

How Social Media Shapes Consumer Buying Decisions Unveiling the Modern Influence on Purchasing Behaviour

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Abstract

The study explores the difference between social media and purchasing decisions, spotlighting how digital connectivity and mobility reshape brand marketing and impact consumer choices. Amidst this digital revolution, social media emerges as a goldmine for marketers, offering innovative strategies to engage consumers. The study, primarily quantitative, employs an online survey to unveil social media's pivotal role in shaping consumer purchasing behaviors, notably in information-seeking and decision-making processes. Consumers readily harness social media's swift access to vast information and exhibit receptivity to targeted ads, while social media influencers emerge as potent marketing allies, spanning generations. Active social media engagement, reliable customer service, and seamless information provision stand out as key tenets for building consumer trust. As technology advances, social media's sway on purchasing decisions is poised to intensify further, compelling businesses to adapt. The impetus for this research stemmed from the industry, driven by existing challenges in social media marketing strategy and customer engagement.

Keywords: leadership, attachment theory, security provider; organizational climate; organizational dehumanization, burnout

I.INTRODUCTION

Social media encompasses multiple modes of communication, marketing, entertainment, and networking. This new suite of collaboration tools allows for a wide range of interactions that were previously unavailable to the general public. In ancient times, people communicated with each other without the use of formal language. In today's world, the form of communication has changed dramatically. Social media has proven to be a convenient means of communication for all age groups. The appearance of the Web, and particularly virtual entertainment, has changed the method for correspondence among purchasers and advertisers. The Internet has several key characteristics, including the ability to store large amounts of data cheaply in various locations, the presence of powerful search engines to organize and share information, the ability to act as a medium for distributing software, and the provision of very affordable services.

Thanks to the Internet and the availability of many social media platforms, business professionals can now connect with customers around the world with just a click. Internet technology allows consumers to search for products online, check user ratings and reviews, and make informed purchasing decisions. Today, consumers are overly dependent on technology, especially computers, and the use of Internet marketing is on the rise. Online platforms are an innovative approach to business development. Social media is changing the communication mechanism between retailers and customers. Information about products and services can now be shared in a new way thanks to social media. With most of shoppers utilizing the web and online virtual entertainment stages, concentrating on client conduct is a fundamental assignment in promoting items and administrations. Online entertainment has arisen as a vital stage for item advancement, promoting, and leading reviews. At present, web based entertainment has turned into a key showcasing instrument for leading limited time exercises.

Social Media

Social media refers to online interaction, communication, content sharing, and collection of websites among many users, whether communities or individuals. An internet platform for social communication. A communication operator that facilitates two-way communication. A medium that enables the generation and distribution of information. A digital format

compatible with web-based technology services. Use platforms such as Twitter, Facebook, social games, blogs, and social bookmarking.

Benefits

Heightened visibility: Social media marketing has become increasingly important today. Consumers and marketers are increasingly using social media platforms. The current attendance rate has increased and is at 92%.

Surge in Traffic: The implementation of online marketing has resulted in a steady growth of users. According to the research, both consumers and advertisers are excessively utilizing social networking sites, resulting in a significant spike in site traffic. The research indicates that traffic has surged by up to 80%.

Social networking platforms have the ability to cultivate a dedicated following, which is known as brand loyalty, and is a significant advantage. For instance, if a buyer is content with a particular product, they will not seek for alternative companies to purchase the same thing. This fosters customer allegiance.

Social networking platforms offer clear and readily available information about products, providing valuable marketplace knowledge. This refers to its characteristics, capabilities, cost, and other related aspects. Consumers can obtain comprehensive product information exclusively on websites, eliminating the need for them to physically visit any location.

Generated Leads: There are numerous methods to produce conditions. Most social media destinations create leads for items and administrations. Blogs, for illustration, act as a central stage to associate with clients. There is no question that Facebook is a critical and persuasive stage for creating conditions.

Consumer Buying Behaviour

Consumer buying behavior refers to a set of behaviors, processes, or procedures that customers perform before and after purchasing goods or services. These activities stem from habits, preferences, thoughts, and decisions. In today's business context, these actions or processes can occur in both digital and physical environments.

1. Identification of the problem during this stage, the consumer becomes cognizant of a need or want that has not been fulfilled. For instance, he

may require a replacement laptop due to the malfunction of his current one.

2. **Information Retrieval:** During this phase, the consumer gathers pertinent information to address their problem. Example: Collecting data on several laptop models.
3. **Assessment** The consumer evaluates many choices based on their interests, needs, preferences, financial capabilities, and other factors.
4. **Acquisition** In this stage, the consumer selects a particular option and reaches a definitive conclusion. Price and availability can influence the selection process.
5. **Evaluation** conducted after a purchase has been made. During this phase, the consumer assesses whether the item adequately fulfills their requirements.

Problem Statement

The current epoch is distinguished by the prevalence of technology, with social media marketing seeing rapid and significant expansion. Social media platforms and other networking sites are constantly evolving, bringing in customers. Over time, customers' mental processes and perspectives may shift. Web-based entertainment networks verifiably act as a pivotal promoting device and have a fundamental part in shaping clients' considerations and discernments.

Objectives

- The objective is to assess the shift in customer perception by analyzing their response and interaction on social media platforms.
- To comprehend how firms can effectively attract a larger consumer base in order to enhance their brand's worth.

Significance

Social media has proven to be a straightforward and efficient method of communication that enhances buyer-marketer communication. Group communication on social media significantly influences the purchasing decisions of customers. Disseminating information about goods and services is becoming increasingly difficult without the use of social media. As a result, it is critical to comprehend the effects of advertising for online entertainment on consumer purchasing decisions.

Scope

The study's scope Social media has emerged as a simple and effective means of communication, enhancing the interaction between shoppers and marketers. Social media group communication exerts a substantial influence on customers buying choices. Social media serves as an innovative platform for spreading information about products and services.

Limitations

- The data collected consists entirely of primary data provided by the respondents. There is the possibility of personal injury.
- Insufficient precision might lead to incorrect conclusions or recommendations. The majority of young individuals prioritize social media handles more than elderly individuals.
- Elderly individuals who are uninformed about social media marketing and are unable to adjust to SSM as well as they could with their prior expertise in traditional marketing.

Review of Literature

Tayyaba Noreen et al., (2023)¹ A observe on social media became performed via researchers. The motive of this have a look at is to research how social media influences consumer shopping decisions. Electronic word of mouth, social media advertising, and social media are the principle topics of this take a look at. The effects showed that as compared to clients, purchasers and consumers have a better goal to buy products through social media systems.

Marta Zembik (2022)² consistent with his research findings, social media websites which includes blogs, public forums, and social media sites are all types of facts conversation. Customers and groups can benefit from statistics shared on social media. Clients benefited from product statistics published by using others and pointers from different clients.

Alireza Mohammadpour et al., (2021)³ This examine pursuits to determine the impact of social media marketing on purchaser on line buying conduct on

¹ Tayyaba Noreen et al. (2023) An Exploratory Study on the Impact of Social Media Marketing on Consumers' Purchasing Intentions

² Marta Zembik (Impact) An Analysis of Social Media Advertising on Consumers' Purchasing Plans in 2022

³ Alireza Mohammadpour et al., (2021) Social Media and Its Impact on Adolescents, Kaiser Generation M2-

emblem fairness the use of the subsequent route: evaluation technique. A pattern of 160 human beings from the college of Tehran were requested to finish a questionnaire on social media advertising, brand equity, and consumers' online purchasing behavior.

Dr. Sourbhi Chaturvedi et al., (2020)⁴ of their observe, its miles stated that social media may also have 10 billion members. Social media has end up a crucial medium for companies and purchasers to fulfill and exchange records about merchandise. They also point out that social media has a huge impact on purchaser buying conduct. Social media shopping behavior is influenced via gender, training, profits, age, and so on.

Research Methodology

Research Design

A study Design outlines methodology that the researcher will employ to inquire into the study questions. The document outlines a systematic organization of the measuring methods, sampling approach, analytical framework, and timeframe. There exist three distinct categories of study designs:

Exploratory research design is used when the problem is confusing, with the primary goal of figuring out the problem's scenario and investigating it. It generally involves a subjective request.

Descriptive research design: This technique is utilized when a careful and exact clarification is vital for the issue being examined. It very well may be achieved utilizing the accompanying strategies.

Causal research design is used when a researcher intentionally alters one or more causal variables to assess how they affect the dependent variable. The probabilistic nature of this cause-and-effect relationship is typically what distinguishes it.

Sampling Method

Straightforward irregular examining has been utilized in this examination as the choice of every respondent has equivalent likelihood and there is no predisposition in it.

Children/Youth Media Survey, Center for Violence Prevention Research and Education Initiation, Case Western Reserve University

⁴ Dr. SourbhiChaturvedi et al., (2020 Consumer Activity on Social Media: A Management Approach to Consumer Social Media Behavior

Sampling Size

The sampling size is 120.

Data Collection Method

Primary Data

The primary data is collect using structure questionnaire. This is the collected through field survey and thus happens to be original in character.

Secondary data

The secondary data is collected through company websites, books and journals.

Data Analysis and Inference

Table – 1 Gender

GENDER	RESPONDENTS	PERCENTAGE
Male	78	52
Female	72	48
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 52% of the respondents are male and the 48% are female. The majority 52% of the respondents are male.

Table – 2 Age

AGE	RESPONDENTS	PERCENTAGE
Below 25 years	29	19.3
25 – 30 years	45	30
30- 35 years	37	24.7
35–40 years	20	13.3
Above 40 years	19	12.7
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 19.3% of the respondents are below 25 years of age, 30% of the respondents are between 25-30 years of age, 24.7% are between 30-35 years of age, 13.3% are between 25-30 years of age. The age of the respondents is between 35-40 years of age and the remaining 12.7% are above 40 years of age. Majority of the 30% of the respondents are between 25-30 years of age.

Table - 3. Marital Status

MARITAL STATUS	RESPONDENTS	PERCENTAGE
Married	73	48.7
Unmarried	77	51.3
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 48.7% of the respondents are married and remaining 51.3% are unmarried. Maximum 51.3% of the respondents are unmarried.

Table – 4. Educational Qualification

QUALIFICATION	RESPONDENTS	PERCENTAGE
SSLC/HSC	11	7.3
Diploma	30	20
Graduation	45	30
Post-Graduation	57	38
Others	7	4.7
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 7.3% of the respondents have SSLC/HSC qualification, 20% of the respondents have Diploma, 30% of the respondents have Postgraduate Degree, 38% of the respondents have Postgraduate

Degree and remaining 4.7% have Other Qualification. Maximum 38% of the respondents have Postgraduate Degree.

Table - 5 Monthly Income

MONTHLY INCOME	RESPONDENTS	PERCENTAGE
Below Rs.25,000	29	19.3
Rs.25,001-Rs.30,000	43	28.7
Rs.30,001- Rs.40,000	33	22
Rs.40,001- Rs.50,000	23	15.3
Above Rs.50,000	22	14.7
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 19.3% of the respondents earn less than 25,000 rupees, 28.7% of the respondents earn between 25,001 and 30,000 rupees, 22% of the respondents earn between 30,001 and 40,000 rupees, and 15.3% of the respondents earn between 40,001 and 50,000 rupees. The remaining 14.7% of the respondents earn more than 50,000 rupees. Maximum 28.7% of the respondents earn between 25,001 and 30,000 rupees.

Table - 6. Experience

EXPERIENCE	RESPONDENTS	PERCENTAGE
Below 2 years	29	19.3
2 – 5 years	37	24.7
5 – 8 years	44	29.3
8 – 10 years	23	15.3
Above 10 years	17	11.3
TOTAL	150	100

Source: Primary data

Inference

The above table shows that 19.3% of the respondents earn less than 25,000 rupees, 28.7% of the respondents earn between 25,001 and 30,000 rupees,

22% of the respondents earn between 30,001 and 40,000 rupees, and 15.3% of the respondents earn between 40,001 and 50,000 rupees. The remaining 14.7% of the respondents earn more than 50,000 rupees. Maximum 28.7% of the respondents earn between 25,001 and 30,000 rupees.

Table - 7 Stages Influences Consumer Purchasing Decision Behaviour

STAGES	RESPONDENTS	PERCENTAGE
Problem recognition	35	23.3
Search of information	57	38
Evaluation of alternatives	34	22.7
Final decision	24	16
TOTAL	150	100

Source: Primary data

Inference

According to the table above, 38% of respondents are influenced by searching for information, 22.7 percent of respondents are influenced by evaluating alternative options, and the remaining 16% are influenced by the final decision. Maximum 38% of respondents are influenced by searching for information.

Table – 8. E-Commerce Product / Services Influence Purchasing Decision

PURCHASING DECISION	RESPONDENTS	PERCENTAGE
Daily	32	21.3
1 – 2 times a week	55	36.7
Once a month	35	23.3
Only when needed	28	18.7
TOTAL	150	100

Source: Primary data

Inference

According to the table above, 21.3 percent of respondents are influenced daily, 36.7% are influenced one to two times a week, 23.3% are influenced once a month, and the remaining 18.7% are influenced only when

necessary. A maximum of 36.7% of respondents are influenced once or twice per week.

Table - 9 Social Media Marketing Is Helping In Purchasing Decision

HELPING	RESPONDENTS	PERCENTAGE
Strongly agree	42	28
Agree	57	38
Neutral	33	22
Disagree	11	7.3
Strongly disagree	7	4.7
TOTAL	150	100

Source: Primary data

Inference

According to the table above, 28% of respondents strongly concur, 38% of respondents agree, 22% of respondents are neutral, 7.3% of respondents disagree, and the remaining 4.7% strongly disagree. Maximum 38% of respondents concur that social media marketing aids in decision- making regarding purchases.

Table - 10 E-Commerce Product/Service Attracts Customers

ATTRACT CUSTOMER	RESPONDENTS	PERCENTAGE
Always	34	22.7
Usually	38	25.3
Sometimes	37	24.7
Rarely	31	20.7
Never	10	6.7
TOTAL	150	100

Source: Primary data

Inference

According to the data presented above, 22.7% of respondents stated that e-commerce products always attract customers, 25.3% stated that e-commerce products usually attract customers, 24.7 percent stated that e-commerce products sometimes attract customers, 20.7 percent stated that e-commerce products rarely attract customers, and the remaining 6.7 percent stated that e-commerce products never attract customers. E-commerce products typically attract customers, according to maximum 25.3% of respondents.

Table - 11. Social Media Marketing Helpful For Huge Customer Engagement

HUGE CUSTOMERS ENGAGEMENT	RESPONDENTS	PERCENTAGE
Always	37	24.7
Usually	70	46.7
Sometimes	30	20
Rarely	8	5.3
Never	5	3.3
TOTAL	150	100

Source: Primary data

Inference

The aforementioned table reveals that 24.7% of respondents stated that social media marketing is always helpful for high levels of customer engagement, 46.7% stated that social media marketing is usually helpful for high levels of customer engagement, 20% stated that social media marketing is sometimes helpful for high levels of customer engagement, 5.3% stated that social media marketing is rarely helpful for high levels of customer engagement, and the remaining 3.3% stated that social media marketing is never helpful for high levels of customer engagement. The majority of respondents, 46.7%, stated that social media marketing typically facilitates high levels of customer engagement.

Chi Square Test

Null Hypothesis

H₀: There is no significance relationship between educational qualifications and opinion about reviews of customers

Alternative Hypothesis

H₁: There is a significance relationship between educational qualifications and opinion about reviews of customers

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EDUCATIONAL QUALIFICATIONS * OPINION ABOUT REVIEWS OF CUSTOMERS	150	100.0%	0	.0%	150	100.0%

Findings, Suggestions And Conclusion

Findings

- The majority 52% of the respondents are male.
- Majority of the 30% of the respondents are between 25-30 years of age.
- Maximum 51.3% of the respondents are unmarried.
- Maximum 38% of the respondents have Postgraduate Degree.
- Maximum 28.7% of the respondents earn between 25,001 and 30,000 rupees.
- Maximum 28.7% of the respondents earn between 25,001 and 30,000 rupees.
- Maximum 38% of respondents are influenced by searching for information.
- A maximum of 36.7% of respondents are influenced once or twice per week.

- Maximum 38% of respondents concur that social media marketing aids in decision- making regarding purchases.

Suggestions

- Products and services should be attractively presented in social media marketing, and consumers should believe they can raise their standard of living.
- To reach large audiences, social media marketing should utilize all online platforms.
- To satisfy viewers, social media marketing-provided information ought to be comprehensive.
- Online advertising is occasionally modified; consequently, the company ought to implement the necessary change to reach customers.

II.CONCLUSION

Social media is a low-cost platform that gives the brand a wide audience. The review is directed in the Chennai. After the review, obviously web-based entertainment showcasing influences shopper purchasing conduct and buyers imagine that online entertainment promoting is something to be thankful for and is seen decidedly. They have acknowledged that social networks are a new dimension that has become a part of the business, and the number of internet users is growing every day.

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