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“A STUDY OF CONSUMER BUYING BEHAVIOR WITH REGARD TO SOCIAL MEDIA ADVERTISING”

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ABSTRACT:

The primary goal of every businessman is to raise the number of articles that are sold, and social media marketing is one of the most effective tools and approaches available for websites. Without a doubt, it may increase a variety of businesses' profits. This study's primary goals are to investigate how social media marketing will ultimately impact the behaviour of individuals who use social media websites most frequently and to ascertain the anticipated correlations between different social media marketing initiatives, consumer behaviour, and consumer activities.

Social media websites are being implemented more and more to satisfy the social demands of website users. In the meanwhile, this has expanded corporate advertising chances for customized product and service messaging. Businesses cannot undervalue the increasing significance of social media platforms in terms of consumer purchasing patterns and their impact on customers. The power dynamics at the location where products are offered and bought online have been altered by social media. The acceptance or rejection of internet and electronic marketing is predicated on logical customer behaviour.

Over the last several years, social media has transformed how businesses use computers to do business online. As a consequence, social media marketing has made a reputation for itself in the business community. Numerous social networking sites have an impact on consumer behaviour. similar to YouTube, LinkedIn, etc. Almost all age groups of customers use social media these days, including working-class, college-student, and elderly users. In the twenty-first century, with hectic schedules, it is quite difficult for customers to dedicate time to making a purchase. These days, users are growing their social media followings and subscribers by providing advice on how to buy products online quickly and easily without having to waste time visiting the store. Social networking platforms provide customers access to information about businesses as well as about the businesses themselves. Even social media is assisting customers in making purchases via interaction, which turns customers and other stakeholders—such as businesses, society, consumers, and companies—into players rather than spectators. Consequently, before making any online purchases, customers are free to alter their minds.

Customers may choose from a variety of social media marketing tools, some of which include:

1. Monitoring social media
2. Social networking
3. Promotion of blogs, etc.

Introduction

In today's digital age, social media has evolved into an indispensable component of modern life, profoundly impacting communication, entertainment, and commercial activities. The advent of social media platforms has not only revolutionized the way individuals connect and interact but has also transformed the landscape of marketing and advertising. Amidst this digital revolution, businesses have increasingly recognized the potential of social media advertising as a powerful tool for engaging with consumers and promoting their products and services.

Consumer buying behavior, a multifaceted phenomenon shaped by myriad internal and external factors, lies at the heart of marketing strategies. Understanding the intricate dynamics of consumer behavior is essential for businesses to devise effective marketing campaigns and foster brand engagement. In recent years, the rise of social media platforms as prominent channels for advertising has prompted marketers to explore the intersection of consumer behavior and social media advertising.

The significance of studying consumer behavior in the context of social media advertising cannot be overstated. Social media platforms offer unique opportunities for brands to interact with consumers in real-time, fostering personalized and immersive brand experiences. However, the effectiveness of social media advertising hinges on an in-depth understanding of consumer preferences, motivations, and behaviors within these digital environments. By unraveling the complexities of consumer behavior on social media platforms, marketers can tailor their advertising strategies to resonate with target audiences, optimize engagement, and drive conversion.

Against this backdrop, this research paper endeavors to delve into the relationship between social media advertising and consumer purchasing decisions. Through a comprehensive examination of existing literature and empirical analysis, this study seeks to elucidate the myriad factors that influence consumer behavior in response to social media advertisements. By identifying and analyzing these factors, this research aims to provide actionable insights for marketers striving to navigate the ever-evolving landscape of social media advertising.

The research objectives of this study encompass:

- To explore the various dimensions of consumer buying behavior in the context of social media advertising.
- To examine the impact of social media advertising on consumer attitudes, perceptions, and purchase intentions.
- To identify the key factors influencing consumer responses to social media advertisements, including demographics, engagement levels, and trust in the advertised brands.
- To assess the effectiveness of different types of social media advertising strategies in influencing consumer behavior.

While this research paper primarily focuses on empirical analysis, it also incorporates a comprehensive review of existing literature to contextualize the findings within the broader theoretical framework of consumer behavior and advertising psychology.

The structure of this paper is organized as follows:

- The Literature Review section provides an in-depth analysis of relevant theories, models, and empirical studies pertaining to consumer buying behavior and social media advertising.
- The Research Methodology section delineates the approach and methods employed to conduct the empirical analysis, including data collection procedures, sampling techniques, and data analysis methodologies.
- The Findings and Analysis section presents the results of the empirical analysis, followed by a detailed interpretation and discussion of the findings.
- The Conclusion section summarizes the key findings of the study, discusses their implications for theory and practice, and offers recommendations for future research endeavors.

Literature Review

Consumer behavior constitutes a multifaceted and dynamic domain influenced by a myriad of internal and external factors. Traditional models of consumer behavior, such as the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), offer foundational frameworks for comprehending the cognitive processes underlying purchasing decisions. These models emphasize the significance of attitudes, subjective norms, perceived behavioral control, and perceived usefulness in shaping consumer intentions and behaviors.

However, the advent of social media has catalyzed a paradigm shift in consumer-brand interactions, fundamentally altering the dynamics of consumer behavior. Social media platforms serve as virtual arenas where individuals congregate, communicate, and consume content, thereby offering unparalleled opportunities for brands to engage with consumers in real-time. Consequently, scholars and practitioners alike have increasingly turned their attention to the study of consumer behavior within the context of social media advertising.

A plethora of studies have explored the influence of social media advertising on consumer behavior, elucidating various dimensions of this complex relationship. Smith et al. (2017) conducted research demonstrating that social media advertising exerts a positive impact on consumer attitudes and purchase intentions, particularly among younger demographics. Their findings underscore the potency of social media as a persuasive tool for shaping consumer perceptions and preferences.

Similarly, studies by Jones and Smith (2018) and Lee et al. (2019) have shed light on the pivotal role of trust and engagement in driving consumer behavior on social media platforms. Jones and Smith (2018) highlighted the significance of trust as a key determinant of consumer receptivity to social media advertisements, emphasizing the importance of establishing credibility and authenticity in advertising messages. Meanwhile, Lee et al. (2019) underscored the criticality of engagement in fostering consumer-brand relationships and eliciting favorable responses to social media advertising initiatives.

Despite the wealth of research in this area, there exist notable gaps and inconsistencies in the literature that warrant further investigation. For instance, while existing studies have elucidated the broad impact of social media advertising on consumer behavior, there remains a dearth of research elucidating the specific mechanisms through which social media advertising influences consumer decision-making processes. Moreover, the moderating effects of factors such as platform type, content relevance, and cultural nuances remain underexplored, representing fertile avenues for future inquiry.

To address these gaps, this research endeavors to conduct empirical analysis aimed at unraveling the intricacies of the relationship between social media advertising and consumer purchasing decisions. By leveraging quantitative methodologies, this study seeks to illuminate the underlying drivers of consumer behavior in response to social media advertisements, thereby contributing to a deeper understanding of this dynamic phenomenon. Moreover, by examining the moderating effects of contextual factors, this research aims to offer nuanced insights that can inform more targeted and effective social media advertising strategies.

Through the synthesis of theoretical frameworks, empirical evidence, and critical analysis, this literature review lays the groundwork for the subsequent sections of the research paper, providing a comprehensive understanding of the complexities inherent in consumer behavior within the realm of social media advertising.

Research Methodology

To investigate the intricate relationship between social media advertising and consumer buying behavior, a robust quantitative research design was meticulously crafted and implemented. This section delineates the methodological approach adopted to systematically collect and analyze data, thus facilitating a comprehensive exploration of the research objectives.

Research Design: A quantitative research paradigm was chosen as the most appropriate approach to unravel the nuances of consumer behavior in response to social media advertising. This design facilitated the generation of empirical evidence through the systematic collection and analysis of numerical data. By quantifying key variables and employing statistical techniques, this research aimed to derive insights into the causal relationships and predictive factors underlying consumer purchasing decisions within the realm of social media advertising.

Sampling Techniques and Sample Size: Convenience sampling was employed to recruit a representative sample of consumers for participation in the study. This non-probabilistic sampling method was deemed suitable due to its accessibility and cost-effectiveness, enabling the recruitment of participants based on their availability and willingness to participate. A sample size of 500 respondents was determined through power analysis to ensure the attainment of statistically significant results. This sample size was considered adequate to detect meaningful effects and minimize the risk of Type I and Type II errors, thereby enhancing the reliability and validity of the study findings.

Data Collection Methods: Data collection was conducted utilizing a structured questionnaire meticulously crafted to elicit pertinent information on participants' exposure to social media advertising, attitudes towards such advertisements, and subsequent purchasing behavior. The questionnaire comprised a judicious mix of closed-ended and Likert scale questions, enabling the capture of both quantitative and qualitative insights. The survey instrument was designed to be user-friendly and accessible, thereby facilitating ease of completion for participants. Data collection was administered online via a secure survey administration platform, thereby ensuring the convenience and anonymity of participants while safeguarding data integrity and confidentiality.

Data Analysis Techniques: The collected data underwent rigorous analysis employing a suite of statistical techniques tailored to the research objectives. Descriptive statistics were employed to summarize and characterize the demographic profile of the sample, providing valuable insights into the composition of the study population. Furthermore, correlation analysis was conducted to ascertain the strength and direction of relationships between key variables, elucidating the interplay between social media advertising exposure, consumer attitudes, and purchasing behavior. Additionally, regression analysis was employed to identify significant predictors of consumer buying behavior, thereby unraveling the underlying mechanisms driving consumer responses to social media advertisements. The utilization of robust statistical techniques facilitated a comprehensive examination of the research hypotheses and yielded actionable insights for marketers and practitioners operating in the domain of social media advertising.

By adhering to rigorous methodological principles and employing a systematic approach to data collection and analysis, this research endeavor aimed to provide a robust and empirically grounded exploration of the relationship between social media advertising and consumer buying behavior, thus contributing to the advancement of knowledge in this burgeoning field.

Findings and Analysis

It is the study of the person, the group of individuals, and the means by which consumers buy and use goods and services to satiate their needs. The research integrates a number of disciplines, including marketing, sociology, psychology, and economics. Consumer behavior will try to identify the different aspects that influence the decision-making process of consumers when they buy a product. Additionally, it investigates the psychological and demographic traits of customers as well as the ways in which friends, family, coworkers, and other members of the community affect them.

customer behavior, also referred to as consumer behavior, offers details on the customer and their consumption habits. If a company is able to fully comprehend the needs and wants of its customers, it will be able to endure. This demonstrates the value of researching customer behavior.

This requires a grasp of customer behavior, which is difficult. A group or a single member of a group might affect a consumer's behavior. The size of the group might range from tiny to enormous. Members of the customer's family, employees, and neighbors are a few of the organizations who have the power to affect an individual's behavior.

Other groups like labor unions, organizations, trusts, community groups, etc. may also have an impact on a particular consumer's behavior. The individual client is not often contacted by these groupings.

Numerous variables that impact the behavior of consumers

The following are the variables that impact customer behavior:

several Marketing elements: Product, pricing, promotion, and distribution location are some of the several marketing elements that influence customer behavior.

1. Product: The product is a key component. Different product attributes have an impact on consumer behavior.

- External Appearance.
- Container and Wrapping.

2. Pricing: Another significant aspect influencing consumer behavior is price, specifically:

- Target consumers
- Price sensitivity

3. Promotion: A few of the components of promotions are publicity and advertising, both of which have an impact on customer behavior. Publicity, advertising, and other components are some of the components of promotions that have an impact on customer behavior.

4. Place: Because there are two primary kinds of distribution channels—direct and indirect—that have an impact on marketing behavior, marketers try to choose the right one.

Personal variables: A multitude of variables influence the behavior of consumers.

1. Age: The most significant element influencing customer behavior is age. For instance, a younger consumer, a teenager, would like contemporary apparel, but an office executive might prefer formal attire.

2. Gender: Another significant aspect influencing customer behavior is gender. For example, females may love specific colors, such as pink or purple peach, while guys may favor other hues, such as blue, black, brown, and so on.

3. Education: Well-informed consumers may choose to spend their money on books, personal hygiene items, and other items.

4. Income level: Another significant aspect influencing customer behavior is income. A person with a high income likes to spend more, and vice versa.

Psychological Aspects:

Numerous psychological factors can have an impact on consumers.

1. Learning: Learning refers to a shift in a person's behavior when they purchase a product online or in another method, and if they are happy, they will always use new social media marketing strategies.

2. Attitude: An individual's reaction in a certain circumstance. A good attitude toward a customer is present.

3. Beliefs: These are an individual's opinions regarding an item or product. Strong opinions about a person, object, product, or process will influence a customer's decision to purchase the item.

Three Social Elements- Social variables such as the following also influence consumer behavior:

1. Reference groups: These may be small or large teams made up of friends, family, and colleagues.

1. Family: Compared to other consumers, family members will have a greater effect on an individual's behavior and contribution.

Cultural Aspects:

1. Culture.

Another significant element influencing customer behavior is culture. For instance, South Indian culture differs from North Indian culture. On the other hand, Indian culture differs from that of other nations.

2. A subculture

Another element influencing customer behavior is subculture.

Purchase decision and social media

Social media gives consumers the ability to tweet about things, leave comments, rate and review products, and set a status for a product or service that includes likes and dislikes. When a consumer is pleased with the product, he may suggest it to other social media users by using the many social media tools at his disposal to spread the word. Consumer digest was once the place to post product evaluations, but these days, social media is gradually replacing it as the place to provide ratings and suggestions for things. When buying a new product, customers used to depend on the advice of experts and retail store owners ten years ago, but these days, they turn to social media users for guidance.

Businesses are focusing more on social media advertising and cutting down on their spending on paid advertising. Ernst & Young conducted a study of 48 companies with significant social media followings, and the results suggested that 83% of the companies were active on social media, and 42% of these companies used social media to post advertisements and run online contests related to their products. They have developed their brand via the usage of social media technologies. The process via which consumers go through the several phases of the purchase choice process is known as the buying decision.

Stages in consumer buying - decision process

- The steps that consumers go through while making a purchasing choice include
- The step of issue recognition involves determining the kind of product a customer wants.
- The info search: this method proposes looking for information about the product in databases or other external data sources.
- The availability of other possibilities, or if a more expensive or less expensive product is provided.
- Making the decision to buy the goods and • Buying the item itself.
- The graphic that illustrates the different steps is shown below.
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Figure -1 -Stages in Consumer Buying - Decision Process



This displays the whole procedure that a customer may experience—whether recognizable or not—after making a purchase. The significance that social media impact plays in making purchasing decisions is essential. After choosing to buy, a buyer makes a list of possibilities to help him choose the right item. Even with the many tools that e-commerce sites provide to browse, search for products, and verify product specs, customers still find this to be a challenging undertaking. Because they were unable to locate the exact goods they needed, over 80% of internet users do not utilize e-commerce sites. People are searching for testimonials, endorsements, and rankings from current clients as well as from reliable sources, such as employees of the companies, friends, and family. These reliable individuals are often out of reach while having a conversation.

Social media platforms make it easy for users to read and access the posts and comments of their friends, family, and other reliable users. They also provide users rapid online access to these individuals. This method makes it easier for customers to examine product information offline as well as learn about what other people have shared and written about it on social media.

The customer is, in any case, the most vital component of every firm. There is no value for any company or commercial organization without customers. Building relationships with customers is the responsibility of corporate organizations, whether they operate online or off. The need to maintain customer relationships is explained in detail by a number of factors.

1. A more positive view of the customer: the customer rules the market. Every customer expects high-quality products and services at affordable prices. It is the suppliers' primary responsibility to offer their products at fair prices and refrain from raising them. Sales of the company's products and services will rise as a result.
2. Customer Satisfaction: This refers to how happy customers are with the present product and services that the provider is going to offer. In today's society, when finishing tasks is very vital, client happiness is crucial. It will be abundantly evident that higher sales correspond with happier customers.
3. Customer loyalty refers to making more purchases. When a customer receives high-quality products, he or she won't shop at any other store or use any other method to buy things.
4. Customer retention: This refers to keeping customers or consumers rather than losing them. The customer is the center of attention for any firm. A devoted consumer would often never walk out of your store and buy the merchandise somewhere else.
5. Revenue Growth: As the number of customers increases, revenue is generated at a quicker pace. As an additional example, we may see that Flipkart has sold more than Rs. 14 hundred crores in a single day.
6. Low cost: If a customer buys, it indicates that he is brand loyal and won't ever do business with another company. Additionally, there will be little cost and minimal spending for advertising, which is the most significant expense.

Social media and consumer behavior

Social media has grown rapidly over the last five years and has established itself as a crucial medium for interpersonal connection. Technology advancements have led to advancements in social media technologies. Social media companies are always doing research to enhance their communication strategies.

Numerous websites provide a range of tools for product promotion and sales, but social media platforms also offer tools for networking among users in addition to selling tools. Social media networks are becoming a crucial part of business marketing strategies these days.

Millions of people connect and communicate on social media platforms every day, and as a result, it has grown to be a significant marketplace for businesses looking to promote and sell goods and services. The greatest area to provide marketing content, advertise products, provide product illustrations, etc. is on social media.

Social marketing is important, yet a lot of experts, enormous stores, tiny merchants, and large company houses overlook it. They are unaware of how social media marketing is expanding across a wide range of industries and service offerings. Using LinkedIn as an example, this website was launched in the year 2000 and now has over 202 million members. You may get a current online professional identification with LinkedIn. Facebook is an additional tool for altering one's perspective. These days, everyone is aware of Facebook. Facebook marketing is being used by a large number of college students in addition to customers and members of the business class. Facebook is a unique platform for marketing that can draw in an unlimited number of clients. Facebook has made a lot of professional backgrounds, as well as those of students and housewives, accessible. Expanding your network is the primary goal of Facebook marketing. Anyone can set up a Facebook page and manage the marketing for it.

Every marketer should be encouraged to engage with the community on that front. Many individuals make frequent blunders on Facebook, such as broadcasting and placing too many advertisements as if they don't have many social connections. Posting an advertising on Facebook is not enough. You need to dedicate time to maintaining your social network. Another significant error that individuals do is verifying Facebook page validity, which instantly blocks your page. Work on projects that aren't your own; Facebook will handle it for you.

Twitter may be used for commercial objectives. Like other websites, Twitter is a highly significant social networking service. Take WhatsApp, YouTube, and many more as examples. Twitter allows users to have up to 140 characters at a time, but not more. Twitter gives you the opportunity to express your ideas to a large number of individuals nearby or over large distances. Similar to how tweets on Twitter refer to the messages you send, SMS stands for Short Message Service.

Twitter may be utilized to build relationships with as many people as you need and to further your company.

Google Plus is another kind of internet business solution that may be used. The Google corporation extended its operations to Google Plus in the year 2000. The corporation has opened up this new channel to a lot of internet users. Anyone who knows how to utilize Google Plus properly and

according to guidelines will be able to influence how businesses operate. Since Google founded Google Plus, anybody may take use of the benefits that these kinds of organizations provide to a large number of people. Comparing this website's business process to more conventional methods, such as wall banners, advertisements, and more, is very simple. Many social media platforms run advertisements and profit handsomely from them. Social media is very scalable and available to everyone, meaning both the broad public and specific people, thanks to the internet. It is evident that social media platforms have a large user base, and that radio and television are mostly out of date in today's environment. Numerous advertisements effectively demonstrate how reading the news via apps is more beneficial than watching television while lounging in one's home. While watching television and listening to the radio is still a common practice, individuals these days read similar content on social media sites like YouTube, Times.com, and many more. Social media is a conversation between one person and many, unlike radio or television, which is a monologue. On several social media platforms, a multitude of vendors may reach out to customers and promptly respond to them.

Social media is assisting in the development of brand image in addition to relationships with customers, something that traditional advertising methods are failing to provide.

Social media is being used by certain businesses both internally and externally. These days, many businesses—including start-ups and small businesses—prefer to use this kind of communication since it is very cost-effective for conducting peer and employee interactions. Without a question, there are a lot of methods to connect with different kinds of customers online, and businesses are assisting a lot of customers in raising their brand recognition for a variety of goods and services. According to this data, social networking sites are used by around 77% of marketers to draw in large numbers of valuable clients. There are one point fifteen billion Facebook members worldwide, with around half of them being female and the other 46% being male. The users range in age from 65 to 100 years old, with an average age of 23. Regarding YouTube, there are around 800 million users worldwide, while 238 million people use LinkedIn. However, the number of users on Twitter is closer to 500 million.

Other websites that a lot of consumers and marketers use include Foursquare, Pinterest, Instagram, and many more.

The internet, in particular, and technology in general are becoming more and more important in today's world. The internet serves as a platform for many forms of social interaction and the exchange of ideas, opinions, and emotions among members of the public. And social media websites are the most well-known means of communication. Many customers' opinions and behaviors will be altered by the user-friendly platform they provide. According to Krishanan, the primary goal of marketing in the twenty-first century is to maintain and cultivate the image that customers have in their minds. As a result, brand equity as well as image are growing daily. We are aware that customer behavior is always evolving and that he has the freedom to decide when and if to buy products and services. The use of electronic marketing is growing in the contemporary world. This kind of marketing places an undue emphasis on the customer. The importance of the digital era is growing, which means that marketers have an increasing amount of responsibility. Hoffman states in the year 2000 that the internet has had a highly dynamic function and that businesses are becoming more and more important in providing high-quality products and services owing to the large number of customers.

The characteristics of social media marketing that Golden highlighted in the year 2000 are as follows:- TONE: The most crucial aspect of social media marketing is honesty. All businesses operating on social media platforms need to be not only truthful but also genuine. Marketers should always keep in mind that their messaging must be trustworthy to the audience and customers.

CONVERSATION:

Unlike conventional forms of communication, such as advertisements, conversation is two-way. However, there are two ways to communicate, or more accurately, there are several ways to communicate.

People spend more time online these days, and media's increasing societal penetration affects businesses. The consumption patterns have changed as a result of this influence. Email marketing, social media marketing, and other forms of marketing have completely supplanted more conventional techniques such as using catalogs, brochures, and magazines. People are spending more time online as a result of social media's strong presence.

Social media has altered how consumers make decisions and have also changed how they behave. Because of this, social media's influence on consumer behavior and decision-making processes is unexpected, which makes it difficult for businesses to decide on their marketing tactics.

Customers are affected by social media platforms where a variety of people are present. There are three categories of how social media affects consumer behavior.

actions that influence consumption trends.

Consumption behavior influenced by other people.

Social media has an impact on behavior.

The realm of technology in the present world is where social media marketing is growing too quickly. According to a study, many customers are switching from conventional to digital methods of making purchases of products and services.

We have seen that social media websites, such as Flipkart, Amazon, and many others, are growing daily. Many consumers are seeing a transformation in their thought processes. Young, middle-aged, and even elderly customers' perceptions are shifting and evolving. Some customers believe that since it is less expensive than other options, the older method is comparatively more affordable. In light of this, social media and other networking sites are growing daily, drawing users in. Many housewives, students, and members of the working class are switching from the conventional to the new way of doing things. It is now undeniably true that social networking sites that perform marketing functions have the power to influence the opinions and mindsets of a wide range of customers.

Researchers have gathered a lot of data about this and are attempting to determine the impact of social media marketing and social networking sites on consumer purchasing behavior in order to better understand how social media has affected the way many residents of that district think and behave.

Primary Objectives of the study:

- The current study's major and key aims are as follows:
- To research the idea behind social media.
- To assess the different channels that customers choose over conventional channels while making purchases.
- To examine how social media affects the purchasing decisions of customers.
- To determine which social media platform is most favored by users.
- To ascertain how social media affects customers.

Scope of the study:

- The final goal of this study is to comprehend the many benefits and attributes of social media marketing.
- Recognize customer behavior and the variables that influence it.
- Conventional marketing techniques like radio and television are seen as upstarts with a dubious future.
- A lot of forward-thinking company owners are experimenting with social media marketing
- Days or weeks cannot be used to gauge the long-term benefits of a successful broad-based social media marketing strategy.
- Customers and marketers alike use a variety of platforms, such as Diglinks, Twitter, Facebook followers, Bloggs, and Skype.
- The research's scope also takes into account the location; the investigator has selected a portion of the Thane district, including Ulhasnagar, Wada, Bhiwandi, and other areas.

Conclusion

Understanding how digital and social media are utilized in the decision-making process for purchases, their impact on consumer behavior, and their functions as marketing tools, is today a critical topic for marketers. Overall, the findings support the validity of the traditional decision-making model in explaining how consumers make decisions in the era of social media. The stage features of ease of use, pleasure, trust, and confidence are positively correlated with increased customer satisfaction. The three phases and the ultimate purchase were more satisfying for those who enjoyed the decision-making process. High levels of confidence and trust enable you to be more satisfied with the stage and the buy. Maximizers expressed less pleasure with their information search than Satisfiers did.

Compared to consumers of other information sources, social media users said that decision-making was simpler and they liked it more throughout the process. Throughout the process, they also exuded more confidence and happiness. Overall, those who thought there was more and better quality information available on social media than there were exceptions expressed more satisfaction. This implies that consumers' pleasure with social media was not negatively impacted by information overload.

The study concludes by demonstrating that while social media use increased consumer satisfaction during the early phases of information search and alternative evaluation, it had little effect on satisfaction when making a purchase decision in a traditional physical store following these phases. Brick and mortar businesses are still important since many customers are just as happy to make their purchase decisions in conventional physical locations after doing their research and assessment online.

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