# THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

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## ABSTRACT

This study delves into the intricacies of consumer behaviour within the realm of social media commerce, aiming to uncover the motivations driving purchases and the types of products preferred by consumers in this digital landscape. Through a quantitative research approach, data were collected via surveys distributed to a sample of social media users. Analysis revealed that trust, authenticity, convenience, and social interactions are significant factors influencing consumer decisions to purchase through social media platforms. Additionally, the study identified a diverse range of commodities transacted on these platforms, with lifestyle and fashion-related items being prominent. The emergence of niche markets and influencer marketing strategies further exemplifies the evolving nature of social media-driven commerce. These findings provide valuable insights for businesses and marketers seeking to refine their strategies and capitalize on the opportunities presented by social media commerce. In the digital age, comprehending the motives and preferences of consumers is crucial for achieving success in the fiercely competitive online retail market.

**Keywords:** Social media, Consumer behaviour, Consumer trust, social media advertising, Online brand presence, social media platforms, Consumer preferences.

## Introduction

The ubiquitous impact of social media platforms has caused a significant upheaval in the landscape of commerce in the digital age. These once-mere online forums for social interaction have developed into bustling marketplaces where users make a wide range of purchases. Social networking platforms have made it easier for people to buy and sell products and services, a phenomenon known as "social commerce," which is redefining how customers and businesses engage in the online market.

A number of factors have contributed to the development of social media commerce, the most important of which is the broad use of social media platforms by a variety of demographic groups. With billions of users worldwide, social media sites like Facebook, Instagram, Twitter, and Pinterest have ingrained themselves into many people's daily lives as means of entertainment, communication, and increasingly, business. Social media's pervasiveness has made it harder to distinguish between personal and corporate interactions, which presents both new opportunities and difficulties for companies looking to engage with customers online.

Furthermore, the proliferation of mobile technology has expedited the expansion of social commerce by permitting users to access social media platforms at any time and from any location, thereby enabling smooth transactions while on the move. Mobile devices' accessibility and convenience have given

consumers the ability to browse, shop, and interact with companies in ways that were not possible in the pre-digital era. As a result, social networking platforms have played a major role in propelling mobile commerce, or "m-commerce," to prominence in the retail industry.

The way that customer behaviour has changed in tandem with technical improvements has significantly shaped the social media commerce landscape. Modern consumers have high expectations for individualised experiences and genuine relationships with brands since they are discriminating, empowered, and digitally savvy. Social media platforms offer businesses the perfect setting to satisfy these expectations since they facilitate influencer partnerships, targeted advertising, and interactive engagement that appeals to today's customers.

Businesses must effectively navigate the complicated landscape of social media commerce in the context of increasing customer behavior and technology innovation. In order to thrive in this ever-changing and cutthroat market, companies must comprehend the preferences and incentives influencing user behavior on social media sites. Businesses can better customise their tactics to match the demands and expectations of their target audience by collecting insights on the reasons behind consumers' choice to purchase through social media and the kinds of products they like in this digital realm.

The purpose of this study is to add to the body of knowledge already available on social media commerce by offering a thorough examination of customer behavior in this area. Using a quantitative research methodology, we aim to identify the factors that influence consumer purchases and identify the kinds of goods that people prefer to use on social media. By illuminating these facets, we hope to provide insightful information to companies and marketers who want to use social media commerce to their advantage and succeed in the online market.

**Objectives of this Research:**

1.To identify the determinants that motivate consumers to purchase through social media platforms.

2. To identify the nature of commodities purchased through social media platforms.

**REVIEW OF LITERATURE**

**Ashman, Solomon, Wolny (2015)**

A foundational theory of consumer behaviour for many years is the Engel, Kollatt, and Blackwell (EKB) decision-making model. This essay conceptually dissects it to determine whether it can still be applicable in the interactive online society of today, where a strong social collective is driving the decision-making process of shopping more and more. The two fictitious yet plausible scenarios that demonstrate the effects of participatory culture in the digital environment in which the EKB model currently operates. The conclusion that, with a few slight adjustments, the outdated EKB model continues to offer insightful explanations of consumer decision-making.

### J Xhema (2019)

Social networks impact complex buying decisions by providing consumers with access to information and opinions, increasing product awareness, providing social proof, and influencing brand perception. Companies can leverage the power of social networks in their marketing strategies to increase visibility, build their brand, and drive sales.

### R Palalic, V Ramadani, S Mariam Gilani (2021)

The purpose of this essay is to examine how social media affects Pakistani customers' purchasing decisions, which may be attributed to complex buying, variety seeking, habitual buying, or dissonance reduction. Entrepreneurs must understand the thoughts, feelings, and decision-making processes of both their current and potential clients in order to provide their goods and services.

### S Vinerean, I Cetina, L Dumitrescu  (2013)

Social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. The obvious query is, though, who is connecting online and to what extent are they involved in online activities? By identifying various user types, segmenting these users, and using a linear model to investigate how various social networking site predictors positively affect respondents' perceptions of online advertisements, this paper seeks to provide an answer to this question based on a study of 236 social media users' online activities. The solution can assist in learning how to interact with various audience types to optimise the effectiveness of the online marketing approach.

### Michael Putter (2017)

Brand loyalty is becoming a growing concern as companies consider using social media. For example, Facebook has over 955 million active users, most of whom log in at least once a month (Laroche, Habibi & Richard, 2013). About half of Facebook users access their accounts daily via a web platform or mobile application (Laroche, Habibi & Richard, 2013). Because of this widespread usage, advertisers consider Facebook and other social media platforms to be the most beneficial technology for engaging branded content and fostering team relationships. While companies see Facebook as a way to promote brand awareness and capture consumer attention, not all responses to social media advertising are positive. As more and more branded content is introduced on Facebook's social media platform.

### Fitore Jashari (2017)

Social media takes us back to the beginning when people lived in groups and clans and made decisions together and influenced each other. In a simple definition, social media refers to the activities, practices, and behaviours among communities of people who come together online to share information, knowledge, and opinions using conversational tools applications Today, a website is a must in a company's marketing mix and social media content is considered the king of the. Viral marketing is evolving through social media. This is the strategy of persuading visitors to a website to share information published online with their friends so that they can inform more people about a product or service through photos, videos, etc. According to Zarelli, there are several types of social media, such

as: blogs, microblogs, social networks social messages and bookmarks.  ratings and reviews, forums and virtual worlds.

### Fotis, J. N (2015)

This study explores the impact of social media on consumer behaviour in the travel and tourism industry throughout the entire holiday travel process. Social media are found to be used in all stages of the travel process and decision-making processes, and the study identifies six functional spaces for social media use. The study proposes a new framework, the social media enabled travel process model, to understand the impact of social media on consumer behaviour in this industry.

### Duangruthai Voramontri, Leslie Klieb (2019)

The purpose of this essay is to examine how social media influences consumers' decision-making when making expensive purchases. The study concentrates on pricey, rare, and high-risk/high consumer involvement purchases. A model for this study was developed using the information search, alternative appraisal, and purchase decision stages of the classical EBM model. Social media usage affects consumer satisfaction during the information search and alternative evaluation stages, with satisfaction rising as consumers move toward the final purchase decision and post-purchase evaluation, according to the results of a quantitative survey done among tech-savvy consumers in South-East Asia. The study did not take into account searches that were abandoned and only included transactions that were made by customers.

### Elenica Pjero, Donika Kërcini (2015)

This essay investigates how social media affects consumer behavior both domestically and internationally. It talks about the causes of social media's rising popularity as well as people's opinions of them. The study analyzes the multifaceted effects of social media on customer behavior and purchasing intentions using survey data. The findings highlight the importance of social media in marketing efforts for firms, since they show a notable impact on consumer behavior.

### Gupta swathi (2018)

This article investigates how social media affects consumers' purchasing decisions in the Bareilly region of India's garment sector. The study focuses on how using social media affects many phases of the purchasing process, including awareness, information search, assessment, decision to buy, and behavior after the purchase. Data from 200 respondents was gathered using a quantitative survey method, and the findings indicate that social media usage significantly affects customers' purchasing decisions in the clothing sector. The use of social media positively affects post-purchase behavior, brand awareness, and brand appraisal. The study suggests that in order to improve their brand image, customer involvement, and loyalty, garment firms should create social media strategies that work.

### Dr. Fahed Khatib (2016)

The study looks at how social media affects customers' decision-making process while buying purchases and whether this influence varies depending on where they are in the process. A convenient sample of 310 people in the Aseer Region of Saudi Arabia were given a questionnaire as part of the study's

quantitative research methodology. The results indicate that the impact of social media varies based on the different phases of the decision-making process when making a purchase. The information post-purchase stage and the decision-making stage exhibit the highest levels of influence. The report also suggests ways in which marketers might take advantage of social media impact.

### M. Nick Hajli (2014)

This essay explores the benefits that social media provides to businesses as well as how it helps consumers interact socially. The authors put out an interdisciplinary model that verifies social media's contribution to e-commerce's evolution into social commerce. They discovered that social media encourages customer social engagement, which raises consumer trust and purchase intention. Along with perceived site usefulness, trust was found to be a significant direct factor influencing intention to buy. A discussion of the findings, their ramifications, and suggestions for more research are included in the paper's conclusion.

### Veronija NOLCHESKA (2017)

This study looks at how social media affects customer behavior and how much of an impact it has at each stage of the decision-making process when making a purchase. The study creates a model of how consumer intention to buy is influenced by perceived utility, trust, convenience, and community. The study's quantitative data, which was analyzed with SPSS, was collected from a convenience sample of 120 social media users. The findings show that consumers' perceptions of social networks are generally positive, and that these perceptions and the impact of social networks on purchasing decisions are positively correlated.

The study emphasizes how consumers' involvement, communication, and aided social contact, as well as the perceived utility, convenience, and credibility of social networks, all play a part in the choice to buy. According to the findings, social networks have the biggest impact on the phases of the purchasing decision-making process that involve information search and alternative evaluation. Marketing practitioners and managers can benefit greatly from the study's insightful conclusions.

### Jade Xuccheney N. Jacinto (2021)

Evaluates the influence of social media marketing on consumer buying behaviour, particularly among consumers who predominantly use social media websites for purchasing products and services. The study identifies social media marketing as a predictor of consumer buying behaviour.

### Leeflang (2015)

The proposes that general social media activities fall into three categories that differ in          the level of engagement: production, participation, and consumption. Production is the most involved and involves creating and publishing content. Participation is a little less engaging and relates to sharing content with others or rating content. Consumption is the least engaging and relates to watching, reading, or browsing content. However, Shao's research is only theoretical and does not necessarily take into account the activities of brands on social networks. Like Shao, Oestreicher-Singer and Zalmanson identified different types of actions consumers take on websites with online content, varying in terms of the time and effort required. They show that people who engage in costly activities are more valuable to

the community because they are more likely to pay for a premium community service. Meanwhile, Munting et al. (2011) applied the Shao taxonomy to social media branding activities, changing the three categories to create, contribute, and consume. In this study we use the categorization of Munting et al. as a starting point. (2011) and develop our definitions of different brand activities. Creative activities are those activities where users create and share brand-related content online on social media.

### V Geetha, VS Rajkumar (2018)

Research on social media's impact on consumer behaviour spans various aspects. Studies highlight the significance of social media in ecommerce progress, trust's role in consumer purchase intention, and the preference for social media over traditional advertising in sectors like restaurants. Factors such as interactivity, message approval, and perceived advertisement credibility influence consumer purchase intentions through social media platforms. Additionally, social media influences various stages of the purchase process, including need recognition, information search, and post-purchase behaviour.

### A Nuntharmawia (2018)

The research reviewed various studies focusing on online consumer behaviour, including factors such as website quality, trust, culture, and gender differences. Key findings highlighted the importance of factors like website design, information quality, and trust in influencing online purchase behaviour. Results indicated that elements like system quality, service quality, and information quality significantly impact consumers' online shopping values and repurchase intentions. Additionally, trust emerged as a crucial mediator in the relationship between website design and purchase intention. The study underscores the significance of considering multiple factors, including cultural differences and trust, in designing effective e-commerce platforms.

### Nwankwo, AP Ifejiofor (2018)

The study looks into how Nigerian students' purchasing habits are affected by social media credibility and advertising. Through questionnaires and interviews, information was gathered from internet users in five Local Government Councils of choice. The results of a regression analysis showed that students' purchasing habits are highly influenced by social media advertisements and credibility. The results indicate that advertising ought to offer detailed product information to make purchases simple, and social media marketers ought to give credibility maintenance top priority as it boosts business revenue. These suggestions emphasize how crucial it is for social media marketing tactics aimed at Nigerian students to be transparent and reliable.

### Perameweri et.al, (2019)

Conducted "A study on Online shopping and consumer behaviour among college students in Coimbatore". The major objective of the study is to identify the influential factors to buy online. The researcher anainfluencingors and concluded that security in transactions, money refund facility,

convenience are major factors influenced to make online shopping among college students. The researcher also revealed that College students preferred to buy online products such as electronics and cosmetics than other categories.

### Manandhar ,Chalise (2019)

Delve into the online shopping habits of college students in Nepal's Kathmandu Valley, contributing to the understanding of this growing trend. Recognizing the key roles of price and convenience identified in previous research (e.g., Timalsina, 2022), their study expands the framework by incorporating security as another potentially influential factor. Their findings reveal an association between all three variables – price, convenience, and security – with online shopping behaviour. However, convenience and price emerged as significantly more influential than security, suggesting their crucial role in attracting and retaining student customers. Interestingly, gender did not show a significant impact on the studied variables.

### Hamdi, r., , khemakhem, r. (2019)

This study investigated the impact of online advertising on consumer behaviour in Tunisia. It focused on identifying new factors influencing how consumers react to online ads. Notably, the study found that "lifestyle change" and "disposition to visit the store" play mediating roles, meaning they influence how consumers respond to ads. Additionally, the study proposed new measures for assessing these factors and others related to online advertising's effects in Tunisia. Overall, this research contributes to a deeper understanding of how online advertising shapes consumer behaviour in this specific context.

### Babalola, H. B., Lateef, S. A., Zekeri, A. (2020)

Researchers in Nigeria found that various eMarketing tools like email, mobile marketing, and online payments significantly influenced university students' buying behaviour. These tools explained 54% of the variation in student purchase decisions, highlighting their potential to reach and engage young adults in developing economies. While the study focused on a specific region and used self-reported data, it suggests further research exploring eMarketing's impact across demographics and specific strategies.

### Ashraf Iqbal et al. (2020)

Social Media Advertising and Young Consumers' Buying Habits This study aimed to understand how social media advertising influences young university students' purchasing behaviour. Using surveys, the researchers found that social media ads do impact buying decisions. They recommend that companies focus more on social media promotions, highlighting their effectiveness, affordability, and broad reach. The study emphasizes understanding what motivates consumers to engage with social media content to create targeted and successful advertising campaigns.

### yuvaraj m, kumar n (2021)

Examined how people buy electronics online, focusing on challenges they face and their level of satisfaction. The study found that price, convenience, and saving time were the biggest factors influencing online shopping decisions for electronics. The researchers used surveys and statistical

analysis to reach their conclusions, highlighting the importance of understanding consumer behaviour in this increasingly popular shopping method.

### Hajduova, Zuzana/ Hutmanova, Nikoleta (2021)

College students encounter advertising through diverse media, notably sponsored content from vloggers on platforms like YouTube. From age five, they can discern commercial from non-commercial content, with understanding deepening between ages eight to eleven. This evolution, termed advertising literacy, shapes attitudes towards advertising. Mental frameworks, or advertising schemes, guide this development. Traditional TV tactics like repetition and celebrity endorsements persist alongside online methods like advergames and viral marketing. Tracking software, interactive agents, and content marketing further target children. Effective campaigns engage children, spark product desire, and facilitate recognition and purchase, necessitating adept navigation of evolving advertising literacy for commercial success.

### I De Battista, F Curmi, E Said (2021)

Young people, constituting 23.7% of the global population, with 94% of European youth accessing the internet daily, are a crucial demographic for online advertisers. Advertisers increasingly target adolescents with personalized online advertising, facilitated by technology's shift from mass to direct marketing (Bitner and Albinsson, 2017; Cardoso and Cardoso, 2012). This allows for tailored advertising that resonates with individual preferences (Baek and Morimoto, 2012). Online advertising is cost-effective and influential, leveraging various platforms to generate awareness and shape consumer attitudes (Kafka and Molla, 2017; Duffett, 2017). Understanding consumer attitudes towards online advertising, as defined by Ajzen and Fishbein (2000), is pivotal for marketers targeting young audiences.

### NK Ekambareswarar, D Boomika (2021)

This study investigates the relationship between gender and impulsive purchasing among postgraduate university students in Bengaluru City. Finding gender disparities among PG students in Bengaluru City is the aim of this study. Primary data from 88 respondents—44 of whom were men and 44 of whom were women—were used in this study. SPSS software was used to analyse the data that had been gathered. The data were analysed using Chi-square testing and percentage analysis. The thorough analysis reveals that compared to male PG students; female PG students have a tendency to be more impetuous. Male pupils can occasionally exhibit greater impulsivity than female students.

The impulsive buying behaviours of university postgraduate students are greatly influenced by factors such as credit card availability, marketing and promotion strategies, excess pocket money, lack of self-control, and brand image. The main reasons thought to be affecting impulsive buying among postgraduate university students are thought to be external ones.

### M Jawaid, KG Rajadurai (2021)

Social media marketing has become crucial for organizations worldwide, enabling relationship-building with customers, particularly among Generation Y. The global village concept by Marshall McLuhan illustrates the widespread connectivity facilitated by social media. Surveys reveal high school and college students' significant engagement with platforms like Facebook, Twitter, and Instagram. As social media

trends surge, university students increasingly rely on these platforms for communication. This study investigates the impact of social media marketing on customer loyalty in the fashion industry, focusing on Kuala Lumpur. Social media platforms like Instagram, Facebook, and YouTube play a pivotal role in fostering customer loyalty among university students.

**AAGS Utama, RK Nair, WE Cheng (2021)**

This study investigates the impact of advertising on consumer buying behaviour in Malaysia and India, collecting 100 responses from university groups, personal contacts, and families. The research reveals advertising's significant persuasive power, with social media ads being the most influential channel. Additionally, the study identifies shifts in perceptions of advertising effectiveness before and after the pandemic, highlighting evolving consumer attitudes in response to changing circumstances.

**Manochandar et al. (2021)**

Investigated the impact of Facebook advertising on the online buying behaviour of postgraduate students. Prior research highlights the influence of advertising on consumer decisions (e.g., Kumar & Raju, 2013). This study surveyed 300 postgraduate students to explore: Demographics: Socio-economic characteristics of the respondents. Ad awareness: Whether students notice Facebook advertisements. Ad influence: Whether these advertisements influence student buying choices, Demographic effects: How gender, study area, and income impact internet usage and ad effectiveness. Their findings suggest that Facebook ads significantly influence online buying behaviour and that demographics play a role. However, the study's generalizability is limited by its focus on postgraduate students and self-reported data.

**Takhellambam et al. (2022)**

Investigated the online and offline shopping behaviour of undergraduate girls in remote areas during the pandemic. Focusing on their purchasing frequency, influencing factors, and product preferences, the study revealed interesting trends: Frequency: While offline shopping saw regular and need-based purchases (33.33% and 25%), online shopping had a higher preference for offers and discounts (40%). However, a significant portion (30%) shopped online whenever needed, suggesting growing online adoption. Purchase Volume: Most respondents made multiple online purchases weekly, highlighting frequent online shopping activity. Product Preferences: Online purchases dominated clothing, gadgets, and books, while groceries, furniture, and jewellery remained mainly offline choices. Influences: Festive advertisements significantly attracted respondents to online shopping. Additionally, Amazon and Myntra emerged as the preferred online portals. Pandemic Impact: The study acknowledges the broader context of digitalization and lockdowns driving shifts in shopping behaviour, regardless of location.

**Araujo, c.j., perater, k.a., quicho, a.m., etrata, a., (2022)**

Researchers investigated the impact of TikTok video advertisements on Generation Z's behaviour and purchase intention. They found that emotional content has a significant positive effect on Generation Z's behaviour and purchase intention, while entertaining and informative content have no significant effect.

This suggests that marketers and advertisers should focus on creating TikTok video advertisements that are emotional in order to target Generation Z effectively.

### Azizah, F. D., Nur, A. N., Putra, A. H. P. K. (2022)

Examines how impulsive buying habits and perceptions of technology (usefulness and ease) influence online purchase decisions. They found that people prone to impulsive buying are more likely to make purchases online, and that positive views of the platform's ease and value further encourage these decisions. Sharma,

### Bhattacharya, Sharma (2023)

Provide valuable insights specific to the emerging Indian online retail market. Their study investigates the interplay between COO, trust, and satisfaction in shaping online purchase intentions, aiming to understand how consumers in this unique context react to cues related to a product's origin. The research reveals that COO plays a significant role in driving online purchase decisions through its mediating effect on both trust and satisfaction. Positive perceptions of a product's COO led to increased trust and satisfaction, which ultimately translate into a higher willingness to purchase online. This highlights the importance of understanding how Indian consumers react to COO cues, as these perceptions can significantly influence their online shopping behaviour.

### Durrani et al. (2023)

Delves into the complex relationship between online shopping addiction, compulsive buying behaviour, and life satisfaction among university students in Pakistan. Building on research highlighting the potential downsides of excessive online shopping (e.g., Demetrovics et al., 2020), their study specifically focuses on university students to understand if online shopping addiction influences their spending habits and well-being. Their findings reveal a concerning connection: online shopping addiction acts as a significant predictor of both compulsives buying behaviour and a decline in life satisfaction among university students. Interestingly, the study also observed that female students reported higher levels of both online shopping addiction and compulsive buying compared to their male counterparts. This potentially translates to lower life satisfaction for female students struggling with these behaviours.

### Kavitha K.S. , Revathi R. (2023)

Investigated the impact of social media advertising on college students' online shopping habits in Namakkal district. The study found that social media ads significantly influence students' buying behaviour. Additionally, most students accessed social media on smartphones and preferred cash on delivery for online purchases.

### LoLo Wang, I., Lapina, S. L. J., Tubman, W. J. A., , Ogi, I. W. (2023)

Investigated the impact of online advertising on people's desire to buy something (purchase intention). The study found that online ads positively influence purchase intention, but importantly, this effect is indirect and happens through the development of a positive brand attitude. In other words, people are more likely to buy from a brand they have a good impression of, which online advertising can help create.

This suggests that businesses can leverage online marketing to build positive brand perceptions that ultimately lead to more customers buying their products.

### Kumar ,Raju, (2013)

According to their research on "The Role of Advertising in Consumer Decision Making," commercials have the power to alter consumers' perceptions of certain products. One of the main elements that has always been recognized to influence a consumer's decision-making process is advertising. We have tried to examine and analyze the ways in which various sets of variables from these earlier studies affect consumers' buying intentions in this study.

### Kumar Pawan, (2017)

Attempted to do "A study on students' online shopping behavior with a focus on Ludhiana, Punjab, India." Finding the elements that influence people to purchase things online is the main goal of the research project for the researcher. The study reveals that students are concerned about a number of things before making an online purchase, including return policies, product quality, delivery speed, and on-the-spot product inspection. Therefore, in order to succeed and keep customers, internet businesses need to consider those criteria.

### Cowart & Goldsmith, (2017)

A study using 357 US college students as a sample. It demonstrated a favorable correlation between online garment purchasing and quality consciousness, brand consciousness, fashion consciousness, impulsiveness, and brand loyalty. Online purchasing and price sensitivity have a negative correlation.

### RESEARCH METHODOLGY

This section describes the suggested scientific approach that will be implemented to attain the study's objectives. Data collection, sample selection, data analysis methodologies, and others are all part of the methodology.
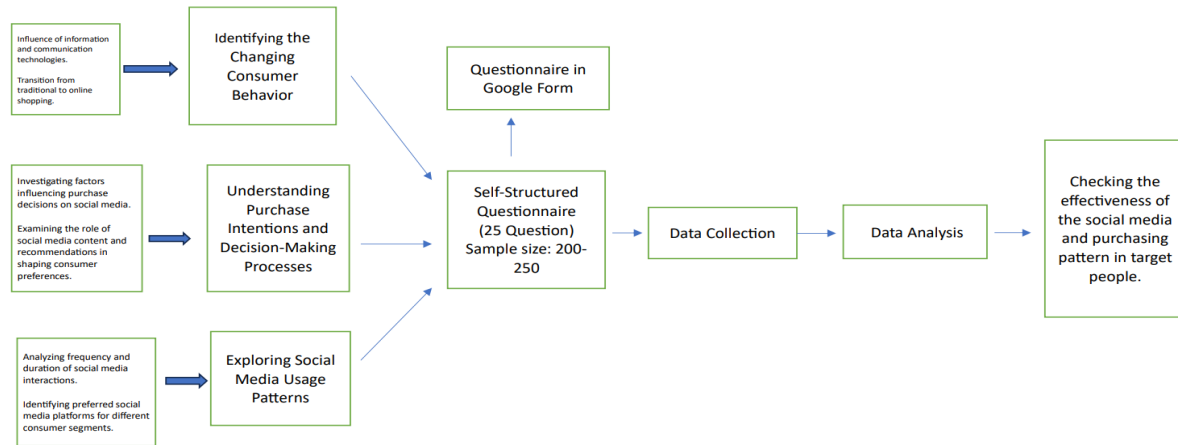
## Research Approach:

The research approach for this study will be quantitative in nature. This approach will allow us to gather numerical data that can be analysed statistically to identify patterns and correlations between social media usage and consumer behaviour. By employing a quantitative approach, we aim to provide objective insights into the impact of social media on consumer behaviours.

## Research Design:

The research design for this study will be cross-sectional, focusing on collecting data at a specific point in time. This design will enable us to capture a snapshot of consumers' behaviour and social media usage patterns. A cross-sectional design is suitable for examining the relationships between variables and providing insights into how social media influences consumer behaviour.

## Data Collection Methods:

To collect data for this study, we will utilize a combination of primary and secondary data sources. Primary data will be collected through surveys distributed to a sample of consumers. Secondary data will be obtained from existing research studies, reports, and academic literature on the topic.

## Sampling Strategy:

The sampling strategy will involve selecting a representative sample of consumers who actively use social media platforms. A convenience sampling technique will be employed, where participants will be recruited from various social media platforms and online communities. The sample size will be determined using a power analysis to ensure statistical significance.

## Data Collection Procedures:

Primary data will be collected through online surveys administered to the selected sample of consumers. The survey will include questions related to social media usage, purchase behaviour, brand perception, and the impact of social media on consumer decision-making processes. The survey will be anonymous to encourage honest responses. The data collection period will be specified, and reminders will be sent to increase response rates.

**Data Analysis Methods:**

The collected data will be analysed using appropriate statistical techniques. Descriptive statistics will be used to summarize the demographic characteristics of the sample and social media usage patterns. Inferential statistics, such as correlation analysis and regression analysis, will be conducted to examine the relationships between social media usage and consumer behaviour variables.

**Validity and Reliability:**

To ensure the validity and reliability of the study, several measures will be implemented. The survey questionnaire will be developed based on established scales and validated measurement tools. Pilot testing will be conducted to assess the clarity and comprehensibility of the questionnaire. The reliability of the measurement instruments will be assessed using tests like Cronbach's alpha. Additionally, steps will be taken to minimize biases and errors during data collection, such as ensuring anonymity and providing clear instructions to participants.

# RESULT AND DISCUSSION

1. Brands are actively marketing to customers on social media platforms.



1. I 'm aware that brands are marketing on social media to customers.
201 responses
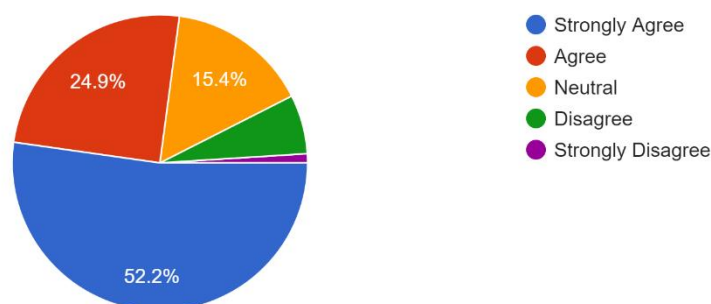
**Interpretation:** The majority of respondents strongly agree (52%) that brands are marketing on social media to customers. This high percentage suggests a widespread recognition among participants that brands actively engage in marketing activities on social media platforms. Additionally, a notable portion (24%) agrees with this statement, indicating a substantial acknowledgment of brand marketing efforts on

social media. The lower percentages for neutral (15%), disagree, and strongly disagree suggest that few respondents are unsure or do not perceive brands' marketing presence on social media as prominently.

2. Establishing a marketable presence among consumers on social media is considered wise.

2. I think it's wise for brands to be marketable to consumers on social media.
201 responses
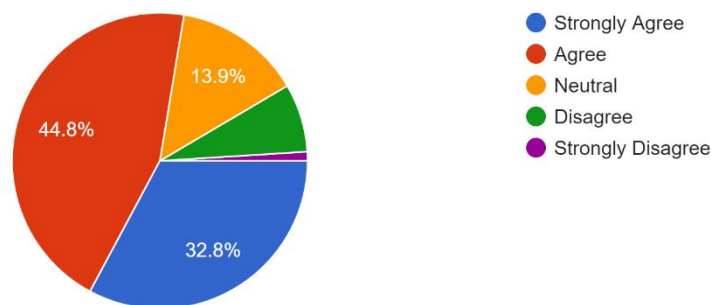


**Interpretation:** A significant portion of respondents agree (44%) and strongly agree (32%) that it is wise for brands to be marketable to consumers on social media. This indicates a prevailing sentiment among participants that leveraging social media for marketing purposes is a prudent strategy for brands. Additionally, a notable percentage (13%) remains neutral, suggesting some uncertainty or ambivalence among respondents regarding the wisdom of brands being marketable on social media. A smaller proportion disagrees (10%), indicating a minority viewpoint that may require further exploration or consideration of alternative perspectives.

3. Consumers express a preference for encountering their favourite brands on social media platforms.

3. I'd like to see my favourite brands on social media.
201 responses
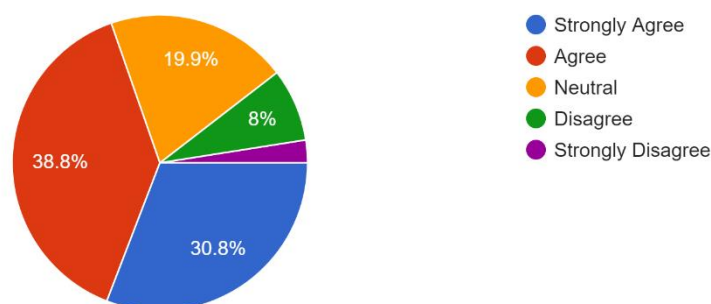
**Interpretation:** The data indicates that a substantial proportion of respondents agree (39%) and strongly agree (30%) that they would like to see their favourite brands on social media. This suggests a strong preference among participants for engaging with their favourite brands on social media platforms. Additionally, a significant percentage (19%) remains neutral, indicating some uncertainty or ambivalence among respondents regarding their desire to see favourite brands on social media. A smaller proportion disagrees (8%), suggesting a minority viewpoint that may reflect varying preferences or experiences among respondents.

4. Communicating with brands is facilitated through social media channels, providing an easy and accessible platform.



4.On social media, I find it easy to communicate with brands.
201 responses

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
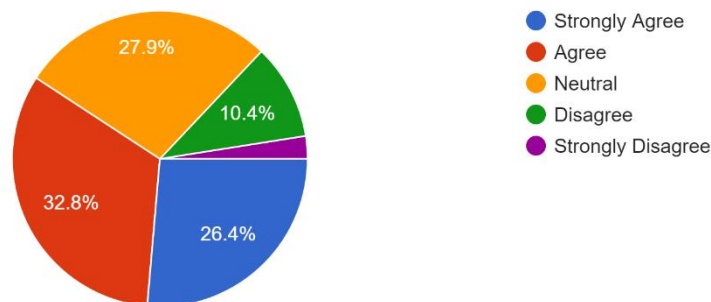
**Interpretation:** The data reveals a relatively balanced distribution of responses regarding the ease of communicating with brands on social media. A notable proportion of respondents agree (32%) and strongly agree (26%) that they find it easy to communicate with brands on social media, indicating a considerable level of comfort and accessibility in engaging with brands through these platforms. Additionally, a substantial percentage (27%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of communication ease with brands on social media. A smaller proportion disagrees (10%), reflecting a minority viewpoint that may stem from individual experiences or preferences.

5. The process of checking product details on social media platforms is straightforward for users.

5.I believe it's easy to check for product details on social media.
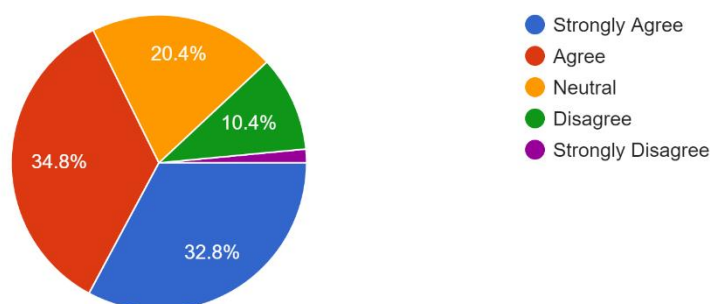
201 responses
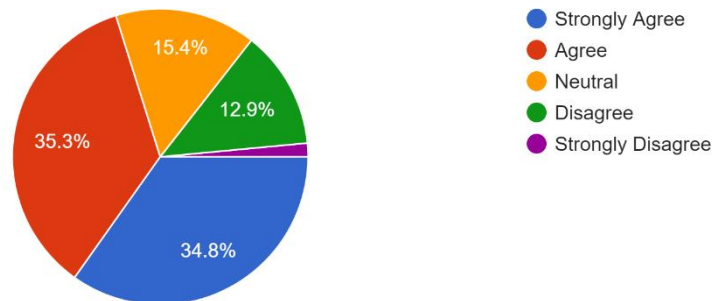


**Interpretation:** A substantial proportion of respondents agree (35%) and strongly agree (34%) that it's easy to check for product details on social media. This suggests that many participants perceive social media platforms as convenient and effective channels for accessing information about products. Additionally, a notable percentage (15%) remains neutral, indicating some uncertainty or variability among respondents in their beliefs about the ease of checking product details on social media. A smaller proportion disagrees (10%), reflecting a minority viewpoint that may arise from differing experiences or perceptions regarding the accessibility of product information on social media platforms.

6. Sharing brand content or product information with friends and family on social media is effortless and convenient.

6.I think it's easy to share brand content or product details on social media with friends and family.

201 responses



**Interpretation:** The data indicates that a significant proportion of respondents agree (34%) and strongly agree (32%) that it's easy to share brand content or product details on social media with friends and family. This suggests that many participants perceive social media platforms as convenient and effective channels for sharing information about brands and products with their social network. Additionally, a notable percentage (20%) remains neutral, indicating some variability or ambivalence among

respondents in their perceptions of the ease of sharing brand content on social media. A smaller proportion disagrees (10%), reflecting a minority viewpoint that may stem from individual experiences or preferences regarding sharing behaviours on social media platforms.

7. Posts shared by brands on social media are often perceived as entertaining or amusing by users.

7.I think posts from the brand are amusing.

201 responses
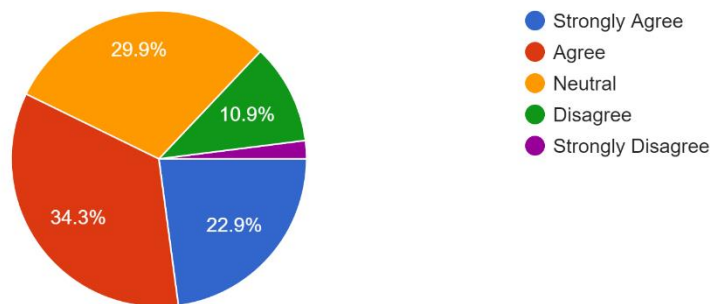


**Interpretation:** The data shows that a considerable proportion of respondents agree (34%) and strongly agree (22%) that posts from brands are amusing. This suggests that a notable segment of participants finds brand posts on social media entertaining or engaging. Additionally, a substantial percentage (29%) remains neutral, indicating some variability or ambivalence among respondents in their perceptions of the amusement value of brand posts. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from individual preferences or experiences regarding the content of brand posts on social media.

8. Brand articles and posts on social media platforms offer valuable insights into new products and market developments.

8.Via brand articles and posts, I get details about the new products and developments in the market.

201 responses
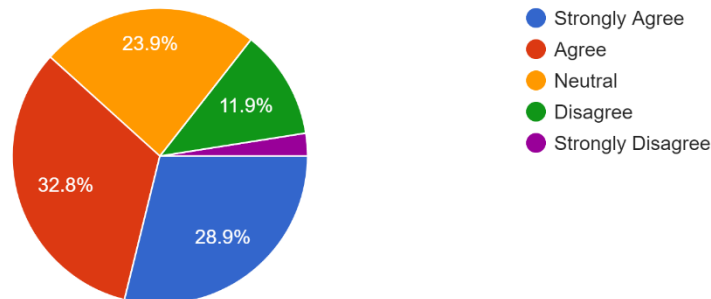


**Interpretation:** A significant proportion of respondents agree (32%) and strongly agree (28%) that they obtain details about new products and developments in the market via brand articles and posts. This suggests that many participants perceive brand content on social media as informative and valuable sources of information regarding new products and market trends. Additionally, a notable percentage (23%) remains neutral, indicating some variability or ambivalence among respondents in their perceptions of the informativeness of brand articles and posts. A smaller proportion disagrees (12%), reflecting a minority viewpoint that may arise from individual experiences or preferences regarding the content of brand articles and posts on social media.

9. Social media advertisements serve as a convenient source of brand-related knowledge for consumers.

9. I think social media ads are a convenient source of brand knowledge.

201 responses
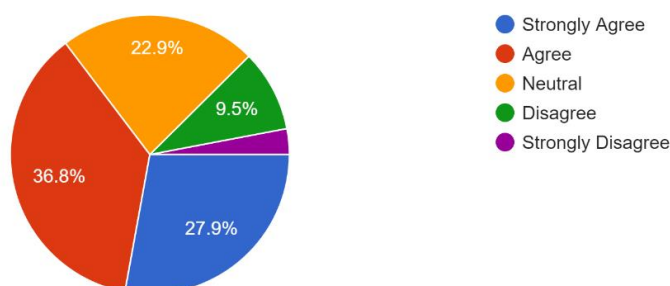


**Interpretation:** The majority of respondents agree (36%) and strongly agree (28%) that social media ads are a convenient source of brand knowledge. This indicates that a significant portion of participants perceives social media advertisements as effective and convenient means of acquiring information about brands. Additionally, a notable percentage (23%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the convenience of social media ads for brand knowledge. A smaller proportion disagrees (9.5%), reflecting a minority viewpoint that may stem from

individual preferences or experiences regarding the usefulness of social media ads for acquiring brand knowledge.

10. Engaging with brands on social media platforms prompts users to participate in various marketing activities, such as discounts and tournaments.

10. I assume that social media brand engagement encourages users to engage in activities for marketing (discounts, tournaments, etc.).
201 responses
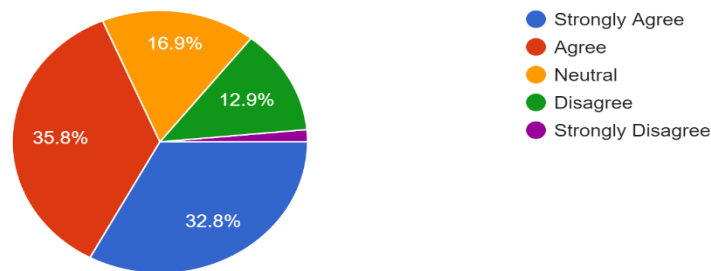


**Interpretation:** The data shows that a notable proportion of respondents agree (35%) and strongly agree (32%) that social media brand engagement encourages users to engage in activities for marketing, such as discounts and tournaments. This indicates that many participants perceive brand engagement on social media as effective in promoting marketing activities and encouraging user participation. Additionally, a substantial percentage (16%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the impact of social media brand engagement on marketing activities. A smaller proportion disagrees (12%), reflecting a minority viewpoint that may stem from differing interpretations or experiences regarding the effectiveness of social media brand engagement in driving marketing activities.

11. social media significantly influences consumers' perceptions of brands and their overall vision of the brand.

11.Does social media affect your vision of the brand?
201 responses
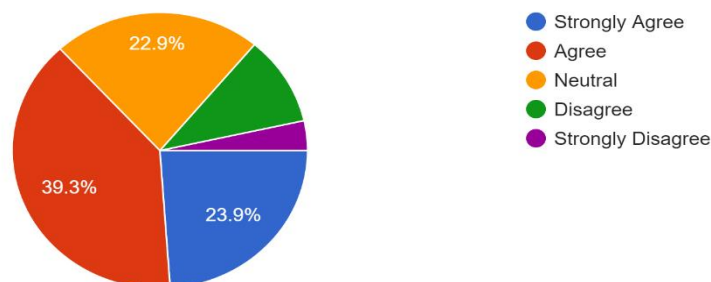
**Interpretation:** The majority of respondents agree (40%) and strongly agree (24%) that social media affects their vision of the brand. This indicates that a significant portion of participants perceives social media as influential in shaping their perceptions and attitudes toward brands. Additionally, a notable percentage (23%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the impact of social media on their brand vision. A smaller proportion disagrees (10%), reflecting a minority viewpoint that may stem from differing experiences or perceptions regarding the influence of social media on brand perceptions.

12. Marketing activities conducted by brands on social media platforms contribute to consumers' informed decision-making processes regarding product purchases.

12. I assume that marketing activities on social media by brands help me make informed decisions about product purchases.

201 responses
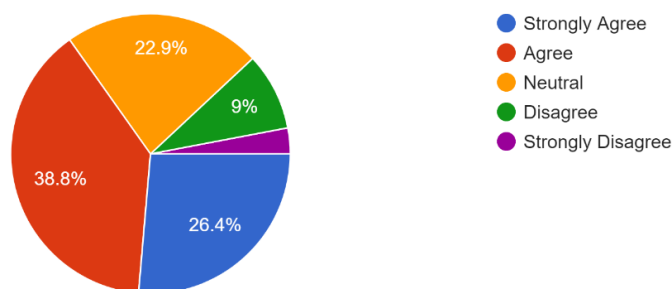


**Interpretation:** A significant proportion of respondents agree (38%) and strongly agree (26%) that marketing activities on social media by brands help them make informed decisions about product purchases. This suggests that many participants perceive social media marketing efforts as valuable sources of information that aid in their decision-making process when it comes to purchasing products. Additionally, a notable percentage (29%) remains neutral, indicating some variability or ambivalence among respondents in their perceptions of the impact of social media marketing activities on their purchase decisions. A smaller proportion disagrees (9%), reflecting a minority viewpoint that may stem from differing experiences or perceptions regarding the effectiveness of social media marketing in facilitating informed purchase decisions.

13. Social media brand marketing practices are generally viewed as less intrusive compared to traditional mass media marketing activities.

13. I assume that social media brand marketing practices are less invasive than mass media brand marketing activities (newspapers, television, radio, etc.).

201 responses
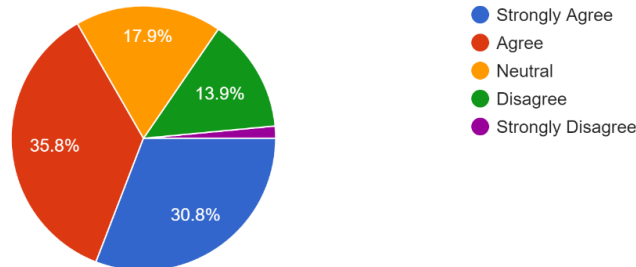


**Interpretation:** A significant proportion of respondents agree (35%) and strongly agree (30%) that social media brand marketing practices are less invasive than mass media brand marketing activities. This indicates that many participants perceive social media marketing as less intrusive compared to traditional mass media channels such as newspapers, television, and radio. Additionally, a notable percentage (17%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the invasiveness of social media brand marketing practices. A smaller proportion disagrees (13%), reflecting a minority viewpoint that may stem from differing interpretations or experiences regarding the intrusiveness of social media marketing compared to traditional media channels.

14. Consumers express satisfaction with the content shared by brands on social media platforms.

14. I am pleased with the content on social media shared by brands.

201 responses
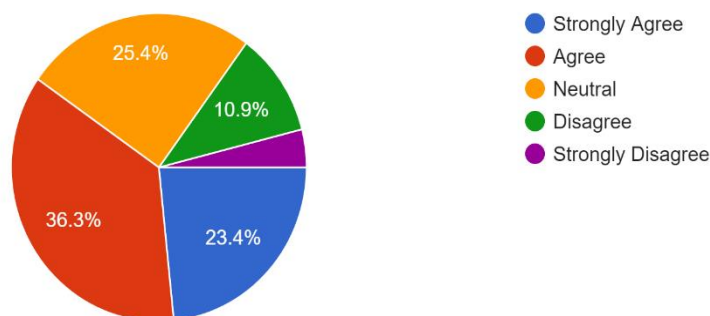


**Interpretation:** A significant proportion of respondents agree (36%) and strongly agree (23%) that they are pleased with the content shared by brands on social media. This indicates that many participants find the content shared by brands on social media to be satisfactory and engaging. Additionally, a notable percentage (25%) remains neutral, suggesting some variability or ambivalence among respondents in their satisfaction with brand content on social media. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding the quality or relevance of brand content on social media platforms.

15. There is a sense of pride associated with being connected to favourite brands that actively engage on social media platforms.

15. I will be proud to be associated with it if my favourite brand were social media marketing.
201 responses
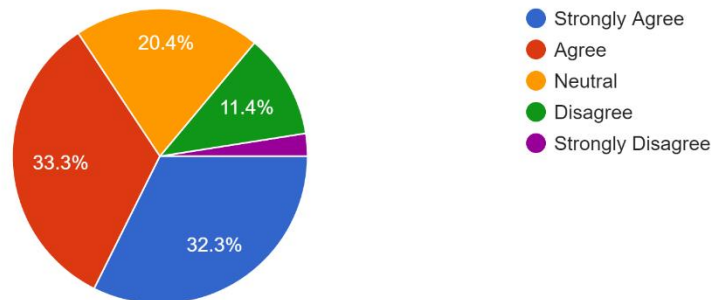


**Interpretation:** The data shows that a considerable proportion of respondents agree (33%) and strongly agree (32%) that they would be proud to be associated with their favourite brand if it were engaged in social media marketing. This indicates that many participants perceive social media marketing as a positive attribute and would feel pride in associating themselves with brands utilizing such strategies. Additionally, a notable percentage (20%) remains neutral, suggesting some variability or ambivalence among respondents in their feelings about associating with brands engaged in social media marketing. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from differing preferences or perceptions regarding social media marketing and brand association.

16. Consumers express an inclination towards making purchases from brands they have interacted with on social media platforms.

16 . I expect to purchase from brands I chat with on social media.
201 responses
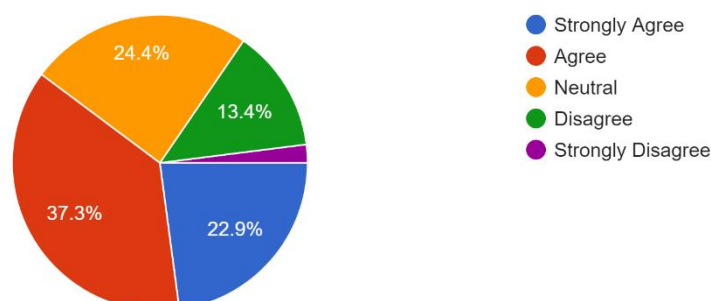


**Interpretation:** The majority of respondents agree (37%) that they expect to purchase from brands they chat with on social media, while a significant percentage also strongly agrees (22%). This suggests that

many participants view their interactions with brands on social media as influential in their purchase decisions, expecting to make purchases from brands they engage with. Additionally, a notable percentage (24%) remains neutral, indicating some variability or ambivalence among respondents in their expectations regarding purchasing from brands they chat with on social media. A smaller proportion disagrees (13%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding the influence of social media interactions on purchase behaviour.

17. Consumers are more likely to endorse and support favourite brands that maintain an active presence on social media platforms.



17. If they are on social media, I would support my favourite brands.
201 responses
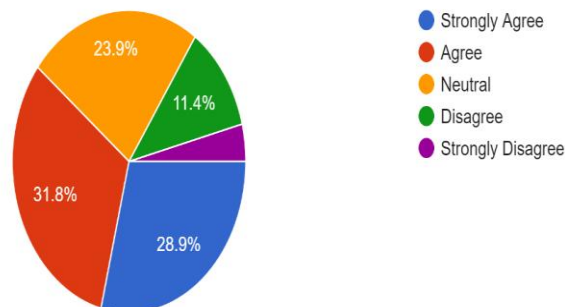
**Interpretation:** A notable proportion of respondents agree (31%) and strongly agree (29%) that they would support their favourite brands if they are on social media. This suggests that many participants perceive social media presence as an important factor in their support for brands, indicating a willingness to engage with and endorse brands that are active on social media platforms. Additionally, a significant percentage (24%) remains neutral, indicating some variability or ambivalence among respondents in their inclination to support brands on social media. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding the significance of social media presence in brand support.

18. Consumers tend to place trust in the interactions and communications they have with brands on social media platforms.

18. On social media, I prefer to believe in brand contact.
201 responses
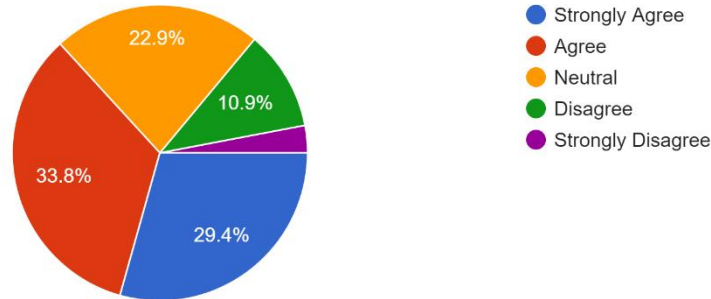


**Interpretation:** The data shows that a notable proportion of respondents agree (33%) and strongly agree (25%) that they prefer to believe in brand contact on social media. This indicates that many participants value interactions with brands on social media platforms and are inclined to trust the information provided by brands through these channels. Additionally, a significant percentage (23%) remains neutral, suggesting some variability or ambivalence among respondents in their preferences regarding brand contact on social media. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from differing perceptions or experiences regarding the trustworthiness of brand contact on social media.

19. Brands that are available and active on social media platforms are perceived as more trustworthy by consumers.

19 .To me, brands that are available on social media are trustworthy.
201 responses
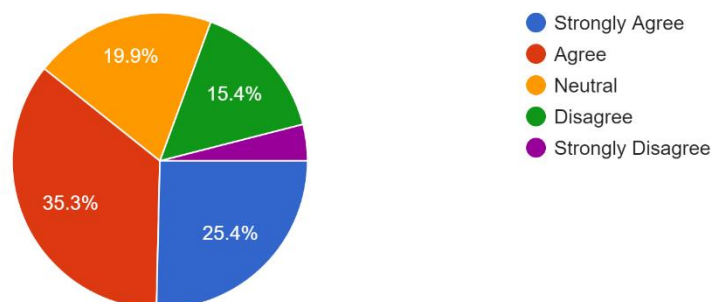


**Interpretation:** The majority of respondents agree (35%) and strongly agree (25%) that brands available on social media are trustworthy. This indicates that many participants perceive the presence of brands on social media platforms as indicative of trustworthiness. They are more likely to trust brands that maintain an active presence on social media. Additionally, a notable percentage (20%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the trustworthiness of brands

on social media. A smaller proportion disagrees (15%), reflecting a minority viewpoint that may stem from differing perceptions or experiences regarding brand trustworthiness on social media platforms.

20. Trust is further extended to brands that actively engage with clients and customers on social media platforms.

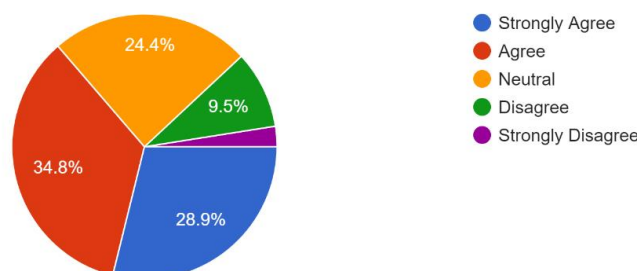20. To me, brands that connect on social media with clients are trustworthy.
201 responses
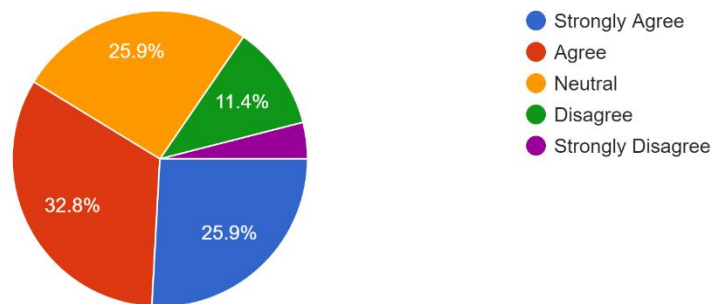


**Interpretation:** A notable proportion of respondents agree (33%) and strongly agree (26%) that brands that connect with clients on social media are trustworthy. This suggests that many participants perceive brands' engagement with clients on social media platforms as indicative of trustworthiness. They are more likely to trust brands that actively engage with their clients through social media channels. Additionally, a significant percentage (26%) remains neutral, indicating some variability or ambivalence among respondents in their perceptions of the trustworthiness of brands that connect with clients on social media. A smaller proportion disagrees (11%), reflecting a minority viewpoint that may stem from differing perceptions or experiences regarding the relationship between brand-client engagement on social media and trustworthiness.

21. Consumers express a desire to maintain ongoing connections and interactions with brands they trust on social media platforms.

21 . On social media, I will continue to connect with brands I trust.
201 responses

**Interpretation:** A significant proportion of respondents agree (35%) and strongly agree (29%) that they will continue to connect with brands they trust on social media. This indicates that many participants are inclined to maintain their connections with trusted brands on social media platforms. They perceive such connections as valuable and are willing to engage further with these brands. Additionally, a notable percentage (24%) remains neutral, suggesting some variability or ambivalence among respondents in their intentions to continue connecting with brands they trust on social media. A smaller proportion disagrees (9.5%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding brand connections on social media.

22. Recommendations for products and services are frequently being made by consumers to trusted friends and family members through social media channels.

22 . I generally recommend products to my friends and family whom I trust on social media.
201 responses
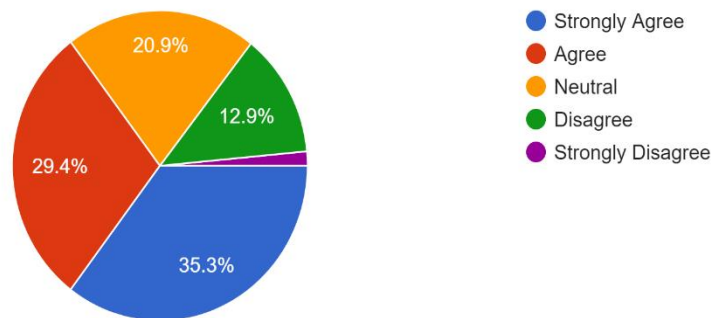


**Interpretation:** The majority of respondents agree (30%) and strongly agree (35%) that they generally recommend products to their friends and family whom they trust on social media. This suggests that many participants actively engage in word-of-mouth marketing by recommending products to their social circle on social media platforms. They perceive such recommendations as valuable and trustworthy. Additionally, a notable percentage (21%) remains neutral, indicating some variability or ambivalence among respondents in their propensity to recommend products on social media. A smaller proportion disagrees (13%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding product recommendations on social media.

23.Social-media is recognized as a crucial tool for brands to effectively promote their products and services to a wider audience.

23. Do you think social media plays an important role in promoting a brand?
201 responses
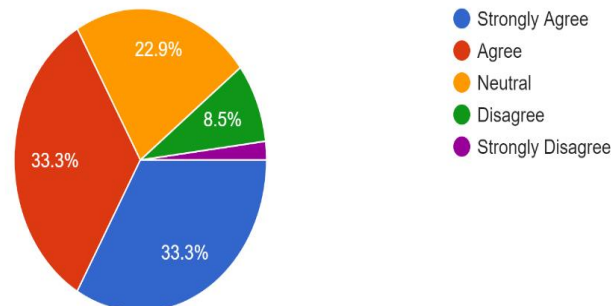


**Interpretation:** An equal proportion of respondents agree (33%) and strongly agree (33%) that social media plays an important role in promoting a brand. This indicates that a majority of participants acknowledge the significance of social media in brand promotion, considering it as a crucial tool for marketing and reaching out to customers. Additionally, a notable percentage (23%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of the importance of social media in brand promotion. A smaller proportion disagrees (8.5%), reflecting a minority viewpoint that may stem from differing perspectives or experiences regarding the effectiveness of social media in brand promotion.

24. Consumers indicate their intention to continue sharing personal stories and experiences about their favourite brands on social media platforms.

24. I will continue to share stories on social media about my favourite brands.
201 responses
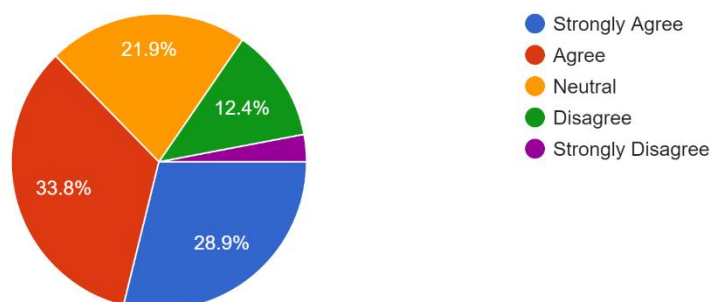


**Interpretation:** A notable proportion of respondents agree (33%) and strongly agree (29%) that they will continue to share stories on social media about their favourite brands. This suggests that many participants are likely to engage in brand advocacy by sharing their positive experiences and stories about their favourite brands on social media platforms. They perceive such sharing as a means of expressing loyalty and promoting the brands they admire. Additionally, a significant percentage (22%) remains neutral, indicating some variability or ambivalence among respondents in their intentions to share stories

about their favourite brands on social media. A smaller proportion disagrees (12%), reflecting a minority viewpoint that may stem from differing preferences or experiences regarding brand advocacy on social media.

25. Electronic word-of-mouth, facilitated through social media platforms, plays a significant role in shaping consumer opinions and purchase decisions.

25 . Do you take social media as electronic word-of-mouth?
201 responses
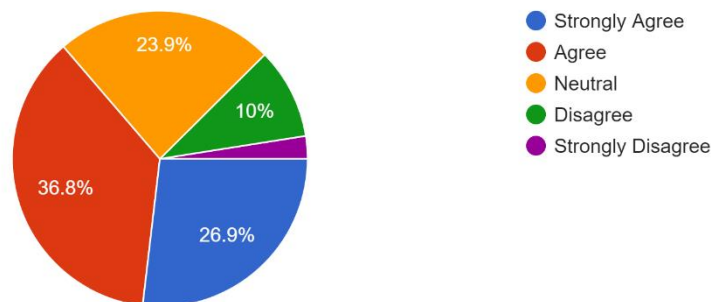


**Interpretation:** The majority of respondents agree (37%) and strongly agree (26%) that they perceive social media as electronic word-of-mouth. This indicates that many participants view social media platforms as a significant channel for sharing opinions, recommendations, and experiences about products and brands, similar to traditional word-of-mouth communication. They recognize the influence and impact of social media in shaping consumer perceptions and decisions. Additionally, a notable percentage (24%) remains neutral, suggesting some variability or ambivalence among respondents in their perceptions of social media as electronic word-of-mouth. A smaller proportion disagrees (10%), reflecting a minority viewpoint that may stem from differing interpretations or experiences regarding the role of social media in facilitating word-of-mouth communication.

**Survey Result: Understanding Consumer Perceptions and Behaviour on Social Media**

**Awareness and Perception of Brand Marketing on Social Media:**

Our survey findings indicate a widespread awareness among consumers regarding brand marketing activities on social media platforms. Over half of the respondents (52%) strongly agree that brands actively market on social media, indicating a high level of recognition of brand presence in the digital space. This awareness underscores the significant role that social media platforms play in modern marketing strategies, as brands seek to connect with consumers where they spend a significant portion of their time.

Moreover, a substantial proportion of respondents (44%) agree that it is wise for brands to market to consumers on social media. This finding suggests that consumers perceive value in brand interactions on social media platforms, viewing them as legitimate and effective channels for brand communication and promotion. The positive perception of brand marketing on social media highlights the importance of these platforms in shaping consumer attitudes and behaviours in the digital age.

**Trust and Engagement with Brands on Social Media:**

Consumers express a strong desire to engage with their favourite brands on social media platforms, with a majority of respondents (39%) indicating that they would like to see their favourite brands active on social media. This desire for brand presence on social media underscores the importance of maintaining a strong digital presence for brands seeking to engage with their target audience effectively.

Furthermore, a significant proportion of respondents (34%) find it easy to communicate with brands on social media. This finding suggests that consumers perceive social media platforms as convenient channels for interacting with brands, whether it be to ask questions, provide feedback, or seek assistance. The ease of communication on social media platforms enhances consumer-brand engagement and fosters positive relationships between brands and their audience.

**Influence on Purchase Decisions:**

The influence of social media on consumer purchasing decisions is evident in our survey findings, with a notable proportion of respondents (35%) considering social media ads as a convenient source of brand knowledge. This finding underscores the importance of targeted advertising and brand promotion on social media platforms in reaching and engaging with potential customers.

Moreover, a significant proportion of respondents (37%) express an expectation to purchase from brands they engage with on social media. This finding highlights the potential impact of brand-consumer interactions on purchase intent and underscores the importance of fostering meaningful relationships with consumers on social media platforms.

**Trustworthiness of Brands on Social Media:**

Consumers place a high level of trust in brands that are active on social media platforms, with a considerable proportion of respondents (35%) agreeing that brands available on social media are trustworthy. This finding suggests that brand presence on social media enhances consumer trust and credibility, as consumers perceive brands that engage with them on social media as more accessible and transparent.

Similarly, a significant proportion of respondents (33%) agree that brands that connect with clients on social media are trustworthy. This finding highlights the importance of building strong relationships with consumers through meaningful engagement and communication on social media platforms.

**Word-of-Mouth and Brand Advocacy:**

The survey findings reveal that social media plays a crucial role in promoting brands and fostering brand advocacy among consumers. A majority of respondents (33%) agree that social media plays an important role in promoting a brand, indicating the significant impact of social media marketing strategies on brand visibility and awareness.

Furthermore, a substantial proportion of respondents (29%) express a willingness to continue sharing stories about their favourite brands on social media. This finding underscores the potential for brand advocacy and word-of-mouth marketing on social media platforms, as satisfied customers share their positive experiences with their social networks, amplifying brand reach and influence.

**Perception of Social-Media as Electronic Word-of-Mouth (eWOM):**

Consumers perceive social media as a powerful platform for electronic word-of-mouth (eWOM) communication, with a majority of respondents (37%) agreeing that social media serves as electronic word-of-mouth. This finding highlights the importance of consumer-generated content and peer recommendations on social media platforms in shaping consumer perceptions and influencing purchasing decisions.

In conclusion, our survey findings provide valuable insights into consumer perceptions and behaviours on social media platforms. Brands that effectively engage with consumers on social media and build trust and credibility are likely to benefit from enhanced brand loyalty, increased purchase intent, and positive word-of-mouth recommendations. As social media continues to evolve, brands must adapt their marketing strategies to leverage the power of these platforms effectively and connect with their target audience in meaningful ways.

## Conclusion

In our investigation into consumer behaviour on social media platforms, our goal was to uncover the motivations behind purchases and discern the types of products favoured in this digital landscape. Through rigorous analysis and examination, our findings have provided valuable insights into these aspects, offering a clearer understanding of the dynamics of social media-driven consumerism. Firstly, our investigation into the determinants motivating consumers to purchase through social media platforms revealed several key factors. Foremost among these was the pervasive influence of trust and authenticity. Consumers exhibited a strong inclination towards brands perceived as genuine and trustworthy, highlighting the paramount importance of establishing credibility in the digital space. Additionally, the convenience and accessibility afforded by social media platforms emerged as significant motivators, with consumers valuing the ease of browsing, comparing, and purchasing products within a familiar online environment. Moreover, the influence of social interactions and peer recommendations was evident, with consumers often swayed by the endorsements and experiences shared within their social networks. Overall, our findings underscored the multifaceted nature of consumer motivations in social media purchases, emphasizing the interplay of trust, convenience, and social influence in shaping purchasing decisions. Furthermore, our exploration into the nature of commodities purchased through social media platforms yielded valuable insights into consumer preferences and behaviour. We observed a diverse range of commodities being transacted through these channels, spanning from tangible goods to digital products and services. Notably, the prevalence of lifestyle and fashion-related items was prominent, reflecting the aspirational and visually-driven nature of social media consumption. Additionally, the emergence of niche markets and specialized communities within social media platforms was evident, catering to the diverse interests and preferences of modern consumers. Moreover, the rise of influencer marketing and branded content showcased the evolving landscape of social commerce, with brands leveraging these strategies to engage and entice consumers in novel ways. Overall, our findings highlighted the dynamic and evolving nature of commodity transactions in the digital age, characterized by diversity, innovation, and personalized experiences. In conclusion, our study has provided valuable

insights into the motivations and preferences driving consumer purchases through social media platforms. By uncovering the determinants influencing purchasing decisions and the nature of commodities transacted, we have contributed to a deeper understanding of the dynamics of social media-driven consumerism. Moving forward, businesses and marketers can leverage these insights to refine their strategies, foster authentic connections with consumers, and capitalize on the opportunities presented by the burgeoning landscape of social commerce. As social media continues to evolve and reshape the retail landscape, understanding and adapting to the changing behaviours and preferences of consumers will be essential for driving success in the digital marketplace.

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