



The Study on the Influence of Social Media in Consume Purchasing Behavior

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Introduction

Social media has evolved into a conduit for people's daily lives. Social networking, forums, and social bookmarking are just a few examples of the various shapes that social media can take. Unquestionably, social media platforms like Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google Plus, and Twitter have become an indispensable aspect of our lives. [1] In the modern business world, companies use social media to build brand awareness and improve customer relationships to impact new prospects. Many companies have increased sales and revenue by using social media to build brand exposure. Businesses can interact with customers on social media, which facilitates the creation of product and service feedback. Social media is a platform that helps not only with promotion but also with customer retention and prospect exploration. Numerous psychosocial factors impact consumers, including financial resources, the purpose of the purchase, the company's image, the brand's or company's social media presence, demographics (age, sex, disposable income, etc.), the payment method used at work, the type of store (online or physical), etc. These days, social media serves as a platform for customer involvement and interaction as well as a tool for businesses to market their brands. As a result, a lot of small businesses have begun to use the platform to increase their customer base and establish rapport. Social media is crucial for both businesses and customers because it allows customers to evaluate and rate products based on factors like quality, cost, and after-sales support. Customers also choose to make purchases on social media since it is more convenient, and the price is lower. People value time currently, and they prefer to purchase online over physical stores.

Objective

- To understand the impact of social media on consumers' buying behaviors.
- To identify social media research influences customers' brand awareness.
- To obtain an understanding the influences of customer purchasing decisions through social media

Literature Review

Social media plays a pivotal role in consumers' buying decisions in consumers share their experiences on the usage of the product or service on social media platforms which are viewed by strangers and influence in consumers' buying behavior and decisions. Thus consumer opinion through social media can make or break the goodwill of the brand. Nugroho, A. A. (2021).

The Rapid growth of social media has created an impact on the consumers buying behavior thus companies started to spend their time and effort in understanding the consumer's perception and queries which becomes harder to evaluate the real return. Therefore, social media is extensively used as a source of information effectiveness, perceived convenience and credibility. [2]Ali, I. (2017).

Social media has permeated almost every aspect of daily life. Customers' preference to utilize social media to research products before making a purchase has an impact on their purchasing behavior. Social media has a significant impact on consumers' purchasing decisions through reasoning. Gilitwala, B. (2023).

It is found that young generation are frequent users of social media . Thus there buying decision is backed by the social media as they research about the products before buying them online from forums, company websites, Facebook pages, or peer evaluations. Chaturvedi, S. (2014).

Social media gives users quick access to product details, user reviews, and two-way conversation. It also gives users access to a variety of networks for alternate comparison and evaluation. Consumer recommendations are given greater weight than company-generated product recommendations since consumers are now more aware of the legitimacy and relevancy of advertising content. In contrast to mass media marketing, social media marketing has allowed marketers to interact and provide more individualized consumer service. Through constant interaction, trust, and timely service to the appropriate customer, it has evolved into a bridge that connects customers and businesses. Bansal, S. (2022).

It is found that social media are the tools that is used by the consumer to compare products, brands and services . Users of social media are growing exponentially, and this has resulted in a sharp surge in the variety and quantity of social media platforms. Without a question, social media plays a significant role as a source of information for customers when making purchases, particularly when they are engaging in complicated purchasing behavior. Online customer reviews are becoming more and more popular because they are widely available, inexpensive, and easy to acquire. Social media peer recommendations are seen as electronic word-of-mouth (eWOM) and are considered to be a more trustworthy source of information than commercials and other information created by marketers. Social media is therefore valuable to businesses as well as having a significant impact on consumers' lives. Jaya, J. (2022). Most of the consumers consider social media to be electronic word-of-mouth. Potential clients' decision-making process is influenced by social media platforms' reviews and

preferences left by previous users. Compared to users of other information sources, social media users reported that decision-making was simpler and they enjoyed it more during the process. Overall, satisfaction was higher among those who thought social media material exceeded their expectations in terms of both quantity and quality. Gupta, S., & Chopra, C. (2020) Due to the increased accessibility and openness provided by social media, customers are now positioning themselves differently in the market, which means that businesses must adopt a new marketing strategy. To draw clients in the Digital Age, businesses must do more than just create a Facebook page and post product images; instead, they must actively seek to keep abreast of emerging trends and provide unique, interesting content for their social media platforms. Murtaza.R(2021). A noteworthy correlation exists between social media marketing and the purchase behavior of customers. This indicates that, as the EBK Model also highlights, consumers are impacted by both internal and external stimuli offered by social media marketing when making decisions. One such stimulus is how they see themselves after making the purchase. Additionally, although visit frequency also has a substantial impact on the CPB, the quality of the content has the greatest influence on customers' purchasing decisions. Cabales, J. H., Carungay, N. K., Legaspi, K., & Bacatan, J. (2023). Businesses and marketers need to understand how important it is to use social media platforms to interact with customers, foster brand loyalty, and influence their purchasing decisions. Businesses may create effective marketing strategies that harness the power of social media to generate The majority of social media sites are utilized for place marketing and promotion, but some—like Twitter, Facebook, and YouTube—are obviously used to raise brand recognition and strengthen brand identification. The ability to create suitable messaging and market a brand using images and videos that are simple for customers to comprehend is a crucial component. Since most videos are identical to one another, attempts to raise brand awareness tend to be generic and fail to engage viewers. Given the evolution of social media communications, it is imperative to take the content and interactive marketing approach more seriously. The content must be more genuine in order to encourage interaction and dialogue. Sundar, A. (2022).

Research Methodology

Research Design

The research design used for this study is descriptive in nature.

Populatiion and Sampling Frame

The population of the study is all types of the consumer in the city of Kochi. The sampling size is 130 customers in Kochi. The sampling technique used in this study is convenient sampling.

Data Collection

The study has used both primary and secondary data collection. The Primary data is collected in structured questionnaires with the help of Google Forms and physical interviews. The secondary data consist of 14 conference articles and journal. Secondary data helps to analyze the past data with a comparison of the present scenario and it takes less time and cost as compared to primary data.

Statistical Analysis and Tools

The data is analyzed in SPSS software to measure factor analysis and Chi-Square. The data is interpreted in the form of pie charts, graphs and tables.

Limitation of the study

The limitation of this study is the time constraint and focused on city of Kochi the study has conducted limited sampling .

Managerial Implication

TABLE1.KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	.907
	1139.546
	105
	<.001

From Table 1. It is clear that the KMO value is 0.907 which is more than 0.5. This indicates that data is adequate with factor analysis. Bartlett's Test shows a significant value of 0.000 which is less than 0.05. This is followed by the running of the factor analysis technique.

TABLE 2. Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.534	50.229	50.229	7.534	50.229	50.229	4.171	27.808	27.808
2	1.387	9.247	59.476	1.387	9.247	59.476	2.970	19.803	47.611
3	1.031	6.870	66.347	1.031	6.870	66.347	2.810	18.735	66.347
4	.839	5.591	71.937						
5	.659	4.393	76.330						
6	.599	3.994	80.324						
7	.535	3.567	83.890						
8	.427	2.844	86.735						
9	.394	2.624	89.359						
10	.339	2.263	91.621						
11	.317	2.115	93.737						
12	.306	2.040	95.777						
13	.258	1.719	97.496						
14	.194	1.293	98.788						
15	.182	1.212	100.000						

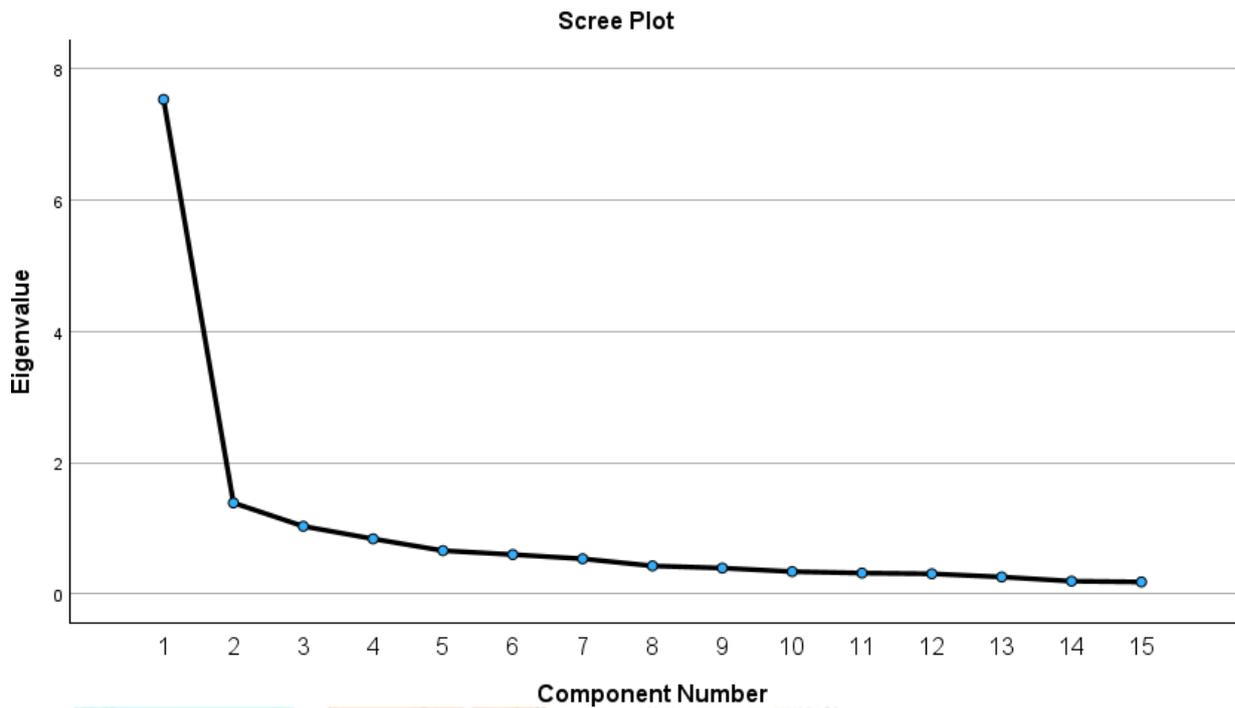
Extraction Method: Principal Component Analysis.

Total variance is the sum of all variables of individual components . The total variance is divided into three categories which are:

1. Initial Eigenvalues
2. Extraction sum of Squared Loadings
3. Rotation Sums of Squared Loadings

In this study there were seven variable analyzed. In the Initial Eigenvalues variant, the above table indicates that 1st and 2nd components is considered to be more than 1 which is a positive sign. Extraction sum Extraction sum of squared loading depicts variance of the first factor 50.299%.

Fig.1.Scree Plot



The screen plot is a graph that shows the eigenvalues against all factors. In the above graph, the curve started to be flattened from factor 3. Therefore it is indicated that from factor 3 onwards the eigenvalues are less than 1.

Rotated Component Matrix^a

Component		1	2	3
Respondents of decision making		.609	.437	.198
Respondents of more clients		.779	.301	.155
Respondents of effective tool		.822	.159	.268
Respondents of new goods and service		.647	.268	.203
Respondents of networking		.710	.262	.312

aid			
Respondents of inclination	.169	.493	.584
Respondents of influence	.192	.378	.684
Respondents of reviews	.409	.000	.712
Respondents of Evaluate	.332	.023	.673
Respondents of enjoyment of purchase	.030	.439	.710
Respondents of recognised	.437	.722	.068
Respondents of attention	.519	.569	.096
Respondents of purchasing	.199	.760	.364
Respondents of recall	.395	.692	.264
Respondents of product marketing	.772	.208	.218

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 12 iterations.

- a. **Component 1** seems to be related to the **propensity to purchase**. This is because variables like "Respondents of decision making", "Respondents of effective tool", "Respondents of more clients", and "Respondents of new goods and services" all have high positive loadings on this component.
- b. **Component 2** seems to be related to **evaluation and reviews**. This is because variables like "Respondents of reviews", "Respondents of Evaluate", "Respondents of recall", and "Respondents of product marketing" all have high positive loadings on this component.
- c. **Component 3** seems to be related to **enjoyment of the purchase**. This is because the variable "Respondents of enjoyment of purchase" has a high positive loading on this component.

CHI SQAURE WITH GENDER AND INFLUENCE ON CONSUMER PURCHASE DECISION

Case Processing Summary

Cases

N	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Respondents on influence of purchase * Gender	130	100.0%	0	0.0%	130	100.0%

The case Processing summary is the summary information of the data collection. In this study, there are 130 valid cases with no removed cases. In total 130 respondents were taken from consumers.

Respondents on influence of purchase * Gender Crosstabulation

Gender			1.00	2.00	Total
Respondents on influence of purchase	Disagree	Count	9	2	11
		% of Total	6.9%	1.5%	8.5%
		Standardized	.4	-.6	
		Residual			
	Neutral	Count	31	16	47
		% of Total	23.8%	12.3%	36.2%
		Standardized	-.5	.8	
		Residual			
	Agree	Count	35	10	45
		% of Total	26.9%	7.7%	34.6%
		Standardized	.4	-.7	
		Residual			
Strongly Agree	Count	19	8	27	
	% of Total	14.6%	6.2%	20.8%	
	Standardized	-.1	.2		
	Residual				

Total	Count	94	36	130
	% of Total	72.3%	27.7%	100.0%

The table represents the cross-tabulation of expected and observed counts between gender and purchase decision. This study shows that gender strongly agree to the purchase decision.

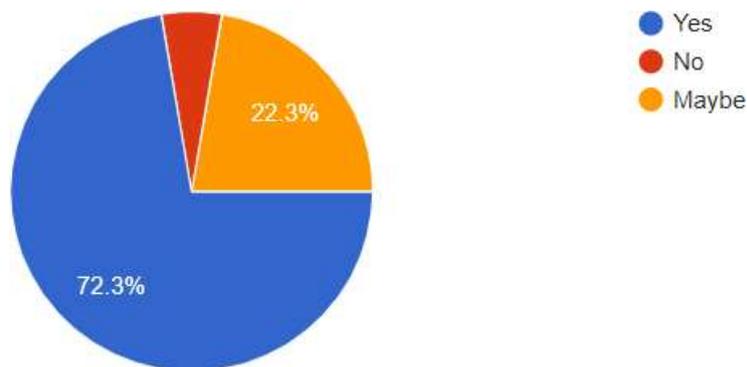
Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.166 ^a	3	.539
Likelihood Ratio	2.202	3	.531
Linear-by-Linear Association	.006	1	.936
N of Valid Cases	130		

c.1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.05.

The Pearson Chi-Square is 2.166. The asymptotic significance (2-sided) or *p*-value is 0.539. The level of significance is more than 0.05%, hence it is enough to conclude that there is a significant relation between gender and purchase decision. In this study, we can conclude that there is real difference between gender and purchase decision.

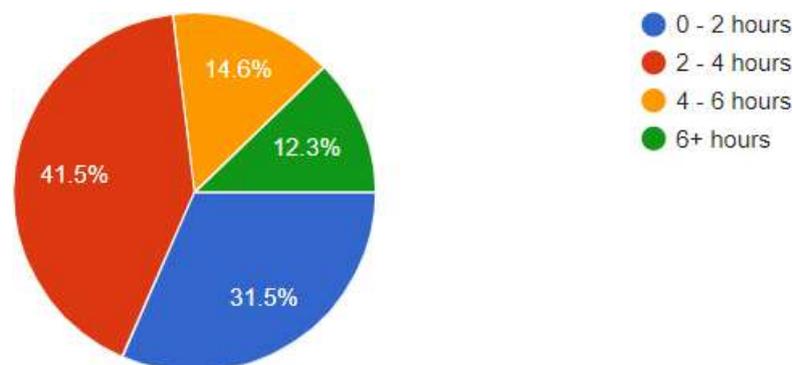
SOCIAL MEDIA ADVERTISEMENT PERSUADE PURCHASE



According to the survey conducted 72.3% of the respondents have responded yes as it helps to reach a wide range of customers. Thus this helps consumers to have brand awareness of new products.

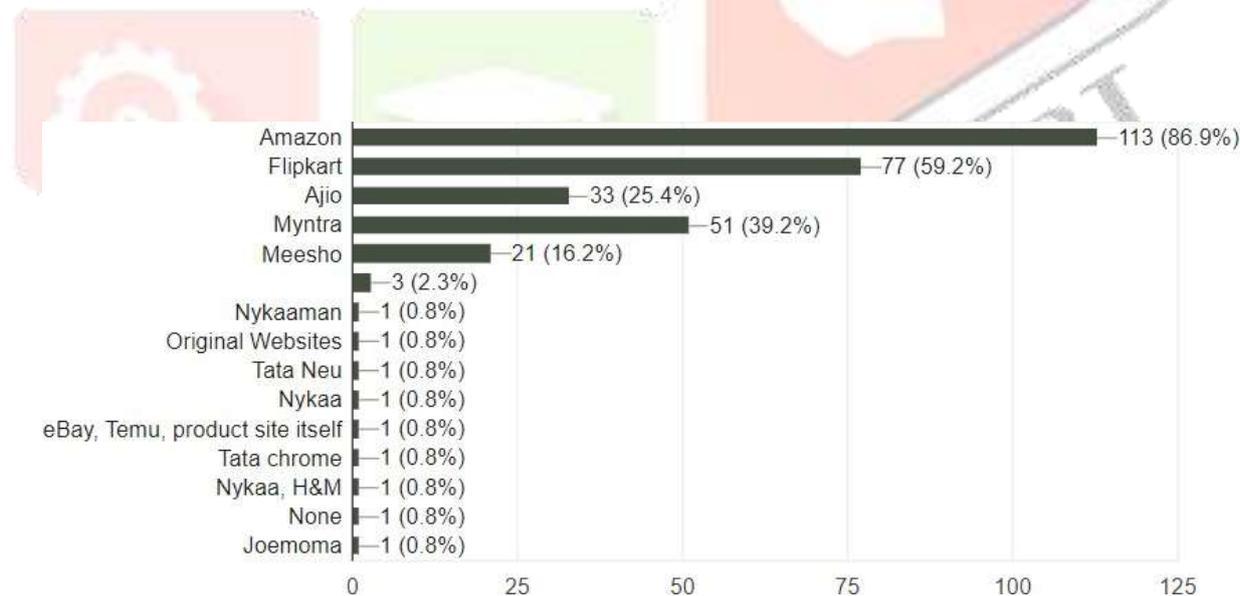
23.3% of respondents have neutral aspects on this statement as they believe pros and cons of new brands.5.4% disagreed with the statement.

TIME SPENT ON SOCIAL MEDIA WEBSITES



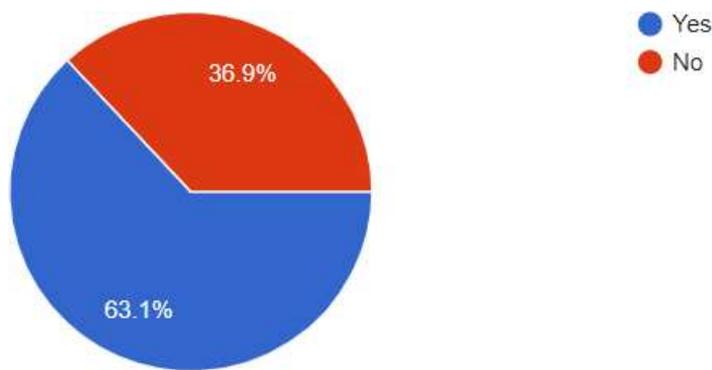
According to the survey conducted 41.5% of the respondents spent 2-4 hours on social media, as consumers live in the nuclear world but with social media people get connected through social media. 31.5% of the respondents spent 0-2 hours on social media as it helps them to balance work- life life and 14.6% of the respondents spent 4-6hours on social media.

APPS OR WEBSITES TYPICALLY USE



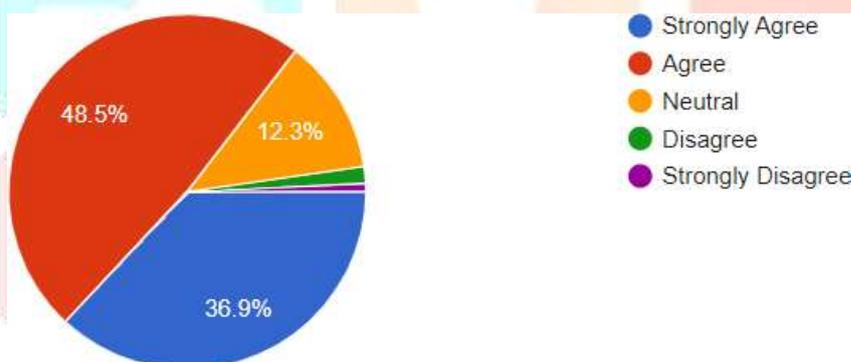
According to the survey conducted 113 (86.9%) of respondents prefer to use Amazon as it provides all kinds of products available under one roof and all import and export products are available. 77(59.2%) of respondents prefer to use Flipkart as it provides all types of Indian products and a good review system. 51 (39.2%) of the respondents prefer to use Myntra as it provides good fashion styles and 33(25.4%) of the respondents prefer to use Ajo due to being budget-friendly.

REGULAR PRODUCT PURCHASES



According to the survey conducted 63.1% of the respondents agreed with the statement as it helps to make convenient purchases online. Thus most consumers prefer to use social media because after-sales services and product quality can be found through social media. Therefore 36.9% of the respondents disagreed as it might create default products

SOCIAL MEDIA'S IMPACT ON CONSUMER DECISION-MAKING



According to the survey conducted 48.5% of the respondents agreed with to statement that consumer's decision is backed by social media influence. Moreover, 36.9% of the respondents strongly agreed with the statement because social media influences have taken over the consumer's perception, attitude and even buying behaviour. Thus 12.3% of the respondents have neutral responses as some of the customers believe in brick and mortar and even social media for their decision making.

Conclusion

The rapid growth of technology has created a positive impact on the decision-making of consumers where with one touch everything is readily available. Moreover, social media is not just for entertainment but also helps businesses to create brand awareness and increase sales efficiently and effectively. Many small and big scale use social media to have a good rapport with consumers which helps create brand loyalty. It helps consumers to look for brands of similar products which helps the consumer to make purchase decisions in one touch. Thus consumers are influenced by repetitive promotion through social media. It involves reviews, responses from influence and people which create brand awareness in the consumer's mind. Therefore in the technology world, businesses and consumers are both benefiting from social media.