

# Chapter 6

## A Study on the Influence of Social Media on Consumer Behaviour

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### **ABSTRACT**

*Social media has been used heavily for business purposes while communicating with customers and promoting new products or services. The massive growth of the usage of social media affects consumer behaviour since there are consumption related interactions in these platforms. Social media and the ability of consumers to consult each other have transformed the traditional brand – consumer relationship, putting the consumer in a clear powerful position. The current research will outline the major changes in consumer behaviour and provide recommendations for retailers on how to integrate social media more effectively and improve engagement with their audience.*

### **INTRODUCTION**

Social media serves as the digital platform through which individuals can engage in online communication, share content, and access information. This category encompasses diverse forms of online interaction, including social networking, forums, and social bookmarking. Notable examples of social media platforms include

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Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google Plus, and Twitter, all of which have seamlessly integrated into our daily lives. Within the business realm, social media is commonly employed to disseminate information about products and services, promote brands, maintain connections with existing customers, and identify potential new prospects. Its pervasive use underscores its significance as a vital component of contemporary communication and marketing strategies.

Social media marketing effectively leverages social networking to enhance brand awareness, elevate brand value, and expand customer reach. The research aims to scrutinize the influence of social media on consumer purchasing behavior in urban areas. Undoubtedly, the connectivity between consumers and businesses has reached unprecedented levels, primarily driven by the surge in internet connectivity. Following China, India has emerged as the second-largest user of internet connections, establishing a significant interconnectedness between consumers and businesses for the first time.

The influence of social media on consumer behavior is a complex and multifaceted phenomenon that has become increasingly significant in recent years. Social media platforms have transformed the way individuals discover, evaluate, and purchase products or services.

## **Influence of Social Media on Consumer Behaviour**

Social media influences consumer behavior through a variety of mechanisms, shaping the way individuals discover, evaluate, and make purchasing decisions. Here are some specific ways in which social media exerts its influence:

**Product Discovery:** Social media platforms serve as powerful discovery tools. Users come across new products, services, and brands through posts, advertisements, and recommendations from friends, influencers, and their network.

**Peer Recommendations and Reviews:** Consumers often turn to social media for reviews and recommendations from their peers. Positive or negative experiences shared by friends or online connections can significantly impact purchasing decisions.

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