

**Major Research Project Report on**

**HOW SOCIAL MEDIA IS IMPACTING THE**

**CONSUMER BUYING BEHAVIOR**

Submitted By

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2K20/DMBA/67

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In partial fulfillment of the required for the award of the degree of

**Master of Business Administration**

**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**



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## **CERTIFICATE**

This is to certify that the work titled 'How social media is impacting consumer buying behaviour' submitted by Mohit as part of his final year Major Research Project in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University between January and May 2022 is his original work and has not been submitted anywhere else for the award of any credits/degrees.

The project is being presented to the Delhi School of Management at Delhi Technological University as part of the requirements for the Master of Business Administration degree.

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## **DECLARATION**

I, Mohit, a fourth-semester MBA student at Delhi School of Management (Delhi Technological University), hereby affirm that the Major Research Project Report on "How Social Media is Influencing Consumer Buying Behavior" is my original work and has not been submitted by anybody else.

## **ACKNOWLEDGEMENT**

First of all, I am thankful to God, who has given me the power to start & complete the Project successfully.

Next to God, I would like to thank Mr. Abhinav Choudhary, Assistant Professor, for his help in selecting the topic of this Major Research Project & Precious time explaining the whole process of the topic in the best possible way.

I also express my humble gratitude to Mr. Himanshu for providing a clear insight into the entire process.

I'd also want to express my gratitude to all of my friends and family members for their assistance in finishing my Major Research Project Report.

## **EXECUTIVE SUMMARY**

The goal of this paper was to find out how social media is impacting the buying behavior of the consumers. Social media websites and applications are the most crucial mediums for effective digital marketing activities. The influence of social media on customer behavior is one of the fascinating aspects of modern marketing. Understanding customer behavior allows businesses to offer items that consumers desire and need, increasing sales and profits. On the other hand, consumer behavior is exceedingly complicated since it encompasses a person's particular personality, personal preferences and attitudes, and various degrees of consumption.

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# **CHAPTER 1**

## **INTRODUCTION**



## **INTRODUCTION**

In finance, information, gaming, commerce, and the sphere of social networking, the Internet has revolutionized the globe. Individual communication has altered as a result of the Internet. The Internet has reduced the world to a bit of town. Video conferencing, numerous software, and social media have become commonplace in today's world. Individuals might now communicate with a group or community thanks a contribution to the growth of social media. Social media is an online platform that enables a big number of people from different parts of the world to engage and communicate at the same time. People's communication, business, and social interactions have all changed as a result of the Internet. Today's youngsters have grown inextricably linked to the Internet. A world without the Internet is unthinkable to this age. The means of communication are shifting away from the face-to-face conversation and virtual social networking. With technological communication, social media facilitates the interchange of information, content, ideas, and other items. On the other hand, social



networking is concerned with individuals or groups having shared interests (Raghava & Krishna, 2015).

Understanding customer behavior allows businesses to offer items that consumers desire and need, increasing sales and profits. If a company fails to grasp what customers want or how they will react to the debut of a new product, it will almost certainly lose money. On the other hand, consumer behavior is exceedingly complicated since it encompasses a person's particular personality, personal preferences and attitudes, and various degrees of consumption. Consumers undergo a shift in their living standards, which influences their choices and consumption expenditure, particularly during times of financial crisis. There are a lot of things i.e. culture and subculture, demographics, personal traits, family type, perception and learning. Consumers are related to these elements via information search and processing. Perceived issues and possibilities influence consumer choices.

Consumer problems can emerge in a number of scenarios, causing one or more phases of the consumer decision-making process to be triggered. It's worth noting that most consumers put little effort into this process, and emotions and feelings have just as much, if not more, of an impact on the final result. Final judgement based on facts and attributes of the product. The consequences of the consumer decision process are the experiences that alter or maintain the customer's current or desired lifestyle. Before moving on to the product selection step, the customer must first define the need, which requires the client to accept the necessity for a product. A display or other kind of advertising may serve to remind customers that they require the goods, or it may revive latent demand for the brand or product category. As a result of sales promotional messaging, need or problem awareness can be produced in both high- and low-involvement circumstances. When it comes to durable consumer goods like refrigerators, stoves, washing machines, and colour television sets, for example, an appealing exchange offer or interest-free instalments is more likely to lead to extended problem-solving rather than rapid purchase. Consumer decision making refers to a customer's behaviours in determining what to buy, which include problem identification,

information gathering, choice evaluation, decision making, and post-purchase evaluation. A consumer in today's culture has a plethora of options when making a purchase. The consumer, on the other hand, has five dimensions to choose from.

- **What to buy?**

The most crucial task is deciding whether to purchase a thing. A consumer cannot buy anything until and unless a choice is made. In addition, the buyer must choose whatever things to purchase from the market. After making a selection, customers purchase a product. After that, the customer must choose which brand to buy. This may be paired with the price and features of the product.

- **How much to buy?**

Next, the consumer must decide how much of the product they want to buy. The product to be purchased determines whether or not purchases may be made. The amount to be purchased by the consumer is determined by the product's availability and frequency of usage.

- **Where to buy?**

Next is the consumer must make is where to buy. Consumers are more inclined to visit a location with excellent services. A product discount is anticipated by the client. As a result, shoppers commonly visit places where the quantity and quality of a product may be assessed just by looking at other brands of the same product. Because many things have individual characteristics, a purchase is only made after a thorough investigation.

- **When to buy?**

In addition, the consumer must decide when to make the purchase. This is also influenced by the availability of the commodities. During

the Christmas season, a consumer's purchase is generally quite high due to the large number of discounts available. This guarantees that the consumer will be able to acquire a product at a lower cost. It is also influenced by the items bought, such as operation hours, sale and clearance periods, transportation, and so on.

- **How to buy?**

The customer must choose between paying cash or using a credit card in this case. The consumer also expects the shop to deliver the things they have purchased. The ability to pay in installments on items acquired online may also help to increase sales. If this section is handled with extreme caution, the retailer's income will increase. As a result, if all of the consumer's requirements are met, dispatching the items is not an issue. The sale will automatically increase if all necessary paperwork is completed, depending on which transaction is made.

The growth of Internet influence in every industry has enticed marketers to advertise and sell their products online. Furthermore, internet buying is becoming increasingly popular due to several practical aspects. Consumers have more information and options regarding products and services because of the internet. Online consumer behavior is a broader interpretation of traditional consumer behavior in which information and communication technology plays a significant role in influencing customer decision-making. Several studies have found that online purchasing behavior differs significantly from in-store shopping. Customers' interaction, selection, and purchase of a product utilizing the internet and mobile devices are referred to as online consumer behavior. Companies must study the following characteristics of consumer behavior that impact customers' online buying behavior in the current era of internet shopping. Studies reveal that online customer behavior is challenging to comprehend because it is performed in a virtual medium with some assumed qualities. Consumers on virtual platforms cannot assess products using their five senses before purchase and receipt. As a result, people look for special offers on websites. Furthermore, their ICT

skills, abilities, and expertise influence information gathering, comparison, and purchasing 81 of a product. Technology's attitude, belief, acceptance, and trustworthiness are the most significant aspects of online consumer behavior.

ICT has been revolutionized due to the growth of the internet. Online marketers must comprehend consumers' reliance on ICT and their attitudes about technology adoption. Email, chat, multimedia communications, and social media are examples of online means of information dissemination that online marketers should be aware of (such as Facebook, YouTube, Twitter, etc.). Customer belief in technology uptake and use in online consumer behavior is critical. Consumers are also concerned about the source and relative effect of internet marketing channels because what they want to see on which platform is crucial for marketers. Before making an online purchase, customers evaluate the items and services offered by online and physical retailers. The distribution section of an internet marketer's business is equally crucial in the purchasing decision-making. Furthermore, post-purchase behavior and vendor connection with customers contribute to customer loyalty to the website or online merchants. As a result, marketers must use various online and offline channels of communication to attract more and more customers and please them with their products and services by communicating with them and providing post-purchase services.

### **1.1 Background**

Customers' buying decisions are highly influenced by social media research. The internet is used by people all over the world to connect and engage with one another. Through web-based networking media, people have a large number of connections. As an outcome, a large number of individuals consume information. Social media has evolved into a vital tool for communication. On social networking sites like Facebook, Instagram, and LinkedIn, people have begun to share their stories. People on social media have a lot of 'connections,' and a lot of people consume material as a result. When it comes to spreading product awareness, social media has a big

influence on customers. A significant chunk of your audience learns about your company through social media content, and as a result, they are aware of your products. The tendency for people to imitate the behaviour of others around them has given rise to social proof. Users are more willing to consume when they hear a recommendation from someone they trust. Celebrities and well-known individuals have the ability to inspire and influence their audiences. This knowledge has an impact on consumers and their purchasing habits.

Many buyers, according to surveys, use social media news and reviews to help them plan future purchases. Buyers are using social media networks in larger numbers than ever before. Customers must first get familiar with your brand and its offerings. To sustain a strong relationship, the client and the brand must interact often. If you produce enticing and informative material, customers will be attached to your brand. According to Weinberg, "leveraging the social through the media to market the aspects of companies" (2009). Individuals may utilise social media marketing to sell their services or products to a bigger audience than traditional advertising would allow. Traditional media advertisements aren't as effective as they once were. A place where people can join together of same interests to share any information, any idea on a particular topic, called social web. Social media can be used for interacting with customers, promotion of any product or service, feedback about any product or service by the marketers.

When a small or medium-sized business lacks the financial resources to invest in traditional marketing tactics, it might profit from social media marketing. Even if social media marketing is still a new idea, the core marketing concepts remain the same: target a specific demographic, engage with prospects, and build loyalty.



In terms of transmitting, receiving, and sharing information across all boundaries, each social media platform serves a certain role. Social media, as previously said, provides for a two-way flow of information. Rejection, misinterpretation, and misunderstanding are all potential stumbling blocks in the flow of communication since they impact not only how companies communicate with their target audiences, but also the whole decision-making process, from interpreting the message to looking for accessible alternatives to actions performed after the purchase (Smith and Zook 2011, 120).

For marketers and companies all around the world, the internet brings a new layer of possibilities and obstacles. It reclassifies and rebrands the network concept, as well as how customers and companies share information. Before internet networking, shoppers had few options for expressing their dissatisfaction other than calling customer support or notifying others in their network. As a result of web-based social networking, this has changed. In a fraction of a second, customers may freely critique firms. The noble purchase behaviour process notion, according to which conventional channels and online stages impact purchasing attitudes, has been further complicated by another component, online networking.

In today's business environment, using social media for marketing is becoming more frequent. The use of social media sites, online communities, blogs, and other similar platforms to boost a product's or service's market

exposure is known as social media marketing. Using social media is like the "greatest opportunity available" for marketers. Many companies have recognised the potential of social media as an innovation for improving the success of their advertising campaigns, whether they are national, international, or global. Using social media in marketing has a number of benefits. It gives marketers a place to hear client complaints and recommendations while simultaneously offering items and services to the broader public. Marketers may utilise social media to uncover a valuable online community that can assist them in developing their brand. Because most social media and networking sites provide free access to most services, one of the key advantages of social media marketing is that it is far less expensive than other traditional media campaigns (Goud, 2016). According to an E&Y research on Social Media Marketing- India Trends Study published in 2016, some Indian companies are merging social media with traditional communication tactics. Approximately 96 percent of those respondents responded that increasing brand recognition is their top purpose in using social media. Sixty percent of the business respondents said social media marketing activities account for 1-5 percent of their digital advertising budget. Indian organisations perceive the use of social media to deliver customer information and establish communities as a beneficial development. Organizations are also increasing their exposure in a number of domains. They'll spend more on social media to increase company visibility and communication with current and new consumers. Many marketers feel that the most important approach to engage with customers is through social media.

"Including a 2010 Harvard Business Review analysis, the most important benefit that businesses feel they obtain from adopting social media is increased brand or product recognition." According to Ernest & Young, as published in Harvard Business Review's article 'The New Conversation: Taking Social Media from Talk to Action, Harvard Business Review Analytical Services' in 2010.

## **1.2 Problem Statement**

People in today's world start their days with their cellphones, and they are immediately lured to the most recent updates and adverts on social media accounts. Social media sites such as Whatsapp, Instagram, YouTube, Facebook, and others now significantly impact consumer behavior and make online shopping more convenient. As a result, the purpose of this study is to analyse how social media will affect consumer behaviour and the factors that encourage consumers to purchase through social media platforms.

## **1.3 Objectives of the Study**

Social networking has become an essential tool for internet purchasers in today's atmosphere. It's no surprise that companies of all sizes are using social media to locate and communicate with their target consumers. People are more inclined to acquire a product after hearing about it on social media. The 2000s generation is known for spending the majority of their time on social media websites, with social media impacting more than half of their purchases. Social media websites and applications are the most crucial mediums for effective digital marketing activities. One of the most exciting parts of current marketing is the impact of social media on client behaviour.

The goal of this research is to figure out why, when, and how social media has affected consumer decisions.

## **1.4 Scope of Study**

Consumer shopping decisions are highly influenced by social media. The goal of this study was to explore how social media affects customer behaviour. From the starting to the completion of the purchase process, social media may have an impact on potential customers. The research is timely since social media has become such an integral part of people's everyday lives in today's culture. The research will also look at how social



media impacts public purchasing decisions, as well as the motivations that lead consumers to purchase items on social media. The study's target audience is the general public, and it will help us better understand the impact of social media on consumer behaviour.

# **CHAPTER 2**

## **LITERATURE REVIEW**

## LITERATURE REVIEW

In the twenty-first century, using social media has become popular. Consumer decisions, buying behavior, appraisal, and communication with companies have all been influenced by internet-based transmissions. Marketers utilize social media marketing strategies to concentrate on providing appealing content that people would want to share on their social media networks. Because studies demonstrate that internet consumers trust user-generated material more than corporate messages conveyed by brands or companies themselves. Companies may raise brand recognition while also improving customer service in this manner. As a result, rather than being paid media, social media marketing might be classified as earned media.

Furthermore, it is a less expensive platform for implementing the marketing strategy. Marketers may build a network of core supporters and dedicated followers via social media marketing. More traffic on a company's website improves its ranking in search engines, resulting in increased visibility and online exposure among customers. As a result of social media and technology, people's interactions have transformed. As a result, disregarding such digital communities may result in financial losses for the company. Many research articles have examined the influence of social media in the corporate sector in recent years. The function of Twitter in a range of marketing domains, including helping firms brand and advertise themselves, has been investigated (Greer and Ferguson 2001).

Wikipedia, Facebook and YouTube are just a few examples of social media sites that assist with these duties. Individuals use forums and communities, as well as ideas, ratings, and reviews, to engage with other users on social media sites. People use the internet to share knowledge and connect with others (Ridings & Gefen 2004). Web-based living is made up of correspondence sites that enable people from many walks of life to form

relationships, resulting in a diverse social structure. The material provided by the client energises requests and dynamics.

According to the interaction between social media and consumer decision-making, customer attitudes about advertising, brand loyalty, and purchase intentions are all impacted by social media. It's unlikely to have a direct impact on consumer decision-making, but it might operate as a buffer (Taining, 2012). Through social media, brand attitudes may be developed, impacting purchase decisions. A positive image of a brand or product may affect a customer's purchase decision. A consumer's brand impression and decision-making are influenced when a social media friend publishes or recommends services or items. Commercial advertising on social media, on the other hand, has an influence on both consumer brand feelings and purchase intentions (Yang, 2012). Any brand with a favourable social media image gains a competitive advantage, and customers prefer that brand. Marketers have been known to propagate misleading information about competitors' brands in order to decrease their market value and attract customers to them.

People's motivations for using social media reveal a lot about them. The three basic gratifications or incentives for customers to utilise the Internet as a medium are information, entertainment, and social components (Heinonen, 2011). Intellectual reasons, such as knowledge sharing and advocacy, and emotional motivations, such as social connection and self-expression, are the two sorts of motivation (Krishnamurthy & Dou, 2008).

It has been established that buyers' online activities are impacted by their online lead. Customers nowadays use the Internet to accomplish their objectives. Old friends, businesses, or surveys may provide inspiration for them to enhance their dynamic. Audits done through web-based networking media are repurposed as assets to support the dynamic of purchasers, who are looking for a return on their investment. Online life surveys have an influence on both pricey and low-cost things. Cosmetics, books, autos, hotels, and even nail polish polls are all available for viewing. These polls can

elicit purchases or, on the other side, boost shopper motivation by making it more rational to spend money on it.

According to Jackson (2009), another facet of network interaction modelling is how networks influence behaviour. Furthermore, consumer social contact has a significant impact on purchasing decisions, according to Nolcheska (2017), beginning with the discovery of a problem, looking for relevant information, assessing options, making a final purchase decision, and post-purchase satisfaction.

Internet operations, according to Dellarocas (2002), may now considerably affect people's behaviour. People are increasingly depending on internet evaluations or comments, as compared to a decade before, when they relied on advertisements or professional guidance to make judgments. Participation on your company's social media sites by each client is an opportunity to openly display your empathy for your consumers. Web-based living allows you to handle an issue through relational discourse, whether someone has a query or is complaining. Whether responding to a customer complaint or not, a firm that values client loyalty above individualised communications will be seen favourably.

Customers are constantly exposed to numerous advertising that Alsubagh believes that attracting people's attention is important (2015). Search engines are increasingly being used to check for pre-purchase product information including pricing, style, and reviews, according to Kumar (2004-2005). On a daily basis, the majority of clients use the internet as their primary source of information, and social media platforms enable them to assess items, make suggestions, and keep track of their personal data. System administration and communication take place in the online world. It's critical to give your company a voice at these stages if you want to acculturate it. When clients post comments on your pages, they love knowing that they will receive a customised answer rather than a manufactured response. Identifying each comment shows that you are aware of your visitors' needs and aim to give the best possible understanding.

The study investigates the predicted correlations between social media and corporate equity value, as well as the relative effects of social media metrics vs traditional online behavioural indicators and the dynamics of these relationships. The findings suggest that social media-based indicators (such as Web blogs and customer feedback) might be useful predictors of a company's stock value. Traditional online behavioural indicators (Google searches and Web traffic) had a stronger but less predictive relationship with corporate stock value than social media data, which is surprising. They also observed that social media had a quicker "wear-in" period than traditional online media, indicating that it had a higher predictive value (Xueming Luo, Jie Zhang, and Wenjing Duan, 2012).

It fills in the gaps and expands on earlier research by looking at the elements that impact customers' attitudes and intentions to connect with retail businesses on Facebook and, as a result, buy items and services. The findings reveal the most important factors that influence consumer-brand interaction and, as a result, purchase intent. The findings suggest that peer communication, compatibility, and legitimacy influence customers' attitudes regarding communicating with retail brands on Facebook, and that attitude has a significant impact on intentions to engage in this behavior. Furthermore, there is a strong link between engagement intentions and the possibility of making a purchase through a retailer's Facebook page (Constanza Bianchi, Lynda Andrews, 2018).

It looked examined how consumers' brand awareness and the information quality of social media content affected their social media interaction with a company. The influence of employment on consumers' opinions about the brand's social media page, as well as the impact of those sentiments on future purchase intent from the firm, were also studied. According to the findings, brand familiarity and information quality had a significant influence on a consumer's social media involvement with a business. Nonetheless, the brand's social media material had a major impact on customers' interest in the social media page (Clair McClure and Yoo-Kyoung Seock,2020).

It tells us about social media affecting on purchasing behavior, utilizing the customer connection as a mediating factor. The results show that mostly people are using social media for purchasing. Social media and consumer interactions, as well as social media and purchasing behaviour, have a beneficial association. The link between social media and purchase behaviour is totally mediated and enhanced by customer relationships. It was also shown that most respondents utilize social media to make purchases (Ali M . Shah and Syed Zeeshan Zahoor,2019).

# **CHAPTER 3**

## **RESEARCH METHODOLOGY**



## RESEARCH METHODOLOGY

Research methodology may be characterized as a systematic approach to solving a research challenge. As a result, each study has its system followed throughout the investigation.

### 3.1 Research Design

A research project might use one of two approaches: qualitative or quantitative. The technique of employing more than one approach in one research study is termed 'triangulation,' and it is used in most studies.

#### 3.1.1 Triangulation

Triangulation was first employed as a sociological tool in the 1970s; it went beyond its mathematical beginnings. Triangulation was described as merging data from several sources to analyze a specific social issue in this new area.

Norman Denzin identified four forms of triangulation in 1978:

1. Data triangulation: In a single research, the utilization of several data sources.
2. Investigator triangulation: the utilization of several researchers to look into a specific topic.
3. Theory triangulation: The outcomes of a research can be interpreted from a variety of angles.
4. Methodological triangulation: the use of various methods to conduct an investigation.

Triangulation has been generally regarded as improving the analysis and interpretation of data from numerous sorts of research since the 1970s. Triangulation, in particular, has shown to be a helpful tool for analyzing and correlating information from surveys, evaluations, and appraisals, all of which are critical components of effective monitoring and evaluation. 'Triangulation'

is a method of verification that incorporates several views and approaches to boost validity.

### **3.1.2 Qualitative Research**

Qualitative research is concerned with abstract concepts such as perception, personality, opinion, interest, and satisfaction. The results drawn by qualitative investigations are based on either the recorded replies of the sample in primary data collection or the analysis of existing literature rather than on numeric values or quantitative techniques. The researcher will be able to engage with people as part of this study. This study focuses on the observed unit's behavioral pattern rather than collecting findings from data using quantitative and statistical methods; it depends on observation and experience rather than manipulating factors. Qualitative research focuses on the dialogue between the researcher and the respondents. It's based on a phenomenon that can't be stated numerically. It is a flexible but systematic research technique. It's more descriptive, yet it leads to discovering a new notion or generalization. To better understand the issue, the researcher adopted a qualitative research technique at the beginning of this study. This method has shown to be quite effective in comprehending the topic, existing customer behavior, and other significant subject components. Aside from that, the technique has been utilized to discover new facts about consumer behavior and the impact and influence of various elements on customer behavior.

### **3.1.3 Quantitative Research**

Quantitative research is concerned with data that may be represented numerically and examined using statistical methods. The method is used to test the hypothesis and develop a statistical solution to the problem.

- Quantitative research focuses on data related to demographic characteristics that may be measured.
- The research instruments are well-structured and have been well evaluated to ensure data reliability, validity, and correctness.

- Quantitative research methods are used to predict outcomes, establish a cause-and-effect relationship, and assess the degree of dependency of one variable on another, as well as the relationship between two variables.
- Findings derived from quantitative research are usually objective and may be applied to a large population.

### **3.2 Data Collection Method**

Both primary and secondary data gathering methods are employed. I gathered preliminary data by conducting surveys on the Google Forms platform, a free surveying web-based program. I spoke with a few people about their purchasing decisions for secondary data and looked at previous research articles on related subjects.

Exploratory research is a type of investigation used to look into a problem that isn't clearly defined. It leads to having a better understanding of the current situation, but it will not produce persuasive results. When the problem is still in its early stages, such an investigation is usually carried out.

### **3.3 Sampling Design**

A self-made questionnaire was created and sent to the general population. The focus of the poll is on the impact of social media on consumer behaviour. The sample population includes the general public. A total of 100 persons were included in the study.

### **3.4 Questionnaire Design**

Our Questionnaire's questions are arranged as multiple-choice questions to find out how is social media impacting the purchasing habits of the consumers.

**CHAPTER 4**  
**DATA ANALYSIS &**  
**FINDINGS**

## DATA ANALYSIS

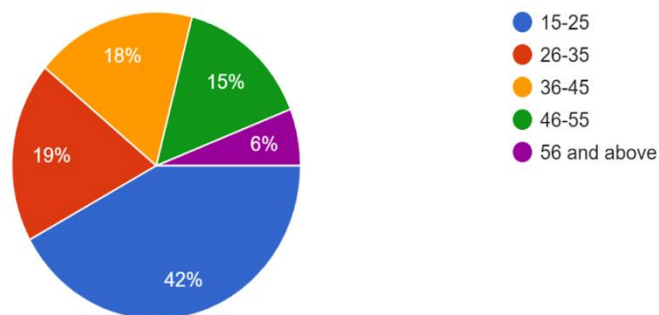
This section contains the analysis of the questionnaire data that we collected. Individuals were provided the set of questions at random and got 100 replies. The questionnaire consists of 14 items in total.

**Table No. 4.1 Age Distribution**

Age	No. of Responses
15-25	42
26-35	19
36-45	18
46-55	15
56 and above	6
Total	100

**Figure No. 4.1**

Age  
100 responses

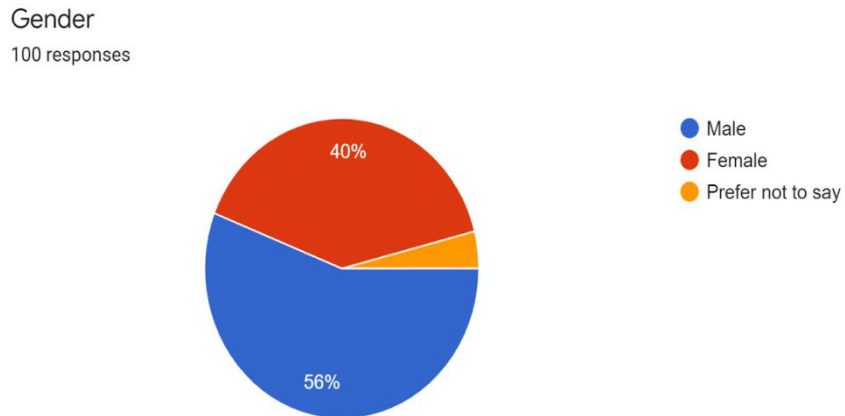


Data is collected from five distinct age groups, ranging from 15 to 25 years old, 42 responses, i.e., 42%, 26-35 years old, 19 responses, i.e., 19%, 36-45 years old, 18 responses, i.e., 18%, 46-55 years old 15 responses, i.e., 15% and 56 and above years old 6 response, i.e., 6%. From the responses we can say that the age group of 15-25 years mostly used Social Media.

**Table No. 4.2 Gender**

<b>Gender</b>	<b>No. of Responses</b>
Male	56
Female	40
Prefer not to say	4
Total	100

**Figure No. 4.2**



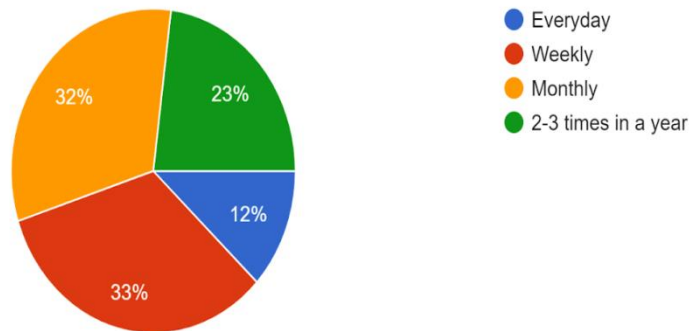
From the received responses, the number of males is 56 responses, i.e., 56%, the number of females are 40 responses, i.e., 40%, and 4 responses prefer not to say, i.e., 4%.

**Table No. 4.3 How much shopping done**

How much shopping done	No. of Responses
Everyday	12
Weekly	33
Monthly	32
2-3 times in a year	23
Total	100

**Figure No. 4.3**

How often do you do online shopping?  
100 responses



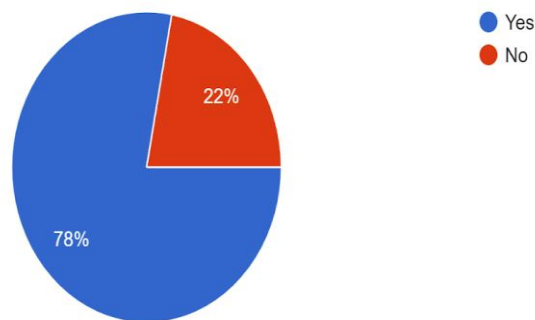
The above figure shows us how much the individual done shopping online. As we can see that 32% of total responses i.e. 32 people do shopping online every month, 33% of total responses i.e. 33 people do shopping online every week, 12% of total responses i.e. 12 people do shopping online every day, and 23%, or 23 people, do online shopping once or twice a year.

**Table No. 4.4 Social media use**

<b>Social media use</b>	<b>No. of Responses</b>
Yes	78
No	22
Total	100

**Figure No. 4.4**

Do you use Social Media?  
100 responses



Out of the total respondents in this survey, 78 responses use social media, i.e., 78%, and 22 responses do not use social media, i.e., 22%. From the above data we can say that social media has a very major impact on the day-to-day life of people.



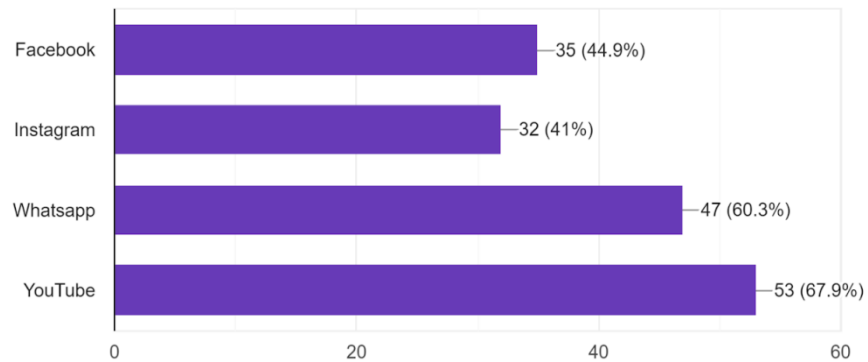
**Table No. 4.5 Which social media**

Which social media	No. of Responses
Facebook	35
Instagram	32
Whatsapp	47
YouTube	53
Total	100

**Figure No. 4.5**

Which social media platforms do you use?

78 responses



Out of 100 respondents, 53 use YouTube daily, i.e., 67.9%. 47 of them are also using Whatsapp daily, i.e., 60.3%. 35 of them use Facebook, i.e., 44.9%, and 32 use Instagram daily, i.e., 41%. Many of them are using two or more two social media platforms.

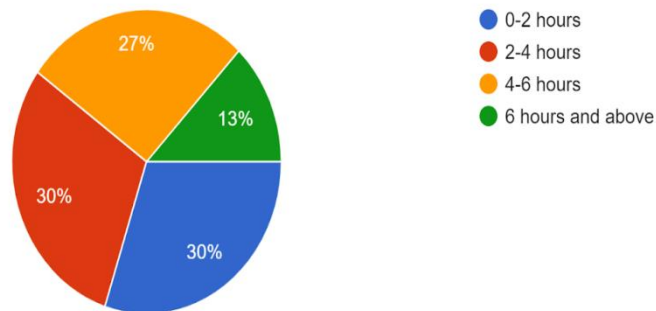
**Table No. 4.6 Time spent**

Time spent (Hours)	No. of Respondents
0-2	30
2-4	30
4-6	27
6 and above	13
Total	100

**Figure No. 4.6**

On a typical day, about how much time do you spent on social media?

100 responses



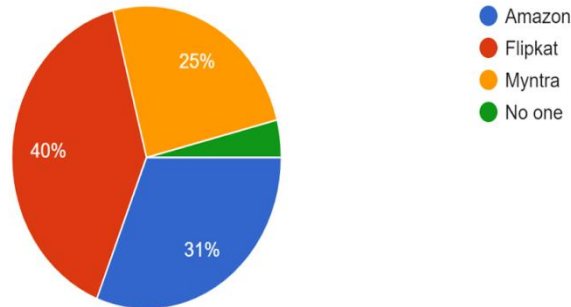
From the above data we can say that a large portion of the total responses, i.e. 30% of responses, spent 0-2 and 2-4 hours on social media. Furthermore, 27% of responses spent 4 to 6 hours on social media, with 13% of responses spend 6 hours or more. Individuals may now connect in real time because to the emergence and popularity of social media. As a consequence, by adopting internet-based living, one may significantly increase their network of online friends.

**Table No. 4.7 Apps and websites are the most often utilised for online shopping**

<b>Apps and websites are the most often utilised for online shopping.</b>	<b>No. of Respondents</b>
Amazon	31
Flipkart	40
Myntra	25
No one	4
Total	100

**Figure No. 4.7**

Which app/website do you use most often when buying products online?  
100 responses



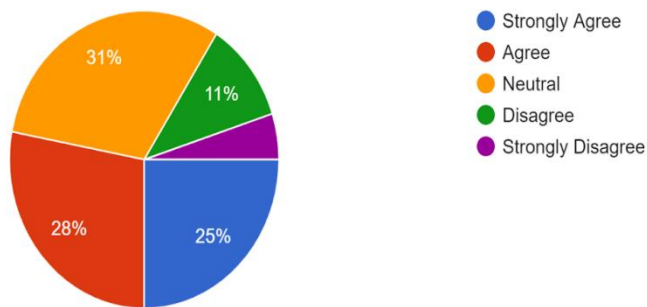
Flipkart is the most popular online shopping site, according to the study, with 40% of the votes. The comes Amazon, 31%, and Myntra, 25%. 4% of people do not use online shopping. According to most of our respondents, Flipkart is now the most popular online networking platform.

**Table No. 4.8 Advertisements on social media influences**

<b>Advertisements on social media influences</b>	<b>No. of Responses</b>
strongly agree	25
agree	28
neutral	31
disagree	11
strongly disagree	5
total	100

**Figure No. 4.8**

Do you think that advertisements on social media influence for trying new brands?  
100 responses



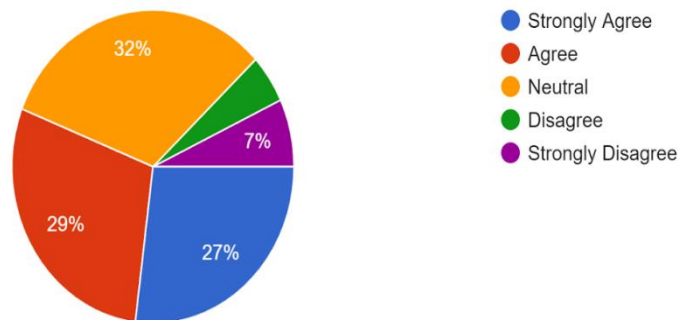
Out of the total number of responses, 53 agrees that social media advertisements/posts/reviews inspire people to try new brands/products/services. 31 persons don't have a specific view. 16 people oppose this fact.

**Table No. 4.9 Influence of promotions and discounts in social media on consumer behavior**

Influence of promotions and discounts in social media on consumer behavior	No. of Responses
strongly agree	27
agree	29
neutral	32
disagree	5
strongly disagree	7
total	100

**Figure No. 4.9**

Do you think that promotions and discounts in social media influence consumer behavior?  
100 responses



Out of the total number of responses, 56 responses agree that promotions and discounts on social media impact consumer behavior. 32 persons don't have a specific view. 12 people oppose this fact.

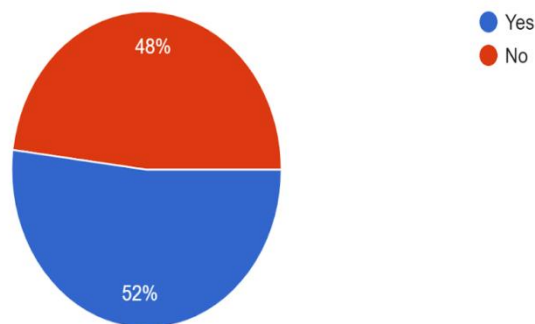
**Table No. 4.10 Follow brands on social media**

Follow brands on social media	No. of Responses
Yes	52
No	48
Total	100

**Figure No. 4.10**

Do you follow brands on different social media sites?

100 responses



We can find a lot of information about the discounts, various new launched and upcoming products on social networking platforms. Because social media and websites are such a great way to learn about anything without putting much effort, the majority of people (52%) opt to follow different companies on social media.

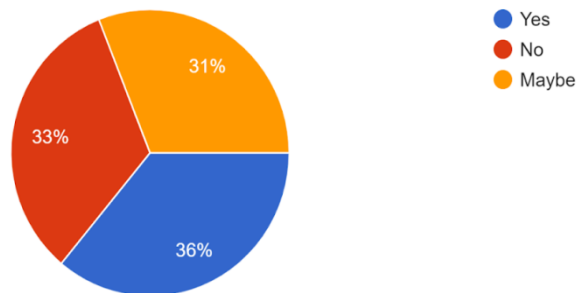
**Table No. 4.11 Social media an electronic word-of-mouth**

<b>Social media an electronic word-of-mouth</b>	<b>No. of Responses</b>
Yes	36
No	33
Maybe	31
Total	100

**Figure No. 4.11**

Do you take social media to be the electronic word-of-mouth (as a means of transmitting information)?

100 responses



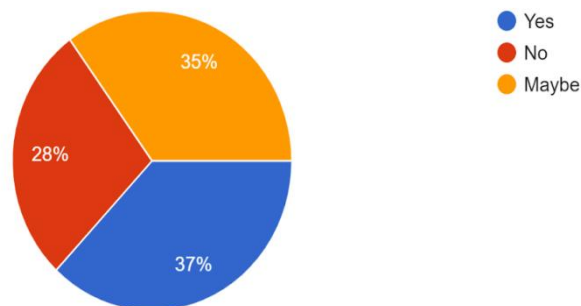
Customers' buying intentions have long been known to be impacted by Electronic Word of Mouth. Regardless, the advent of the internet has elevated Electronic Word of Mouth to a new level. Electronic word of mouth has an impact on purchasing decisions. 36% of the responses believe that social media as an electronic word of mouth and impacts consumer decisions. Apart from that, because they did not want to voice strong opinions, 33% of respondents picked maybe as their option. 31% of respondents, on the other hand, feel that social media is not an electronic word of mouth.

**Table No. 4.12 Does social media affect your vision of brand**

<b>Does social media affect your vision of brand</b>	<b>No. of Responses</b>
Yes	37
No	28
Maybe	35
Total	100

**Figure No. 4.12**

Does social media affect your vision of the brand?  
100 responses



Customers are informed about businesses via social media, which works as a megaphone. According to 37% of all respondents, social media has an impact on customer impressions of the company. If a few negative evaluations about the brand appear on social media, this might have a detrimental impact on the firm. The target audience may view this as a lack of trust and opt not to purchase the brand's goods or service. While a small minority of customers (28%) feel that social media has no influence on brand perception, they would rather try a product or service before judging it than look at its marketing on many platforms.



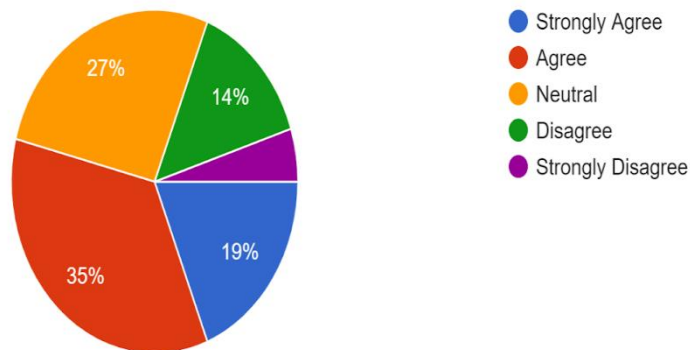
**Table No. 4.13 Social media influence your purchase**

<b>Social media influence your purchase</b>	<b>No. of Responses</b>
Strongly Agree	19
Agree	35
Neutral	27
Disagree	14
Strongly Disagree	5
Total	100

**Figure No. 4.13**

Do you feel that your purchase is influenced by social media?

100 responses



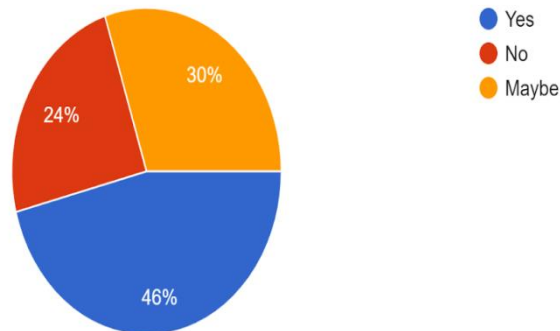
Various businesses are using social media to find and interact with their target customers. Consumer purchase decisions are influenced by social media advertising. Consumers feel that social media impacts their purchasing decisions 54% of the time, while 27% are unsure and only 19% disagree.

**Table No. 4.14 Brand promotion on social media**

<b>Brand promotion on social media</b>	<b>No. of Responses</b>
Yes	46
No	24
Maybe	30
Total	100

**Figure No. 4.14**

Do you think social media plays an important role in promoting a brand?  
100 responses



The spread of information about a company's goods and mission is aided by social media marketing. Promotions, influencers, and celebrity marketing are all used to increase brand recognition. From the above data we can say that most people i.e. 46% think that social media has a big role in brand promotion, while a few i.e. 24% believe that it does not.

## Findings

1. I got a lot of responses from the ages of 15 and 25, as this is the age group on social media that spends the most time, while those over the age of 56 spend the least.
2. According to the data given above almost one third of participants spend 0-2 hours each day on social media sites, according to the survey data. It shows us the importance of social media in today's life.
3. According to the poll results, about 52% of participants of our research follow any company on social media. There can be a lot of reasons for doing this such as to know about the latest news of their brand.
4. According to the poll results, about 36% of individuals believes that in today social media is an electronic word of mouth, and many consumers base their purchasing decisions on social media recommendations.
5. Many of them are motivated to purchase on social media because of the offers and discounts available.
6. According to the poll results, over 37% of respondents say that the brand's social media page has influenced their perception of it.
7. According to the poll results, 54% of respondents felt that social media affected their decision. Many people examine online product reviews and comments before choosing on the best brand and price.

8. Flipkart is the most popular online buying site, according to the majority of respondents. Furthermore, Amazon and Flipkart have a combined market share of 71%.
  
9. Nearly 46% of respondents believe that social media plays a very important role in marketing a business since it helps raise exposure. This enables the brand to create leads and revenues.
  
10. About a third of individuals, according to the study, shop online monthly.

## Suggestions

- Advertisements on social media should be more appealing to grab more people's attention.
- Social media can give more information about products and services, improving the consumer's knowledge.
- The information shared on social media should be accurate and trustworthy since this will boost people's trust.
- More product offers and discounts should be provided on social media platforms to inspire more people to purchase there.

## Limitations

- The poll's participants were from a narrow geographic area. And the study may be expanded by collecting data from other parts of the india and world to gain a more outstanding picture of how social media has influences the purchase process of consumers.
- Although social media marketing is not a new concept, it is one that is always expanding and improving. It can-not be denied that there are a lot of research and publications are present on the topic related to social media.
- The collected data size is very small, so it can-not be universally applicable. The efficiency of this research could be improved if the data size be increase.
- Consumer buying behavior may differ as cultures and beliefs shift from nation to country. A study including various countries and states should be done for more accurate results.
- Data was collected from general public via google form. So there are a lot of chances of biasness and inaccuracy of data filled by them.
- The research was done for a very small time frame, so we can-not uses to study the consumer behavior over time.
- The research gives us only that information which was researched in light of the aims, as the study objectives have been narrowed down to increase focus.

# **CHAPTER 5**

# **CONCLUSION**

## **CONCLUSION**

This study tells us that social media plays a big role on customer behavior and their buying decisions. Customers are drawn to items after seeing adverts on social media. Discounts and bargains influence consumer behavior on social media, likes, comments about the product, social media influencers, and product reviews. Flipkart is the most popular online buying platform, according to the report. Most participants believe that social media is an electronic word of mouth. In the event of doubts about a product, most individuals turn to social media for information. It's reasonable to conclude that social media can influence potential consumers from the beginning to the end of the purchasing process. Overall, the findings suggest that social media significantly affects consumer decision-making.



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