



Analyzing the Impact of Social Media Platform on Consumer Actions in Online Commerce: Exposure the Influence

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Abstract

The research aims to evaluate the efficiency of social media's showcasing system and draw comparisons with more conventional forms of advertising in terms of how well it establishes brands and shapes consumer behaviour. Contextual examination of social media's influence on customer purchase behaviour, with a focus on Specialized University was the aim of the review. Finding out how social media influences customers' purchase decisions is the primary objective of this research. The review's specific goals are to identify potential factors that affect consumer buying behavior in relation to social media, analyses undergrads' attitudes towards online shopping, look at factors that encourage undergrads to use social media platforms for shopping, look at what social media platforms have meant for the purchasing behavior of students and teachers of specific university and identify any challenges associated with using social media for shopping.

Keywords: *Influence, social media, Online Commerce, consumer*

1. INTRODUCTION

The media landscape has changed dramatically over the last 10 years, with consumers increasingly using social networking sites instead of traditional media like TV, radio, and magazines to learn more about different products and careers. Presently, one in seven individuals globally owns a Facebook profile, and over half of all internet users follow at least one social media network. Owing to the constantly expanding user base on the internet and social media, major organizations need to comprehend online consumer behaviour more and more. Social media's arrival has transformed the way individuals consume information, giving associations and organizations the ability to use it as a conduit for showcasing and promoting. Social networking is now a common tool used in internet commerce to advertise services and products to both current and potential customers. The rise of social media has significantly altered how people communicate, connect, and exchange information on a global scale. As social media continues to permeate all parts of daily life, researchers, marketers, and companies are all very interested in how these platforms are influencing consumer behavior and decision-making processes. Particularly, the rise of social media platforms as powerful influences on consumer behavior has caused a paradigm change in the realm of online commerce. This study paper's objective is to investigate and examine the nuanced effects that social media have on consumer behavior when it comes to online buying. By investigating the ways in which social media platforms affect consumer decision-making processes, this study aims to shed light on the implications for businesses that operate in the digital market and offer helpful insights into efficient marketing methods.

Background: Social media has been a major force in the digital world during the past 10 years. With billions of users globally, social media platforms like Facebook, Instagram, Twitter, and YouTube allow users to interact, share, and connect with material in novel ways. Social media platforms are affecting people's views, attitudes, and behaviour, and they are becoming an increasingly important aspect of their life. Online commerce is one industry where social media's impact is most noticeable. The growth of e-commerce has revolutionized the retail sector by allowing customers to easily obtain an array of products and services from the comforts of their



homes. Parallel to this, social media has developed into an effective tool for businesses to engage with their target audience, raise brand awareness, and improve sales. Employing social media channels allows businesses to engage with customers, provide tailored advice, spotlight products, and encourage online purchases.

Social Media's Effect on Consumer Behavior in Online Commerce

Information and Product Discovery: Social networking sites provide their users with a wealth of information and product recommendations. Users can follow businesses, famous people, and friends who discuss goods and services and give their opinions. Exposure to user-generated content affects customer behavior and eventually influences purchasing decisions by showcasing new products, increasing awareness, and assisting in product discovery.

Peer Influence and Social Proof: Conversations and the sharing of tales are key components of social media platforms. Users of social networks frequently seek approval before making purchases. Positive peer reviews, recommendations, and comments on social networking sites act as powerful social proof, influencing consumer choices and fostering faith in brands and products.

Influencer Marketing: The behavior of internet shoppers has been significantly impacted by the success of influencer marketing. Influencers have the ability to shape consumers' preferences and purchasing decisions since they have amassed substantial fan networks on social media platforms. Influencers can sway consumer behavior by collaborating on sponsored articles, product evaluations, and endorsements and using their influence and fan bases to their advantage.

User-Generated Content and Engagement: Users can publish content regarding their interactions with particular products on social media channels. User-generated information, such as images, videos, and reviews, can have a significant impact on other consumers' purchasing decisions. Influencing consumer behavior requires creating brand loyalty and trust through engagement with customers on social media channels.

2. Objectives

- To investigate the driving forces behind student and teachers shoppers' use of social media for shopping.
- To investigate how Specific university students and teacher's purchasing decisions have been impacted by social media.

3. REVIEW OF LITERATURE

Chaffey and Ellis-Chadwick (2019) present a comprehensive examination of digital marketing strategies, implementation approaches, and best practices. Search engine optimization, content marketing, and customer relationship management are just a few of the several topics related to digital marketing that are discussed in this book, in addition to social media marketing. In order to show how businesses may use digital marketing channels to engage with customers and drive online sales, it offers practical advice as well as case studies. The book is a crucial resource for understanding how customer behavior is affected by digital marketing on a larger scale. De Vries, Gensler, and Leeftang (2012) investigate the relationship between social media marketing and the popularity of brand posts on brand fan pages. By analyzing consumer responses to brand posts on Facebook, the authors look at the factors that affect social media marketing activities' performance. The study highlights the importance of factors including post content, timing, and user interaction in influencing how well-liked business postings fare. The findings provide insights into how social media marketing influences consumer behavior as well as practical



consequences for marketers trying to optimize their social media strategy. Hennig-Thurau et al.'s 2010 study examined how new media, such as social media, impacted customer relationships. The writers look at how new media platforms affect customer satisfaction, trust, loyalty, and commitment. They place a strong emphasis on the value of consumer engagement and interaction in building long-lasting relationships. The study emphasizes the requirement for businesses to alter their marketing strategies in order to capitalize on the possibilities of new media for developing and maintaining beneficial consumer relationships. The findings shed light on how social media influences consumer behavior and the importance of building strong client relationships in online commerce. Kaplan and Haenlein discuss the benefits and challenges that social media brings in the corporate world in their paper from 2010. The key social media sites are discussed, along with their impact on businesses. They emphasize the power of user-generated content, the importance of online communities, and the possibility for businesses to engage with customers on social media platforms. As the paper provides insights into the altering marketing landscape, firms must adapt their strategies in order to use social media to effectively impact consumer behavior. It serves as a foundational work of literature to understand how social media influences customer behavior in online commerce. Social commerce is defined by Liang and Turban (2011), who also provide a theoretical framework for investigating its dynamics. According to the authors, social interactions and user-generated content are integrated with e-commerce and used to sway consumers' decisions to make purchases online. The paper discusses the key concepts of social commerce, such as social shopping, group buying, and recommender systems. It discusses the impact social commerce has on consumers, businesses, and academics. Research on how social media influences consumer behavior when it comes to online buying can be conducted using the framework as a starting point. Mangold and Faulds' 2009 study looks at how social media as a new hybrid element fits into business promotion strategies. The authors discuss the unique qualities of social media platforms and how they might support business interactions with customers. They examine the impact that social media has on consumer behavior, brand perception, and customer interactions. The study emphasizes the need of incorporating social media into marketing strategies as well as the benefits and challenges of doing so. The report provides viewpoints on the evolving advertising landscape and the impact of social media on consumer behavior in online commerce.

4. RESEARCH METHODOLOGY

The study population, study site, sample plan, data sources, data collecting technique, data processing, and data analysis are covered in this paper along with the research design and methodology.

Research design: Research design is the methodical approach to analyzing a research challenge. Research designs outline the procedures and techniques to be followed while doing particular types of research. The methods for acquiring, analyzing, and interpreting data, as well as the topics to study, are all influenced by the research design.

Study Area: The research was carried out at Bhagat Phool Singh Women University, Khanpur Kalan.

Research Population and Sample Size: The study's participants were Bhagat Phool Singh Women University, Khanpur Kalan. The sample chosen to distribute the surveys to 200 including teachers and students from Bhagat Phool Singh Women University, Khanpur Kalan.

Sampling method: Purposeful inspection was the method employed for the review. Critical inspecting is another term for a process of deliberate examination. The individuals in the examination population that the scientists determine should be brought in closer for reactions in



this particular situation are chosen. This assessment method was used to get feedback from the teachers and understudies of from the Bhagat Phool Singh Women University, Khanpur Kalan. The technique will be used to surveys as a means of data collection.

Sources of Data: Data will originate from primary sources. As a result, the data's original source—Ho— teachers and students from Bhagat Phool Singh Women University, Khanpur Kalan, comes straight from the source.

Data Collection Techniques: Ho Bhagat Phool Singh Women University students and teachers were given questionnaires to complete as part of the data collection process. To obtain data from a larger population, we chose this approach of data collecting.

Data Analysis Method: The information examination method, which converts information gathered on a peculiarity into data, requires information changing, information coding, information entering, and information rundown into tables, outlines, and charts. After the data had been collected, it was evaluated using Measurable Bundle for Social Science (SPSS) and the results were then shown in tables with the associated frequencies and rates. It was easier to quickly consider quantitative information presented in lines and sections because to information organizations. Additionally, the graphics helped to clarify complex issues and showed data from the list of papers that wasn't entirely accurate.

5. DATA ANALYSIS AND RESULT

The analysis and interpretation of the field data take a great deal of work in this article. Turning the information into concrete evidence about how the intervention was made and how well it performed is the aim of the information inspection and understanding stage.

Demographical profile

Table 1: survey responses on gender

Gender	Frequency	Percentage (%)
Male	120	60%
Female	80	40%

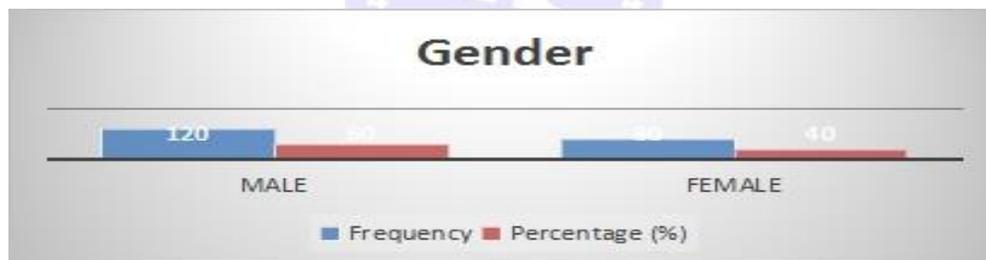


Figure 1: survey responses on gender

According to Table 1 above, 200 respondents, or 60% of the total, are men, while 200 respondents, or 40%, are women.

Table 2: Survey response on level of student

Items	Frequency	Percentage
Level 100	50	25%
Level 200	50	25%
Level 300	100	50%

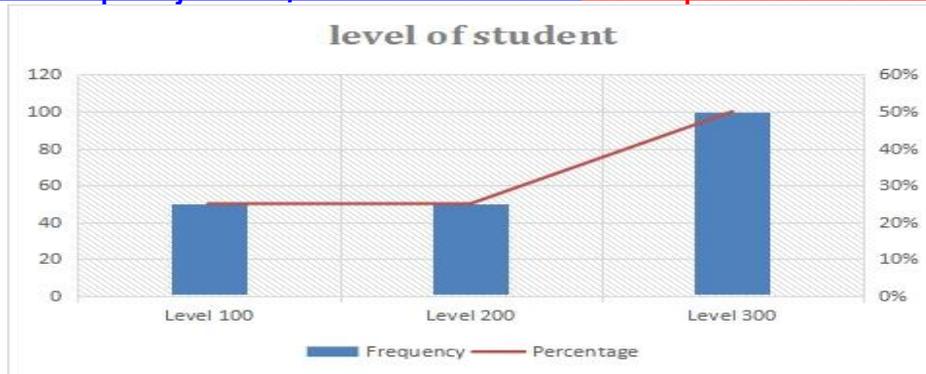


Figure 2: Survey response on level of student

Figure above shows that there are 200 respondents at level 100, or 25% of the total, 50 respondents at level 200, or 25% of the total, and 50 respondents at level 300, or 50% of the total.

Table 3: Social Networking sites used by Customer

Items	Frequency	Percentage
Facebook	50	25%
Google	40	20%
Instagram	40	20%
Twitter	20	10%
WhatsApp	50	25%

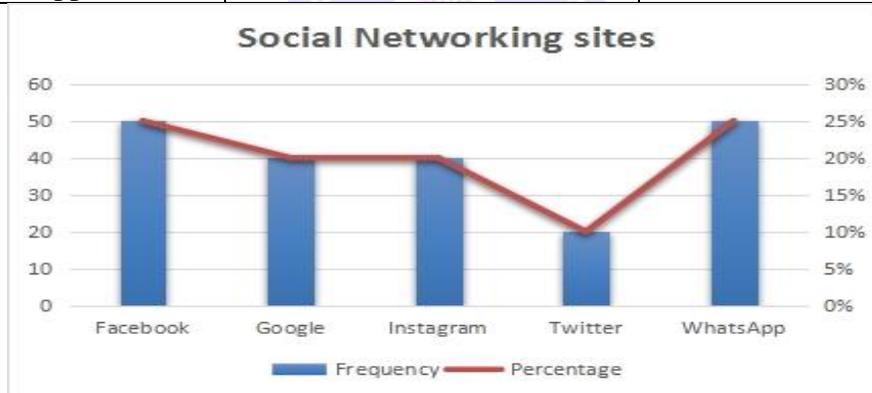


Figure 3: Social Networking sites used by Customer

According to figure 3, the following social networking sites were utilized by respondents: Whatsapp (50) accounts for 25% of usage, Twitter (20) accounts for 10%, Facebook (50) accounts for 25%, Instagram (40) accounts for 20%, Google + (20) accounts for 10%. According to this analysis, Whatsapp is the most popular social networking service among students.

Table 4: Survey results on the purposes for which students and teachers use social media

Variables	Frequency	Percentage
meeting new people	50	25%
looking for information on new products	50	25%
looking for new goods	40	20%
purchasing online	60	30%

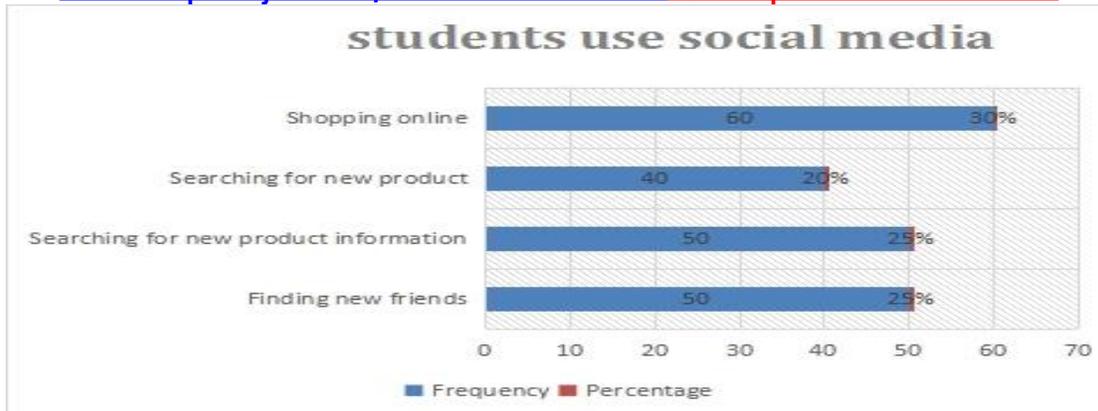


Figure 4: Survey results on the purposes for which students use social media

200 students, or 25% of the class, responded that they used social media to make new friends, 50 students, or 25% of the class, responded that they used it to research new products, 50 students, or 20% of the class, responded that they used it to look for new products, and 40 students, or 30% of the class, responded that they used it to conduct online shopping. Only 17% of all social media use is for online shopping, according to the table. This study supports Liu's (2010) finding that students use social media sites for social involvement rather than making judgements regarding purchasing.

6. CONCLUSION

The purpose of the review was to evaluate the impact of social media on Ho Specialised university students' consumer purchasing behaviour. The review's most recent findings revealed that respondents' purchasing decisions in a social media environment are significantly influenced by the ease of access to item data and protection concerns. The analysis also demonstrated that social media platforms are more dependable, consistent, and reliable when it comes to the purchase system. Additionally, Facebook was the most popular social media platform among students, followed by Whatsapp, Twitter, Instagram, and Google +. Students also mentioned that using social media when making purchases increased quick access to product information, decreased pressure from in-person haggling, increased customer loyalty, and further enhanced communication between vendor and buyer. The purpose of the review was to determine how social media affects Ho Specialized College students' and teachers consumer behaviour. The most recent findings of the review demonstrated that respondents' purchasing decisions in a social media environment are significantly influenced by the ease of access to item details and protection concerns. The analysis also demonstrated that, in terms of the purchasing system, social media platforms are more stable, solid, and reliable. The most popular social media platform among students was also Facebook, which was followed by Whatsapp, Twitter, Instagram, and Google +. The use of social media throughout the purchasing process, according to students, increased quick access to product information, decreased the pressure of in-person haggling, increased customer loyalty, and further enhanced communication between the vendor and the customer. The impact of social media on consumer behavior in online commerce was examined in this review using a methodical study plan and system. The review was finished at Ho Specialized College in Ghana's Volta district and focused on the student body. Surveys were delivered to the chosen educators and students as the main method of gathering social event data. The primary source of information was secondary research, which provided direct access to the perceptions and opinions of the general public. The information examination procedure involved



a number of cycles, including information modifying, coding, contributing, and summing up. The Factual Bundle for Social Science (SPSS) was used to analyse the data and create tables, graphs, and charts to display the results. The distinctions between them were made clearer by these visual analyses of quantifiable data, which also provided fresh information concerning the review questions.

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