

A Study on Influence of Social Media and its Effects on Customer Purchase Decision

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ABSTRACT

Customers now spend majority of their time on social media platforms due to its increased use, making it easier for brands and companies to target their target market. Customers also frequently check out the social media accounts of the brands they most enjoy. To drawing their target audience on social media, brands employ a variety of methods and fresh material. This ultimately encourages consumers to purchase the goods or services they want and has a powerful influence over their choices.

This research paper will look at how social media influences customers at various stages of the purchase decision flow. Quantitative research examines the extent to which social media use influences experience. The study found that using social media affects customer happiness in the information search stage and alternative evaluation stage and increases customer satisfaction in the final purchase decision process and post-purchase evaluation stage.

CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION

The role of social media in today's culture is undeniable, influencing the way people communicate, interact, and make decisions. Businesses have begun to capitalize on this, using social media to reach their target customers and increase their focus on customer purchase decisions. This paper will delve into the impact of social media on customer purchase decisions and its effects on customer satisfaction. It will analyze the various ways that businesses use social media to influence customer purchase decisions and the potential risks for businesses that fail to properly leverage social media. Finally, it will offer recommendations for businesses to maximize the effectiveness of their social media strategies.

This paper will review the impact of social media on customer purchase decisions. It will explore the different ways in which social media can influence decision-making, including creating trust, providing information, and building relationships. The paper will also discuss how businesses can use social media to their advantage and develop marketing strategies to capitalize on the potential of social media to influence purchase decisions. Finally, it will consider the implications of social media for businesses in terms of customer behavior and the need for companies to re-evaluate their marketing strategies.

1.2 RESEARCH BACKGROUND

Social media has become an integral part of consumer behavior and purchase decision-making. It has become a powerful tool for companies to reach their target customers and build relationships with them. It has been widely used by companies to influence consumer purchase decisions in a variety of ways.

Social media platforms such as Facebook, Twitter, and Instagram have become popular channels for companies to advertise their products and services. Companies can use these platforms to reach many potential customers, as well as to create relationships with them. Companies can also use social media to engage with their customers on a more personal level. They can create content that is tailored to their target customers, post updates about their products and services, and interact with customers in real-time. Companies can also use social media to track customer behavior and gain insights into what drives their purchase decisions. By analyzing customer data, companies can identify customer preferences, trends, and behavior. This data can then be used to tailor product offerings and marketing campaigns to better meet customers' needs. Finally, companies can use social media to promote their products and services. By using influencers and creating engaging content, companies can reach a wider audience and increase their visibility. The right strategy, companies can effectively use social media to influence customer purchase decisions.

1.3 THE RATIONALE FOR THE STUDY AND MOTIVATION

A shift from focusing on individual computers to networks has occurred during the last few years. Internet access is now available to everyone, as opposed to the past when it was exclusively utilized for study. Nowadays, individuals are spending considerable amounts of time on social media, engaging in a variety of consumer activities. With their online community, users of social networking sites may discuss their consumption, way of life, and brand loyalty. Social networking sites have developed into fantastic tools for product promotion and sales thanks to the internet's rapid growth in recent years. Companies can accomplish this by using marketing or by teasing customers into leaving reviews of products on the official company website after they have launched, for example.

Social networking websites are also a crucial tool for connecting with clients. By establishing a strong foundation of communication about the items and the brand, businesses interact directly with customers through the websites, which may result in reviews and the improvement of reputation.

Members of social networking sites are users of existing networks and may be thought of as more reliable than complete strangers, making social networking sites an essential resource for customers looking for product information. A consumer's decision to seek for information and share comments on social networking sites, as well as a powerful tool to enable electronic word-of-mouth, can be greatly influenced by how close and important they feel to the source of that information.

1.4. STATEMENT FOR RESEARCH PROBLEM

This study aims to explore the phenomenon of purchase behavior and decision making through social media. The online social media channels are deeply studied to determine as how it has influenced customers in their purchase behavior.

1.5 THE SCOPE OF THE STUDY

This study will focus on the influence of posts or activities of brands on social media platforms and its effect on consumer purchase decision. The study also aims to understand the study on social media posts in the different stages of the purchase decision process.

The Research further attempts to provide suggestions to improve the effectiveness of use of the social media platforms as effective media for the fitness industry.

The respondents selected for this study belonged to the top tier cities of India.

1.6 RESEARCH OBJECTIVES

- To recognize the impact of the social media posts and actions on the purchasing behavior.
- To identify the impact of social media posts/actions at different stages of the purchase decision process.

1.7 RESEARCH VARIABLES

- **The independent variables** identified for this research are the motivating, demotivating, and social media influencing factors that could affect the dependent variable.
- **The dependent variable** is the factor that is being tested and measured in the experiment and relies on the independent variable.
- For this research, the dependent variable is the online impulse buying behavior of the buyer.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

AUTHORS	EXPLANATION
<p>Funde Yogesh and Mehta Yesha, assistant professors at Thakur Institute of Management Studies and Research in Mumbai. It was published in the journal "Pacific Business Review International" in 2014.</p>	<p>The article explores the impact of social media on consumer decision making, particularly how social media influences information search, believability, and buying habits.</p> <p>The researchers conducted a quantitative study using online surveys distributed from September to November 2013. The study employed a non- probability sampling technique and focused on internet users who were conveniently chosen by the researchers. The study found that a high percentage of web users looked for information online before making purchases. The most popular categories for online product research were travel, entertainment, and electronic appliances. Interestingly, the study also found that social media was seen as a trustworthy source of information, with users reporting that they trusted reviews from strangers as well as friends.</p> <p>One of the key takeaways from the study is the importance of social media for marketing and sales. The researchers suggested that marketers can leverage positive word-of-mouth promotion on social media to boost sales. They also suggested that companies should encourage customers to share positive experiences and that they should promptly address any customer complaints posted on social media. However, the study also found that social media users were not</p>

	<p>very likely to share their opinions online, either positive or negative. The authors suggested that this are a potential drawback for marketers, who should look for ways to encourage more active participation and feedback from customers.</p>
<p>Archchana Yoganathen and Perumal Prasath from the Department of Management at Eastern University, Sri Lanka</p>	<p>The article explores influence of social media marketing on consumer buying decision- making processes. Their research was published in the SLIS Student Research Journal in July 2018 the methodology used in their research involved collecting primary data through a web-designed questionnaire posted on social media platforms like Facebook the questionnaire used a Likert scale for measurement, and the data analysis was conducted using quantitative analysis methods.</p> <p>The study found that social media marketing has a significant positive impact on consumer buying decision-making processes, particularly in terms of dimensions like e-word of mouth and social community. One drawback identified in the research was the limited sample size of 220 respondents, which may not fully represent the diverse range of consumer behaviors and preferences in the market. The authors suggested that increasing the sample size and diversifying the demographic representation could provide a more comprehensive understanding of social media marketing's influence on consumer buying decisions.</p>

<p>Tan Pei Kian, Goh Hong Boon, Stany Weeian, Lian Fong, and Yeow Jian Ai from the Multimedia University, Faculty of Bussiness, Jalan Ayer Keroh Lama, Melaka, Malaysia</p>	<p>The article is published in international journal of supply chain management on 4th December 2017 the purpose of the research, as stated in the document, is to investigate the various factors that influence consumer purchase intention on social media websites. The paper aims to provide a deeper understanding of consumer behavior in the context of social media by looking at factors such as perceived ease of use, perceived usefulness, social influences, trust, and perceived enjoyment. It also seeks to identify variations in consumer purchase intention among different demographic groups. The methodology used involved distributing an online questionnaire to collect data from respondents. The questionnaire included a set of questions based on the variables involved in the study. A 6-point Likert scale was used, with options ranging from "Strongly Disagree" to "Strongly Agree". Quota sampling was used to select a predetermined group of respondents. The data analysis included reliability tests, descriptive tests, t- tests, one-way ANOVA, and multiple linear regression.</p> <p>The study identified several key takeaways that provide valuable insights for various stakeholders, including social media website users, sellers, institutions, international businesses, and future researchers. Here's a summary of the takeaways:</p>
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	<ul style="list-style-type: none">• Influence of Perceived Ease of Use, Usefulness, and Enjoyment: The study found that perceived ease of use, perceived usefulness, and perceived enjoyment have a positive influence on consumer purchase intention through social media websites. This highlights the importance for social media platforms to improve their functionality and user experience to enhance consumer purchase intention.• Impact of Trust: The study confirms that trust has a significant impact on consumer purchase intention on social media websites. This implies that businesses need to build and maintain their reputation, as well as provide detailed information about their products and services to build trust with consumers.• Social Influences: The study found a positive relationship between social influences and consumer purchase intention. This suggests that consumers are influenced by the opinions and reviews posted by other users during the purchasing process.• Demographic Characteristics: The study also identified differences in consumer purchase intention on social media websites among various demographic characteristics such as gender, age groups, race, educational levels, and income level. This provides valuable
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	<p>insights for businesses to tailor their strategies and target specific consumer consignments.</p> <p>The study acknowledges that there are limitations, including the need for further research to explore other factors that may influence consumer purchase intention on social media websites. Additionally, a more comprehensive analysis of the specific impact of social media features on consumer behavior could also be beneficial.</p>
<p>Alif Huazam and Othman Yeop from Abdullah Graduate School of Business (OYAGSB)University, Malaysia</p>	<p>The article titled "The Impact of Social Media Sales Promotions on Consumer Purchase Decisions", published in ABRN. (JOURNAL OF POSTGRADUATE CURRENT BUSINESS RESEARCH) and it is a review paper explores the purpose of the document is to explore the impact of social media sales promotions on customer purchase decisions. It aims to discuss the changing landscape of sales promotions, the influence of social media on consumer behavior, and the correlation between social media tools and consumer purchasing decisions. The study delves into various sales promotion techniques such as price discounts, free gifts, sweepstakes, and contests, and their effectiveness in attracting consumers. It emphasizes the role of social media platforms like Facebook, Twitter, YouTube, and blogs in facilitating e-commerce and reaching out to customers. The document also highlights the importance of understanding consumer</p>

	<p>behavior, social and cultural factors in purchasing decisions, and the need for marketers to adapt to evolving trends in social media marketing. Ultimately, the purpose of the document is to provide insights into the relationship between sales promotions, social media and consumer purchase decisions.</p> <p>Here are some additional points on how social media has impacted consumer behaviour:</p> <ul style="list-style-type: none"> • Social media has allowed consumers to connect with brands and other consumers more easily. This can lead to increased brand awareness and loyalty, as well as more informed purchasing decisions. <p>Social media has also made it easier for consumers to share reviews and recommendations with others. This can be a powerful tool for influencing purchasing decisions, as consumers are more likely to trust the opinions of their peers than those of brands.</p> <ul style="list-style-type: none"> • Social media has gamified the shopping experience, with features like points, badges, and leaderboards that can encourage consumers to make more purchases. <p>Overall, social media has had a significant impact on consumer behavior. By understanding how social media works, businesses can develop more effective marketing strategies to reach and engage with their target audiences.</p>
<p>Dr. Jaideep Kaur, assistant professor amity business</p>	<p>The article "Impact of Social Media on Customer Purchase Decision Process: A Study</p>

with Reference to Amritsar City", published in Think India Journal (November 2019). The study aimed to investigate how social media influences customer purchase decisions and provide insights for businesses to leverage social media for better customer communication and marketing strategies. The researchers used a survey method with questionnaires to collect data from 104 respondents in Amritsar City. The sample size is relatively small and may not be generalizable to a larger population. Additionally, the study mentions referring to prior research papers but doesn't specify the exact sources.

Facebook was identified as the most commonly used social media platform among the survey participants. This highlights Facebook's significance for businesses looking to connect with customers and develop marketing strategies on social media

- Small sample size limits the generalizability of the findings
- How social media influences various stages of the customer buying process - awareness, information search, evaluation, purchase, and post-purchase behavior.
- The influence of different social media platforms (Facebook, Instagram, Twitter etc.) on customer purchase decisions.

The effectiveness of social media marketing strategies (influencer marketing, social media

	advertising) on customer purchase decision.
Patarawadee Sema	<p>The research paper "Does Social Media Affect Consumer Decision-Making?", published in the MBA Student Scholarship journal at Johnson & Wales University (2013) explores the social media's impact on consumer decision-making, focusing on traveler's' vacation planning.</p> <p>Using a sample of 1,048 respondents, the study employs confirmatory factor analysis and structural equation modelling. Results reveal social media's significant role in influencing travel decisions, positively affecting actual travel-experience sharing. Findings emphasize social media's importance as an information source and influencer in consumer behavior.</p> <p>Key</p> <p>takeaways include social media's substantial influence on travel planning and its positive impact on travel experience sharing. However, the paper lacks exploration of potential limitations of social media's influence on decision-making, suggesting avenues for future research. Overall, it underscores the pivotal role of social media in shaping consumer decisions, particularly in the travel sector.</p>
<p>Jan F. Klein Tilburg School of Economics and Management, Tilburg University, Tilburg, Netherlands Yuchi Zhang</p>	<p>The article "Customer journey analyses in digital media: exploring the impact of cross-media exposure on customers purchase decisions" published in the year of 2020 on journal of service management This research paper</p>

<p>Leavey School of Business, Santa Clara University, Santa Clara, California, USA Tomas Falk</p> <p>Aalto University School of Business, Espoo, Finland Jaakko Apsara</p> <p>Hanken School of Economics, Helsinki, Finland Xueming Luo</p> <p>Fox School of Business, Temple University, Philadelphia, Pennsylvania, USA</p>	<p>addresses the growing complexity of customer journeys in the digital age, where consumers are exposed to various media sources both controlled by companies and driven by peers. The researchers introduce "media entropy" as a novel metric to quantify cross-media exposure at the individual customer level, aiming to understand its impact on purchase decisions.</p> <p>Drawing on information and signaling theory, they analyses data from over 25,000 digital and traditional media touchpoints using a probit model.</p> <p>The findings reveal that cross-media exposure significantly influences purchase decisions, especially in digital environments, among non- brand owners, and for perceived weaker brands. The authors propose practical applications for managers, suggesting that understanding customers' information structures pre-purchase can aid in decision-making. This metric is particularly valuable for service companies supporting information search efforts and for marketing agencies and consultancies requiring actionable insights into customer journeys. Integrating media entropy into marketing dashboards can guide investments in different media types, while researchers can incorporate it into empirical models to explore omni-channel journeys further.</p>
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<p>Helen Paul</p>	<p>The article "Use of Celebrities in Social Media Advertising and Customer Purchasing Decision, published in the International Journal of Multidisciplinary Approach and Studies, January 2023 explores the impact of celebrity endorsement, specifically by Helen Paul, in social media advertising on customer purchasing decisions, focusing on Hypo Bleach advertisements. Employing a survey design method with Benin City residents as the target population, the study concludes that Helen Paul's endorsement significantly influences the high patronage of Hypo Bleach among residents, as they perceive it as authentic. The key takeaway is the significant influence celebrities wield in driving consumer purchasing decisions in Benin City. However, a potential drawback lies in consumers being swayed by celebrity endorsements without adequately assessing product quality, potentially leading to purchases of inferior products. This underscores the importance of consumers critically evaluating products beyond celebrity endorsements to ensure informed purchasing decisions.</p>
<p>Dr. Fahed Khatib, Associate Professor of Marketing at Ibn Rushd College for Management Sciences, Kingdom of Saudi Arabia</p>	<p>The research article, "The Impact of Social Media Characteristics on Purchase Decision Making among Saudi Customers in the Aseer Region", published in the International Journal of Business and Social Science in April 2016. The study aimed to elucidate how social media influences consumers' purchasing decisions and</p>

	<p>whether this influence varies across different decision-making stages. Employing a quantitative research design, the study collected primary data through questionnaires distributed to a convenience sample of customers in the Aseer region of Saudi Arabia. The findings revealed that social media's influence on purchasing decision-making varied across different stages, with a more significant impact observed at the post- purchase stage, followed by the purchase decision stage. The study emphasised implications for marketers to capitalise on social media's influential power.</p> <p>While the research provides valuable insights into social media's impact on consumer behaviour, it has limitations such as a limited sample size and a focus on a specific region, potentially constraining the generalisability of findings. Moreover, the study did not delve into the specific characteristics of social media platforms that may influence consumer behavior, suggesting avenues for further research. Key takeaways include the significant role of social media across all stages of the consumer decision- making process and the importance for marketers to effectively engage with consumers on these platforms to influence their purchasing decisions.</p>
<p>Duangruthai Voramontri and Leslie Klieb from George Herbert Walker</p>	<p>The research paper "Impact of Social Media on Consumer Behavior" explores the role of</p>

<p>School of Business and Technology,</p>	<p>social media in consumers decision-making</p>
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Webster

University, Bangkok, Thailand

processes for complex purchases, focusing on situations characterized by significant brand differences, high consumer involvement and risk, and expensive, infrequent transactions.

Published in the International Journal of Information and Decision Sciences. Findings suggest that the classical decision-making model remains valid in the social media era, with characteristics like easiness, enjoyment, trust, and confidence positively impacting consumer satisfaction throughout the decision-making stages. Consumers who perceive social media information as exceeding their expectations report higher satisfaction, implying that information overload does not necessarily diminish satisfaction. Moreover, the study highlights social media's role in providing marketers with continuous access to and monitoring of consumer opinions, offering insights for product improvement, customer relationship management, and profitability.

Key takeaways include the influence of social media on consumer satisfaction across various decision-making stages and its utility for marketers in gathering valuable consumer insights. However, the study's reliance on retrospective questioning and questionnaire surveys may pose limitations, suggesting the need for further research to explore social media's nuanced effects on consumer behavior.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 THE RESEARCH DESIGN

Research design is the plan that outlines the specific methods and procedures that a researcher will use to investigate a particular topic. It involves determining which research methods and techniques are most suitable for the subject matter, and setting up the study in such a way that it will be successful.

The design of a research topic outlines the type of research that will be conducted (e.g. experimental, survey, correlational, semi-experimental, review) and its sub-type (e.g. experimental design, research problem, and descriptive case-study). Data collection, measurement, and analysis are the three main components of a research design.

This type of research often involves a combination of exploratory and descriptive research.

Exploratory research design: Exploratory research design is used when there is a lack of existing data or research on a particular topic. This type of research is usually informal and unstructured, and it is used to gain an initial understanding of a research problem. It is not meant to provide concrete answers to the research question, but rather to help the researcher gain a better understanding of the topic. This type of research is conducted to determine the nature of the problem and can point the researcher in the right direction when it comes to further research.

Descriptive research design:

The collection of data is done through questionnaire and the analysis of the data is done through tests conducted.

The collected data is known as a sample.

This research has utilized the non-probabilistic methodology of research.

This research is both exploratory and descriptive. It seeks to explore customer preferences towards social media posts, utilizing a descriptive research design. Data was collected through a survey, with a self-designed questionnaire. The survey was distributed through digital media platforms such as WhatsApp groups, Instagram, and other social media outlets. The sample size of the data collected was 50. The significance of the study is to highlight the influence of fitness post and consumer purchase decision. This study will help us in understanding how social media platforms have become a powerful platform for influencing consumer purchase decision.

3.2 TECHNIQUES FOR DATA ANALYSIS

Data analysis is the process of transforming, restructuring, and interpreting data to draw conclusions about a particular problem or situation. The specific techniques used in data analysis depend on the field of study, such as science, business, social science, or dissertations. In research, data analysis is essential for the researcher to reach a conclusion. It is essential for both the research and the researcher, as no study can exist without data analysis. Therefore, it can be said that data analysis is of utmost importance for research.

In this research, quantitative data such as surveys and observational data are referred to as descriptive data. This data is also known as descriptive analysis; it involves collecting and examining data from a population and summarizing

it in a meaningful way. This process is helpful for describing the characteristics of a population and for determining relationships between variables.

The research, which includes 50 participants, evaluates the impact of fitness posts on Instagram and their impact on consumer purchasing decisions. In this section, individual pie charts have been used to show the findings and analysis of data obtained from the questionnaire. The information was examined using a basic percentage.

Linear regression analysis is the next step after correlation. It is used when attempting to make predictions about the value of one variable based on the value of another. The variable we are trying to predict is known as the dependent variable (or sometimes the outcome variable). The variable we are using to make the prediction is referred to as the independent variable (or sometimes the predictor variable). For example, linear regression can be used to determine if test scores can be predicted based on revision time, or if cigarette consumption can be predicted based on smoking duration. If there are two or more independent variables, multiple regression must be used.

INSTRUMENT DEVELOPMENT AND EVALUATION

The following elements are considered for questionnaire design:

Age group: People of different ages have different buying habits, with young people using social media more frequently than millennials and favoring online purchasing.

Gender: In addition to age, gender has been considered when estimating the proportions of males and females who make purchases through social media.

If a buyer is a student, an employee, unemployed, etc., their profession may also influence their purchasing decision. The respondents' utilization and purchasing power were then determined depending on the range of their income by considering their income.

Customers' purchasing decisions are greatly influenced by the amount of time they spend on social media, and those who use it frequently are more likely to take advantage of deals that are posted there. The choice to buy something is influenced by many social media platforms. For example, numerous customers and various businesses utilize Instagram to advertise their products.

The next step was to check the social media accounts of different brands to see if respondents checked their favorite brand handles before making a purchase.

A few aspects that affect the customer's purchasing decision are posts and activity on various social media platforms to assess respondents' needs, better understand their products, and explore other alternative options or companies.

3.3 METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

We have used both primary and secondary methods for collecting the data.

Primary data is the information that has never been used and is gathered straight from the source. The information gathered through primary data gathering techniques is extremely trustworthy and customized to the goals of the study. A questionnaire was used to perform the survey in this study.

For the study, we used a questionnaire to conduct a survey.

A questionnaire is a list of open-ended or closed-ended questions. The respondents are expected to react based on their understanding of and experience with the relevant problem. The survey includes the questionnaire, although the questionnaire's ultimate objective may or may not be a survey.

The variables of the study are: Independent variables and Dependent variables. Information that has previously been gathered in the past is referred to as **Secondary Data**. Both internal and external sources, including websites, articles, journals, e-books, and blogs, are places where researchers can find this data. Independent variables and dependent variables are the two key parts of this project.

The independent variables are those that the researcher can manipulate or change to observe the effect on the dependent variable. The dependent variable is the factor that is being tested and measured in the experiment.

Independent variables and dependent variables are the study's two main variables. The researcher can alter or manipulate the independent variable to see how it affects the dependent variable. It is anticipated that the independent variable will directly affect the dependent variable.

The independent variables identified for this research are the motivating, demotivating, and social media influencing factors that could affect the dependent variable.

The dependent variable is the factor that is being tested and measured in the experiment and relies on the independent variable.

For this research, the dependent variable is the online impulse buying behavior of the buyer.

3.4 DATA INTERPRETATION

Interpreting data is key to gaining insight from data. It is a valuable tool used by both people and businesses to make educated decisions and determine the significance of certain data. It enables interpreters to not only communicate the words of the participants in the communication process, but also to ensure that the lesson's aim is clear and that all the crucial parts are effectively comprehended. Interpreters are vital members of our society. Following data gathering, the information must be thoroughly examined. Data analysis is critical for any research since it explains the many concepts, theories, frameworks, and procedures employed. The questionnaire was utilized as a data gathering instrument. Following a thorough investigation of the subject, a series of questions was developed with the goal of providing us with insights into consumer attitudes and perceptions. The goal is to assess the data collected from 50 respondents in relation to the study hypothesis.

PROCESS CONSUMER PURCHASE DECISION

The buyer decision process involves a series of steps that customers go through when making a purchasing decision. This process begins with recognizing a problem or need and progresses through searching for alternatives, evaluating options, making a choice and post-purchase evaluation. Companies must be aware of the customer's journey to effectively target their marketing messages and better meet the needs of their customers. By understanding the buyer's decision process, businesses can create and deliver a better customer experience.

The purchaser then searches for the product or service, evaluates the alternatives, and makes the final decision. Companies must be mindful of the customer's decision-making process to effectively deliver their marketing messages. Understanding the buyer's journey can help businesses deliver a better customer experience and persuade them to purchase the product or service.

STEPS IN PROCESS CONSUMER PURCHASE DECISION



I. NEED RECOGNITION

This occurs when an individual is exposed to a new product or service and consider it an improvement to his/her current situation.

The customer then searches for the product or service, evaluates the alternatives, and makes the final decision. Companies must be aware of the customer's journey to accessibly target their marketing messages and better meet the needs of their customers. By understanding the buyer's decision process,

businesses can create and deliver a more effective customer experience. Through this knowledge, companies can tailor their marketing plans to the customer's journey and persuade them to acquire them product or service to meet the customer's needs.

II. INFORMATION SEARCH

Second stage of the purchase process is the search for information. Once a need is identified, customers then need to search for information to help them decide. They may be passively observing or actively hunting for data. The degree of exploration they undertake is determined by the urgency of the situation, the amount of existing data, how simple it is to get additional information, the significance of extra knowledge, and the pleasure gained from the search process.

EVALUATION SEARCH

This one is the third phase. Following the information search phase, the consumer assesses the many accessible options. To evaluate the desirability of various options, they employ numerous pieces of information acquired from diverse sources. When evaluating products and services, various clients have different standards. The buyer often evaluates the options based on the features of the product, its importance, brand confidence, customer satisfaction, and other factors to make the best decision. Understanding that consumers don't always employ a clear-cut and consistent evaluation approach can help marketers better understand how consumers process information to choose brands. Instead, a variety of assessment methods are used.

The consumer evaluation process can be described using several basic concepts.

First, it assumes that all customers see the product as a collection of product features. The need to believe in their needs and wants. Ultimately, the consumer forms a set of brand perceptions about where each brand ranks on each quality. A customer's expected overall satisfaction with a product depends on several different qualities. Consumers develop beliefs about different brands through several evaluation methods how to analyze purchase options is determined by the individual consumer and the specific purchase situation.

i. ACTUAL PURCHASE

Consumers evaluate their options and make a choice to purchase the most desirable brand. However, their decision-making process may be influenced by the opinions of others and the context of the situation. Generally, the buyer will opt for the most sought-after brand. Yet, two elements can shape both the intention to buy and the choice of product. The first element is the public opinion of the customer. The second factor is unforeseen situational variables. The buying intention of a consumer

might be based on expectations of the cost and advantages of the product. Unexpected events, however, can alter the intention to purchase. Thus, preferences and intentions may not necessarily result in an actual purchase.

ii. POST PURCHASE EVALUATION

In the post-purchase action, the last step in the buyer selection process, customers act based on whether they are satisfied or dissatisfied.

At this stage of the buying process, customers evaluate whether they are satisfied with their purchase. This is where cognitive dissonance can arise, as customers ask themselves "Did I make the right choice?" Depending on their level of satisfaction, customers may take further action following their purchase.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

IMPORTANCE OF DEMOGRAPHIC FACTORS IN A RESEARCH

The study of a population based on criteria such as age, race, and gender are known as demographic analysis. Demographic analysis is the examination of a population based on characteristics such as age, race, and gender. Demographic statistics are numerical representations of a population's socioeconomic traits, including employment, education, income, and marriage rates, as well as birth and death rates. Demographic data provides insight into research participants and is necessary to establish whether the individuals in a study are representative of the population being studied for generalization purposes.

Demography is the study of population characteristics such as age, race, gender, and other factors that are used to create a demographic profile. Demographic data, derived from the term's "demo" and "graph" – meaning "people" and "image" respectively – is a numerical representation of a population's socioeconomic traits. Demographic information is essential to research and can provide valuable insights into a population, including gender, residence, age, marital status, income, educational qualifications, career status, race, and more. The importance of demographic data in market and business research

cannot be overstated.

Demographic data can give an in-depth look into the background characteristics of a population. It is widely used in business and market research, allowing companies to classify people into different groups based on the presence or absence of certain characteristics. This helps organizations gain a better understanding of the population and their behavior, which can lead to more effective marketing strategies and product development.

Demographic data can also be used to customize products and services to meet the needs of different populations. Companies may use this information to plan for future operations. In market research, demographic data helps standardize the segmentation of users, and modern market researchers combine it with behavioral data to gain insights into consumer dynamics and uncover meaningful information about new market initiatives. When introducing a new product to the market, demographic analysis is an essential part of the market research process, and it is impossible to do a market study without considering demographic factors.

CHAPTER – 4 ANALYSIS AND INTERPRETATION

DATA INTERPRETATION

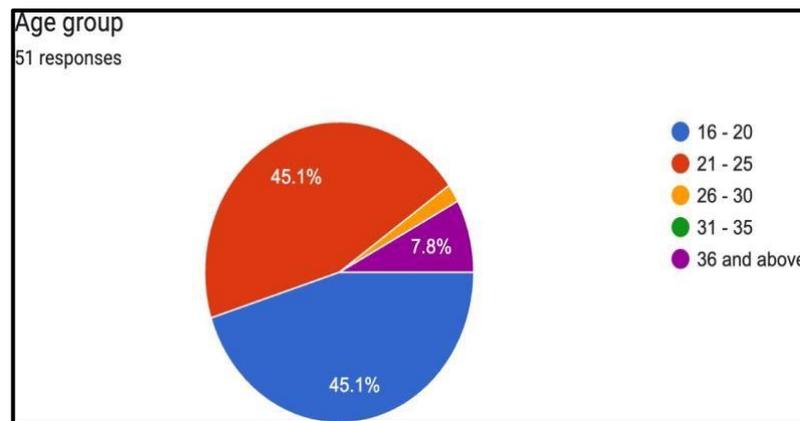
Age group of respondents

Table 1 Age Group

Age	No of Respondents
16-20	23
21-25	23
26-30	1
31-35	0
36 and above	4

Age Group

Figure 1



Inference:

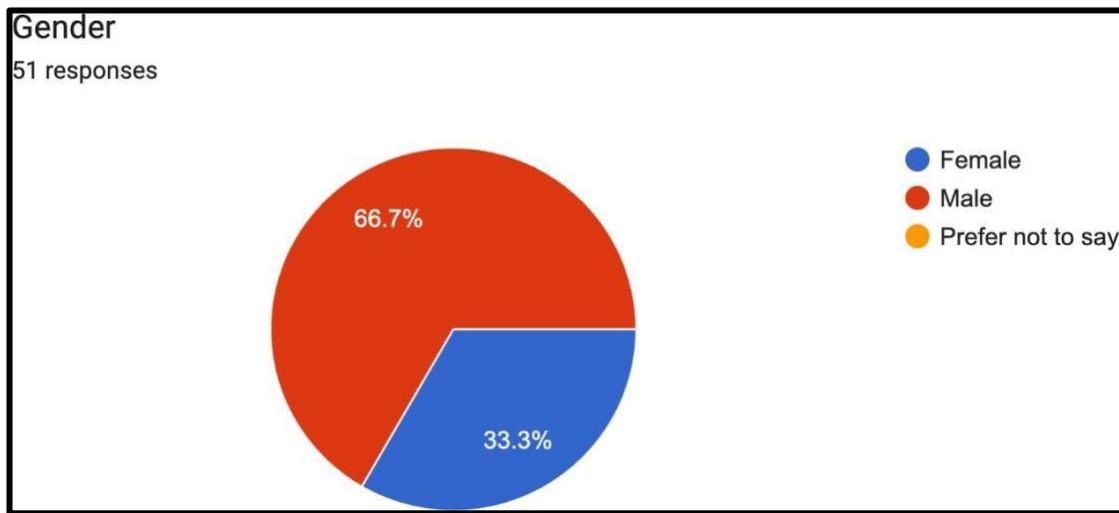
From the above chart we inferred that, 45.1% are of the group of 16-20, 45.1% belong to the group of 21-25, 2% belong to the group 26-30, 0% are of age group in between 31–35, 7.8% are of age group in between 36 and above.

The Gender of respondents

Table 2 Gender.

Gender	No.of Respondents
Male	34
Female	17

Figure 2



Inference:

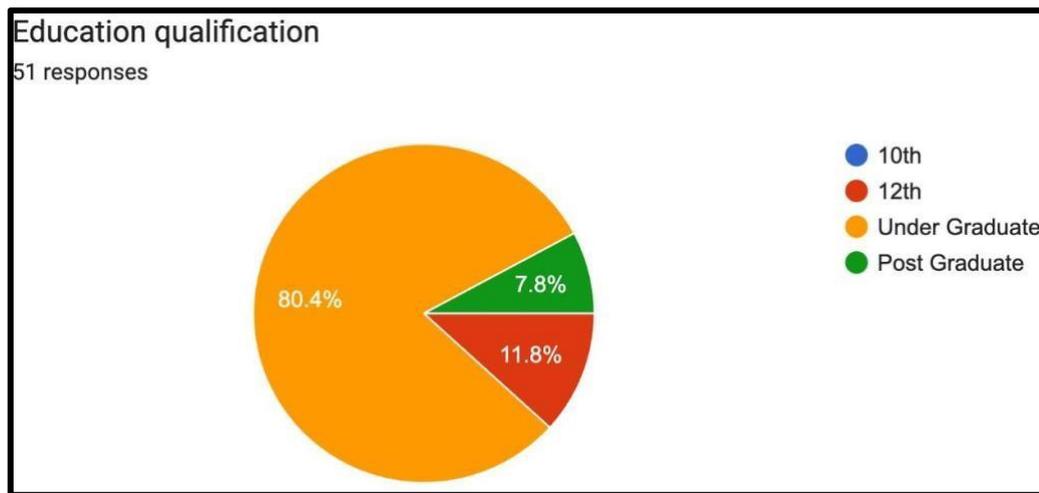
From the above given chart, it can be inferred that, 34 males and 17 females. From the above results, majority of respondents are Male.

Educational Qualification

Table 3 Qualifications

Qualification	No of Respondents
10th	0
12th	6
UG	41
PG	4

Figure 3



Inference

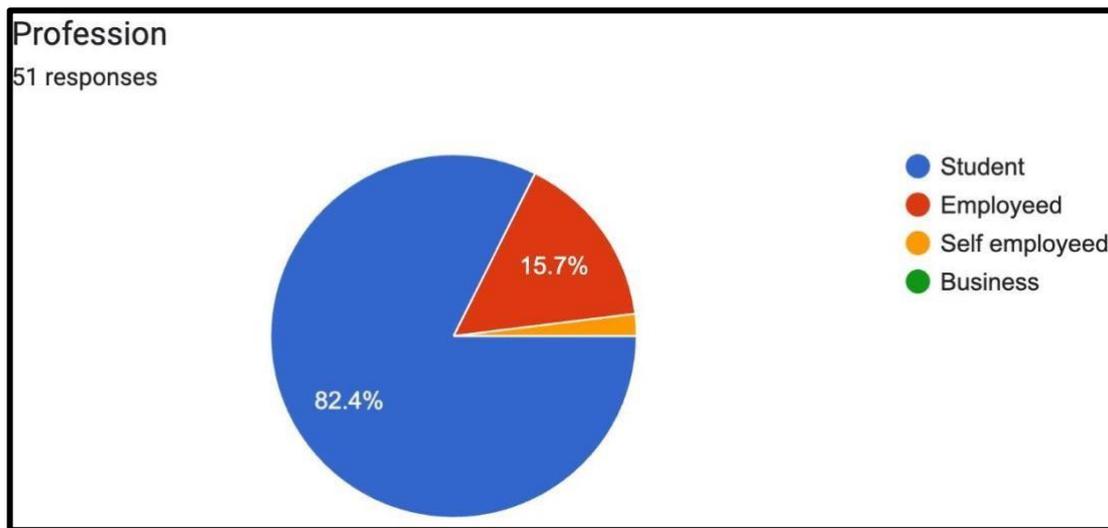
From the above chart it can be Inferred that, 0% are High School, 11.8% Higher Secondary, 80.4% are under Graduates,7.8% Postgraduates. Most of the respondents seem to have indicated that 80.4% are UG Graduate

Profession

Table 4 Profession of the Respondent

Profession of the Respondents	No of Respondents
Student	42
Employed	8
Self employed	1
Business	0

Figure 4



Inference

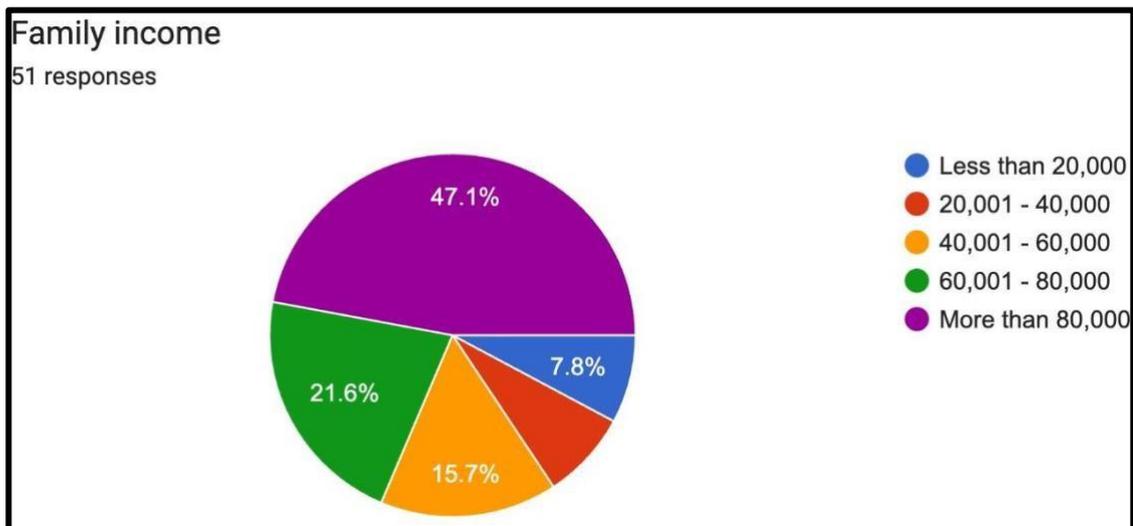
From the above given chart, it can be incurred that, 82.4% are students, 15.7% are employed, and 2% from self-employed and 0% are Business. i.e., 15.7% are employed.

Family Income

Table 5 Family Income

Family Income	No of Respondents
Less than 20,000	8
20,001-40,000	4
40,001-60,000	8
60,001-80,000	11
More than 80,000	24

Figure 5



Inference

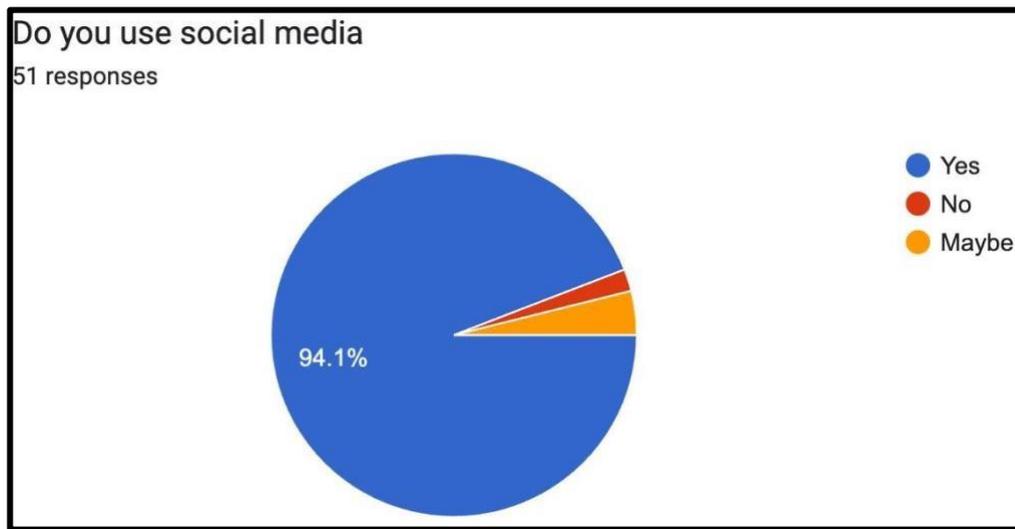
From the above bar chart, it can be incurred that, 7.8% are less than 20k, 7.8% are of 20-40k, 15.7% are of 40-60k, 21.6% are of 60-80k and 47.1% are more than 80k that is 47.1% in the category 60-80k.

Usage of social media.

Table 6 Use of social media

Usage of social media	No of Respondents
Yes	48
No	1
Maybe	2

Figure 6



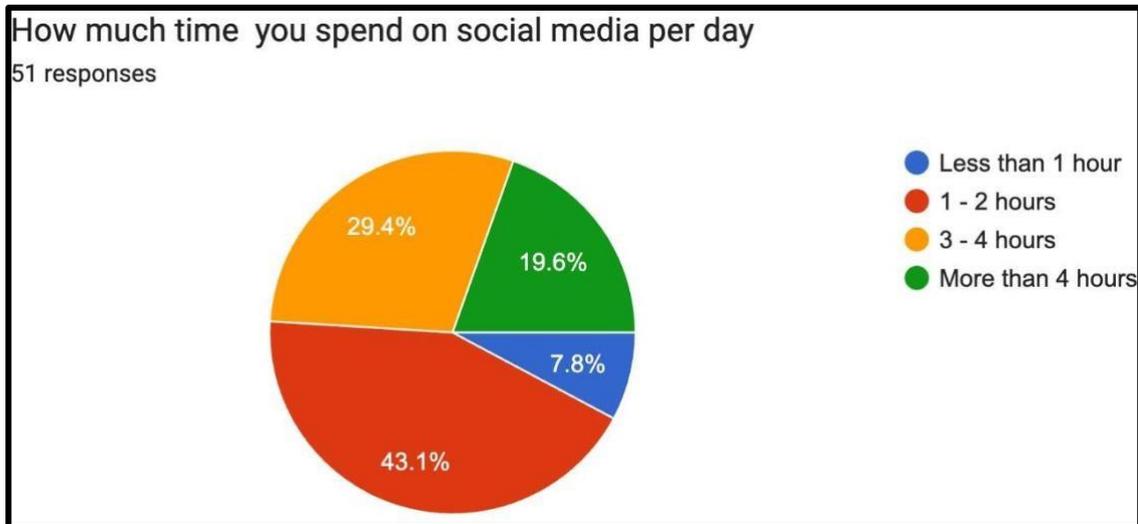
Inference

From the above given chart, it can be incurred that ,94.1% have opted for yes, and 2% opted for no, 3.9% have opted for maybe, it can be inferred that most of the people have opted for yes (94.1%)

Time spent on social media.

Time spent on social media	No od Respondents
Less than 1 hour	4
1-2 hours	22
3-4 hours	15
More than 4 hours	10

Figure 7



Inference

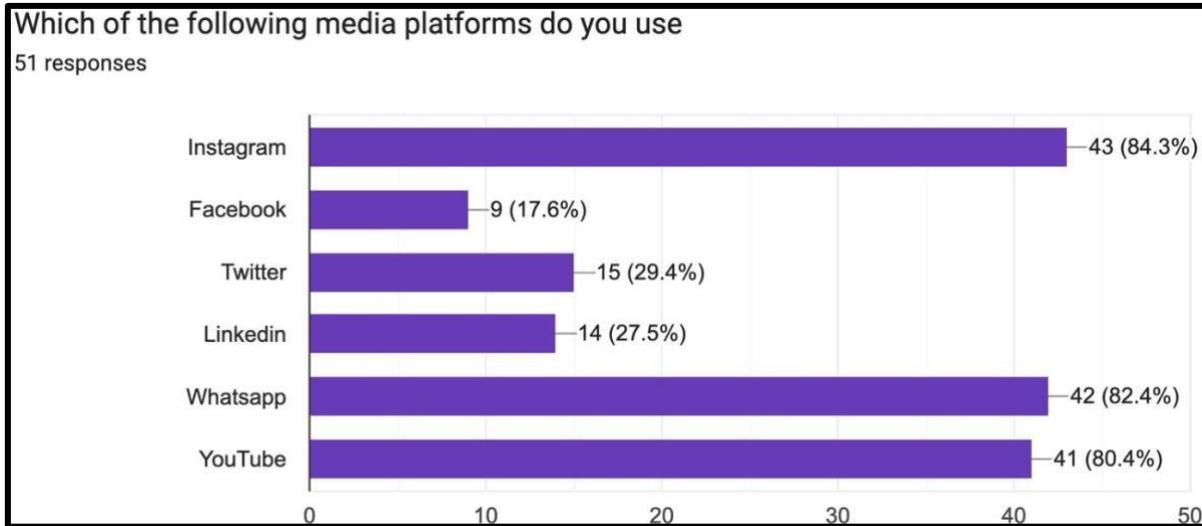
From the above given chart, it can be incurred that ,7.8% have opted less than 1hr, and 43.1% opted for 1-2 hr.,29.4% have opted for 3-4 hr. and 10% have opted for more than 4Hr. it can be inferred that most of the people have opted for 3-4 Hr. (29.4%).

Social media platforms used.

Table 8 Social media platform used.

Social media platform used	No of Respondents
WhatsApp	42
Instagram	43
Facebook	9
Twitter	15
LinkedIn	14
YouTube	42

Figure 8



Inference

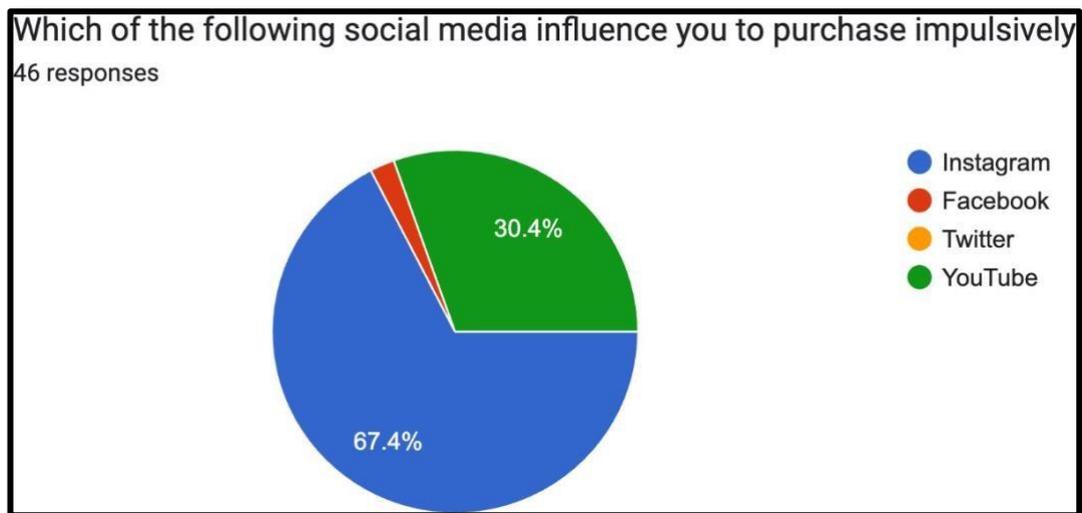
From the above data we can infer that 42 of the respondents use WhatsApp, 43 of them use Instagram, 17.6 of them use Facebook, 15 of them use twitter, 14 of them use LinkedIn, 41 of them use YouTube. The two most popular social media platforms appear to be WhatsApp and Instagram.

Social media platforms influence you to purchase impulsively.

Table 9 Social media platform Influence

Social Media platforms influence	No of Respondents
Instagram	31
Facebook	1
Twitter	0
YouTube	14

Figure 9



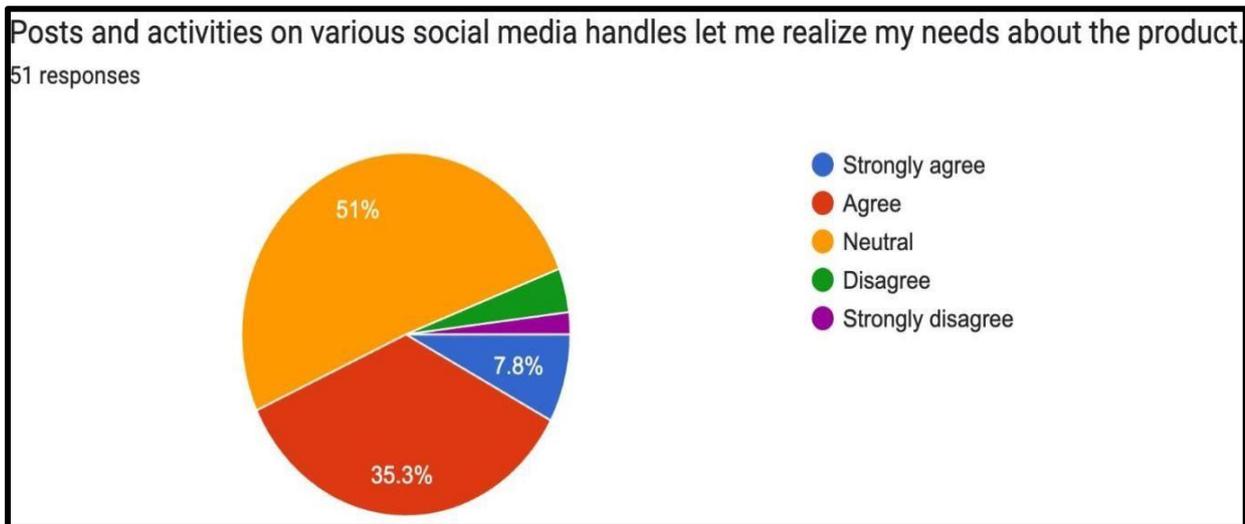
Inference

From the above given chart, it can be incurred that, 67.4% have opted for Instagram, 2.2% have opted for Facebook. None have opted for Twitter. And 30.4% have opted for YouTube. It can be inferred that most of the people have opted for Instagram (67.4%).

Refer Social media handles of various brands before purchase.

Referred brands social media handles	No of Respondents
Strongly Agree	4
Agree	18
Neutral	26
Disagree	2
Strongly disagree	1

Figure 10



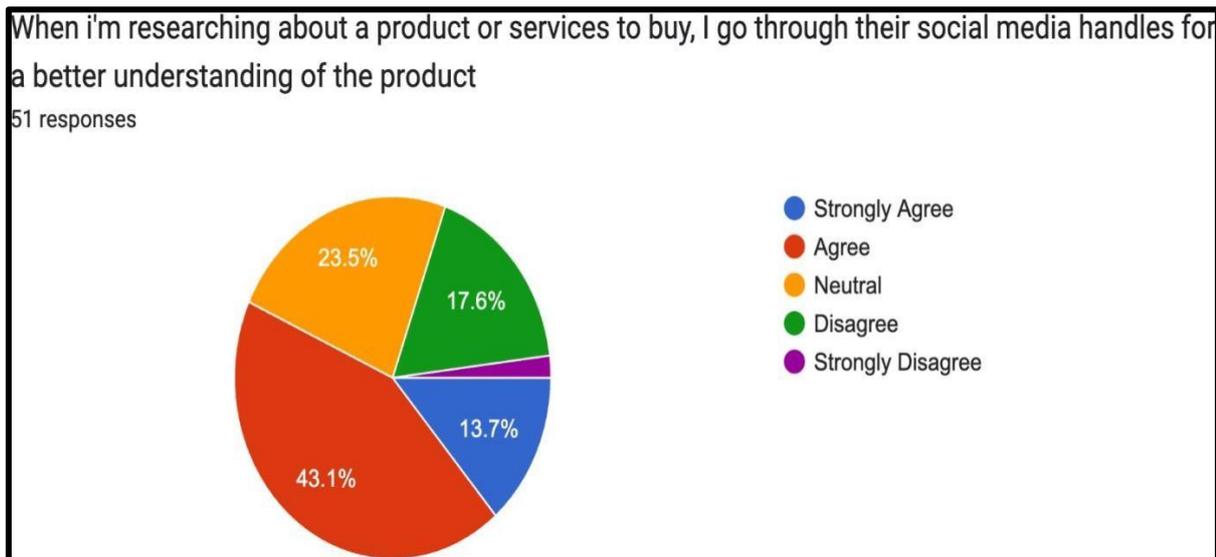
Inference

We can understand that 7.8% of respondents have strongly agreed, 35.3% of them have agreed and 51% of them have given neutral, 3.9% and 2% of them have disagreed and strongly disagreed respectively.

Researching social media handles for better understanding of the products

Particulars	No of Respondents
Strongly Agree	7
Agree	22
Neutral	12
Disagree	9
Strongly Disagree	1

Figure 11



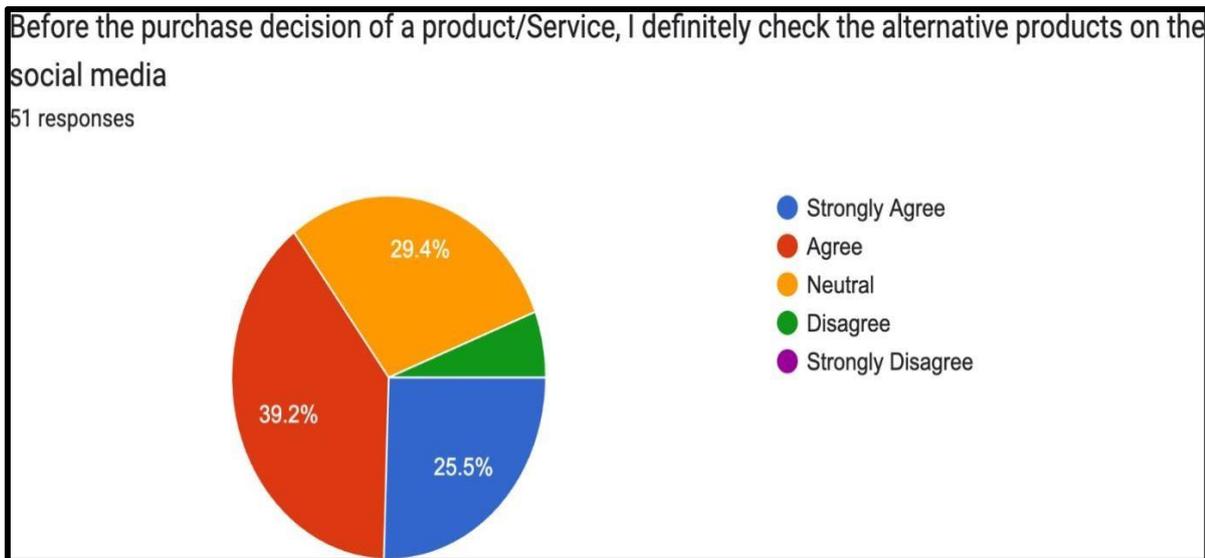
Inference

From the above given chart, it can be incurred that, 2% have opted for strongly disagree, 17.6% have opted for disagree, 23.5% have opted for Neutral, and 43.1% have opted for Agree, 13.7% have opted for Strongly Agree. It can be inferred that most of the people have opted for Agree (43.1%).

Definitely check the alternative products on Social media

Check the alternatives	No of Respondents
Strongly Agree	13
Agree	20
Neutral	15
Disagree	3
Strongly Disagree	0

Figure 12



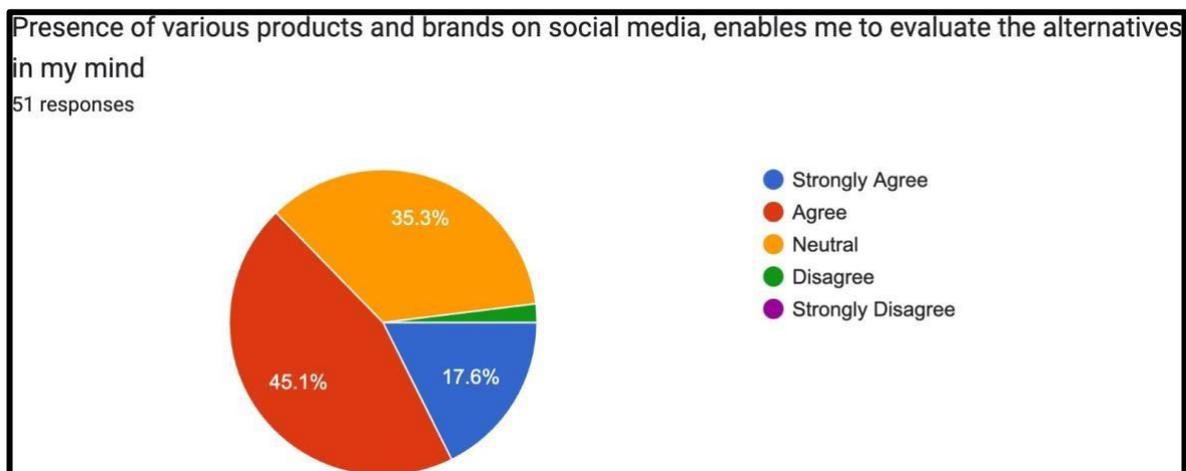
Inference

From the above given chart, it can be incurred that, 25.5% have opted for strongly disagree, 5.9% have opted for disagree. 15% have opted for Neutral. And 39.2% have opted for Agree, 13% have opted for Strongly Agree. It can be inferred that most of the people have opted for Agree (39.2%).

Presence of various products and brands on social media, enables me to evaluate the alternatives in my mind.

Evaluating the alternatives in mind	No of Respondents
Strongly Agree	9
Agree	23
Neutral	18
Disagree	1
Strongly Disagree	0

Figure 13



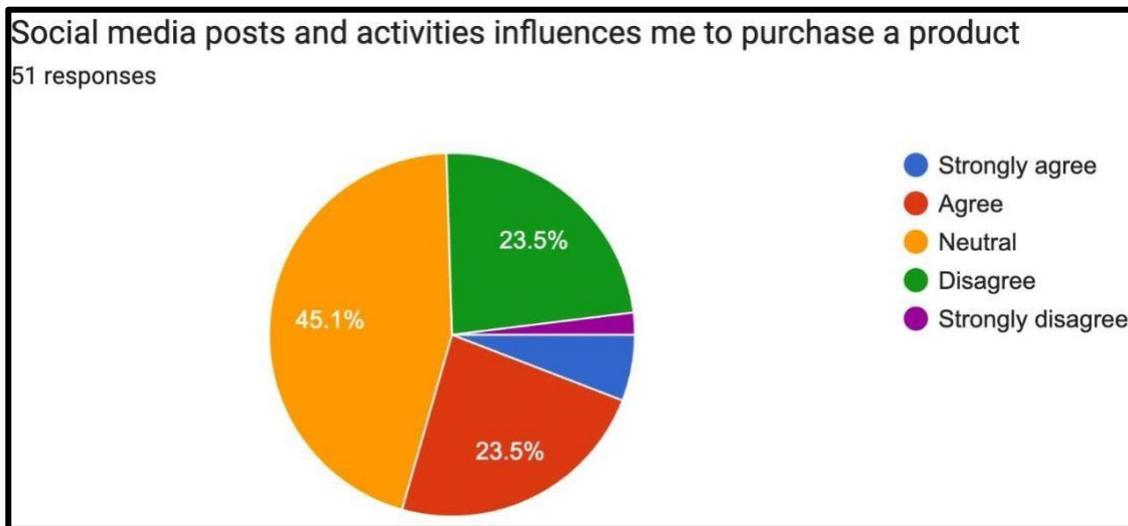
Inference

0% have opted for strongly disagree, 2% have opted for disagree. 35.3% have opted for Neutral. And 45.1% have opted for Agree, 17.6% have opted for Strongly Agree. It can be inferred that most of the people have opted for Agree (45.1%).

Social media posts and activities influences me to purchase a product.

Evaluating the alternatives in mind	No of Respondents
Strongly Agree	3
Agree	12
Neutral	23
Disagree	12
Strongly Disagree	1

Figure 14



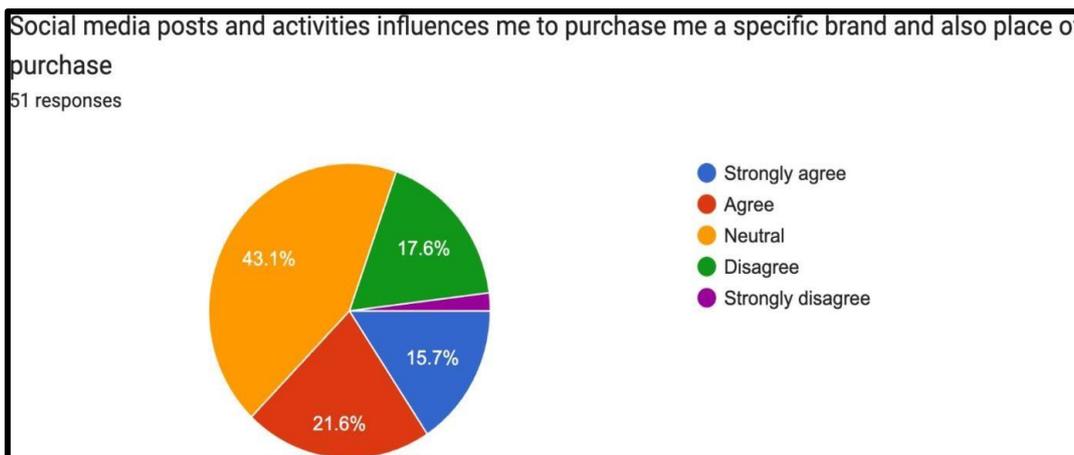
Inference

From the above given chart, it can be incurred that, 2% have opted for strongly disagree, 23.5% have opted for disagree. 45.1% have opted for Neutral. And 23.5% have opted for Agree, 5.9% have opted for Strongly Agree. It can be inferred that most of the people have opted for Neutral (45.1

Social media posts and activities influences me to purchase a specific brand and also place of purchase.

Evaluating the alternatives in mind	No of Respondents
Strongly Agree	8
Agree	11
Neutral	22
Disagree	9
Strongly Disagree	1

Figure 15



Inference

From the above given chart, it can be incurred that, 1% have opted for strongly disagree, 17.6% have opted for disagree. 43.1% have opted for Neutral. And 21.6% have opted for Agree, 15.7% have opted for Strongly Agree. It can be inferred that most of the people have opted for Neutral (43.1%)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.017	0.133		7.651	0.000
	Age group	0.028	0.025	0.168	1.116	0.271
	Gender	0.046	0.047	0.156	0.969	0.338
	Posts and activities on various social media handles let me realize my needs about the product.	-0.021	0.040	-0.115	-0.511	0.612
	When i'm researching about a product or services to buy, I go through their social media handles for a better understanding of the product	-0.003	0.024	-0.021	-0.119	0.906
	Before the purchase decision of a product/Service, I definitely check the alternative products on the social media	-0.051	0.031	-0.323	-1.674	0.102
	Presence of various products and brands on social media, enables me to evaluate the alternatives in my mind	-0.013	0.036	-0.069	-0.357	0.723
	Social media posts and activities influences me to purchase a product	0.018	0.029	0.117	0.640	0.526
	Social media posts and activities influences me to purchase me a specific brand and also place of purchase	0.051	0.033	0.370	1.571	0.124

a. Dependent Variable: Do you use social media

The table shows that people who use social media are more likely to be influenced by social media posts and activities when making purchasing decisions. The table also shows that people who use social media are more likely to research products on social media before making a purchase.

Here are some of the interesting correlations found in the table:

- Age: There is no significant correlation between age and whether someone is influenced by social media to purchase impulsively.
- Gender: There is a weak positive correlation between gender (coded as 1 for male and -1 for female) and whether someone is influenced by social media to purchase impulsively. This means that men are slightly more likely than women to be influenced by social media to purchase impulsively.
- Do you use social media: There is a weak positive correlation between whether someone uses social media and whether they are influenced by social media to purchase impulsively.
- Table suggests that social media plays a significant role in influencing people's purchasing decisions. People who use social media are more likely to be influenced by social media posts and activities when making purchasing decisions. They are also more likely to research products on social media before making a purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.440a	0.194	0.040	0.137

a. Dependent Variable: Do you use social media

- In this analysis, the dependent variable is whether someone uses social media (coded as 1) or not (coded as 0). The independent variable is not shown in the image, but it is likely to be some quantitative variable that measures something related to social media use, such as the amount of time spent using social media per day.
- The R value in the table is 0.440. This is the correlation coefficient, which is a measure of the strength and direction of the linear relationship between the independent variable and the dependent variable. In this case, a positive correlation coefficient indicates that there is a positive linear relationship between social media use and the independent variable. The strength of the relationship is considered weak because the correlation coefficient is relatively close to 0.
- The R-squared value in the table is 0.194. This is the coefficient of determination, and it represents the proportion of the variance in the dependent variable that is explained by the independent variable. So, in this case, 19.4% of the variance in whether someone uses social media is explained by the independent variable.
- Overall, the model summary table suggests that there is a weak positive relationship between the independent variable and social media use. However, it also shows that the independent variable only explains a small amount of the variance in social media use.

Correlations											
	Age group	Gender	Do you use social media	Which of the following media platforms do you use	Which of the following social media influence you to purchase impulsively	Posts and activities on various social media handles let me realize my needs about the product.	When I'm researching about a product or services to buy, I go through their social media handles for a better understanding of the product	Before the purchase decision of a product/Service, I definitely check the alternative products on the social media	Presence of various products and brands on social media enables me to evaluate the alternatives in my mind	Social media posts and activities influences me to purchase a product	Social media posts and activities influences me to purchase me a specific brand and also place of purchase
Age group	1										
Gender	-0.115	1									
Do you use social media	0.122	0.100	1								
Which of the following media platforms do you use	-0.013	0.055	.277*	1							
Which of the following social media influence you to purchase impulsively	-0.169	0.029	0.189	0.180	1						
Posts and activities on various social media handles let me realize my needs about the product.	0.182	-0.072	0.079	-0.012	0.142	1					
When I'm researching about a product or services to buy, I go through their social media handles for a better understanding of the product	0.067	0.069	-0.072	-0.072	-0.027	.488**	1				
Before the purchase decision of a product/Service, I definitely check the alternative products on the social media	0.128	0.032	-0.188	-0.127	-0.230	.362**	.404**	1			
Presence of various products and brands on social media, enables me to evaluate the alternatives in my mind	-0.094	-.296*	-0.229	-0.238	-0.161	.296*	.325*	.519**	1		
Social media posts and activities influences me to purchase a product	0.003	-0.016	0.173	-0.026	0.149	.496**	0.090	0.271	0.233	1	
Social media posts and activities influences me to purchase me a specific brand and also place of purchase	0.079	-0.139	0.186	-0.066	0.132	.712**	.337*	.439**	0.221	.595**	1

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

- Posts and activities on social media handles let me realize my needs about the product: This factor has a negative coefficient (-0.021), with a p-value of 0.612. Because the p-value is greater than 0.05, we can't say with certainty that this factor has a statistically significant effect on a person's decision to buy. A negative coefficient here means that people who agree with this statement (who find social media helpful in recognizing their needs) tend to be less likely to be influenced by social media to purchase a product.
- When I'm researching about a product or services to buy, I go through their social media handles for a better understanding of the product: There is a weak negative correlation (-0.003) between this factor and the likelihood of someone being influenced by social media to purchase. The p-value (0.906) is higher than 0.05, so we can't say this factor has a statistically significant effect.
- Before the purchase decision of a product/Service, I definitely check the alternative products on the social media: This factor has a negative coefficient (-0.051) with a p-value of 0.102. While the coefficient is negative, it's not statistically significant (because the p-value is greater than 0.05). This means we can't say that people who check alternatives on social media are less likely to be influenced by social media to purchase.
- Presence of various products and brands on social media enables me to evaluate the alternatives in my mind: Like the above factor, this has a negative coefficient (-0.013) but a high p-value (0.723), so we can't say it has a

statistically significant effect.

- Social media posts and activities influences me to purchase a product: There is a weak positive correlation (0.018) between this factor and the likelihood of someone being influenced by social media to purchase. The p-value (0.526) is higher than 0.05, so we can't say this factor has a statistically significant effect.
- Social media posts and activities influences me to purchase me a specific brand and also place of purchase: This factor has a weak positive correlation (0.051) with a p-value of 0.124. Because the p-value is greater than 0.05, we can't say this factor has a statistically significant effect.

Overall, the table suggests that social media usage might not have a strong influence on people considering the factors listed. However, it's important to note that due to the high p-values in most cases, we cannot say for certain whether these factors have a statistically significant effect on people's purchasing decisions.

CHAPTER – 5 SUMMARY OF FINDINGS

Research Outcome and Findings

The findings of the analysis have several implications.

The results of this study indicate that social media networks have an impact on consumer behavior in India. Specifically, Facebook and Instagram were found to be the most widely used platforms, with participants expressing a desire to make more impulsive purchases in the future. In contrast, Twitter was found to be the least likely to elicit impulsive buying behavior. This could be since Twitter provides less visual assistance than the other social networks. All in all, these findings suggest that social media is a significant factor when it comes to decisions about purchases in India.

The study also demonstrates that social media influences buying behavior at every level, from the initial requirement awareness through the stage following the purchase. Because social medias being used more and more, brands and businesses are promoting themselves and raising awareness. As a result, customers are using their social media channels to read through all the information before making a purchase, which shows how social media can affect people's buying habits.

Limitations of the Study

This research has certain limitations that should be explored in subsequent studies.

This research has several limitations that should be considered when considering future research. The sample size was small, and the use of a non-probabilistic convenience sampling method may have biased the results. Furthermore, most of the participants were from the South of India, so the results may not be applicable to the rest of the country.



The respondent provided some responses that were biased and unclear.

CHAPTER – 6 RECOMMENDATIONS AND CONCLUSION

Recommendations

- After conducting the research, I would recommend that, there is a significant change/effect on consumer purchase decision with the usage of social media, there is a significant increase in influence of product or service posts/reels/activities on Instagram.
- Hence, we can say that digital media which is a growing platform is increasing in reach and influence, and by doing so it also results in the development of the brand and business.
- People on average spend more than 3-4 hr., on internet majorly through smartphones.
- The companies or brands or organization should concentrate on mobile marketing to influence people in to buying.
- Mobile marketing through social media marketing is found to be very effective.
- People have agreed to the statement of post/activities does influence people's needs and Sothis point can be used by the companies.
- Companies can place a department into cross checking of customer needs through these apps, which would definitely lead to a better outcome in the future and would also increase the reach of the brand.
- As per the research data it can be inferred that certain margin of people have shown a great satisfaction.

Conclusion

This research offers a better understanding on the topic **Influence of social media and, and its effect on consumer purchase decision**, from the above research findings we can state that, the influence of social media on consumer purchase decisions has been widely studied. It has been found to have an impact on need recognition, information search, evaluation of alternatives and post-purchase evaluation. The growth of social media has increased the reach and influence of businesses in the market, which in turn affects the consumer purchase decision. Companies and brands must focus on these platforms as digital marketing evolves, as this will improve customer reach in the future. Digital marketing is a new way to communicate with the audience, which will draw attention to social media platforms, helping companies to identify factors which motivate consumer purchases. Social media has a significant influence on consumer purchase decisions. Digital marketing is a new way to communicate with the audience, which will then indulge the customer's special attention to the social media platforms.

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