

Impact of Social Media on Consumer Buying Behavior

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Abstract

This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. Here, the complex buying behavior refers to the infrequent purchases by the consumer with their high involvement that makes a significant brand difference. Social media is becoming a new trend. Over the last decade, the World Wide Web has seen a burgeoning in user generated web technologies like blogs, social networks and social media websites. All in all, that is known as social media and these technologies are the actual reason in the enablement of expansion in the user generated content, a community that is worldwide. The marketers try to understand the utilization of Social media by the consumers and their deciding pattern on the basis of the content showed there that can change their decision process. The research also explores that how the abundance of the content and the user generated information can change the buying pattern of the consumers. The six phases of customer decision process, also known as EBM model has been used. The research has also been done to know the relevance of the model in the context of Social media usage.

Keywords: Social Media, Consumer Behavior, World Wide Web, Online Platforms

Introduction

"Traditional marketing is not dying – it's dead!" (Zynman 1999) One of the most significant developments in the history of business is the rise of Web 2.0. Another buzzword that emerged is social media, which is a development built on Web 2.0 that not only promotes user-generated content but also shifts the attention to the users themselves by enabling them to share content on networks. The last ten years have seen a significant technological transformation that has completely changed traditional marketing strategies and ushered in a new era for marketers. Social media will probably change how marketers interact with merchants, distribution channels, final customers, and other parties in the new marketing era. We live in the Information Age, where consumers are constantly exposed to vast amounts of information.

Social media now holds a significant place in the toolkit for communication. It all comes down to making it easier for people to communicate and share their ideas, opinions, and thoughts with others. Social media is used by people all over the world to link with other individuals or organizations. The emergence of social media is the newest marketing trend. Social media is now a highly powerful

instrument for influencing consumers' purchasing decisions. Social media has the ability to sway prospective buyers before, during, and after the purchase process. Consumer behavior is influenced by social media in four different ways. These are: (a) social media increases product awareness; (b) social proof influences purchasing decisions more; (c) social media promotions, discounts, and offers; and (d) social media influencers.

Social media has a significant impact on customers who are trying to spread the word about a specific product. Through the content you share on social media, a sizable portion of the audience becomes familiar with your brand and learns about your product. People's propensity to emulate the actions of those around them has given rise to social proof. Content consumers frequently praise the products on social media by giving them likes, shares, reviews, and comments.

When recommendations from someone they trust are given, customers are more inclined to make a purchase. Popular persons and celebrities sway the opinions of their audience and affect their purchasing decisions. Social media has the power to affect consumers' purchasing decisions since it contains two things: content and images, promotions, discounts, and influencers.

Using social networking sites has a significant impact on customers in the modern era in a number of ways. Numerous social networking sites have an impact on customer behavior. These include YouTube, LinkedIn, Google+, and so on. Nowadays, practically every age group of customers uses social media, including working-class individuals, college students, and even the elderly. Examining the impact of social media on the ultimate purchasing behavior of those who primarily utilize social media websites is the primary goal of this research. This refers to the whole population as the consumer. The study also aims to examine the elements that encourage people to shop on social media platforms and how social media will influence people's purchasing decisions in general.

Based on the sheer volume of social media campaigns, e-commerce websites, sales emails, forums, and the like, it seems that businesses of all kinds have been transferring their marketing strategies to the Internet due to its affordability and ability to reach their target audience. As of 2012., Chui and Manyika TURKU UNIVERSITY OF APPLIED SCIENCES THESIS | Ethel Lee in contrast, the traditional advertising approach of mass media communication, such as newspapers, magazines, and televisions, aimed at communicating messages to a bigger audience in the hopes of reaching the few interested parties.

Because people are more selective and skilled at focusing their attention when faced with a barrage of stimuli, marketers must identify the reasons that relate to the concerns of specific customers and look for ways to communicate with them one-on-one or in smaller communities (Zyman 1999). These days, marketers can find advantageous solutions on the internet. Although social media marketing presents a different angle for interacting with people, the most significant uses of social technologies in the global economy remain mostly unexplored (Chui and Manyika 2012). Social media gives customers a central place in the business world and gives marketers a new range of tools to engage with customers and creatively incorporate them into companies.

Statement of Problem

People in today's society use smartphones to start their days, and they are quickly drawn to the latest posts and advertisements on social media platforms. These days, social media sites like Facebook, Instagram, You Tube, WhatsApp, and others have a big impact on customer behavior and facilitate quick online shopping. Therefore, the purpose of this study is to investigate how social media will impact public consumer behavior and to analyze the characteristics that influence public purchasing behavior on social media platforms.

Objectives of the Study

- To research how social media affects consumers' decision-making while making purchases.
- To determine how firms can engage more customers to boost brand value; measuring changes in consumer perception through social media content and engagement.

Scope of the Study

Regarding the goals, it would be rather appropriate to do the research from the standpoint of the consumers. The researcher is aware of the abundance of studies and papers that are solely focused on supporting the corporate perspective in social media marketing, rather than assisting consumers in determining the reasons why social media has altered their decision-making process. Since the goal of marketing is to understand consumers, new insights can be gained by gathering data from the perspective of those consumers. The conduct of the consumers is the only subject of the study.

Significance of the Study

Social media has a significant impact in influencing consumers' purchasing decisions. An attempt has been made to comprehend how social media affects consumer behavior in this study. Social media has the ability to sway prospective buyers before, during, and after the purchase process. The study is extremely important since social media plays a big part in people's daily lives in the modern world. The study will also identify the elements that encourage the general public to make purchases using social media platforms and how social media will impact their purchasing decisions.

Review of Literature

RENDECI ZC (2022) - This study aims to identify the role of digital media in shaping post-coronavirus consumer culture by examining consumer practices that reflect consumer culture during Turkey's 2020 lockdown.

POP, SAPLACAN Z, ALT MA. (2020) - The results show the importance of social media on consumer attitudes, subjective norms, altruistic and selfish motivations and the influence of these variables as antecedents of green cosmetics purchase intentions.

RINGIM KJ, RENI A (2019) - The results revealed that attitude, subjective norms and perceived behavioural control have a strong significant positive effect on consumer intention/purchase behaviour for purchasing cosmetic products.

ALFEEL E, ANSARI ZA (2019) - This is based on a quantitative study. Basic data collected through a structured closed questionnaire will be shared online. Results were compiled from 121 responses using factor analysis, ANOVA and regression analysis. The results showed that 92.4% of customer purchase intentions can be explained by social media marketing.

ALALWAN AA (2018) - The main results of Structural Equation Modeling (SEM) greatly supported the validity and expected performance of the current model. hedonic motivation, interaction, information and perceived importance in purchase intentions.

PRASATH P, YOGANATHEN A (2018) - Pearson correlation analysis in this study examines the positive significant linear relationship between social media marketing and consumer purchase decision.

SCHIVINSKI B, DABROWSKI D (2016) - Empirical studies the results showed that user-generated social media communication had a positive effect on both brand value and attitude, while company-generated social media communication only affected brand attitude.

BISWAS A (2016) - This study outlines the role of consumers in environmental responsibility, emphasizing green consumption when exposed to social media influencers.

ASHMAN R, SOLOMON MR, WOLNY J (2015) - We conclude that the old EKB model with minor modifications still provide valuable insights and explanations for consumer decision-making.

KARIMI S, PAPAMICHAIL KN, HOLLAND CP (2015) - Findings are useful for online retailers who want to improve the way they support the four online shopper archetypes during the purchase process a decision-making process.

XIE K, LEE YJ (2015) - This shows that a brand's social media activity can increase the brand's consumer base, but it may not be sales oriented. Additionally, our research helps marketers strategically channel advertising dollars into online communication channels using both earned and acquired social media.

CONSTANTINIDES E (2014) - This paper proposes two possible social media marketing strategies. A) Passive approach B) Active approach.

GOODRICH K, DE MOOIJ M (2014) - Findings show that the use of information sources that influence online purchase decisions varies greatly between cultures.

KIMMEL AJ, KITCHEN PJ (2014) - In this that introduction to WOM and in the social media special issue, we map the current state of WOM information and the role of WOM in modern marketing, we review common beliefs about the WOM process.

HAYES AF (2012) - Before describing PROCESS, a versatile modelling tool freely available for SPSS and SAS, describe some important concepts and methods of mediation analysis, moderation analysis and conditional process modelling.

POWERS T, ADVINCULA D, AUSTIN MS, GRAIKO S, SNYDER J (2012) -Findings show that digital and social media have empowered consumers and that brands play an important role in facilitating conversations between consumers and themselves.

PUNJ G (2012) - The study is important from a theoretical perspective because it examines an important aspect of online consumer decision-making, namely the effect of the electronic environment on consumer skills.

YAYLIA, BAYRAMM (2012) - Findings show that consumer reviews have a causal relationship, an effect. The consumer's buying behaviour and influences the consumer's choice of products.

Conclusion

Develop a strong social media presence: Businesses want to build a strong social media presence on the systems their audience uses. They often need to deliver relevant content, engage with their target market, and use social media analytics to gauge the effectiveness of their efforts. Take advantage of influencer advertising: Partnering with influencers can help businesses reach a much wider target market and grow. Identity awareness. Influencers can also provide real product reviews and tips that can influence a buyer's purchasing decisions. Provide exceptional customer service: Social media allows customers to openly voice their opinions and concerns. Businesses must respond directly and effectively to customer questions and procedures to maintain a good reputation. Offer a variety of offers and discounts: Customers generally look for offers and discounts on social networks. Businesses can take advantage of this by offering various offers and discounts to their social media accounts. Encouraging user-generated content: User-generated content (UGC) can be a powerful tool for building brand loyalty and trust. Businesses should encourage their customers to measure stories about their service or product usage on social media and repost UGC to their social media accounts. Monitor social media analytics: Businesses should sing and study their social media metrics to gauge their social media effectiveness. Media advertising campaigns. This helps them select areas for development and make data-based decisions.

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