



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Impact of Social Media on Consumer Buying Behaviour

Shivam shahi

Bachelor of Business Administration
School of Business (Galgotias University)
Email: (shivamshahi8112980250@gmail.com)

Abstract

The results have applications for businesses in digital marketing and are not just for academics. This study relates to a greater reliance on digital first frameworks in marketing and public relations and provides insight into consumer psychology, content effectiveness, engagement, and consumption. In order to develop a relationship based on interaction, personalization, and authenticity, the authors advise marketing and policy practitioners to broaden their perspectives beyond marketing frameworks. Social media's rise has made it possible for brands to use real-time data and feedback loops, allowing them to adjust their strategies on a regular basis and become more responsive to changing customer expectations and usage.

The present study Investigates the function of social media in the context of contemporary consumer purchasing behavior in India, focusing on urban young adults between the ages of 18 and 35. In particular, Instagram, YouTube, and WhatsApp have emerged as crucial platforms for content distribution. The authors employed a mixed-methods design, incorporating primary survey responses and secondary research materials, with influencers, reviews, and short-form videos serving as framework sources for recent purchasing decisions. The results showed that over 55% of participants said they regularly or frequently used social media platforms to make decisions about what to buy. Instagram and YouTube were the targeted influencer platforms, and small or micro-influencers were successful in fostering connections that led to brand trust. Based on the findings, the authors advise businesses to give visual content, personalization, and transparency top priority when developing digital marketing strategies. These results provide marketers with useful information to better engage India's tech-savvy, digitally native youth.

Introduction

Marketing has changed as a result of social media, moving from static ads to interactive, two-way interaction. Instagram, YouTube, Facebook, and WhatsApp Business are examples of platforms that have evolved into powerful tools that influence consumer purchasing decisions, going beyond simple entertainment and communication. Digital content has a significant impact on decision-making, particularly for Indian urban youth between the ages of 18 and 35.

The purpose of this study is to investigate how influencer marketing, peer reviews, and different kinds of content affect consumers on platforms where interactivity, visual appeal, and storytelling are crucial. Social media platforms, in contrast to traditional media, enable real-time interaction and let brands target particular demographics according to their location, interests, and behavior.

Digital platforms are now the most efficient business medium in India due to the low cost of smartphones and internet access. This mini-script summarizes the main conclusions, observations, and practical advice from a thorough investigation of modern-day consumer behavior.

Objectives of study

1. Learn how consumers' purchasing decisions are impacted by their exposure to social media content.
2. Recognize how online communities, peer reviews, and influencer marketing foster trust and purchase intent.
3. Determine the differences between traditional and social media advertising.
4. Find the best platforms and content kinds (posts, stories, and videos).
5. Learn how location, gender, and age affect consumer behavior.

Research methodology

Using Google Forms, a sample of 100–150 urban Indian respondents between the ages of 18 and 35 participated in this descriptive and analytical study. To reach the audience, non-probability convenience sampling was used to create the sample. Structured questionnaires were used to collect primary data, and industry reports, marketing blogs, and scholarly articles were analyzed as benchmarks and background information. Tools for data analysis included SPSS, Google Sheets, and Excel.

Age, gender, and location served as moderator variables, and the dependent variable was purchasing behavior. Independent variables included the kind of platform and the format of the content. Throughout, all ethical considerations, including informed consent, confidentiality, and transparency, were respected.

Key findings

1. YouTube and Instagram are the most influential.
2. The most engaging video content is short-form (reels, stories).
3. Customers have a great deal of faith in micro-influencers.
4. Ads on social media have greater credibility than those on traditional media.
5. More leadership is given to younger generations than to older ones.

Recommendations

1. For the most interaction, concentrate on YouTube and Instagram.
2. Work together with influencers at the micro and nano levels.
3. Create brief, eye-catching content.
4. Encourage user-generated content, such as testimonials and reviews.
5. For individualized targeting, use analytics.
6. Indicate sponsored content clearly.
7. Customize communications for particular groups of people.

Significance of study

The concept of consumer psychology in digital contexts is advanced by this study in terms of marketing, particularly in India, where well-known theoretical models like AIDA and TPB have been incorporated.

From a practical standpoint, it offers marketers effective methods for reaching the Indian youth demographic through social media platforms. It offers details on a range of platforms, socially acceptable content, and prudent budgeting strategies.

Future scope

1. Reach audiences in semi-urban and rural areas with the study.
2. Track over an extended period of time to examine changing trends.
3. Examine influencer marketing using AI and AR/VR.
4. Analyze influencer marketing's legitimacy and ethics.
5. Conduct a thorough analysis of platform-specific consumer behavior.

Conclusion

Young Indians' buying choices are strongly influenced by social media. Brands need to modify by producing relatable, aesthetically beautiful, and genuine materials as social media users evolve more tech-savvy. In a market where the digital world is taking over, brands that don't understand the transition to social media and digital marketing are not making the right decision and will not be able to compete successfully.