



# IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR AT CAVINKARE PVT LTD

**P.Kaviya<sup>1</sup>, Dr. Rani<sup>2</sup>**

<sup>1</sup> PG MBA Student, School of Management Studies, Sathyabama Institute Of Science and Technology .

<sup>2</sup> Assistant Professor, School of Management Studies, Sathyabama Institute Of Science and Technology

## ABSTRACT :

Social media plays a vital role in shaping consumer buying behaviour in today's digital era. This study investigates how platforms like Instagram, Facebook, and WhatsApp influence customer decisions specifically with respect to CavinKare products. The research explores the effectiveness of digital engagement, brand perception, and influencer content in building loyalty and driving purchases. Findings reveal that social media has significantly changed the traditional marketing landscape by making consumers more informed, interactive, and brand-conscious.

## Keywords:

- Social media,
- Consumer behaviour,
- CavinKare,
- Digital marketing,
- Online engagement

## INTRODUCTION :

In the rapidly evolving digital marketplace, social media has emerged as a key driver of consumer buying behavior. Platforms like Instagram, Facebook, YouTube, and TikTok have revolutionized how consumers discover, evaluate, and engage with brands. For companies like CavinKare, which operates in fast-moving consumer goods (FMCG) segments such as personal care, food, and beverages, leveraging social media insights is critical to understanding consumer preferences and boosting sales. This article explores five major ways in which social media impacts buying behavior, along with focused sub-topics and practical relevance to brand strategies.

## Impact of Social Media on Consumer Buying Behaviour

In today's digital world, social media has transformed the way consumers discover, evaluate, and purchase products. With billions of active users across platforms like Instagram, Facebook, YouTube, and TikTok, these platforms have become powerful tools that influence consumer decisions daily.

### 1. Product Discovery through Social Platforms

#### *Sponsored Content and Paid Campaigns*

Social platforms help brands like CavinKare introduce new products through targeted advertising. These campaigns can reach specific demographics (e.g., skincare users aged 18–30) and boost visibility at launch.

Example: CavinKare launching a new fairness cream through Instagram reels and influencer shout-outs targeting urban youth.

#### *Algorithm-Based Reach and Trending Posts*

Social media algorithms promote engaging and trending content, leading to organic product discovery.

Example: A trending TikTok challenge using a CavinKare hair care product can lead to massive brand visibility and trial purchases.

## 2. Influence of Social Media Influencers

### *Micro vs. Macro Influencers*

Micro-influencers (1K–50K followers) have niche audiences and higher trust levels.

Macro-influencers (100K+ followers) offer wider reach but less personalization.

Example: Collaborating with beauty and lifestyle micro-influencers can effectively promote products like Chik Shampoo or Nyle Naturals, creating authentic conversations around benefits.

### *Building Trust through Endorsements*

Influencers act as digital brand ambassadors whose recommendations carry strong influence, especially among Gen Z and Millennials.

Example: A beauty influencer sharing a daily skincare routine using Spinz Talc builds relatability and encourages trial.

## 3. Role of User-Generated Content and Reviews

### *Customer Testimonials and Social Proof*

Consumers trust peer reviews more than direct advertisements. Positive reviews, unboxing videos, and real-life photos add credibility.

Example: A user sharing a hair transformation using Meera Herbal Powder can encourage others to purchase.

### *Impact of Video Reviews*

Platforms like YouTube and Instagram Stories serve as research tools. Viewers observe product texture, effects, and honest feedback.

Application for CavinKare:

Encouraging customers to create video testimonials can boost confidence among first-time buyers of newly launched skincare lines

## 4. Emotional Engagement and Community Building

### *Interactive Brand Communication*

Tools like polls, Q&A sessions, and live videos allow brands to directly interact with followers, answer queries, and co-create content.

Example: CavinKare's brand team hosting a live Q&A on Facebook for a product like Indica Hair Color to answer common customer doubts.

### *Building Brand Loyalty through Storytelling*

Telling customer success stories or showcasing behind-the-scenes efforts (e.g., ethical sourcing, sustainable packaging) increases brand loyalty.

Example: A post showing how CavinKare supports local farmers for herbal ingredients builds emotional value and brand connection.

## 5. Personalized Advertising and FOMO (Fear of Missing Out)

### *Retargeting and Data-Driven Ads*

Social media platforms use browsing history and behavior to retarget users with product-specific ads, increasing the probability of purchase.

Example: A customer who visited CavinKare's website to explore Fairever Cream sees Instagram ads reminding them to complete the purchase.

### *FOMO and Flash Campaigns*

Limited-time offers, countdown timers, and exclusive online discounts create urgency and drive faster decision-making.

Application for CavinKare:

Running a 24-hour "Buy 1 Get 1 Free" offer on social media for Cavin's Milkshake with a countdown timer can drive impulsive purchases

## Conclusion

Social media has shifted the consumer buying journey from a linear to an interactive and dynamic process. For brands like CavinKare, aligning marketing strategies with social trends is essential for staying relevant and competitive. From influencer marketing to real-time customer engagement and data-driven personalization, social media offers a powerful toolkit to influence buying behavior and drive brand growth.

## REFERENCES :

1. R. Lavanya (2024), "A Study on Customer Satisfaction Towards Herbal Products With Special Reference to Cavinkare", Indian Journal of Applied Research, Volume ,4, Issue : 12, pp..556-558
2. Dr. S. Murugan, Sneha.R and Vinoth.R (2024), "A Study on Consumer Satisfaction towards Himalaya Products", International Research Journal of Modernization in Engineering Technology and Science, Volume:06, Issue:02, pp.1370-1379.
3. Ruthra. V and Prof. M. Vadivel (2024), "A Study on Consumer Preference and Satisfaction towards Himalaya Herbal Products with Special Reference to Coimbatore City", International Journal of All Research Education and Scientific Methods, Volume 12, Issue 3, pp.1403-1410.
4. Ms. S.M. Khavya and Ms. S.N. Gopika (2024), "A Study on Consumer Preference towards Himalaya Products With reference to Coimbatore City", International Journal of Research Publication and Reviews, Vol (5), Issue (5), pp.889-893