

Influence of Social Media on Customer Buying Behavior

Teja M K ¹, Nandadevi C ²

¹ Senior Grade Lecturer, Department of Commercial Practice, Government CPC Polytechnic Mysore, Karnataka, India.

² Lecturer, Department of Commercial Practice, Government RC Institute of Business Management, Bangalore, Karnataka, India.

ABSTRACT: Social media has become one of the most significant influences influencing current consumer purchasing behavior. Platforms like Instagram, Facebook, YouTube, X (Twitter), and WhatsApp not only link individuals, but they also affect how consumers find, assess, and buy goods and services. Customers are exposed to a diverse selection of items on social media via commercials, brand sites, influencer posts, reels, and user-generated material. Consumers often come across new companies or items when browsing, even without consciously looking for them. This boosts spontaneous purchases and expands customer options. Customer reviews, comments, ratings, and testimonials expressed on social media have a significant effect on purchasing choices. People trust peer opinions more than conventional ads. Positive feedback boosts confidence, whilst negative feedback may dissuade prospective purchasers. Social media has a huge impact on client buying behavior by changing awareness, attitudes, and purchasing choices. It changes customers from passive purchasers to active participants who share their thoughts and influence others. In today's digital world, companies must have strong social media strategies in place to attract, engage, and retain consumers.

Keywords: Social Media, Customer Behavior, Brand Loyalty.

I. INTRODUCTION

As opinion leaders, celebrities and other influential people play a role. They establish credibility and establish an emotional connection with their followers via their suggestions. As a result of influencers demonstrating or endorsing things, buyers often view such products to be genuine and trustworthy, which increases the possibility that they will acquire those products. The use of social media makes it possible for consumers and companies to communicate in both directions. Brands are able to communicate with customers on a more personal level via the use of features like as comments, direct messaging, live sessions, and polls. Increased engagement results in increased brand loyalty, which in turn leads to repeat purchases and long-term connections. For the purpose of delivering targeted adverts to users based on their interests, behaviors, and demographics, social media platforms make use of computational algorithms and data analytics. According to this customized strategy, marketing becomes more relevant, which in turn increases the likelihood of conversion in comparison to the conventional method of mass marketing.

When friends, family members, or a significant number of people interact with a product in some way (by like, sharing, or reposting it), this is an example of social proof. Customers are under the impression that they are being urged to purchase things that are popular or trendy since popularity is often connected with quality and trustedness. A number of shopping services, including "Shop Now," product tags, and in-app purchases, are integrated into social networking platforms. This makes the gap between want and purchase smaller, which in turn encourages speedy decision-making and behavior that is characterized by immediate purchasing.

Frequently, after making a purchase, buyers will share their experiences by posting, telling anecdotes, or writing reviews. This post-purchase sharing has an impact on other customers and adds to the reputation of the brand, either favourably or adversely.

The purpose of this study is to get an understanding of consumers and the way in which they make purchases. A vital component is the ability to grasp the actions and decisions made by persons who purchase goods and services for their own personal use at their own discretion. Within the realm of consumer behavior, there are a number of elements that are researched, including when, why, how, and where people buy products. Additionally, the project aimed to develop a knowledge of the product category as well as the methodology that the business is currently using in order to proceed with the processing of sales. It is a challenging endeavor to communicate with the audience that is being targeted and to convince them that the product or service is of a guaranteed very high quality. The company's sales and distribution network, which the company considers to be its backbone, provides support for the company. The project will make an attempt to present the organization with some insights, and it will do so on the basis of the many conclusions that can be made from the research.

II. LITERATURE SURVEY

The growing significance of sustainability in food sector customer choices is examined by Brown and Green. According to their research, customers are increasingly selecting businesses that use sustainable sourcing, packaging, and manufacturing methods, and eco-conscious buying behavior is becoming a major market driver. This study emphasizes how important it is for Customer Buying to match its product offers and marketing tactics that use sustainability trends to draw in eco-conscious customers and improve the company's reputation.

In their research of Jones and Martin examine how social media and digital marketing affect food consumers' decisions. Their study demonstrates that digital platforms play a crucial role in influencing purchase choices, especially among younger, tech-savvy audiences, as online shopping and influencer marketing gain popularity. To remain competitive in the current market, customer must comprehend how social media marketing, online reviews, and digital interaction affect sales and brand impression. Wang et al. concentrate on brand loyalty in the food sector, pointing out that repeat business is significantly influenced by consumer confidence in product quality and transparency. The research explores how businesses like social media may capitalize on customer trust by guaranteeing the sustainability, authenticity, and quality of their products. The study also emphasizes the growing connection between social and environmental responsibility and brand loyalty, emphasizing the value of eco-friendly projects and ethical sourcing in building enduring customer relationships.

Smith and Lee carried out a thorough examination of the worldwide food and beverage sector, pinpointing important market niches and patterns that affect consumer choice. According to their study, shifts in consumer behavior are being driven by e-commerce platforms, growing demand for sustainable sourcing, and health-conscious dining. Buyer may benefit from this research as it looks at how companies can adapt to changing customer preferences and macroeconomic developments in order to stay at the top of the market. The changing tastes of food consumers are examined by Kumar et al., who highlight the move towards more convenient, sustainable, and healthful options. It draws attention to the rising demand for goods with plant-based substitutes, organic certifications, and less artificial ingredients. In order for firms like Del Monte to stay relevant in a cutthroat market, it is imperative that they comprehend how lifestyle shifts, health trends, and socioeconomic variables impact customer behavior in the food sector.

III. RESEARCH METHODOLOGY

This study used a mixed-methods research methodology, gathering and analyzing data using both quantitative and qualitative techniques. A sample of 100 respondents, who were consumers in Karnataka, provided data for the cross-sectional study design. An organized Quantitative data was gathered via a questionnaire and evaluated using ranking techniques, descriptive statistics, and inferential statistics. Multiple-choice questions with rating scales made up the questionnaire. Surveys were used to gather primary data, while books, journals, the internet, and direct discussions with consumer behavior were used to gather secondary data. To aid with comprehension, the gathered data was shown in tables and graphs. The data was analyzed using statistical tests such regression analysis, chi-square testing, oneway ANOVA, and percentage analysis. The purpose of the research was to test theories about how marketing tactics affect perception, customer satisfaction, and sales performance. Convenience sampling was the sampling strategy used, in which the researcher chose sample units from the population that seemed suitable for the study. It was decided that the sample size of 100 would adequately reflect the Karnataka client base.

SAMPLING

POPULATION: A population is a sampling that is typical of a broader group of individuals (or even objects) that share one or more characteristics. In order for the study's findings to fairly represent the entire community, the sample population's members must be chosen at random. The population here represents the customers Karnataka.

SAMPLE: A sample is a selection from a larger population of individuals, things, or things that are used for measurement. To enable us to extrapolate the research sample's findings to the entire population, the sample must be representative of the population.

SAMPLING PLAN: Convenience sampling technique was adopted. In this method the researcher selects those units of samples in the population, which appears convenient for him/her for conducting the research.

SAMPLE SIZE: 100 Samples were taken from the customers of consumers, in Karnataka.

SURVEY METHOD

The data was collected using a structured questionnaire designed to gather insights into Marketing practices and their balance between consistency and satisfaction of the product. For this research, a paper-based survey was conducted with 100 customer of Karnataka. The following steps were followed:

Designing the Questionnaire: A structured questionnaire was prepared, including questions about Marketing practices, Customers flexibility, and Customers satisfaction. Both close-ended (e.g., Likert scales) and open-ended questions were included.

Direct Distribution: The researcher personally met customers across various areas and place to distribute the survey forms. This direct interaction ensured that participants understood the questions clearly.

Collection of Responses: Completed surveys were collected on the spot to avoid loss or delays.

Data Handling: Responses were manually reviewed and later digitized for analysis using statistical tools like Chi-Square, One-way Anova, Regression

IV. DATA ANALYSIS AND INTERPETATION

CHI SQAURE

Null Hypothesis (H_0): There is no significant relationship between the age group of respondents and their awareness of consumer products. In other words, awareness of consumer products is independent of the respondent's age group.

Alternative Hypothesis (H_1): There is a significant relationship between the age group of respondents and their awareness of consumer products. In other words, the awareness of consumer products depends on the respondent's age group.

Table 1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.563a	15	.000
Likelihood Ratio	40.077	15	.000
N of Valid Cases	101		

INTERPRETATION

ANOVA Null Hypothesis (H_0): There is no significant difference in the means across the groups. In other words, the mean values of the dependent variable (e.g., awareness of consumer products) are the same for each group.

Alternative Hypothesis (H_1): At least one of the means is significantly different from the others. In other words, there is a significant difference in the mean values of the dependent variable (e.g., awareness of consumer products) across the different groups.

Table 2

	Sum of Squares	df	Mean Square	F
5. Have you ever used any of the Del Monte products? Between Groups	.274	2	.137	.619
Within Groups Total	21.486	97	.222	
	21.760	99		
8. Which type of scheme do you prefer? Between Groups	.289	1	.289	.285
Within Groups	47.711	47	1.015	
Total	48.000	48		

Table 3

	Sig.
5. Have you ever used any of the Del Monte products?	.541
Between Groups Within Groups	
Total	
8. Which type of scheme do you prefer?	.596
Between Groups Within Groups	
Total	

INTERPRETATION Consumer product marketing efforts should consider age as a key factor. The 30-40 age group shows the highest awareness, suggesting that consumer products may be more popular among middle-aged consumers. Marketing strategies targeting this age group could be more effective, while different strategies might be needed for younger or older age groups.

CORRELATION Null Hypothesis (H_0): There is no significant relationship between the age group of respondents and their awareness of consumer products. In other words, awareness of consumer products is independent of the respondent's age group. Alternative Hypothesis (H_1): There is a significant relationship between the age group of respondents and their awareness of consumer products. In other words, the awareness of consumer products depends on the respondent's age group.

Table 4

		3. Age	7. Which factor affects your buying decision for food products ?
3. Age	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.827
	N	100	49
7. Which factor affects your buying decision for food products ?	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.827	
	N	49	49

INTERPRETATION: The p-value is 0.827, which is much greater than the typical significance level of 0.05. A p-value greater than 0.05 indicates that we fail to reject the null hypothesis. This means there is no statistically significant relationship between Age and the factor affecting buying decisions for food products.

FINDINGS

- The 30-40 age group exhibits the highest awareness of consumer products, suggesting a stronger brand presence among middle-aged consumers.
- Given the heightened awareness in the 30-40 age group, marketing strategies targeting this demographic could be more effective in driving sales and engagement.
- Different marketing approaches may be necessary for younger and older age groups, as their purchasing habits and product preferences may differ.
- The p-value of 0.827 is greater than the 0.05 threshold, indicating that age does not have a statistically significant relationship with the factors affecting buying decisions for consumer buying products.
- The lack of statistical significance suggests that factors other than age (e.g., lifestyle, health consciousness, convenience) may play a more crucial role in influencing food purchasing decisions.

V. CASE EXAMPLES: INFLUENCE OF SOCIAL MEDIA ON CUSTOMER BUYING BEHAVIOR

5.1. Nike – Influencer and Community Marketing

Nike uses social media platforms like Instagram and YouTube to promote products through athletes and fitness influencers. Campaigns such as #JustDoIt encourage users to share their fitness stories and achievements.

Impact on buying behavior:

- Builds emotional connection and brand loyalty
- Increases purchase intention through influencer credibility
- Encourages repeat purchases among fitness communities

5.2. Amazon – Reviews and Social Proof

Amazon integrates customer reviews, ratings, and Q&A sections that strongly influence buying decisions. Products with higher ratings and positive reviews receive more sales.

Impact on buying behavior:

- Customers rely on peer feedback before purchasing
- Reduces perceived risk
- Influences brand and product comparison decisions

5.3. Instagram Shops – Impulse Buying

Brands like H&M, Zara, and Nykaa use Instagram Shopping features where users can directly purchase products from posts and reels.

Impact on buying behavior:

- Encourages impulse buying
- Reduces time between product discovery and purchase
- Visual appeal increases product desirability

5.4. Apple – Product Launches on Social Media

Apple uses social media platforms to generate excitement before product launches through teasers and live-streamed events.

Impact on buying behavior:

- Creates anticipation and hype
- Strengthens brand image
- Drives immediate sales after launch

5.5. Zomato – Engagement and Brand Personality (India-specific)

Zomato is known for its humorous and relatable social media content on X (Twitter) and Instagram.

Impact on buying behavior:

- Enhances brand recall
- Builds emotional engagement
- Influences customers to choose Zomato over competitors

5.6. Nykaa – Beauty Influencers and Tutorials

Nykaa collaborates with beauty influencers and makeup artists who post tutorials and product reviews on YouTube and Instagram.

Impact on buying behavior:

- Builds trust through demonstrations
- Educates customers
- Increases confidence in purchase decisions

5.7. Tesla – Minimal Advertising, Strong Social Media Presence

Tesla relies heavily on social media and CEO Elon Musk's posts rather than traditional advertising.

Impact on buying behavior:

- Direct communication builds transparency
- Generates curiosity and discussion
- Influences tech-savvy customers

VI. CONCLUSIONS

The use of social media has a considerable impact on the purchasing choices of customers by influencing their awareness, sentiments, and overall purchasing behavior. Consumers are transformed from passive shoppers into active participants who express their thoughts and have the ability to affect both themselves and others. Within the context of the modern digital marketplace, it is vital for companies to implement social media strategies that are successful in order to attract, engage, and keep consumers. The aforementioned examples demonstrate that social media has an impact on purchasing behavior by means of trust,

engagement, convenience, and emotional appeal. The likelihood of a customer purchasing a product increase when that product has been evaluated, promoted, and socially approved on the internet.

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