

Role of social media in influencing Consumer Purchase Behaviour and Brand Loyalty in Bengaluru City

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Abstract: This study explores the role of social media in influencing consumer purchase behavior and brand loyalty. Social media platforms have become powerful tools in shaping consumer decision-making processes. They give buyers admittance to tremendous measures of data, item surveys, and client produced content, empowering them to go with informed buy choices. Furthermore, web-based entertainment forces to be reckoned with and online networks assume a pivotal part in impacting buyer inclinations and sentiments. Besides, web-based entertainment stages work with two-way correspondence among brands and customers, taking into account customized connections and commitment. Brands can give client assistance, address concerns, and fabricate associations with their main interest group, prompting expanded trust and steadfastness. Online entertainment likewise fills in as a virtual commercial center, giving comfort and customized proposals that energize rehash buys. Besides, web-based entertainment assumes a huge part in building brand dependability. It is observed that social media has a lasting impact in people due to its accessibility and transparency. Both customers and companies can leverage social media to fullest to understand purchase patterns and behaviour.

Keywords: Social Media, Marketing, Brands, Brand Loyalty, Consumer Purchase Behaviour, Advertisement

INTRODUCTION: In the fields of marketing and consumer behaviour, research on how social media affects consumer purchase behaviour and brand loyalty has grown significantly. Social media sites like Facebook, Instagram, Twitter, and YouTube have become extremely popular and changed how customers engage with brands and make decisions about what to buy.

Consumers now have simple access to information, reviews, and suggestions regarding goods and services because to the growth of social media. Users of social media platforms can express their thoughts, ideas, and feedback, which has a big impact on how others make purchases. Through social media, consumers can now

actively interact with brands, take part in conversations, and communicate their preferences.

There are several aspects that contribute to social media's impact on consumer purchasing behaviour. First and foremost, social media gives users a place to look for and share information on goods and services. Consumers can access user-generated content, read reviews, and watch product demonstrations, all of which affect how they perceive a company or its goods.

Second, social media gives customers a direct line of communication with brands, opening possibilities for engagement and relationship-building. Social media may be used by brands to develop individualized and pertinent content, interact with consumers through competitions, polls, and surveys, and offer customer support that may affect brand loyalty.

Thirdly, through social influence and social proof, social media affects customer purchasing decisions. When making judgements about what to buy, consumers frequently rely on social cues and recommendations from their peers, influencers, and online groups. Positive comments, endorsements, and testimonials on social media can have a big impact on how consumers feel and what they buy.

Social media also makes it easier to build online and virtual communities of brand aficionados and devoted customers. These communities give customers a sense of connection with, loyalty to, and belonging to the brand, which encourages repeat business and brand loyalty.

Social media can't change every consumer's buying habits or level of brand devotion, though. Given the potential for sponsored content, fraudulent reviews, and slanted comments to mislead customers, the veracity and dependability of information published on social media platforms might be called into question. Consumers may also experience social media overload and tiredness, which will reduce their interest in and connection with brands.

In conclusion, social media significantly affects customer purchasing decisions and brand loyalty. It gives customers access to knowledge, chances to interact with brands, social clout, and a sense of community.

To increase brand loyalty and encourage good consumer purchasing habits, firms must carefully plan their social media marketing campaigns because they have limitations. Marketing professionals and business owners can benefit greatly from research in this field by learning how to use social media to shape customer behaviour and build brand loyalty in the current digital era.

Review of Literature:

In research "Paper Global social media usage: Insights into reaching consumers worldwide" which were published in Journal of Advancements in Research Technology, found that Internet wallets are acting as medium between consumer and marketer to transfer money through online accounts. promotions and benefits which would result in making purchases using the money saved in the wallets, shows the influence of advertising and promotions on the internet. **(Singh, 2012)**

In Research Paper "Social media: the new hybrid element of the promotion mix" Which was Published in Business Horizons has divided online networking into 15 types like Web 2.0, Innovative works, Sharing works, client supported sites, organization support destinations, research blogs, help sites, business organizing locales, cooperative locales, virtual world, trade communities, podcast, news delivery, educational material sharing, open-source software, and communities. **(Mangold, 2009)**

Research article "Social media: a new frontier for retailers." They published which in Journal of European Retail Research His study survival in the time of the empowered customer: changing social media risk into a key opportunity put forth five internets organizing sorts; named: 1). Casual associations, 2). Web diaries, 3). Connection Communities, 4). Exchanges/Bulletin Boards and 5) Connection Aggregates. **(Constantinides E., 2009)**

In Research article "Social media: the new hybrid element of the promotion mix" Which was Published in Business Horizons proposed classifications, in ten ways in the new way of progression mix, As shown by them the ten classifications are Networking goals, Creativity work sharing areas, User-upheld Blogs, Company-bolstered destinations/Blogs, Company-upheld cause/help goals, Invitation interpersonal associations, Business - arranging goals, Collaborative

destinations, Virtual universes, Commerce Society, Podcasts, News transport districts, Educational material exchange ideas. **(Mangold W. G., 2009)**

In Research article "Signed networks in social media" which were published in Journal of ACM New York associations is mainly on-line networking represent positive (accepting) and negative (opposing) communications. Rather than the examination on interpersonal organizations that has concentrated on constructive simplify and maintain relationship individual and concentrate how the exchange amongst constructive and negative connections influences on-line informal communities. **(Leskovec, 2010)**

In Research article "Consumer activity in social media: Managerial approaches to consumers' social media behavior" which was published in Journal of Consumer Behavior the experiences and feedback from YouTube. **(Heinonen, 2011)**

Research Design:

Primary Data for this study was taken through questionnaire designed to understand the impact of social media on people. It was designed based on the set objectives of the study. A lot of secondary data from journals, magazines, internet and other sources were used in order to understand the topic as a whole.

Research Gap:

Research in marketing is now further extended into the area of the impact of technology in the process of marketing. Consumer purchase decision is continuously explored with the increasing competition. It mostly concentrates review of the literature shows of understanding the consumer purchase decision and some studies are also found focusing on the role of social media. This study is an integration of understanding consumer behaviour via Social Media and is extended to exploring the impact of social media on purchase decision and brand loyalty.

Objectives of study:

1. To examine the Factors Influencing consumers on social media for purchase decisions
2. Studying Post-purchase behaviour of the consumers after purchasing products through inputs on Social media.
3. To study the post-purchase Satisfaction levels of consumers.

4. To examine the level of Brand loyalty of the consumers after purchasing products.

Scope of the study:

The scope of the study is limited to only to the respondents who are having awareness on computer and city population. The study is extended to the purchase buying behavior and brand building capacity and to know the real impact of social media on consumer purchase decisions. Majorly the social media is mainly targeting the users to make the consumers to get awareness about promotional activity and brand building and brand loyalty.

• Data analysis techniques:

- Pie Chart
- Chart Interpretation
- Table Interpretation
- Percentage Interpretation

Limitations of the study:

ANALYSIS

1) Platforms mostly used by the respondents

Options	No. of respondents	% of respondents
Instagram	63	61.8%
Facebook	14	13.7%
Twitter	7	6.9%
You tube	18	17.6%

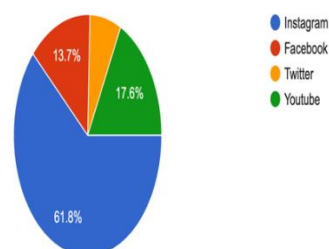
ANALYSIS: From the above table we can analyse that 63 respondents use Instagram, 14 of them use FaceBook, 7 of them use Twitter and 18 of them use YouTube

There are certain limitations in social science research, where the objective is to know about Consumer behaviour, attitude, preferences, and perception. This kind

of research, where “Influence” is to be measured, is a limitation because for example, after the recommendation made by reference groups or any other factor may be positive, yet it can have a negative impact on purchase decision.

The limitation of scope is always present in such research studies. The study is limited to Bengaluru and hence, the findings may differ across other geographical areas. The time frame allotted for the study, limits the scope to, further identify specific industry wise consumer preferences and purchase behaviour and brand loyalty for various products, brands, and services.

5. Which platform do you use more often ?
102 responses



INTERPRETATION: From the above pie chart, we can interpret that maximum number of respondents use Instagram as their social media platform – 63(61.8%). Hence there will be a lot of opinion based on Instagrams activity in this study.

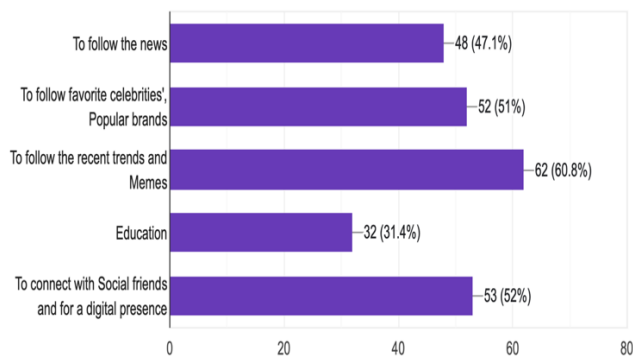
2) Reasons to use social media given by the respondent

Options	No. of respondents	% of respondents
To follow the news	48	47.1%
To follow favorite celebrities', Popular brands	52	51%
To follow the recent trends and Memes	62	60.8%
Education	32	31.4%
To connect with social friends and for a digital presence	53	52%

ANALYSIS: 48 respondents use social media to follow the news, 52 of them to follow favourite celebrities, 62 of them to follow the recent trends and memes, 32 of them for educational purposes and 53 of them use social media to connect with social friends and for a digital presence

6. What are the reasons for you to use social media ? (You can choose more than one option)

102 responses



INTERPRETATION: There are a lot of other major reasons like to connect with social peers, to have a digital presence and to follow favorite celebrities and popular brands which helps in ascertaining to what composition of users keep in constant touch with brands and products in order to bring in effect on purchase decisions and brand loyalty.

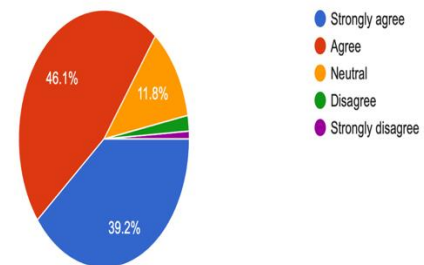
3) If social media helps respondents in knowing different products and brands

Options	Respondents (No.)	Respondents (%)
Strongly Agree	40	39.2%
Agree	47	46.1%
Neutral	12	11.8%
Disagree	2	2%
Strongly Disagree	1	1%

ANALYSIS: From the above table, we can analyse that 87 respondents agree that social media helps in knowing different products and brands, 12 of them are neutral and 3 of them disagree

10. Social media helps in knowing different products and brands

102 responses



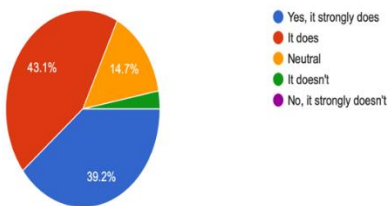
Interpretation: A large population of the respondents agree that social media helps in knowing different products and brands which is key to ascertain goals of this research

4) Perception regarding a brand and its products

Options	No. of respondents	% of respondents
Yes, it strongly does	40	39.2%
It does	44	43.1%
Neutral	15	14.7%
It doesn't	3	2.9%
No, it strongly doesn't	0	-

ANALYSIS: From the above table, we can analyse that 84 respondents feel that social media play a key role in your perception regarding a brand its products, 15 of them are neutral and 3 of them strongly disagree

11. Does Social Media play a key role in your perception regarding a brand and its products
102 responses



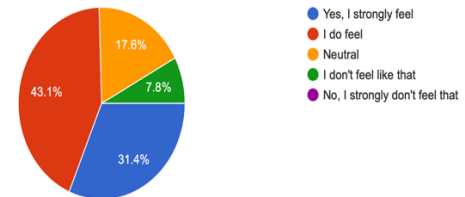
INTERPRETATION: From the above pie chart, we can interpret that a maximum number of respondents feel that social media play a key role in your perception regarding a brand its products – 84(82.3%)

5) Understanding the product/brand better through social media

Options	No. of respondents	% of respondents
Yes, I strongly feel	32	31.4%
I do feel	44	43.1%
Neutral	18	17.6%
I don't feel like that	8	7.8%
No, I strongly don't feel that	0	-

ANALYSIS: From the above table, we can analyse that 76 respondents feel that they have understood the product/brand better after going through the social media activity of that certain product, 18 of them are neutral to the point and 8 of them do not feel that they have not understood the product/brand better after going through the social media activity of that certain product

14. Do you feel that you have understood the product/brand better after going through the social media activity of that certain product?
102 responses



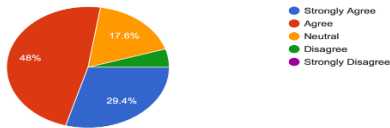
INTERPRETATION: From the above pie chart, we can interpret that a maximum number of respondents feel that they have understood the product/brand better after going through the social media activity of that certain product – 76(74.5%).

6) Successful and satisfied purchase make you want to purchase more or share with family

Options	No. of respondents	% of respondents
Strongly Agree	30	29.4%
Agree	49	48%
Neutral	18	17.6%
Disagree	5	4.9%
Strongly Disagree	0	-

ANALYSIS: From the above table it is seen that 50 of them have said that they follow and track their favorite brands on social media while 18 of them have said no.

23. Does a successful and satisfied purchase through social media make you want to purchase more and also share it with friends and family ?
102 responses



INTERPRETATION: 48% of the respondents agree that after a successful and satisfied purchase through social media they would want to purchase more and also recommend it to their friends and family. 29.4% of the respondents have shown a highly positive impact for the same.

SUMMARY OF FINDINGS:

- Majority of the respondents do use social media.
- Majority of them feel that social media influences purchase decision.
- Majority of them also felt that social media play a key role in perception regarding a brand and its products.
- An influencer promoting a brand or its product tend to attract more sales through social media paid partnerships
- Majority of them have said that they do not trust unknown products and brands on social media.
- The unavailability of physical presence through social media tend to have a negative impact on purchase decisions.
- Most of the respondents are fraud safe as they have mentioned that fraudulent and unverified pages alter their purchase decisions on social media.
- Majority of the respondents also felt that a positive brand reputation on social media affected their purchase decisions.
- A reactive brand on social media tend to have good impact among social media users regarding the brand and its products
- Majority of them have said that they get to know a product better through social media
- They have also said that reviews, comments, and recommendations help them to make a purchase better.

RECOMMENDATIONS:

1. Exploring the impact of different social media platforms: While this research paper provides an overview of social media's role in influencing consumer

behavior and brand loyalty, future research could focus on investigating the specific impact of different social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok, and how they differ in terms of their influence on consumer behavior and brand loyalty.

2. Examining the role of influencers and user-generated content: Social media influencers and user-generated content have become prominent features of social media marketing. Further research could delve into the effects of influencers and user-generated content on consumer purchase behavior and brand loyalty, including the credibility and trustworthiness of influencers, the types of content that resonate with consumers, and the impact of user-generated content on brand loyalty.

3. Cross-cultural and cross-generational perspectives: Consumer behavior and brand loyalty are influenced by various socio-cultural factors. Future research could investigate the role of social media in influencing consumer behavior and brand loyalty across different cultural contexts and generations, including how cultural norms, values, and generational differences impact the way consumers interact with brands on social media.

4. The impact of emerging technologies: social media is continuously evolving with the emergence of new technologies such as augmented reality, virtual reality, and artificial intelligence. Future research could explore the impact of these emerging technologies on consumer behavior and brand loyalty in the context of social media, including how these technologies may shape consumers' perceptions, attitudes, and behaviors towards brands on social media platforms.

CONCLUSION:

- It is clear from multiple research studies that social media has a big impact on how people buy things and how loyal they are to particular brands. Social media sites have developed into powerful platforms that have a significant impact on how customers view brands and behave towards them. Social media now plays a crucial role in many aspects of the purchasing decision-making process for consumers, from product discovery

and information seeking through post-purchase reviews and advocacy. Additionally, social media has made it easier for consumers to become loyal to brands by encouraging involvement, creating connections, and improving customer-brand interactions.

- The results underline how crucial it is to comprehend social media dynamics and their bearing on customer behaviour and brand loyalty in the current digital era. Businesses must appreciate the value of social media as a tactical marketing tool and use it wisely to interact with customers, raise brand awareness, and encourage customer loyalty.
- In conclusion, greater research is needed to fully understand the impact that social media has on customer purchasing decisions and brand loyalty. Businesses may improve their use of social media as a strategic marketing tool and increase customer engagement and brand loyalty in the digital world by digging deeper into the underlying mechanics and contextual elements.

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