

A brief study on the impact of social media on Purchasing decision of Consumers

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Abstract: In this paper, a brief study is made on the influence of various factors of social media for purchase decision made by consumers. In today's world, the usage of Social websites is increasing rapidly. Several social networking sites are using by the consumer, which affects them in various ways. Which played an important role in affecting the behavior of the consumer. Social media sites like Instagram, Facebook, Twitter, YouTube, etc. offer many features that attract and affect the behavior of the people. In modern life, Social Media becomes one of the most used and effective tools used by the consumer before deciding to buy a particular product. It affects the buying decision of the consumer very much.

Apart from television marketing, social media marketing is very important for marketers and it becomes the most successful technique and tool among every type of advertising field. As we know that businessmen aim to consider, which types of marketing tools and techniques will increase their selling of articles. The main aim of this study is to understand that how, social media advertising affects the buying behavior of consumer who uses social media websites and also to examine the forecasted relationship among customer activities, their behavior, and social media marketing activities.

Keywords: Social media, buying decision, brand loyalty, consumer behavior

Introduction:

Now a days with high usage of Internet, the decision process of consumer regarding purchase of different products are widely influenced by various social media platforms. People all around the globe utilise internet to interface with one another or associations. They are now using various online networking platform like Twitter, Instagram, LinkedIn and Facebook to share their experience regarding the products and also people influenced by those experiences and motivated to purchase the particular product, hence the social media platform play a vital role in influencing the consumer regarding their buying decisions.

Nowadays, social media marketing has become the most powerful tool for the companies to promote their products and influence the buying decision of individuals. It has replaced the traditional way of marketing by providing new opportunities to the firm to communicate with their target consumers via social media platforms. The social interaction has taken a new phase with the evolution of internet particularly with the invention of social media.

With the ease of internet access, the total users of social media has increased to 36.1 million in 2018. Besides this, the social network users in the country were expected to be almost 448 million in 2023 (Statistica 2020)

If used properly social media can be a very powerful tool to capture the market. After evolving the concept of social media various businesses using this tool to interact with their customers. Social media marketing uses social media platforms to connect with the customers to increase sales and to create brand loyalty among their customers. Some of the advantages of using social media as a marketing tool are, it is inexpensive as compared to other media and also helpful to connect to more

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