



The Impact of Social Media Marketing on Consumer Buying Behaviour.

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ABSTRACT.

This paper delves into how social media impacts consumers' decision-making processes, aiming to humanize the exploration of this topic through a detailed quantitative survey. In today's digital era, social media plays a substantial role in shaping people's experiences and influencing their opinions about products and services, both online and offline. Social platforms empower consumers by giving them a voice that marketers cannot control, shaping conversations and perceptions.

Our research uncovers that social media significantly affects consumer satisfaction across various stages of the decision-making journey, such as information search, comparison of alternatives, purchase decisions, and post-purchase evaluations. We delve into the psychology behind social media marketing, examining how factors like social influence, emotional appeals, and cognitive biases impact consumers' decision-making processes. Our focus includes analyzing how content on social media, such as reviews, testimonials, and endorsements, influences perceptions related to product quality, credibility, and value.

Furthermore, we investigate how data analytics and AI are revolutionizing social media marketing strategies. These technological tools assist businesses in targeting specific audiences, personalizing content, and monitoring consumer interactions. However, we also consider ethical considerations such as data privacy, transparency, and ensuring consumer consent in this data-driven marketing landscape.

Introduction:

In recent years, social media platforms have transformed marketing significantly. Platforms like Facebook, Instagram, Twitter, and YouTube have not only revolutionized communication but have also become essential for businesses to engage with their target audiences effectively. Social media marketing (SMM) has emerged as a pivotal strategy for companies across sectors, influencing consumer behaviour in profound ways.

Our research aims to untangle the intricate relationship between social media marketing tactics and consumer purchasing behaviours. In today's digital age, consumers increasingly turn to social media for product discovery, brand engagement, and purchase decisions. Understanding the impact of social media on these aspects of consumer behaviour is paramount for businesses to craft impactful marketing strategies and foster lasting customer connections.

The exponential growth of social media users globally underscores its significance as a marketing tool. Projections indicate that the number of social media users worldwide will surpass 4.41 billion by 2025, highlighting the immense reach and influence these platforms wield over consumer perceptions and choices. This paradigm shift has necessitated a re-evaluation of marketing strategies, with digital and social media-centric approaches complementing, and at times supplanting, traditional methods.

Review of Literature.

In the 21st century, social media has become a prominent trend that significantly impacts various aspects of consumer behaviour, such as purchasing decisions, brand evaluation, and communication with brands. Platforms like Twitter and Facebook have gained substantial influence, not just in everyday life but also in business practices and academic discussions. Academic research has delved into the role of social media extensively, with studies exploring how platforms like Twitter contribute to marketing strategies, brand promotion, and business profitability (Greer and Ferguson, 2001). Companies are now compelled to understand their customers better to improve profitability, as noted by Karimi (2015). This shift is evident in how traditional distribution channels have been affected, with more consumers opting for online purchases due to the easy access to product information (Grant, 2007).

A customer-centric approach has emerged, where companies aim to create social networks to engage with their target audience actively. This new marketing paradigm focuses on interactive communication rather than the traditional one-way approach. Studies have identified various motivations driving consumers to join social networks, such as seeking information, assistance, skill enhancement, and knowledge about products or services.

Moreover, consumers associate themselves with brands that align with their values, share their passions, and find gratification in participating in online communities (Shao, 2009; Park et al., 2009; Brodie et al., 2011a; Zaglia, 2013).

Social media platforms now serve as rich sources of information about products and services, providing consumers with extensive insights before making purchasing decisions

brand to various people with different opinions. There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing (Chen et al. 2011a). Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chri et al. 2008). By using social media, consumers can create content and offer valuable advice to others (Füller et al. 2009). This new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly (Molly McLure & Samer 2005). People before taking any decision regarding purchase of a product or service tends to refer online comments and reviews nowadays. With trend of online ordering the reviews of other people matter a lot for people to get insight and real view of how the product actually is without physically having the product with them. With the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al. 2011a). The next generation of online businesses will be based on communities - a good tool for new customer attraction (Bagozzi & Dholakia 2002; Ridings & Gefen 2004). Online communities offer an opportunity to organisations to have a better customer relationship management system (Ridings & Gefen 2004), for instance, giving rise to a new development where businesses can improve 389 A study of the impact of social media on consumers performance. Moreover, on those platforms where consumers have social interaction, members can become familiar with one another, providing a possible source of trust (Lu et al. 2010). This can greatly influence users' intention to buy (Gefen 2002). At times it is said that "Celebrity is mandatory" it is when the role of influencers and celebrity comes in promotion of a brand online. There are celebrity endorsements which influences people to go towards a particular brands, celebrities and influencers play a very important role in online promotion. (Chen et al. 2011a). There are a number of social media that facilitate these activities, such as Wikipedia, Facebook, YouTube and Twitter. Individuals apply different social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online. In fact, individuals are attracted online to exchange information and receive social support (Ridings & Gefen 2004). Web-based life involves correspondence sites that encourage relationship framing between clients from assorted foundations, bringing about a rich social structure. The client produced content energizes requests and dynamics. Reviews are one of the key areas that have emerged from social media. Customer reviews are widely available for products and services, generating great value for both consumers and companies (Nambisan 2002). In fact, consumers are actively encouraged by firms to rate and review products and services online (Bronner & de Hoog 2010). These activities produce electronic word of mouth. This word of mouth, produced through social media, helps consumers in their purchasing decisions (Pan & Chiou 2011). Marketers could consider that social media does influence buying behaviour. According to the recommendations on purchases, 59% of all respondents were using Facebook as their social media tool when they received a product recommendation. Thirty seven percent of all users were using Twitter. From these results, social media has influenced their buying behaviour. The relationship between social media and consumer decision-making present that social media affects advertising attitudes, brand attitudes, and purchasing intentions of consumer. It will not necessarily affect consumer's decision-making, but might possess a mediating effect (Taining, 2012). Social media can build brand attitudes that affect buying behaviour. The good image of brand or product can lead the consumer to make decision on their purchases. When consumer's friend on social media shares or recommends services or products on their social media, it affects brand attitude and influences their decision-making. Yet, advertising on social media, which is provided by commercial sources affect both consumer brand attitudes and purchasing intention (Yang, 2012). Any brand that has a good image on social media gets a higher benefit and consumers prefer that brand. Marketers sometimes get involved in doing negative publicity for competitors brand to decrease their market value and attract customers towards them. Social media is not only for advertising, but it can also be a tool for brands or services to connect with their consumers. Another study shows that social media allows consumers and prospective consumers to communicate directly to a brand representative. Since most consumers are using the social media as tool to search and purchase items, brands or services use this advantage to advertise their products. The online consumer is a booming market worldwide, however it is giving a globalized level of segmentation cross-culturally (Vinerean, Cetina & Tichindelean, 2013). Interpersonal organizations are currently a significant piece of each showcasing methodology, and the advantages of utilizing online life are extraordinary to such an extent that anybody not actualizing this savvy asset is passing up a marvellous promoting opportunity. It's anything but difficult to see that web-based life showcasing is a key component for accomplishment in promoting and numerous advertisers understand the potential for business development utilizing the stage. Consumer motives for engaging in social media provide insights into consumers' activities. Consumers have three main gratifications or motives for using the Internet as a medium, namely, information, entertainment, and social aspects (Heinonen, 2011). The motivation is in two main groups: rational motives, such as knowledge-sharing and advocacy, and emotional motives, such as social connection and self-expression (Krishnamurthy & Dou, 2008). Purchasers' exercises in internet base life have been discovered dependent on buyers' lead on the web. These days shoppers are utilizing Internet as their apparatuses to accomplish their inspirations. Their inspiration could be associated with their old companions, business, or surveys to help their dynamic. Audits via web-based networking media become recycled assets to bolster purchaser's dynamic since they need an incentive from their dollar. Surveys on web base life influence to costly things, yet in addition modest things also. Individuals can see the surveys on beautifiers, books, vehicles, lodgings, or even nail shines. Those surveys can rouse buys or on the other hand bolster shopper dynamic by make it increasingly sensible to spend the cash on it

Social media not only effect consumers' decision making on products or services, but also it helps in other fields of studies or careers such as political or juror impartiality and fair trials too. In context of justice system, the easily accessible nature of the Internet has results in jurors having the ability to consult an online social media source in order to aid their decision-making and deliberations (Simpler, 2012). Online life is one of the most cost-effective computerized showcasing strategies used to coordinate substance and increment your business' permeability. Executing a web base life procedure will

significantly expand your image acknowledgment since you will be drawing in with a wide crowd of purchasers. Since people can't try travel-related products and services before they consume them, dynamic processes with various amounts and types of information sources have been used (Fodness, & Murray, 1977). Many studies have found that many travellers used social media as a guideline for their trip. Reviews of places, hotels, transportation, food, or restaurants could have large effects on traveller's decisions. Travel organizations and businesses have used social medias a communication tool for their audience by posting travel information; uploading photos, warnings, advice, or sharing personal traveller reviews. Those things can influence trip's decisions and even create future trip destination impressions. Fifty-eight percent of U.S. online travel used ratings for their travel information: 49% of them checked reviews and recommendations: 18% used photos and friends' social network sites: 12% read blogs: and 5% watched videos (eMarketer, 2007).

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, characterised 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). People tend to trust and believe on the online information more than the corporate communications and advertisements. Riegner (2007) explained that everyday customers are increasing their role in the commercial marketplace, while using internet as a tool for interpersonal communication and commercial implications. Alsubagh (2015) explained that internet is part of the everyday lives of world population affecting a new form of communication through social networking sites. Internet offers opportunities for receiving pre and post-purchase information. Its main advantage is the amount of information available and freedom from physical contact (Jepsen, 2007). According to Hajli (2014), availability of internet has provided individuals with the opportunity to use social networks, such as Twitter and Facebook, to interact without the need for physical meetings. Through social networks, companies can increase brand awareness, positive word-of-mouth, sales, and generate greater support. According to Nolcheska (2017) these social media platforms have enabled a two-way flow of information that allow companies to influence the purchasing decision of targeted groups. With expanded permeability, your business acquires open doors for change. Each blog entry, picture, video, or remark may lead watchers to your organization's site and increment traffic. Web-based social networking advertising permits your business to give a positive impression through an adaptation factor.

Jackson (2009) said that another area of modelling network interaction concerns how network impact behaviour. Also, according to Nolcheska (2017) customer's social interaction has a huge influence on purchase decision, starting from the problem recognition, searching of relevant information, evaluation of alternatives, final purchase decision, and post purchase satisfaction. According to Dellarocas (2002) Digital Marketing has allowed individuals to make their personal thought accessible to other community of Internet users. Members of a certain community can, without any cost, submit their opinions regarding a certain product, topic or community and these online reviews have a significant effect on customers' purchase intentions (Zhang et al., 2014). Dellarocas (2002) explained that online mechanisms can nowadays change people's behaviour in important ways. Indifference to a decade ago, when people would base their decisions on advertisements or other advice from professionals, now they increasingly rely on reviews or opinions posted on online systems. Each client collaboration on your business' internet base life accounts is a chance to openly exhibit your empathy for your clients. Regardless of whether an individual has an inquiry or a grumbling, web base life permits you to address the issue utilizing relational discourse. A brand gave to consumer loyalty that sets aside the effort to create individual messages be seen in a positive light, regardless of whether reacting to a client protest.

Wakad, P., & Bihade, V. (2023) in their research study discussed that is predicted that traditional TV systems will be replaced by OTT platforms owing to substantial investments in these platforms. Indian customers are increasingly exposed to the pricing policies of OTT platforms. These platforms are constantly exploring ways to offer more captivating and exclusive content. OTT devices and platforms are being developed to cater to new and niche audiences, thereby generating an abundance of video content for the new generation of viewers. Haudi, H., Handayani, W., Musnaini, M., Suyoto, Y., Prasetyo, T., Pitaloka, E., & Cahyon, Y. (2022) in their study examined how social media marketing initiatives affected brand equity, brand trust, and brand loyalty in the context of social media. After extensive research and testing, it was shown that social media marketing had a favourable impact on brand equity, brand loyalty, and brand trust. The study also found that brand equity and brand trust both positively affect the performance of SMEs (Small and Medium-sized Enterprises). Finally, it was discovered that brand loyalty improved the performance of SMEs as a whole. These results highlight the role social media marketing has in improving customer perceptions and supporting SMEs' commercial success.

Parihar, S., & Kant, M. K. (2021) in their research study they discovered that the way we work and consume material has undergone a fundamental transformation as a result of digitalization. Demand for OTT platforms has increased as a result of the pandemic crisis. More and more people are using the Internet for shopping, learning, entertainment, and general information. The survey examined customer satisfaction levels and found that OTT platforms like Amazon, Netflix, Hotstar, Voot, and Sonylive had gained enormous popularity among not just young people but also housewives, working professionals, businesspeople, and kids. People are drawn to the content that these platforms give in an irresistible way, which increases demand and supports their rising popularity.

Yadav, M. A. M. T. A., & Srivastava, D. M. K. (2020) in their research study, they explored the many entertainment media alternatives that are offered to consumers as well as the evolving trends in this sector. The entertainment and media sector has been determined to have effectively changed to suit the changing demands and wishes of consumers thanks to the rise in consumer spending power, the acceptance of the internet on a large scale, technological improvements, and the availability of inexpensive data.

Singh, P. (2019) reported that The rise of new internet platforms is transforming Indian television and film, and the younger population is increasingly turning to these sites to view videos. Some well-known examples of websites that provide films and other video material online are Netflix, Amazon Prime, Hotstar, Zee5, ALT Balaji, and Jio TV. These platforms reflect a cutting-edge fusion of television and film, giving audiences the best of both

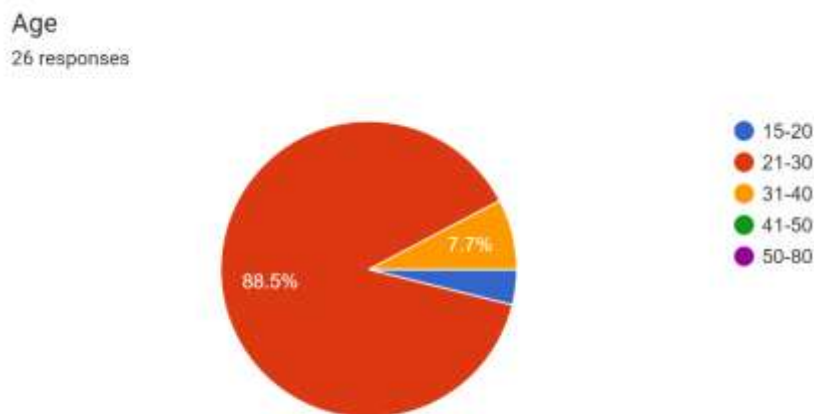
worlds. It was observed that Indian audience are not willing to pay money to watch the content on these OTT platforms but they also want to watch their favourite web shows/movies daily.

Research Methodology.

We're diving deep into how social media marketing influences people's purchasing decisions. Social media has become a game-changer in marketing, shaping consumers' perceptions of products and influencing their buying behaviors. Understanding the impact of these social media strategies on consumer behavior is crucial for businesses to fine-tune their marketing strategies effectively.

1. **Our Research Approach:** We're taking a data-driven approach, using surveys and data analysis to explore how social media marketing aligns with consumers' purchasing patterns. By studying various consumer segments, we aim to gain a comprehensive understanding of the topic.
2. **Participant Selection:** We're using a sophisticated method called stratified random sampling. This approach helps us gather insights from diverse demographics, including age, gender, income levels, and geographical locations. This diversity allows us to capture how different groups respond to social media marketing.
3. **Data Collection:** We're gathering information through structured surveys, both online and offline. Our survey includes questions using Likert scales to gauge people's opinions on social media ads and their impact on shopping behaviors.
4. **Data Analysis:** We'll employ statistical techniques like correlation and regression analysis to uncover relationships between various factors. Software such as SPSS or R will assist us in processing and analyzing the data we collect.
5. **Ethical Considerations:** Ensuring ethical practices, we prioritize informed consent and confidentiality. Participants are fully aware of the study's purpose and their rights, and their identities remain anonymous, adhering to ethical research guidelines.
6. **Potential Challenges:** We anticipate challenges like differing opinions among participants and the dynamic nature of social media platforms. These challenges will be addressed in our final report, providing a comprehensive view of the research process.
7. **Significance of Our Findings:** Our research outcomes will be invaluable for marketers, businesses, and fellow researchers. They will gain insights into leveraging social media effectively to enhance audience reach and refine marketing strategies for optimal impact.

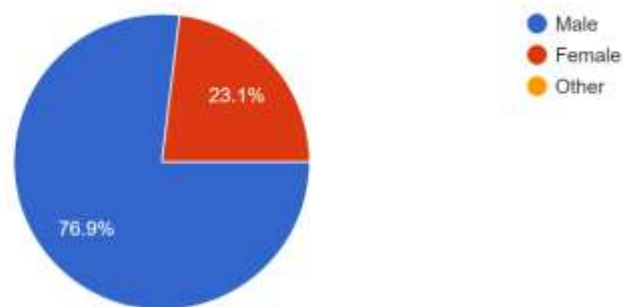
Data Analysis.



According to the survey there are more youngster around 88% of people are active because of social media.

Gender

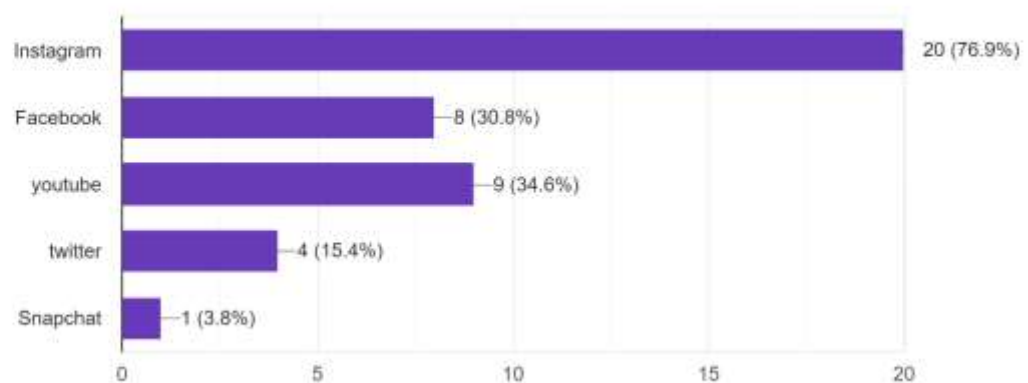
26 responses



In this survey more male and less no of female make decision on buying their product through social media.

Ads in which social media influences you most for shoping

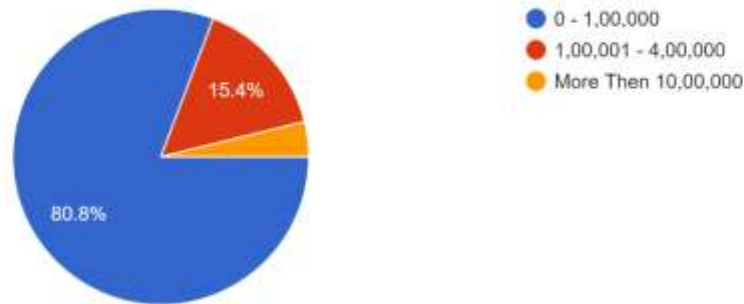
26 responses



1. Which social media platforms do you find most influential when it comes to influencing your shopping decisions? For example, do you find Instagram, Facebook, Twitter, TikTok, or others more impactful in guiding your purchases?
2. What type of social media ads do you prefer or find most influential in shaping your shopping behavior? Do you respond better to video ads, sponsored posts, influencer collaborations, user-generated content, or other forms of advertising?
3. How engaged are you with social media ads? Do you actively interact with them, share them with others, or find yourself more receptive to certain types of ads over others?
4. Can you share specific instances where social media ads directly influenced your decision to make a purchase? Understanding these experiences helps businesses assess the real impact of their social media marketing efforts on consumer behavior and purchasing choices.

Income Level

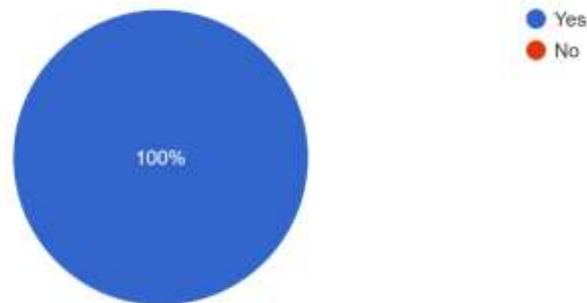
26 responses



1. **Perception of Value:** People's income levels can shape how they see value in products. Wealthier folks might care more about quality, a brand's reputation, and unique features, while those with lower incomes might prioritize affordability, discounts, and practicality.
2. **Brand Loyalty:** Income can also affect how loyal people are to brands. Social media strategies that target specific income groups can build stronger connections and loyalty by aligning with their lifestyles and aspirations.
3. **Influence of Social Proof:** Different income levels may respond differently to social proof when making buying decisions. Richer individuals might be swayed by endorsements from famous people or influencers, whereas those with lower incomes might trust peer recommendations or online reviews more.
4. **Spending Priorities:** Income also guides how people allocate their budgets across different product categories. Social media marketing can use this knowledge to showcase products or services that match the spending habits and priorities of different income groups.

Have you ever decided to purchase any product after viewing any online ads?

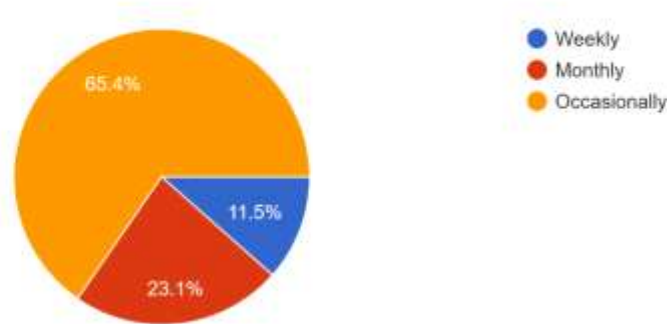
26 responses



If a significant portion of respondents answer "Yes," it indicates that online ads, including those on social media, have a direct influence on consumer decisions. This suggests that social media marketing strategies, such as targeted advertising and influencer collaborations, are effective in capturing consumer interest and driving purchase intent.

How often do you purchase online?

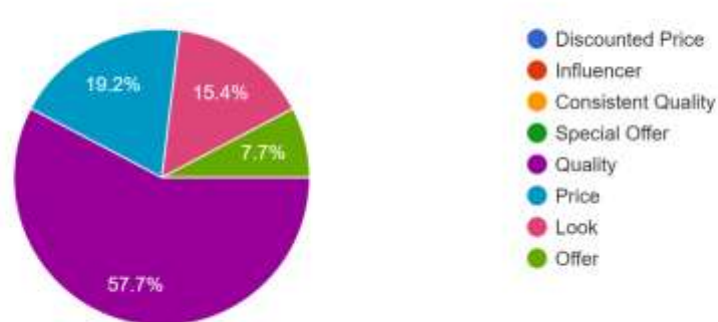
26 responses



The frequency of online purchases indicates the level of consumer engagement with e-commerce platforms, which can be influenced by various factors, including social media marketing. A higher frequency of online purchases may suggest a strong influence of social media campaigns in driving purchase decisions. On the other hand, a lower frequency could indicate that other factors or channels play a more significant role in consumer buying behaviour.

What factor influence you to purchase ?

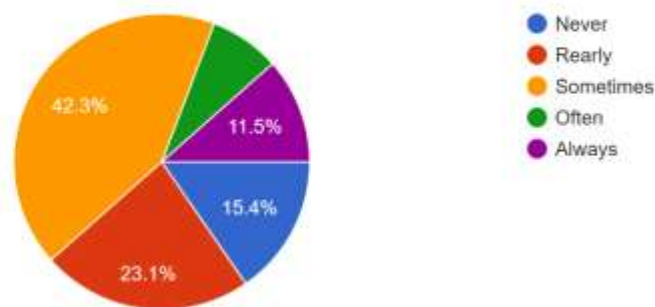
26 responses



1. **Helpful Product Info and Reviews:** People often trust what they see about products on social media, like positive reviews and detailed descriptions. Good social media marketing makes sure this info is accurate and appealing, as it can really sway someone's decision to buy.
2. **Deals and Offers:** Lots of folks pay attention to promotions, discounts, and special deals they see on social media. Effective marketing on these platforms can create a buzz and a feeling of urgency or exclusivity that pushes people to buy.
3. **Brand Trustworthiness:** For some, a brand's reputation and how trustworthy it seems are big factors in buying stuff. When social media marketing focuses on building credibility, showing ethical practices, and being open with customers, it builds trust and makes people more likely to buy.
4. **Influential Endorsements:** Seeing likes, shares, and endorsements from influencers or famous folks can really influence how people see a product. Social media marketing that uses user-generated content, collaborates with influencers, and shares testimonials can create trust and authenticity, which resonates with consumers and encourages them to make purchases.

Do comments on social media posts influence your perception of a product?

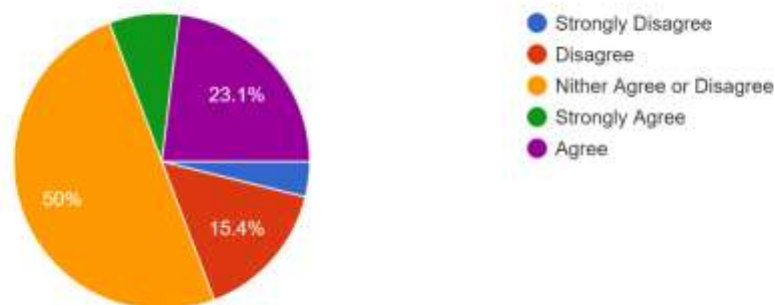
26 responses



The analysis of responses to this question can reveal the extent to which social media interactions impact consumer decision-making. If a majority of respondents indicate that comments do influence their perception of a product, it underscores the importance of managing and leveraging social media interactions effectively in marketing strategies. Brands can focus on fostering positive engagement, encouraging satisfied customers to share their experiences, and addressing any concerns or negative feedback promptly to maintain a positive brand image and influence consumer perceptions positively.

Does seeing a high number of Likes on a product post increase your interest in purchasing it?

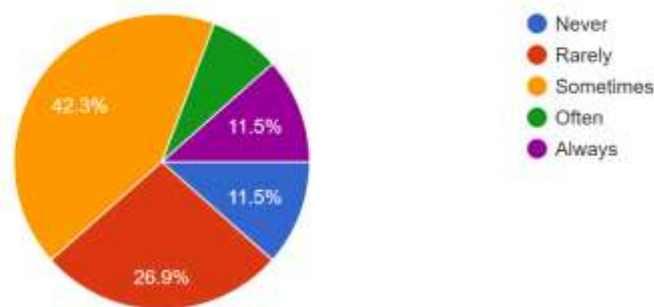
26 responses



1. **Social Proof Influence:** The question taps into the concept of social proof, which suggests that people tend to follow the actions of others, assuming those actions reflect correct behavior. In this case, the high number of Likes serves as a form of social validation for the product, potentially influencing the respondent's interest in purchasing it.
2. **Psychological Impact:** Seeing a high number of Likes can create a positive perception of the product in the respondent's mind. It implies that many others have found the product appealing or valuable, which can trigger a psychological response leading to increased interest.
3. **Perceived Popularity:** The question indirectly assesses how perceived popularity, as indicated by Likes, affects consumer behavior. Products with high social media engagement may be perceived as more popular, leading consumers to believe that they are making a trendy or wise choice by purchasing them.

Do influencer endorsements on social media affect your buying decisions?

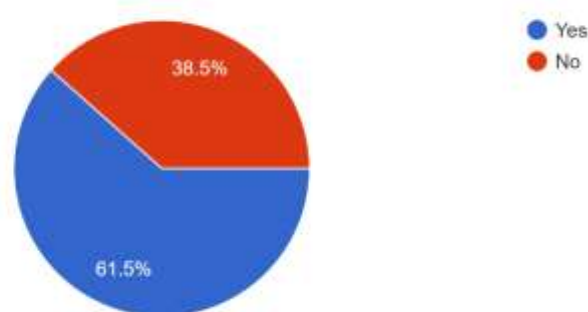
26 responses



1. **Insight into Influencer Impact:** This question directly addresses the impact of influencer endorsements, providing insights into how influential these endorsements are in shaping consumer decisions. Positive responses indicate a strong influence of influencers on purchasing choices, highlighting the effectiveness of influencer marketing strategies.
2. **Brand Perception and Trust:** Responses to this question can also reveal the level of trust and credibility consumers place on influencer recommendations. A higher percentage of affirmative responses suggests that consumers trust influencers and perceive endorsed products positively, influencing their buying behaviour.
3. **Target Audience Segmentation:** Responses based on demographic factors such as age, gender, and interests can provide valuable insights into which segments are more responsive to influencer endorsements. This segmentation helps in tailoring marketing strategies to specific target audiences for better engagement and conversion rates.
4. **Comparison with Other Marketing Channels:** Comparing the impact of influencer endorsements with other marketing channels (e.g., traditional advertising, word-of-mouth) can offer a comparative analysis of their effectiveness in influencing consumer buying decisions. Understanding the relative impact helps in allocating marketing resources optimally.

Have you used a special offer or discount code obtained from a brand's social media page?

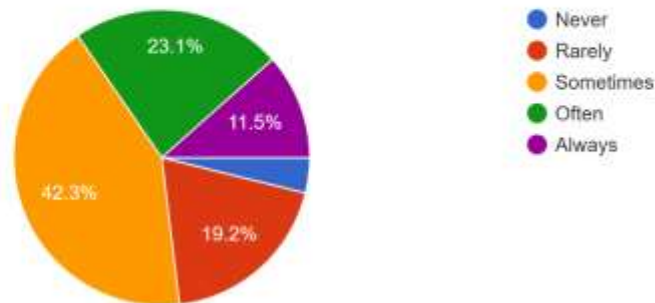
26 responses



1. **Yes, I have used a special offer or discount code:** This response indicates that social media marketing strategies, such as offering exclusive discounts or promotional codes, have successfully influenced consumer behaviour. It suggests that consumers are engaged with brands on social media platforms and are responsive to incentives provided through these channels. This highlights the effectiveness of social media in driving sales and encouraging purchase decisions.
2. **No, I have not used a special offer or discount code:** Conversely, this response may indicate that while consumers follow brands on social media, they may not be actively utilizing the promotional offers or discounts provided. It could imply that other factors, such as product quality, convenience, or personal preferences, play a more significant role in their buying decisions. However, it's essential to consider that some consumers may not have encountered relevant offers or may not prioritize discounts in their purchasing behaviour.

Do you more likely to trust a product if your friends have engaged with it on social media through likes, shares, or comments?

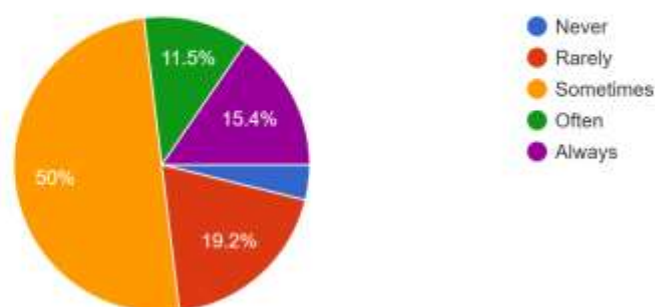
26 responses



1. **Social Proof's Impact:** This question looks at how seeing friends or peers liking or talking positively about something on social media makes us more likely to trust and consider that thing. It's like getting a thumbs-up from people we know, which makes us feel more confident about trying it ourselves.
2. **Trust and Credibility:** When our friends interact positively with something on social media—like giving likes, sharing, or leaving nice comments—it adds to the product's trustworthiness. We see these interactions as genuine endorsements, which makes us think more positively about the product and more likely to buy it.
3. **Buying Influence:** Social media interactions play a big role in our decisions to buy things. If we see our friends recommending or showing satisfaction with a product, it's like getting a personal recommendation, which affects how we see the product's quality, reliability, and how well it fits our needs.
4. **Boosting Marketing:** Brands can use this aspect of social media by encouraging and making it easy for people to engage with their content. Positive interactions from friends can spread the word about a product and create a domino effect of trust and interest among others who see it.

Do you think that the way a brand responds to customer feedback on social media affects your likelihood to make a purchase?

26 responses

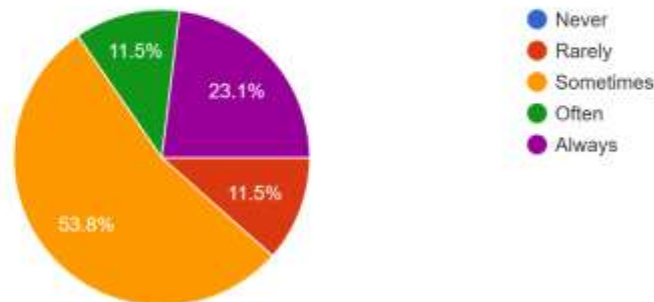


1. **Brand's Good Response Matters:** People who think positively about a brand responding well to customer feedback on social media believe it helps them decide to buy from that brand. They see quick and helpful responses as a sign that the brand cares, which boosts their trust and makes them more likely to stick with the brand.
2. **Ignoring Feedback Hurts:** On the flip side, those who say a brand's responsiveness doesn't affect their buying decisions might feel let down if the brand ignores their feedback or doesn't handle it well. This could make them think twice about buying from that brand in the future.

3. **Some Are Indifferent:** Some people might not feel strongly either way. They notice when brands respond on social media but don't see it as a big factor in whether they buy from them. They might focus more on things like product quality, price, and the overall reputation of the brand.
4. **Building Relationships Matters:** It could be interesting to look deeper into how different types of responses from brands—like personalized, caring, or problem-solving responses—affect what people think and whether they buy. Positive interactions that show the brand cares about customer feedback can help build strong relationships and turn customers into fans who recommend the brand to others.

Have you ever made a purchase after seeing a product demonstration or unboxing video on social media?

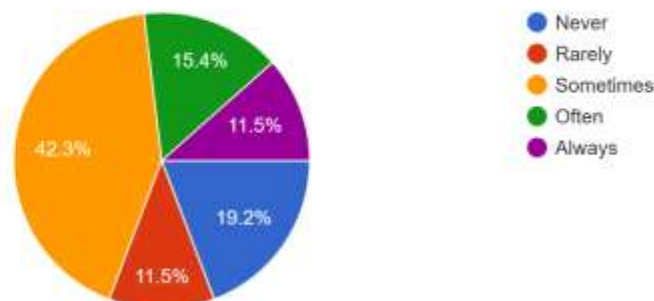
26 responses



1. **Influence of Visual Content:** The question focuses on the impact of visual content, such as product demonstrations and unboxing videos, on purchase decisions. It recognizes the growing trend of consumers relying on visual cues and experiences shared on social media platforms to inform their buying choices.
2. **Engagement and Conversion:** Responses to this question can provide insights into the effectiveness of social media marketing strategies in engaging and converting potential customers. If a significant number of respondents indicate that they have made purchases after watching such videos, it suggests a strong correlation between visual content on social media and consumer buying behavior.
3. **Content Quality and Trust:** The question indirectly addresses the quality and trustworthiness of the content shared on social media platforms. Positive responses imply that consumers find value in authentic and informative product demonstrations or unboxing videos, which can build trust and influence their purchasing decisions.

Have you ever reconsidered a purchase after reading negative comments about a product on social media?

26 responses

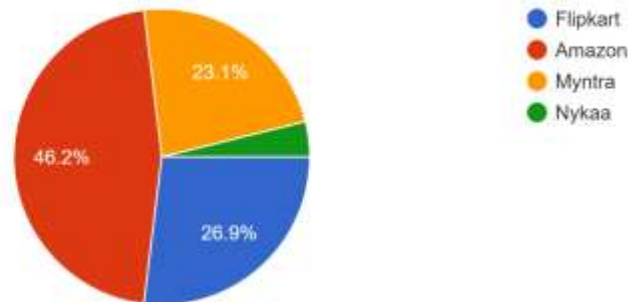


High Percentage of "Yes" Responses: If a large number of respondents indicate that they have reconsidered a purchase due to negative comments on social media, it indicates that social media plays a crucial role in shaping consumer perceptions. This suggests that negative feedback on social platforms can significantly impact consumer behavior, leading to changes in purchase decisions.

1. **Influence of Peer Opinions:** Consumers often value peer opinions and experiences shared on social media platforms. Negative comments can create doubts and raise concerns about a product's quality or suitability, prompting consumers to rethink their purchase intentions.

Which E - Commerce platform you use for online shopping ?

26 responses

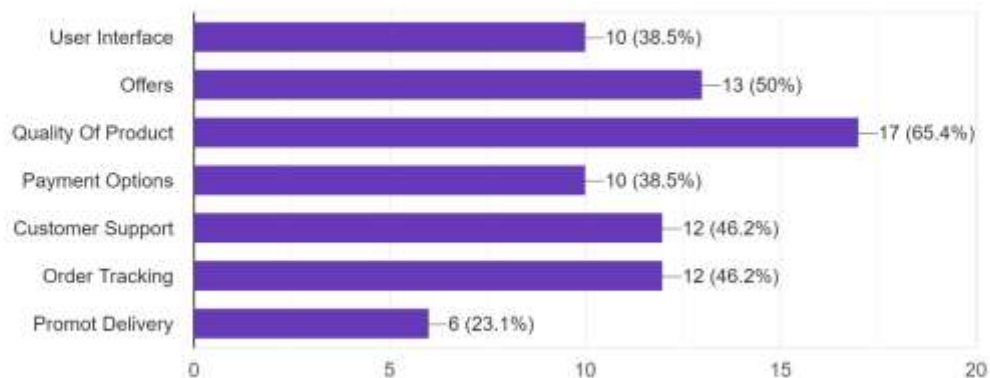


Firstly, the responses to this question can reveal the popularity and market dominance of specific e-commerce platforms among the surveyed population. For example, if a significant majority of respondents mention using platforms like Amazon, Flipkart, or Alibaba, it indicates the strong influence of these platforms in shaping consumer behaviour through effective marketing campaigns and user experience.

Secondly, the distribution of responses across different platforms can highlight trends in consumer preferences based on factors such as pricing, product variety, convenience, and brand reputation. For instance, if younger demographics predominantly mention using platforms like Instagram or Snapchat for shopping, it indicates the impact of social media marketing in targeting and engaging with specific consumer segments.

Which features you like in Amazon ?

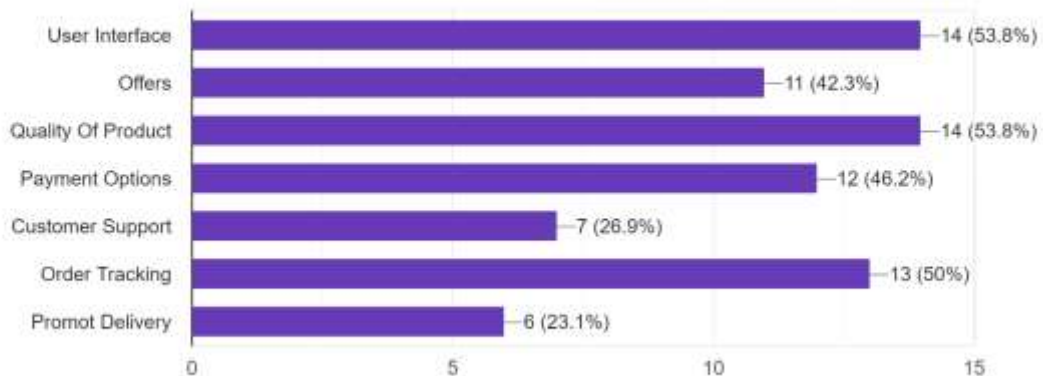
26 responses



1. Convenience and User Experience: Responses highlighting features like one-click ordering, fast delivery, and easy returns indicate that consumers value convenience and a seamless shopping experience. Social media marketing often emphasizes these aspects to attract and retain customers.
2. Product Selection and Recommendations: Positive mentions of Amazon's wide product range, personalized recommendations, and customer reviews suggest that consumers appreciate the platform's efforts in curating diverse offerings and providing tailored suggestions, which are often promoted through social media channels.
3. Deals and Promotions: If respondents mention features related to discounts, deals, and promotional offers, it reflects the impact of social media marketing campaigns that highlight such incentives to attract and engage customers, influencing their buying behaviour.

Which features you like in Flipkart ?

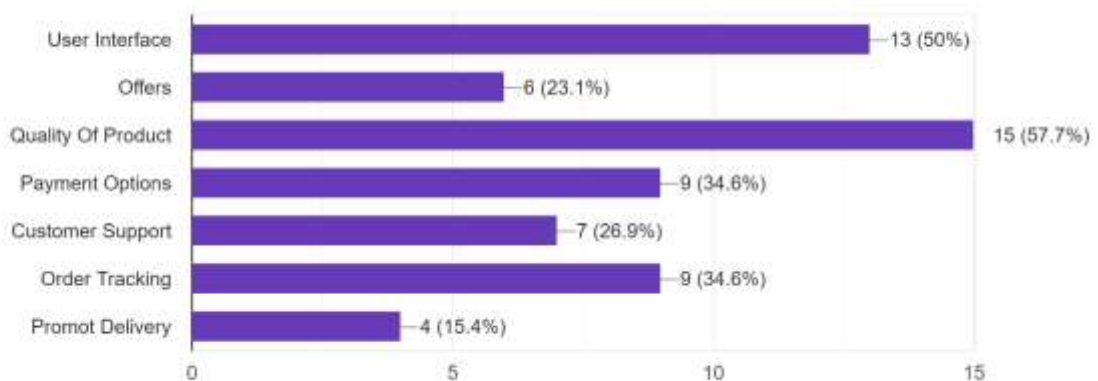
26 responses



1. **Variety Matters:** People who like Flipkart's wide range of products are drawn to the platform's diverse selection. This reflects Flipkart's effective social media marketing that showcases its extensive inventory, tempting customers with lots of options.
2. **Deals Grab Attention:** If many mention discounts, deals, or special offers as their favorite, it shows that Flipkart's social media promotions are hitting the mark. Their campaigns often highlight these enticing deals, which prompt consumers to make purchases.
3. **Easy to Use:** Positive comments about Flipkart's user interface signal that consumers appreciate a smooth and easy shopping experience. Social media marketing likely plays a role in shaping perceptions of Flipkart as user-friendly, using visual content to showcase its interface and features.
4. **Reviews Matter:** When respondents value customer reviews and ratings, it highlights the impact of social proof on their decisions. Flipkart's social media efforts promoting user-generated content and positive reviews can build trust and credibility, influencing people to buy from them.
5. **Service Counts:** Feedback on fast delivery, reliable customer service, or easy returns shows the importance of post-purchase experiences. Flipkart's social media campaigns highlighting their efficient logistics, responsive support, and hassle-free returns can foster consumer loyalty and repeat business.

Which features you like in Myntra ?

26 responses

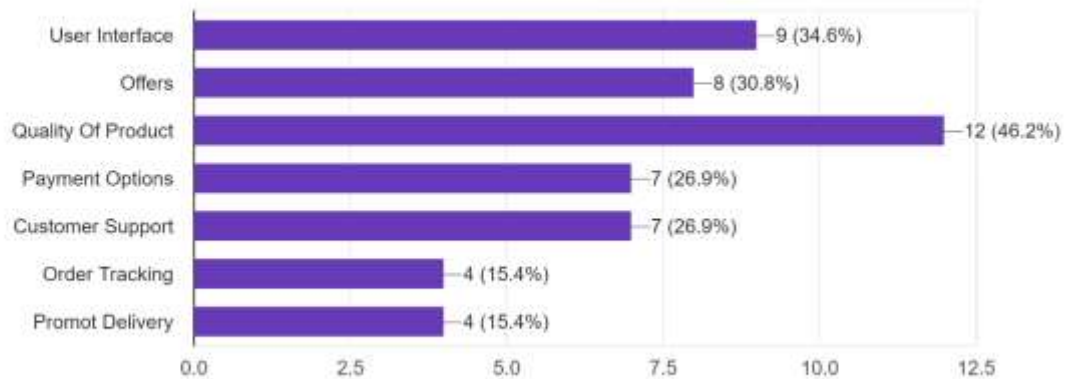


When considering this question from a social media marketing perspective, it becomes clear that it touches on user preferences shaped by Myntra's presence and efforts on social media platforms. For instance, if Myntra promotes personalized recommendations, quick delivery, or easy returns extensively on social media, users are likely to mention these features in their responses. This shows how social media marketing can shape consumer perceptions and highlight key features that resonate with the target audience.

Analyzing the responses to this question can reveal trends and patterns in consumer behavior. For example, if many respondents talk about convenience-related features like fast checkout or a wide product variety, it indicates that Myntra's marketing strategies in emphasizing these aspects are successful in attracting and retaining customers. Conversely, if users consistently mention areas for improvement or features they find lacking, it gives Myntra valuable insights into where they can focus their marketing efforts or improve their platform to better meet customer needs and preferences.

Which features you like in Nykaa ?

26 responses



When respondents talk about the wide range of products available on Nykaa, it shows that the brand's efforts in showcasing diverse beauty and skincare categories through social media have caught consumers' attention. This means social media marketing helps shape how consumers see Nykaa as a go-to place for their beauty needs.

Positive feedback about discounts, offers, or loyalty programs on Nykaa reflects how promotional strategies promoted through social media channels impact consumer decisions. Customers might be attracted to Nykaa because of exclusive deals or promotions they see on social media, showing how social media marketing can influence purchases by creating a sense of value and urgency.

Comments praising Nykaa's user interface and shopping experience highlight the importance of a smooth online platform, likely due to effective digital marketing campaigns emphasizing easy navigation and shopping convenience.

When respondents appreciate Nykaa's customer reviews and ratings feature, it shows how social proof and user-generated content influence buying behavior. Social media marketing strategies using testimonials, reviews, and influencer collaborations can boost brand credibility and trust, leading to more sales.

Research Objective.

We're delving into how social media impacts what people choose to buy, focusing on platforms like Facebook, Instagram, and Twitter. This involves understanding how posts, interactions, and trust levels among followers influence purchasing decisions.

We're also investigating the effect of social media ads, including influencer posts and sponsored content, on consumers' perceptions of products and their likelihood of making a purchase.

Furthermore, we're examining how user-generated content such as reviews, ratings, and personal experiences shared on social media influence buying behaviors, brand loyalty, and recommendations to others.

Research Findings:

1. The study reveals that the 15-25 age group is the most active on social media platforms, spending a significant amount of time engaging with content.
2. About half of the respondents shop online once or twice a month, indicating a preference among working-class individuals for occasional bulk purchases online.
3. Nearly half of the participants spend up to 2 hours daily on social media, highlighting its role in networking, career growth, and information sharing.
4. A majority of respondents follow brands on social media to stay updated on promotions, new products, and company news.

5. Social media serves as a form of electronic word-of-mouth for 61% of respondents, influencing their buying decisions based on recommendations and referrals.
6. Many participants believe that social media pages impact their perception of brands, relying on reviews and feedback to form opinions.
7. Almost half of the respondents admit that social media influences their purchasing decisions, especially when seeking online reviews and comments.
8. An overwhelming majority recognize social media's importance in brand promotion, citing its role in enhancing brand visibility and generating leads and sales.

Conclusion:

The research indicates that Indian consumers heavily rely on social media to guide their purchase choices, considering it a trustworthy source of information. They appreciate the ease and enjoyment of decision-making based on social media content, particularly when it meets or exceeds their expectations in terms of quality and quantity. Overall, social media significantly shapes the consumer decision-making process in India.

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