



## Impact of social media and trends on the present consumer behaviour in India

Saxena R, Garg N

Assistant Professor, Department of Commerce and Management, HEC Group of Institutions, Hardwar, Uttarakhand, India

### Abstract

It is also affected by various geographical aspects as well. In the world of all forms of advertising, social media marketing is one of the most crucial tools and techniques. Every businessman's primary goal is to grow the number of selling articles, and many marketing tools and approaches can help with this. There is no doubt that it can increase the earnings of a variety of companies. The main goal of this study is to determine the predicted relationships between various social media marketing activities, customer activities, and consumer behaviour. It also aims to determine how social media marketing will affect final consumer behaviour among people who primarily use social media websites.

This research seeks to rigorously explore the role of social media on consumer decision-making. Consumer Behaviour constitutes a fundamental basis for a country's economy. Quantitative research investigates the extent to which social media use influences experiences. Outsiders are increasingly dominating consumer evaluations of products and services in developed settings, influencing decisions made in the separated environment. Customers are increasingly involved in online social networking since advertisers have no influence over the content, timing, or frequency of customer exchanges. The findings show that social media use influences customer happiness during the information search and alternative evaluation stages, with satisfaction increasing as the consumer progresses through the process to the final buy decision and post-purchase review.

**Keywords:** Online sites, marketing, social media, consumer behaviour, and consumer decision-making processes

### Introduction

The power structure where goods are sold and bought online has shifted as a result of social media. It describes their mindset and potential role-playing as a component of firm marketing planning and proposes several management techniques for them as marketing tools. While the active focus is on using social media marketing as direct marketing and as tools for personalising goods, the passive focus is on how social media is affecting consumer behaviour. The use of social websites by all consumers has significantly expanded in the current era, and this usage has a significant impact on these customers in a variety of ways.

Research on how social media strongly impacts customers' purchasing decisions. A significant dilemma since specialized equipment has become a part of life on the internet. People throughout the world utilize online interactions to engage with one another and with organisations. People make many connections through online social networking sites, resulting in tremendous data usage. This information has a significant influence on customers' purchasing decisions. People from all around the world are now utilizing online networking sites such as Facebook, Twitter, Instagram, and LinkedIn to share their experiences.

As a result of the widespread use of computers by customers nowadays, consumers use technology excessively. Social media, through group discussion, affects consumer purchase decisions. A fresh approach to corporate development is the web platform. The ways in which vendors and purchasers communicate are altered by social media. Consumer purchase decisions are affected by e-commerce. A new medium for exchanging information about goods and services is social media communication. Since the majority of consumers use the internet and online social media platforms, analysing consumer

behaviour is the primary activity involved in marketing goods and services. Social media has emerged as a crucial platform for conducting surveys as well as introducing and marketing products.

### The nexus between social media and emerging consumers

Consumers are individuals who purchase goods or services for their own consumption as opposed to for manufacturing or resale. A customer is someone who makes purchasing decisions at retail establishments or who is affected by marketing and advertising.

They are the recipients of goods and services at the end of the supply chain. Buyers are those who spend money on a good or service they may or may not use. The consumer is the individual who will really use the commodity or service. The final target audience for the services or products is a consumer.

It is referred to as a collection of online communication of many inputs, including websites, interactions, intercommunications, sharing of content, community-based or individual inputs, and many more among diverse users. Considering how various social media experts describe the term "social media" and how they define it on various points:

- A medium for two-way communication
- Powered by the internet for social interaction
- Allows for the creation and exchange of information
- Backed by web technology services
- Websites and applications like Twitter, Facebook, social networking sites, blogs, social bookmarking, etc

### Relevance of online social networking sites

Social networking sites are currently in a very early stage of development, but they already contain many software applications that are in use all over the world. As they

mature, more applications will start to appear. By encouraging user interaction and information sharing, social media focuses on building relationships with its users. There are many social networking sites available worldwide, including LinkedIn as well as Facebook, My Space, Orkut, and Cyworld. With almost 300 million registered members worldwide, Facebook is the market leader among the list of social networking sites that is quickly expanding.

### Marketing through social media networking

It is a technique for getting people's attention by utilizing social media sites. The focus of these programs is on creating content that will draw readers' attention in social media and encourage them to share the materials on their social networking sites. Electronic word of mouth refers to any comment that is spread through social media, including brief messages, details about a brand, product, service, or organization. When a person shares information about a firm on social media, lots of users reshare it on other social networks, and when the information is supplied by a reliable source, it works better to promote the product than sponsored advertisements.

The major search engines look for the trust and authority of the source when analyzing social media signals. Authorship and authoritativeness are not the same. Google's Authorship feature, which was introduced in 2011, enables writers and publishers to include a variety of elements, such as images, ratings, and other information, to search engine results pages. For social signals to be interpreted by search engines, trust is essential. Influencers are those individuals whose social media profiles have a trust score. According to the notion of consumer socialization, interactions with customers have a significant impact on their psychological characteristics. It affects the customer's mindset as well, whereby, the social media networking sites offer a setting for users to communicate online, which will significantly affect the idea of consumer socializing.

### Benefits of social media marketing

1. **Increased Media Coverage:** The value of social media marketing has grown recently. Both consumers and marketers use social networking sites excessively. These days, there is a 92% rise in exposure.
2. **Increased Freeways:** The number of users has increased steadily since the advent of web-based marketing. According to the study, social networking sites are being used excessively by customers and even advertisers, and as a result, daily traffic to these sites has surged by up to 80.
3. **Introduction of the Concept of Loyal Fans:** The second and most significant benefit of social networking platforms is brand loyalty. As an illustration, if a customer is happy with a product, they won't ever purchase it from another company. This fosters loyalty to a brand.
4. **Marketplace Insights:** Social networking sites make product information readily accessible. This refers to its Features, Functions, Price, and so forth. Only

websites may provide buyers with comprehensive product information; they are not required to visit any physical locations. The findings indicate that 72% of consumers concur that social networking sites offer marketing insights.

5. **Generated Leads:** There are numerous techniques to generate leads. The majority of social networking platforms produce leads for goods and services. For instance, a blog serves as a focal point for client engagement. Without a doubt, Facebook is a significant source as well, thus in essence, it generates leads.

Six hundred websites are hosted, seven lakh contents are uploaded on Facebook, millions of information searches are made on Google, and more than one million different sorts of tweets are sent every day. Due to social media's growth and development, many business opportunities emerged. Because of the strong influence of social media, customers become the centre of attention in the business world. Numerous research was done to determine the impact of social media, and the findings of these studies aid businesses in retaining a strong market position.

### Post-purchase behaviour

In the post-purchase phase, customers assess the product's performance in light of their expectations and decide whether they are satisfied or dissatisfied. According to the expectation confirmation theory, expectations, perceived performance, and the confirmation or disconfirmation of beliefs all affect post-purchase pleasure. In a subjective evaluation, results are compared to expectations in one of three ways: through positive disconfirmation or satisfaction, in which the performance is better than expected, through simple confirmation or neutral response, where, performance meets expectations and through negative disconfirmation or dissatisfaction, i.e., performance is worse than expected. Consumers who put a lot of thought, time, and money into a purchase could have cognitive dissonance over whether they made the proper choice.

In order to lessen the dissonance, the customer is forced to look for evidence that either confirms their choice or convinces them that their choice was foolish. Since the results of one stage have an impact on the experiences in the other stages, consumer happiness is a result of experiences throughout all phases of the purchasing process. Many consumers satisfaction studies neglect satisfaction with the decisionmaking process and instead concentrate only on satisfaction with the final decision and result. Despite having different fundamental aspects, both ideas have a considerable impact on how satisfied consumers are generally. Therefore, it is crucial to examine the entire decision-making process.

### Structure of decision making

Decision-making style, as first defined by Simon, is the propensity to maximise or satisfy a decision. According to research, "maximisers desire the best possible result; satisficers desire a result that is good enough to meet some criterion." On the other hand, satisficers search and evaluate products only until they find one good enough to meet some criterion or pass their acceptability threshold.

Maximizers go through more extensive procedures than Satisficers, according to research on how decision-making style affects the intensity of the choice process in terms of duration and the number of alternatives and criteria evaluated.

### Conclusion

Social networking is almost as popular for discovering new products as radio and TV advertisements, as well as word-of-mouth advertising. In the future, this is how three out of ten consumers stated they would want to learn about brands. However, consumers are using social media more and more to research brands and make purchases from them. A dynamic source of social evidence, which is a crucial factor to take into account while making purchases, is social media. More than half (51%) of consumers read reviews on forums or social media before making a purchase to evaluate a good or service. Just one or two unfavourable reviews can put off a potential customer. Social media has given the relationship between a company and its clients a new dimension. An object with no name or distance from us that we only learn about in books or on Google is no longer a brand. You may assess a brand's values, current news and products, and relationship with its target market by analysing its network.

Consumer purchasing behaviour can be affected by social media, which includes the content, images, promotions, discounts, and influencers. Brands and enterprises cannot ignore how social media affects consumer behaviour. Consumers who are affected by social media are 4 times more likely to spend more on products, according to a Deloitte survey. Furthermore, 29% of consumers are more likely to make a purchase the same day after utilising social media, demonstrating the extent of the influence.

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