

SOCIAL MEDIA IMPACTS THE BUYING CHOICE OF SHOPPERS

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ABSTRACT

This research paper delves into the elaborate relationship between social media and customer shopping for choices, aiming to provide a complete analysis of the way numerous social media systems effect the decision-making method of customers.

Nowadays, the enterprise sample is converting globally. The business corporation is stimulated clients to buy their important items and offerings from on line organizations. purchaser shopping for behaviour is a combination of consumer's attitudes, intentions, alternatives and decisions while buying a service or product.

Purchases are taken into consideration unstable and consequently choice-making approaches are statistics in depth. increase in Social media marketing over the past 10 years is because of the growing reputation of social media. the online-primarily based enterprise takes promotional activities via social media structures like facebook, Twitter, Instagram, and Pinterest.

The observe employs a multi-dimensional approach to look at the cognitive, emotional, and behavioural outcomes of social media on consumers, even as additionally thinking about the function of influential factors including peer guidelines, online evaluations, and targeted commercials. by using synthesizing insights from numerous instructional assets, the paper aims to shed mild on the complicated interaction between social media and patron behaviour.

Keywords:

Social media platforms, consumer behaviour, shopping, decision making.

INTRODUCTION:

In the digital age, the rise of social media has transformed the landscape of customer behaviour. humans use the internet to have interaction with each other and construct associations all around the world.due to the fact humans have many connections through internet-primarily based networking media, records Is consumed by using a massive quantity of people. Social media plays a totally essential position in inflicting people to shift their pursuits and likes concerning the products very without difficulty.

This paper explores the pervasive influence of social media platforms on the purchasing selections of purchasers. the combination of social media into day by day lives has blurred the strains between interpersonal conversation, records sharing, and marketing strategies. knowledge the mechanisms through which social media shapes purchaser selections is imperative for businesses aiming to harness this powerful device successfully.

SOCIAL MEDIA:

Social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as Radio, TV in many ways, including quality frequency, interactivity, usability, and performance.

There are different sorts of social media outlets:

- Social Networking Sites
- Media Sharing Networks
- Dating Apps and Websites
- Professional and Business Networks
- Live Streaming Platforms
- Podcast Network
- Messaging Apps

How social media influence consumer buying decisions?

1. Consumers now buy directly from social media networks:

Social media is nearly as common as TV or radio ads and word-of-mouth for learning about brands. One in three consumers says it would be their preferred way to learn about brands going forward. But increasingly, social is where consumers go to both discover and buy from brands.

2. Consumers are heavily influenced by social media reviews:

Social media is a living document for social proof—which is increasingly a make-or-break factor for buying decisions. more than half of (51%) of purchasers examine evaluations on boards or social media to assess a services or products before buying. All it takes is one or two upset reviewers to force away a potential customer.

From a brand perspective, reviews are key for audience growth and reputation management. One-third of consumers discover new accounts to follow through digital word-of-mouth. Consumers are equally as likely to share positive customer feedback as they are negative experiences on social media.

3. Consumers expect two-way engagement with brands:

Social lets consumers engage and interact with businesses in a multitude of ways, from liking posts and following their accounts to sharing brand-related content, shouting out brand love or asking product questions.

Today, it's not enough to simply have a social presence and sell a product or service. Eight in ten consumers expect brands that have a social media presence to interact with their customers in meaningful ways. Social media humanizes brands and helps them showcase their unique attributes and brand personalities.

4. Consumers turn to social media for customer service:

Before social media, how would you expect to interact with a brand's customer service department? Call them, e-mail them, visit in person and wait in a long line to talk to them, etc. Now, social is consumers' preferred choice for sharing feedback or reaching out with a customer support issue or question.

Regardless of whether it's a busy season, customer service teams may already be spread thin or lack resources. This results in missed messages, slower response times, and suboptimal replies. One way to prevent frustration, reduce delays, and improve communication is to evolve beyond traditional customer service to a social customer care approach.

REVIEW OF LITERATURE:

1. Peer Recommendations and Social Validation: The power of peer recommendations and social validation is magnified in the digital realm. Consumers are more likely to trust recommendations from friends, family, and online connections. Social media platforms amplify the impact of peer endorsements, fostering a sense of community and trust that influences consumers' purchasing decisions.
2. Emotional Engagement and Brand Attachment: Social media platforms provide avenues for emotional expression and engagement. Research reveals that emotionally resonant content generates stronger brand attachment. Enhance brand loyalty and influencing buying choices.
3. Targeted Advertising and Personalization: Personalization through targeted advertisements has revolutionized marketing strategies. Studies highlight that tailored ads, based on user behavior and preferences, lead to higher click-through rates and conversion rates.
4. Consumer Trust and Authenticity: Authentic engagement and transparent communication foster trust between consumers and brands. Conversely, the prevalence of fake reviews and misleading content on social media can erode trust, emphasizing the importance of maintaining authenticity.
5. Social Commerce and Influencers: The rise of social commerce has been accompanied by the emergence of influencers. Influencers, due to their relatable nature, can significantly sway consumer perceptions and decisions. Collaborations with influencers can lend credibility to brands and products, leveraging the influencers' established rapport with their followers.
6. Impulse Buying and FOMO: The fear of missing out (FOMO) phenomenon is amplified by social media platforms. FOMO-driven impulse buying is spurred by social media's real-time updates and trends. Limited-time offers and flash sales, promoted through social media, leading to impulsive purchase decisions.

OBJECTIVES:

- i. To have a better understanding of shopper purchasing preferences.
- ii. To evaluate the impact of social media on customer purchasing decisions.
- iii. To determine the impact of social media on online social networking sites.

HYPOTHESIS:

Hypothesis is an argument or a statement which may be true or false and can be accepted Or rejected from a research.

NULL HYPOTHESIS: Consumers are not satisfied with the online shopping from social media platform.

ALTERNATIVE HYPOTHESIS: More and more consumers are satisfied with the online shopping from social media in comparison to local market.

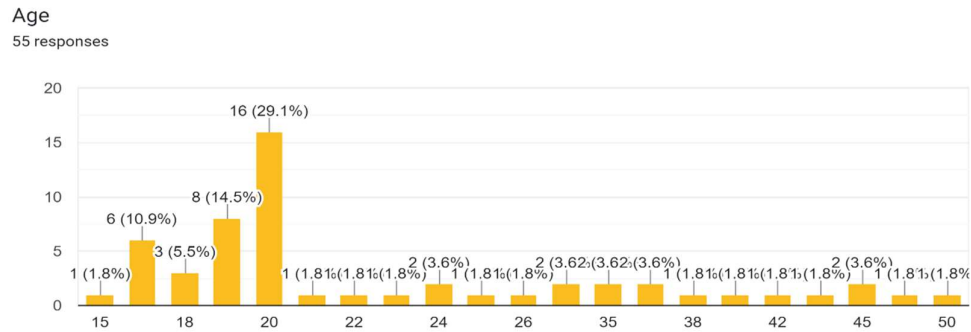
RESEARCH DESIGN:

Sr.no	Particular	Specification
1	Topic	Social Media Impacts The Buying Choice Of Shoppers
2	Objectives	1.To have a better understanding of shopper purchasing preferences. 2.To evaluate the impact of social media on customer purchasing decisions. 3. To determine the impact of social media on online social networking sites.
3	Hypothesis	More and more consumers are satisfied with the online shopping from social media in comparison to local market.
4	Population of study	55
5	Sampling area	Nashik
6	Sample unit	Teenage and adult
7	Sample size	42
8	Sampling method	Survey
9	Type of research	Descriptive
10	Period considered for data analysis	5days
11	Contact method	Snowball Method
12	Data analysis method	Survey via. Google form
13	Hypothesis testing tool	
14	Statistical tool to be used	Pie chart

ANALYSIS AND INTERPRETATION:

The survey was distributed to 55 people via. Google form and there were 55 people who responded, the overall percentage of replies was 100. (Percent). The questionnaire consists of twelve items in total.

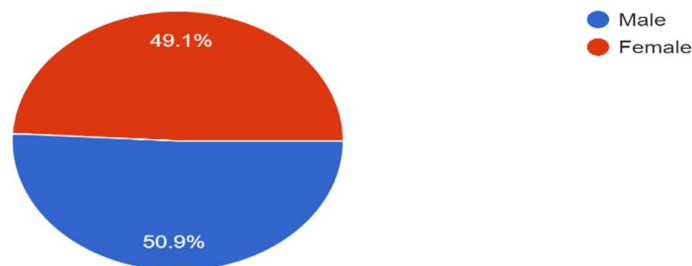
1.AGE:



The following chart shows the age distribution of people into 5 different age groups who filled out questionnaire such that 15-20,20-25, 25-30, 30-35, 35 and above.

2.GENDER:

Gender
55 responses

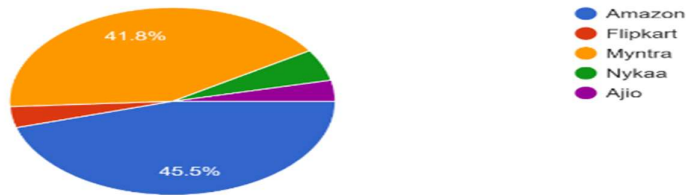


With this review we could comprehend that the proportion of male and females concerning effects of social media on consumer buying behaviour is extraordinary.

The female respondents were 49.1% and the male were 50.9% respondents.

3. APPS AND WEBSITES USED MOST FOR BUYING PRODUCTS ONLINE:

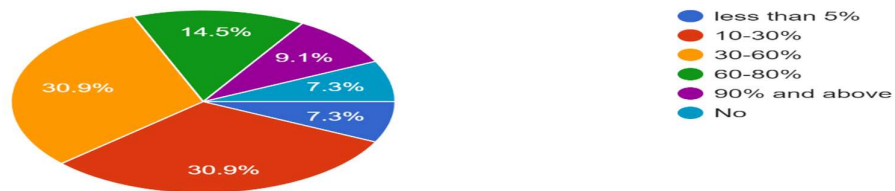
Do you prefer online shopping? if yes then which website/apps do you use most often when buying products online?
55 responses



According to the survey AMAZON is the most preferred platform to do online shopping with 45.5(%) of the votes. Then comes MYNTRA 41.8(%), NYKAA 5.5(%), FLIPKART AND AJIO WITH 3.3 (%). AMAZON is to be considered as a leader of online networking sites these days as stated by the majority of our respondents.

4. INFLUENCED BY SOCIAL MEDIA:

How much social media has influenced you to buy something?
55 responses



We interpreted that 30.9 % of respondents responded 10-30% AND 30-60% , 14.5% of respondents responded 60-80% , 9.1% of respondents responded 90% and above of that they change their purchase preferences after relevant information via social media sites. On the other hand 7.3% are responded never that they will never change their preferences of buying product after searching and receiving relative social media sites information.

5.

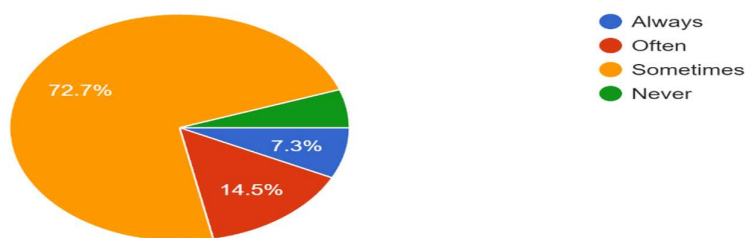
which social media platform influences you to purchase?
55 responses



Through this survey we got to know that the maximum number of respondents preferred to use the Instagram app i.e., 78.2%, While Facebook users are 9.1% among the respondents, Youtube has 3.6% users. The remaining 1.8% respondents use different platforms.

6. HOW OFTEN YOU RELY ON INFORMATION AVAILABLE ON SOCIAL MEDIA IF YOU HAVE UNCERTAINTIES REGARDING A PURCHASE?

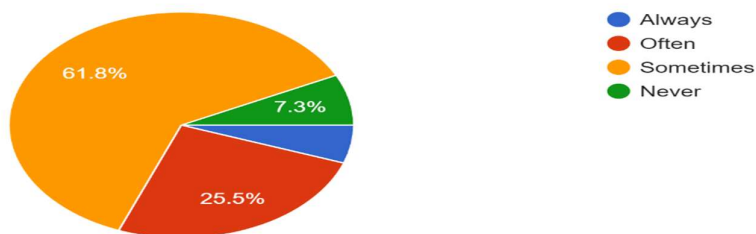
how often you rely on information available on social media if you have uncertainties regarding a purchase?
55 responses



From this survey, we analysed that almost half of the responders likely to order any product sometimes i.e 72.7 %. AND 14.5% were of those who order often i.e only on some special occasions and 7.3 % of the respondents were those who order product online always on a daily basis. 5.5% are those who never purchase any online product from social media platform.

7.

Do you change your initial purchase preferences after searching relevant information via social media sites?
55 responses



We Interpreted that 61.8% of respondents responded sometimes that they change their purchase preferences after relevant information via social media sites. those 25.5 % are responded often who change their preferences to order product after receiving relevant information from social media sites. on the other 5.5 % only preferred to order product online always. 7.3% are responded never that they will never change their preferences of buying product after searching and receiving relative social media sites information.

8.

Before purchasing a product, do you ever check social media sites for any of the following reasons?

55 responses

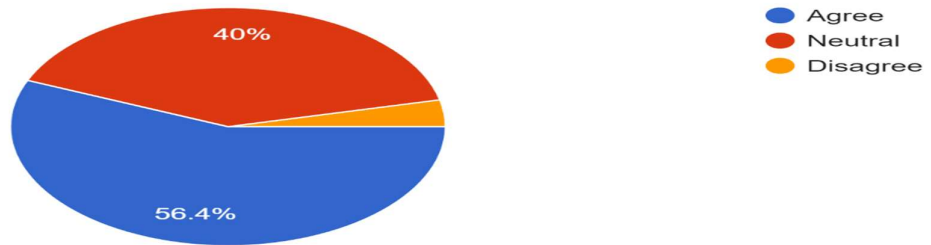


user reviews are 60% so the before buying any product online customer must look the review of that product. 23.6% of respondents ask a friend of compare price from different sites. 1.8% check promotions and others don't check social media sites before purchasing any product online.

9. DOES FEEDBACK AFFECTS ONLINE PURCHASE?

The Feedback on social media affects your purchase?

55 responses

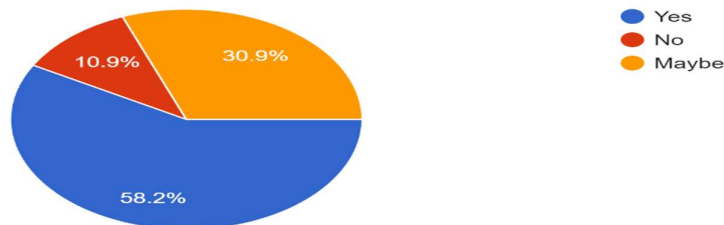


56.4%are responded agree.40 % responded neutral and remaining are disagree.

10.

Are you likely to change your attitude towards certain brand/product after you have read positive comments about it?

55 responses

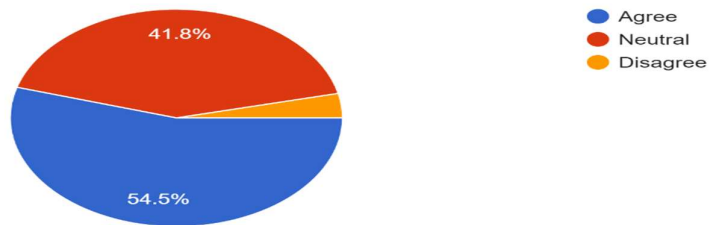


58.2% are responded yes and 30.9% responded may be.

11.

Do you think that with social media sites, you are able to fetch products/ services information actively?

55 responses

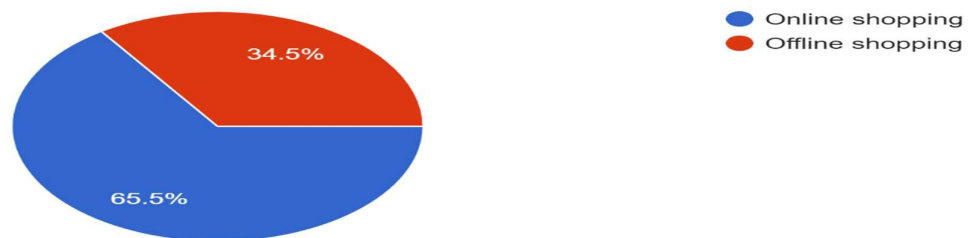


54.5% Agree respondents and 41.8% are responded neutral and remaining are disagree.

12.

CHOOSE ONE

55 responses



65.5% choose online shopping, 34.5% choose offline shopping.

FINDINGS :

- Total 55 number of people took this survey who were from different parts of Maharashtra.
- maximum of the respondents were adult males, I.e., 50.9 % male.
- maximum of the respondents were between the ages of 17-25 years.
- Instagram is the most preferred Channel of the customer as per the survey.
- 60% of the respondents orders online product with the frequency of once or twice a week.
- The objective of study was to analyze the impact of social media on consumer 's buying decision process for complex purchases and evaluation of extent to which decisions are modified by the usage of social media.
- Social media users like and enjoy the decision process as compared to others who opted any other information sources. Social media users feel satisfied and confident during their decision process, and information overload didn't have any negative impact on consumer satisfaction.

CONCLUSION:

The research done here reveals how social media influences brand to customer dynamics, and if social media-based influence led to wanted result such as customer satisfaction or not, recommendations, and loyalty. They conducted a three-country research and compared how consumers who interact with brands using social media, versus ones who do it without social media, think about those brands, and resulting how those interfacing affect desired promotional result.

From our study, we conclude that rewards, interaction, entertainment, electronic word of mouth, customers reviews, trust and satisfaction are the factors having positive influence on purchase intention on consumer buying behaviour through social media, while trust has maximum influence and satisfaction has lowest influence on consumer purchase intention. Marketers can exploit social media by providing rewards, entertainment, customer 's review and satisfaction, to understand the buying behaviour of consumers. But on the other hand, through social media companies are directly dealing with the customers and if the customer found product, posts or social networking activities of the brand irrelevant then there are high possibilities of losing the customer.

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