAGE	48.10%	36.40%	15.60%

12. Have you ever followed a brand on social media after seeing their content?
77 responses
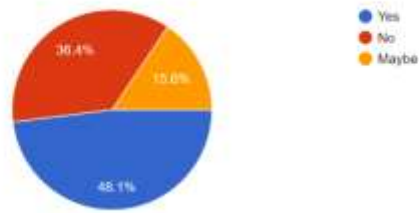
By analyzing the data, we understand that 48.1 % of respondents follow a brand after looking at their content, while 36.4% of people don't follow a brand after looking at their content

1.10 Traditional VS Social Media Advertising:

Questions	1	2	3
Do you feel that social marketing is more influential than traditional marketing?	YES	NO	MAYBE
PERCENTAGE	58.40%	18.20%	23.40%

13. In comparison to traditional advertising (TV, radio, print), do you find social media advertising more influential?
77 responses
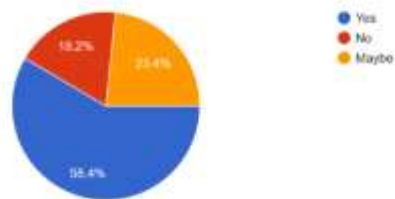
With the help of this data, we understand that 58.4% of people believe that social media marketing is more influential, 18.2% of people don't believe that social media marketing is that influential, while others are in a yes/no state.

1.11 Product information provided on social media:

This data helps in understanding the satisfaction level of individuals by the use of social media in their consumer buying behavior.

Questions	1	2	3	4	5
Satisfactory level of respondents by use of social media	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED
PERCENTAGE	14.30%	40.30%	35.10%	7.80%	2.60%

14. How satisfied are you with the quality of product information provided on social media platforms?
77 responses
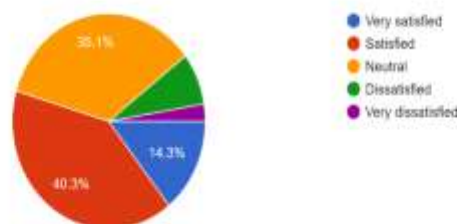
With the help of this data, we understand that 14.3% of people are very satisfied with the use of social media, 40.3% are satisfied, and 35.1% have a neutral opinion on this.

FINDINGS AND CONCLUSIONS:

FINDINGS:

- According to the survey conducted the maximum amount of time spent on social media is the age group of 15 – 25 years.

- Data from the survey shows that nearly half of the people tend to do online shopping twice or thrice a month.

- Social media has disrupted traditional advertising channels. Many consumers are now more influenced by social media ads and content than traditional forms of advertising.

- Consumers often trust recommendations from friends, family, and peers on social media. Positive reviews and endorsements can impact the perception of a product or service.

- In comparison to traditional marketing, individual tends to prefer online marketing which is about 58.4 %

- If we look at the survey, people usually prefer video format reviews which helps them understand the minor details of the product.

CONCLUSIONS:

- Social media has seamlessly integrated into the daily lives of consumers, becoming an integral part of their routines.

- Consumers value transparency, and social media platforms provide an avenue for brands to showcase authenticity through behind-the-scenes content, user testimonials, and real-time updates.

- Social media has provided a platform for brands to create emotional connections through storytelling, humor, or relatable experiences, which can leave a lasting impression.

- Staying informed about emerging trends, embracing new features, and actively participating in ongoing conversations are essential for maintaining relevance in the ever-changing digital landscape.

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