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+91 99405 72462



+9163819 07438



ijmrsetm@gmail.com



www.ijmrsetm.com

# Impact of Social Media on Consumer Behaviour

**SHRISHTI CHANDRA**

School of Business, Galgotias University, Greater Noida, India

**ABSTRACT:** This research explores the significant influence of social media on consumer decision-making. Through a quantitative survey, the study aims to determine how social media shapes customer experiences and perceptions. Social media has emerged as a powerful tool, surpassing traditional media, in influencing consumers' evaluation of products and services online. The shift in power dynamics between marketers and consumers is notable, as social media platforms grant consumers control over discussions, allowing their voices and opinions to sway others' perceptions. Preliminary findings suggest that social media has a noteworthy impact on customer satisfaction, especially during information-seeking and option assessment stages. This research provides valuable insights into the complex relationship between social media and consumer decision-making, equipping marketers with knowledge to enhance customer satisfaction through effective strategies.

## I.INTRODUCTION

Social media has transformed consumer-business interactions, allowing direct communication, personalized experiences, and feedback. Peer discussions and consumer reviews on social platforms significantly impact buying decisions. The power dynamic has shifted from marketers to consumers, necessitating new marketing strategies. Social media provides a wealth of information, empowering consumers with more choices. Customer buying behaviour involves goal determination, product search, evaluation, and final decision-making. Traditional mass media channels have been overshadowed by social media's engaging and informative nature. Businesses prioritize social media marketing to effectively connect with customers. This study aims to explore social media's influence on consumer behaviour, how marketers leverage it, and its impact on purchase decisions.

## II.DEFINITION OF TERMS

Social media enables people to share information and ideas within virtual communities, while social networking involves connecting with others based on shared interests. Social media marketing utilizes these platforms to promote products and engage with target audiences. Customer equity refers to the long-term value derived from customer revenue. Consumer behaviour examines how individuals fulfil their needs through purchasing decisions. Customer relationship management involves strategies for managing customer interactions and data. Instant messaging allows real-time communication. The 7 P's of Internet marketing provide a framework for effective online strategies. Consumer behaviour research explores factors influencing purchasing decisions. Relationship marketing focuses on building lasting customer relationships.

## III.LITERATURE REVIEW

The Internet and e-marketing have contributed to global economic growth. Email is used for electronic marketing, including product introductions and global promotion. This study explores consumer preferences and responses to e-marketing, considering diverse backgrounds. Companies recognize the impact of online activities on attracting customers and generating revenue. Social media is crucial for engaging young adults and can greatly enhance profits for emerging businesses in the technology-driven era.

## IV.THE EVOLUTION OF SOCIAL MEDIA

Social media and networking are effective for business expansion. The evolution of social media dates back to the telegraph in the late 1700s. Platforms like Facebook, YouTube, and Instagram have become integral to daily life, impacting businesses. Email revolutionized computer interaction before the internet.

Traditional marketing techniques are no longer effective for sustaining businesses, according to Geho and Danglo's 2012 study. Social media's transformative impact on marketing strategies has been recognized, but initial challenges

included time and effort investment and result evaluation difficulty. However, advancements in analytics and measurement tools have enabled business owners to optimize their social media marketing using data and view it as a valuable tool for insights. The researchers explored available tools and commonly used methods for social media marketing campaigns. Sharma and P (2017) highlighted that social media platforms like Facebook, Instagram, and LinkedIn act as global meeting places for people to connect and share updates. These platforms enable unprecedented self-expression. The study focused on how social media is used to promote sports news, as sponsors leverage sports events for effective marketing. Geho and Danglo discuss the changing marketing landscape with social media, while Sharma and P emphasize social media's role in global connectivity and self-expression, specifically in promoting sports news. Social media marketing has become crucial for businesses in the 21st century. Small business owners are adopting this approach to stay competitive. It's important to build strong relationships with the target audience and deliver value consistently. Social media marketing aims to attract attention, increase sales, build brand recognition, foster relationships, and establish reputation. Managers must understand different platforms and select the ones that suit their goals. Social media has revolutionized marketing strategies for businesses, with platforms like Facebook and Instagram playing a crucial role. Traditional marketing techniques are no longer effective, and social media marketing has become crucial for businesses to stay competitive. Building strong relationships with the target audience and delivering consistent value are essential. Social media aims to attract attention, increase sales, build brand recognition, foster relationships, and establish reputation. It allows businesses to gather insights, engage with the audience, and adapt strategies to target the younger generation. Social media has influenced consumer behaviour, enabling interactions, relationship building, and customer participation. It offers valuable tools for communication, perception enhancement, and gaining customer insights. Understanding customer behaviour is vital, and effective social media marketing requires a strategic approach.

### V.OBJECTIVES OF STUDY

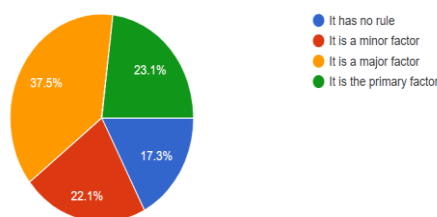
This study investigates the impact of online social media marketing on consumer behaviour. It aims to provide e-marketers with a theoretical framework to improve their e-business strategies.

#### Objective: -

- To study the role of social media in consumer behavior.
- To understand which social media platform influences consumer behaviour the most.
- To understand whether social media has affected traditional marketing strategies.

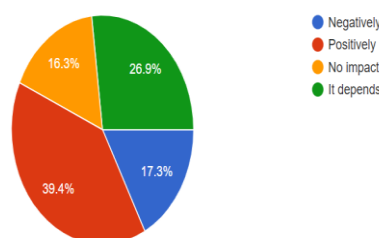
### VI.FINDINGS

- What role does social media play in the decision-making process of consumers?
- 



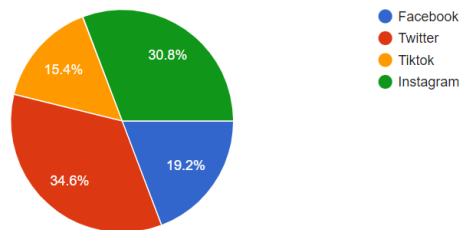
As per my survey it is clearly visible that social media is a major factor in the decision-making process of consumer behaviour.

- How has social media impacted consumer behaviour?
- 



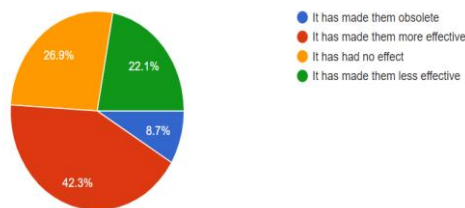
In this pie chart I have found that 39.4% are positively impacted from social media where as 26.9% are depends on the situation, 17.3% are negative, and 16.3% people are having no impact in their behaviour. Social media has impacted consumer behaviour by product discovery, purchasing decisions, providing access to product information, and facilitating brand engagement.

- Which social media platform is the most influential in shaping consumer behaviour?



According to the survey, the social media platforms with the most influence on consumer behaviour are as follows: 34.6% respondents are Twitter, 30.8% respondents mentioned Instagram, 19.2% mentioned Facebook, and the least influential was TikTok, with 15.4% of the responses. It's important to note that the influence of social media platforms can vary depending on the target audience and industry. However, platforms such as Facebook, Instagram, and YouTube are generally recognized as significant influencers in shaping consumer behaviour.

- How has social media affected traditional marketing strategies?



That survey suggests that a significant portion of respondents believe social media has made traditional marketing strategies more effective (42.3%), while a smaller percentage feel it has made them less effective (22.1%) or even obsolete (8.7%). However, a notable portion of respondents (26.9%) believe social media has had no effect on traditional marketing strategies.

## VII. RESEARCH METHODOLOGY

**Research Methodology:** The process of gathering data for business decisions involves research design, data collection techniques, surveys, and data analysis.

**Descriptive Research:** This study utilizes surveys, questionnaires, and other methods to capture the current situation and gather data.

**Research design:** This study employed a descriptive survey methodology to investigate the impact of social media marketing on consumer behaviour. The approach involved analysing demographic characteristics (such as age and gender) and social media usage patterns of participants. A survey questionnaire was used to collect data on variables that influenced attitudes and perspectives regarding business interactions on social media. The study aimed to address specific research inquiries related to this topic.

**Data collection method:** The primary methodology used in this study was the survey approach. A questionnaire was created using Google Forms and distributed to individuals to collect their feedback.

### Source of data:

**Primary data:** Surveys study consumer behaviour in online marketing, collecting opinions, behaviours, and attitudes to generate primary data. This data builds the foundation for internet marketing strategies over time.

### Secondary data:

Secondary data can be categorized as documentary, multiple source, and published articles. Documentary sources include written or oral data from databases, journals, and transcripts. Survey-based secondary data is presented in tables. Multiple source data is compiled from various reports or surveys.



## **VIII.CONCLUSION**

Social media has a significant impact on customer perceptions and purchasing decisions in India. Businesses with a social media presence can influence revenue, brand awareness, and customer engagement. Social media marketing helps establish an online presence, facilitates communication, gathers feedback, and keeps businesses informed. It fosters customer loyalty and drives repeat business. Having a social media presence enhances client loyalty, consumer behaviour, and revenue. Businesses like Creed in India effectively use social media for marketing and brand building.

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