

## Study on Social Media Impact on Buying Choices of Customers

*D Jessie Janet*

*Rishitha*

III Semester MBA,

Post graduate department of Business Administration,

Alva's Institute of Engineering and Technology,

Mijar, Moodbidri, Dakshina Kannada District

Gmail ID: jessiejan1517@gmail.com

Rishithar567@gmail.com

### Abstract

Social Media is playing a major role in today's era. The latest figures indicate that 9 out of 10 internet users now use social media on a frequent basis. Social media marketing turns out to be the most powerful form of marketing available today. The world has recently seen the emergence and escalating popularity of social networking sites like Facebook, Instagram, Twitter, Pinterest, Tumbler, and others. Social media's influence cannot be understated. Youth are clearly affected by social media in a significant way. Social media manages to bring and introduce new techniques as technology advances daily, and it never ceases to astound us. Influences from social media are quite important in our lives.

Social media has a substantial impact on customers in addition to youth. It is a very productive approach to reach millions and maybe billions of internet users. You can reach both a domestic and an international audience due to it.

Humans often allow emotion to influence our consumer choices. Given that social media appeals to our right brains, it stands to reason that it influences our shopping decisions. According to an article, 41% of people who purchase a product say that they weren't actually planning to buy the product but they stumbled upon it online. Social media not only influences but also helps to build trust in purchasers through fellow reviews and experiences.

71% of consumers, according to HubSpot, are more inclined to make a purchase based on a social network recommendation. The role of social media will undoubtedly continuously grow as consumers become more socially inclined and start basing their opinions less on marketing and more on consumer-to-consumer interaction.

In this Research paper, we will discuss the powerful aspects of social media. Along with this, we will understand the influence of social media on youth and customers on their buying choices.

### Introduction

As a communication tool, social media has taken on a significant role. It all comes down to making it easier for people to communicate their thoughts, feelings, and opinions. Social media is used by people all over the world to interact with one another or organizations. The use of social media is the newest marketing trend.

Social media has developed into a very powerful instrument for influencing customer purchasing decisions nowadays. Social media has the ability to impact potential clients from the beginning of the buying process through to afterward. Social media has four different ways of influencing customer behaviour. They are:

social media (a) raises brand awareness; (b) acts as a stronger factor of motivation for purchases; (c) offers discounts and deals on social media; and (d) social media influencers.

When organizations want to raise customer knowledge of a specific product, social media plays a significant role. Through the content that is shared on social media, a significant portion of the audience learns about your brand and learns about your product. People's urge to copy the actions of those around them has given rise to social proof. Customers who are pleased with the products are more likely to share, like, and comment on them on social media.

Attractive promotions, deals, and offers influence consumers to make purchases. Recommendations from persons who are closely related and trusted will make consumers buy the products. A large number of consumers are also influenced by celebrities and popular people as they inspire and suggest products to customers which have influenced a lot of consumers.

In recent years, people have developed a fresh perspective and a more business-oriented approach to the internet environment. Users have become consumers as a result of its development and the rise of online retailers. Social media's most significant impact has also altered how consumers and marketers interact and communicate.

Product evaluations and customer decision-making are influenced by information and society. Social media offers a new means of getting product knowledge through peer-to-peer interaction.

Additionally, by posting reviews of the goods or services they've used on social media, customers might have an impact on potential purchases. Other psychological factors that affect consumers include income, purchasing motive, firm presentation, brand or company presence on social networks, demographic variable (age, sex, disposable income, etc.), workplace payment method, store kind (online or physical), etc. In this essay, we investigate how social networks affect internet consumers' decision-making regarding purchases.

### **Objectives of the Study**

The main objective of our study is to examine the impact of social media on customers buying choices. But to be specific with objectives: -

- To understand what are the major factors which influence customers buying choices before making their final purchase of the product
- To examine how consumer purchasing behavior has been impacted by social media networks.

### **Significance of the Study**

Social media has an important role in influencing buying decisions of consumers.

This study has made an attempt to understand the influence of social media on consumer behavior. Social media has the power to influence potential customers from the start until the stage of the purchase and beyond as well. The study is greatly significant because in today's world, social media has an important role in day today activities of people.

### **Research Methodology**

The process of gathering data and information for the aim of making decisions is known as a research methodology. Publication research Literature review is the methodology used here.

The goals of this study are twofold: first, to identify the elements and factors that influence decision-making; and second, to pinpoint the changes that social media has made to the decision-making process, primarily by highlighting the distinctions between marketing through social media and traditional ones. The goal of this research is to give consumers and businesses a clearer and possibly better knowledge of why, when, and how social media has affected the decision-making process. It might also give businesses useful information about how to spot possibilities and dangers in the modern marketing era.

### Data Collection

For this study purpose, we used secondary data.

### Secondary Data

The secondary data were collected from websites and other published sources.

Sl. No.	Field of Research	Focus	Outcomes	References
1.	From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior	The objective of this study is to examine the effect of firm-generated content (FGC) in social media on three key customer metrics: spending, cross-buying, and customer profitability. The authors further investigate the synergistic effects of FGC with television advertising and e-mail communication.	Although our study offers key insights into FGC's impact and contributes to both theory and practice, it has several limitations. While we leverage a unique data set that is built on customer social media participation and transaction data, we acknowledge that we analyze only one type of social media.	Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. <i>Journal of Marketing</i> , 80(1), 7–25. <a href="https://doi.org/10.1509/jm.14.0249">https://doi.org/10.1509/jm.14.0249</a>
2.	Customer engagement, buyer-seller relationships, and social media	The advent of the internet and in particular the interactive features of Web 2.0 in recent years have led to an explosion of interest in customer engagement.	The paper develops a model of the customer engagement cycle with connection, interaction, satisfaction, retention, loyalty, advocacy, and engagement as stages in the cycle.	<u>Sashi, C.M. (2012), "Customer engagement, buyer-seller relationships, and social media", <i>Management Decision</i>, Vol. 50 No. 2, pp. 253-272. <a href="https://doi.org/10.1108/00251741211203551">https://doi.org/10.1108/00251741211203551</a></u>

3.	Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House	This paper examines how CRM needs to adapt to the rise of social media. The convergence of social media and CRM creates pitfalls and opportunities, which are explored.	Despite our focus on the various challenges associated with social CRM, we are by no means naysayers about the use of social media in CRM strategies.	Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House. <i>Journal of Interactive Marketing</i> , 27(4), 270–280. <a href="https://doi.org/10.1016/j.intmar.2013.09.008">https://doi.org/10.1016/j.intmar.2013.09.008</a>
4.	Social Media Marketing	During different time eras, different methods of communication have developed and changed day-by-day life. Social media has become the method of statement in the 21't century, enabling us to express our beliefs, ideas, and manner in an also way.	Social media isn't about money or institutions. It isn't about stockholders making billions of dollars. It isn't about corporate ownership.	Dr. M. Saravanakumar 1, Dr.T.SuganthaLakshmi 2 1. Associate Professor, School of Management Studies, Anna University, Regional Center Coimbatore, Jothipuram Post, Coimbatore – 641 047, Tamilnadu, India. Email: skumar_rvs@rediffmail.com 2. Assistant Professor, School of Management Studies, Anna University, Regional Center Coimbatore, Jothipuram Post, Coimbatore – 641 047, Tamilnadu, India. Email: sugi1971@rediffmail.com
5.	The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook	The purpose of this article is to analyze how social media activities, specifically the Facebook page of a car manufacturer, and user interactions with these brand-related activities affect the perception of brands and ultimately influence consumers' purchase decisions.	The article analyzes the influence of brands' social media activities and participants' social media involvement on the purchase decision process of consumers.	Katja_Hutter_(Innsbruck University School of Management, Innsbruck, Austria) Julia_Hautz_(Innsbruck University School of Management, Innsbruck, Austria) Severin_Dennhardt_(McKinsey & Company, Munich, Germany) Johann_Füller_(Innsbruck University School of Management, Innsbruck, Austria)

6.	A study of the impact of social media on consumers	The advancements in the internet in recent years have made new systems available to business social media such as online communities being exam examples plus et al. 2010).	this research is integrating a technology acceptance model, a popular theory in information systems, with trust and social media to develop a model for adoption in social commerce.	M. Nick Hajli Birkbeck, University of London
7.	Impact of Social Media Advertisement on Consumer Purchase Intention with the Intermediary Effect of Brand Attitude	Social media advertisement is the most effective means of advertising as Organisations can easily generate positive word of mouth. Socialia advertisements impact on customer purchase intentions with a moderating role of brand attitude an analyze dough this research.	The findings show that perceptual and rational advertisements are found to have a significant impact on customer brand attitude. SciaSocialia marketing components i.e. Perceptual and Rational advertisements influence both customer brand emotions and brand trust.	Sadaf Latifa*, Cemal Calicioglu, an Assistant Professor, The Institute of Management Sciences-PAKAIMS, Lahore, Pakistan, b Assoc. Prof. Dr. Cemal Calicioglu, Girne American University, TRNC, Email: a*sadaflatif@pakaims.edu.pk
8.	To Study How Social Media Influences Consumer Buying Decisions	<i>Researchers in this study hopes to discover empirically how social media influences customers' purchasing decisions for more difficult transactions, such as those characterized by large brand variances and a high level of patron engagement or danger, as well as being pricey and rare in nature.</i>	Ninety percent of those who took the survey were Thai, with 104 responding in English and 54 in Thai. One hundred and eighty-nine respondents responded to the study, with only 29 saying they no longer used social media in their decision-making.	Sonam Arvind Singh Dr. Geeta Kohade

9.	Factors that influence the consumer purchase intention on social media websites	The market shares of different online social networking websites have grown rapidly in recent years. The growth of social media and social networks not only created a new way for people to communicate and interact with each other regardless of geographical distance, but it also created a new style of commerce at the same time, known as social commerce.	This study provides valuable insight for social media website users and sellers, institutions, international businesses, and future researchers. Major findings such as the positive influence of perceived ease of use perceived usefulness and perceived enjoyment on consumer purchase intention through social media websites reinforce the need for social media websites to improve their function and advantage to be user-friendly and provide them a joyful purchase experience.	Tan Pei Kian <sup>a,*</sup> , Goh Hong Boonb, Stany Wee Lian Fong and Yeow Jian Aid Multimedia University, Malacca, Malaysia
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### Review of Literature

Because of the widespread access to information, improved social networking, and improved communication skills provided by the internet and virtual communities, consumers, society, and corporations have undergone a significant change. Social networks are thus characterized as websites that connect millions of users from around the world who share the same interests, opinions, and hobbies. Blogs, YouTube, MySpace, and Facebook are a few examples of social media that are well-liked by users of various skill levels.

Users communicate utilizing a variety of online platforms, including blogs, podcasts, social networks, bulletin boards, and wikis, to share opinions about a particular good or service and get in touch with other customers who are considered to be more reliable information sources.

Social media's distinctive features and enormous popularity have altered traditional marketing strategies like advertising and promotion. Social media have also changed consumer behavior from information-seeking to post-purchase actions like expressing or demonstrating dissatisfaction with a company or a product. 2009's Mangold and Faulds the recent years, businesses have had a significant impact on online networks. Social media platforms offer businesses the chance to communicate and engage with potential customers, promote a greater sense of intimacy with customers, and the crucial relationships with future customers. Organizations must distinguish themselves by their corporate identity or brand position to express their unique advantages and product positioning.

## Suggestions

- It is important to make social media advertisements more appealing in order to draw in more viewers.
- More information about the goods and services can be found on social media, which will increase consumer knowledge.
- The accuracy and dependability of the information posted on social media should be ensured in order to gain the public's trust.

## Conclusion

This study demonstrates how social media significantly affects customer behaviour. The factors that affect customer behaviour include discounts and bargains on social media, likes and comments on the product, social media influencers, and product reviews on social media. The study also makes it obvious that social media has several benefits over traditional media. When consumers view adverts on social media, they get more interested in the products. It has been shown that social media discounts and incentives are what spur customers to use those channels to make purchases.

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