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Factors Affecting Consumer behavior Social Media (Study of the Impact of Marketing)

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ABSTRACT

In the current era of digitization and globalization, customer conduct has evolved considerably, specially under the impact of social media. With the sizable adoption of structures like Instagram, Facebook, and YouTube, consumers are exposed to a huge variety of promotional content and product records introduced through influencers, manufacturers, and fellow users. This research paper examines how social media advertising shapes patron shopping selections by means of providing easy get entry to to product opinions, real-time updates on trends, and more desirable brand interaction. The observe identifies key factors together with age, gender, profits, education, and occupation that affect how purchasers respond to social media advertising. It further explores how social media serves as a branding device for organizations and highlights each the advantages and demanding situations of virtual consumer engagement. By analyzing facts and reviewing current literature, the paper concludes that even as social media can undoubtedly power knowledgeable buying choices, it also affords worries which includes misinformation, facts privacy breaches, and believe troubles.

Ultimately, this paper indicates that responsible utilization of social media through both consumers and entrepreneurs can cause extra effective communicate, stepped forward customer pleasure, and mutual increase.

Keywords: Social Media, Consumer Behavior, Influencer Marketing, Digital Marketing, Online Reviews, Purchase Decision, Branding, E-Commerce, Social Media Users, Marketing Strategy

Introduction

After liberalization, globalization, privatization, technological development has taken place at a rapid pace in the entire world. Due to this development, business competition and change are also taking place at a rapid pace. Due to which producers from all over the world can easily sell their goods, production and services in any corner of the world. The whole world has become a market and due to competition, the consumer has many options to fulfill his needs. Even after the various online, offline facilities, delivery facilities available to buy from these available options, it is very difficult for commercial producers to understand the purchasing behavior of consumers and the present era is the era of social media in which consumers are being influenced by various social media influencers. In the present research paper, the effects of modern technological changes on consumer behavior have been studied and conclusions have been presented.

Literature review

The influence of social media on consumer behavior has been the subject of various research studies in recent years. This literature review synthesizes key findings from earlier research to highlight the emerging patterns and insights into how consumers are influenced in their purchasing decisions.

C. Surendranath Reddy and Dr. Guru Basava Aradhya (2017) emphasized that online consumer reviews play a significant role in shaping purchasing decisions, particularly in urban areas like Bangalore. Their study showed that peer opinions on digital platforms are trusted more than traditional advertising.

Sakshi Sharma and Maninder Singh (2018) stated that social media and advertising are integral components of modern sales promotion strategies. They found that these platforms directly impact consumers' brand perception and intent to purchase.

Mohammad Salim and colleagues (2020) focused on gender-specific behavior, particularly highlighting that female consumers tend to be more conscious and selective. Their findings underline the need for marketers to tailor content considering such demographic characteristics.

Josh Prabhu (2020), in his work on analyzing consumer behavior, argued that understanding the psychology of consumers and tailoring marketing strategies accordingly can significantly boost sales. He emphasized strategic investment in consumer analysis over traditional marketing techniques.

Ayda Darban and Wei Li (2012) found that online social networks significantly impact the purchasing behavior of consumers in the food retail sector. Their research confirmed that peer influence and shared content create trust and drive engagement.

Ayesha Ahsan (2017) further supported the idea that consumer reviews are critical. Her study demonstrated how positive or negative reviews directly influence a buyer's confidence and trust toward a brand or product.

Bettina von Helversen et al. (2018) studied age-based differences in online purchasing influenced by reviews. Their findings suggested that younger adults rely more on social media reviews compared to older adults, showcasing a generational gap in digital consumer behavior.

Fei Weisstein and colleagues (2017) analyzed how negative reviews and customer goals interact to shape purchasing behavior. Their research concluded that review tone and customer intentions (whether they are buying out of need or desire) affect decision-making outcomes.

Research Methodology

Research Design

This study adopts a **descriptive research design** to explore the influence of social media on consumer behavior. The objective is to understand how various social media platforms affect the purchasing decisions of consumers and identify key variables contributing to these changes. The descriptive nature of the study helps in observing and describing the behavior of users influenced by digital content without altering the environment.

Sources of Data

- **Primary Data:** Primary data was collected through **structured questionnaires and interviews** conducted among regular users of social media platforms such as Instagram, Facebook, YouTube, and others. The target respondents were individuals who engage in online shopping or follow brand promotions through social media.
- **Secondary Data:** Secondary information was gathered from **research articles, journals, government publications, newspapers, websites, and existing literature** relevant to social media marketing and consumer behavior.

Sampling Technique

A **non-probability convenience sampling** technique was used, considering ease of access and availability of respondents. This method was suitable due to the wide presence of social media users across different demographics.

Sample Size

A total of **100 respondents** participated in the survey, selected from various age groups, educational backgrounds, income levels, and occupations to ensure diversity in insights.

Research Instrument

The main tool used for primary data collection was a **questionnaire** comprising both **closed-ended and multiple-choice questions** related to:

- Usage of social media
- Influence of online reviews and influencers
- Product preferences
- Impact of promotional content

Data Analysis Tools

The collected data was analyzed using **basic statistical tools** such as:

- Percentage analysis
- Tabular representation

These methods helped in identifying trends, drawing comparisons, and interpreting the relationship between social media activity and consumer buying behavior.

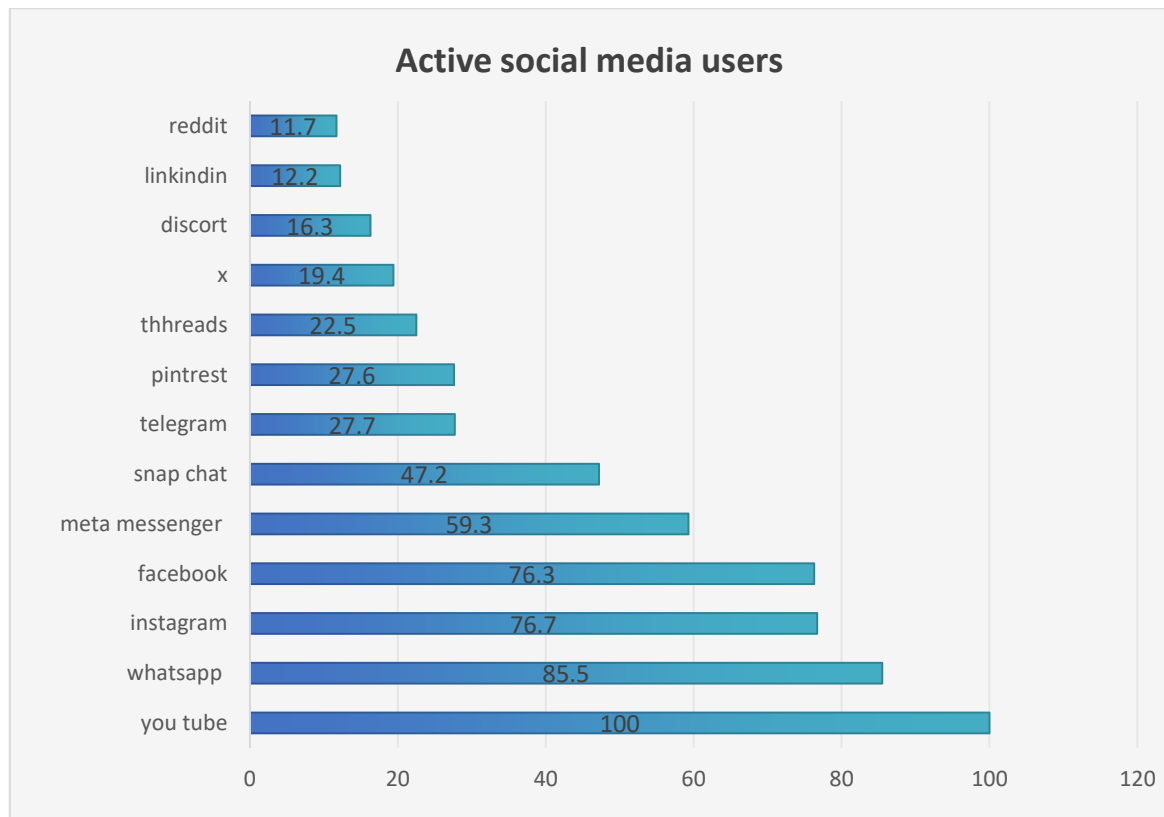
Scope of the Study

This study is limited to the analysis of **social media's impact on consumer behavior** in the context of marketing and branding. It focuses primarily on platforms widely used in India and assesses the response of general consumers in urban and semi-urban regions.

Factors/Variables Influencing Consumer Behaviour

Independent variables	Dependent Variables
Age	
Gender	Brand and Promotion
Education	Price, Term, Discount
Income	Sales Quality
Occupation	Customer Sales Pattern
Family size	Brand and Promotion

Social media users around the world



It is clear from the above chart that a large part of the world's population uses various platforms of social media and these users also exist in the role of consumers.

Social media in the present time

In the present modern era, many social, cultural and business changes have taken place in the entire world due to the internet revolution. Today, many platforms are available through the internet such as Instagram, Facebook thread, YouTube etc. through which many influencers are giving various information to the users of these platforms regarding their respective fields, which is having both positive and negative effects on the users. Talking about the business sector, many companies are reaching out to their consumers through social media to provide information about their products and services. Social media is a platform where any service or product provider in the world can reach out to crores of consumers about the features, accessibility, availability etc. of their products. For that, the producer does not need to use traditional business marketing methods.

Effect of social media on consumer behaviour

Access to service or product as per requirement

The consumer easily gets information about the services and products as per his requirement on social media platforms. He can fulfill his requirement by choosing many options as per his requirement.

Selection of right product through review and rating

The consumer can know about the quality of any product or service, its advantages and disadvantages etc. through social media. He can buy the right product. Many consumers put their reviews and ratings on social media and also put their comments on social media. Through which it becomes easy for the consumer to choose.

Information about changing fashion and technology

The consumer can get information about technological changes and other social-cultural changes through social media and can buy the right product.

Friendship of time

The consumer also saves time and labor from social media platforms. The consumer can find his nearest producer or service provider through this medium in less time, which saves his time and labor.

Use of social media As a branding tool

Social media platform is also used by new producers or new service providers to brand their product or service, this gives them a medium of good branding at low cost.

Challenges and future of social media marketing

Excessive information

Fierce competition

Quality of content

Creativity of content

Consumer and producer relationship

Social trust

Privacy of personal data

Conclusion

Social media has greatly influenced the behavior of consumers. Many consumers change their choice and options under the influence of social media display. Many brands have come into existence on social media, which gives many options to consumers. Social media influencers also influence consumers, their fans follow their advice and recommendations, as a result they are ready to change their choice. At the same time, social media also brings negative effects for consumers like cheating with consumers, selling of poor quality products, false offers, artificial discount coupons, breach of personal information privacy etc.

If consumers use social media with discretion and producers also use it for the benefit of consumers, then it can be beneficial for them. And customers - if they work with honesty, then social media is a great boon for both producers and consumers.

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