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Social media know what consumer don't know

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ABSTRACT

This paper gives importance on preference of consumer for purchase of product with help of social media like you tube and face book. Social media have impact on both the side i.e. positive and negative on consumer purchasing power. Awareness, Availability & Adjustability are positive side and fake view, cyber attacks & damaged product are negative side of social media.

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1. Introduction

“Whatever you view we'll influence you to purchase” this line tells us the significance of influencing the product preference among the consumers. These days the increasing number of e-commerce websites and its linkages with social media and forcing consumers to select the particular product they have viewed previously. The Nobel Laureate Richard Thaler's nudge effect theory explains the choice pattern or behavioural pattern of consumer's choice. This paper highlights the impact of social media's influence on consumer choice. In 21st century modern buyer's is involved.

Social media affects consumer behaviour in four ways.

1. Consumer is more aware about product
2. Social media consider as a social proof
3. It also beneficial for consumer for getting discount, deal and promotion
4. Company by using social media increase trust and confidence of consumer

Social media is one of the important tools for communication. All people use this across the country.

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Nowadays people use so many social media like facebook, Instagram and twitter to connect with others.

The use of social media has different objectives for different people. As a consumer they share product's feedback, effect of product on health as well as for society.¹ As companies target social media applications to influence consumers to buy their product and develop a brand for their product. The consumer buying behaviour is always subjected to influence; it can be done by different psychological, benefit driven factors. The consumer buying behaviour or buying decision making means select the best option from the number of products available. The success of a company's products depends upon promoting their product to different consumers. Influencing via social media has dual challenges for consumers that can be positive and negative.²

1.1. Positive benefit for consumers

1. Providing better ranking products
2. Cutting down time duration of purchase
3. Attractive offers

1.2. Negative consequence for consumers

1. Cyber attack

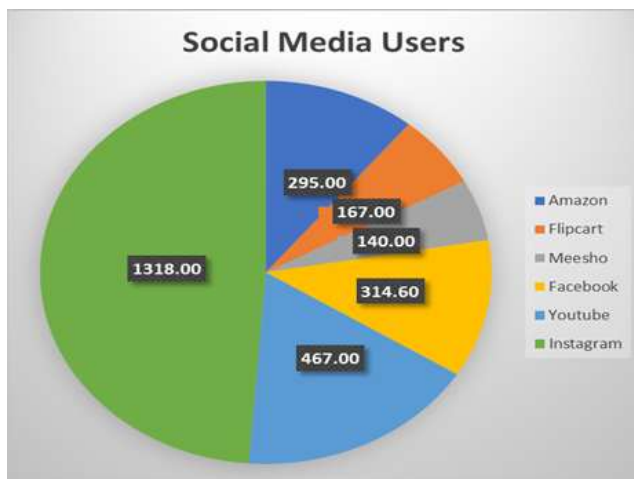


Fig. 1: Social Media users

(Source: www.google.com, www.amazon.com, www.flipcart.com, www.meesho.com, www.facebook.com, www.youtubr.com, www.instagram.com)

2. Biased choices
3. Data privacy challenges

2. Literature Review

(Chahat chopra, 2020) This paper indicate that social media affects satisfaction level of consumers and post purchase behaviours.

(Shubham Chauhan, 2022) This paper indicate that social media have influence on decision making power of consumer. Social media can change experience, satisfaction and expectation of consumer for product.

3. Objective of Paper

1. Opening new ways to promote their products.
The rising trend of the number of social media users has always been a blessing for e-commerce companies. They use social media as a tool for promoting their products to different consumers. For example by giving a number of ads put the consumers social media handle like Instagram Facebook etc.³
2. Connecting new sellers to consumes.
Sometime a remote seller use social media for different consumer they bring new market's for new sellers products what consumers won't get in Physical stores.
3. Digitally tracking the information of consumers buying choice.
Social media users always get preferential ads of the products which they have being viewed in different e commerce websites like Amazon and Flipkart.
4. Promoting for future purchases
E-commerce website always use social media platform as a tool for giving consumer voucher gift coupons which can be redeemed and which can be used also

for future purchase.

4. Data Analysis and Interpretation

This table indicate registered user who use different social media tools in the year 2023. This simply indicate that user rate is increasing every year.

5. Findings

1. Technological changes hampering consumer buying behaviour.
2. Brand promotion with social media application.
3. Direct relation of social media users and e commerce website.
4. Opening new market for consumers.

6. Conclusion

In the digital era when everything is totally connected with each other or at one single click People who are getting a different, desirable and diplomatic result the above paper highlighting these issues shows how far the e-commerce companies are forcing or restricting consumers from other products. In recent times fake reviews have been quite common which directly indirectly influences consumer buying behaviour. There has been a direct relation with the number of user in social media and Rising trend of e-commerce web-sites these days they have open a new opportunities that is social media influencers these people who are directly indirectly influencing the consumer from their different social media application for changing consumer's buying behaviour many companies use it as a tool to give them free sample for promotional aspects. So the consumer needs to be double sure regarding whom they are following because all the glitter is not gold.

7. Source of Funding

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8. Conflict of Interest

None.

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