



e-ISSN:2582-7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 5, May 2024



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



# The Study on Analyzing the Impact of Social Media on Consumer Buying Behavior in the Khamgaon Region

**Nagesh Dinkar Banait, Dr. Satya Mohan Mishra**

Student MBA Department of Business Administration and Research Shri Sant Gajanan Maharaj College of Engineering, Shegaon, India

Department of Business Administration and Research Shri Sant Gajanan Maharaj College of Engineering, Shegaon, India

**ABSTRACT:** The main focus of this research is the impact of social media sites like Facebook, Instagram, LinkedIn, and Twitter on customer preferences and purchasing decisions in the Khamgaon Region. Today's consumers are greatly influenced by social media, so it is important to carefully consider how social media affects their decision to buy. With the use of a mixed-approaches methodology that integrates qualitative and quantitative analysis, this study attempts to explore the complex relationship between social media usage and consumer behavior. The study carefully examines how social media influences consumers' decision-making processes, with goals and objectives that are well-defined. In order to help businesses better align their marketing plans with the tastes and behaviors of consumers in the Khamgaon Region, the results are intended to provide actionable insights. The methods by which social media influences purchase decisions are uncovered in this research, contributing to the body of knowledge already available on consumer behavior.

## I. INTRODUCTION

In today's digitally interconnected world, social media has become a powerful force shaping how we communicate, share information, and make buying decisions. The purpose of this research is to comprehend how social media affects consumer behavior, specifically how preferences and purchasing decisions are shaped. Social media is becoming more and more important to consumers for peer referrals, brand involvement, and product research. Social media sites such as Facebook, Instagram, LinkedIn, and Twitter are major locations for the exchange of product thoughts and reviews, which has a big influence on buying decisions.

Social media's ascent has completely changed the digital landscape by giving consumers the ability to influence consumer trends and brand perceptions. Businesses must comprehend how social media influences consumer behavior in order to customize marketing methods that work. The aim of this study is to clarify the complex relationship between social media and consumer purchasing behavior. It seeks to offer organizations navigating the digital marketplace actionable insights by combining quantitative research with qualitative exploration.

## II. LITERATURE REVIEW

**Dr. Priya Grover and Rama Krishna Mandan (2017)** look into the social media and automotive product consumer behavior matrix. Examining the strategic use of social media in the advertising of passenger automobiles in India, the study attempts to comprehend how consumer attitudes regarding social media and their influence on decision-making are evolving. In addition, it provides an empirically derived consumer-centric strategy for social media marketing employed by Indian automakers (Mandan, 2017, #). The article ends with a reference to the consumer decision-making model, which states that social media only has an impact on consumers after they have evaluated their options and that mass media continues to have a dominant role.

**Vij and Sharma 2013.** A study on the social experiences of Punjabi consumers and marketers was done by Vij and Sharma. Effective social media marketing (SMM) techniques recommend that social media things be "interesting,"



"informative," "interactive," and "reliable." Marketers must to just their social media strategy in accordance with consumers' shifting inclinations and tastes.

**Singh and Kapoor (2020):** The study by Singh and Kapoor focuses on how social media influences consumer preferences in the Indian fashion sector. Their study looks at how Indian customers' opinions of brands, fashion choices, and purchase decisions are influenced by social media sites like Pinterest and Instagram. The study offers insightful information about social media's visual component and how it affects India's quickly changing fashion scene.

**Kumar and Verma (2019):** Kumar and Verma contribute to the literature by examining the impact of social media on post-purchase behavior, specifically focusing on customer satisfaction and loyalty. Their research explores how interactions on social platforms post-purchase influence brand advocacy, repeat purchases, and overall customer loyalty. The study provides valuable insights for businesses in cultivating lasting relationships with customers in the digital aftermath of transactions.

**Gupta and Sharma (2016):** Gupta and Sharma's research delves into the cultural nuances influencing consumer behavior on social media. Their study explores how cultural factors shape preferences, decision-making processes, and interactions on social platforms. By emphasizing the impact of culture on digital consumer behavior, the research offers a cross-cultural lens for businesses aiming to engage diverse audiences.

### III. RESEARCH METHODOLOGY

Using a mixed-methods approach, this study investigates the influence of social media on customer purchase decisions in the Khamgaon Region. To start, we'll go over the literature to learn more about how social media influences the decisions that consumers make. Next, we will describe our research strategy, including the target population and data gathering techniques. Primary data will be gathered through surveys and interviews, guaranteeing ethical compliance.

#### Objectives of Study:

- To investigate the social media usage habits of customers in the Khamgaon area.
- To investigate the elements influencing consumer purchasing decisions with regard to social media.
- To evaluate how social media affects awareness, consideration, and purchase at different points of the consumer decision-making process.
- To determine the best social media tactics that companies in the Khamgaon area can use to influence the purchasing decisions of their customers.

#### Data collection method:

##### Primary data:

- The initial information was gathered by utilizing Google Forms to disseminate a questionnaire to customers in the 18–45 age range. The questionnaires were circulated via social media, and the analysis was conducted based on the responses received.

##### Secondary Data:

- The secondary data is collected from: Articles, Magazines, Books and Internet.
- Secondary data was rigorously collected from various sources, encompassing social media pages, literature reviews, and national and international journals.

#### Sample Size and Sampling Technique:

- The study aimed for a sample size of 100 participants, selected through simple random sampling from the population of Khamgaon.

#### Data sources and tools:

Primary data was collected through personal interviews, structured questionnaires, and observations, while secondary data was sourced from the internet, journals, research papers, and books.

#### Limitations of the Study:

- The study totally depends on the responses of the respondents.
- The sample may not totally represent the whole population because of different backgrounds.



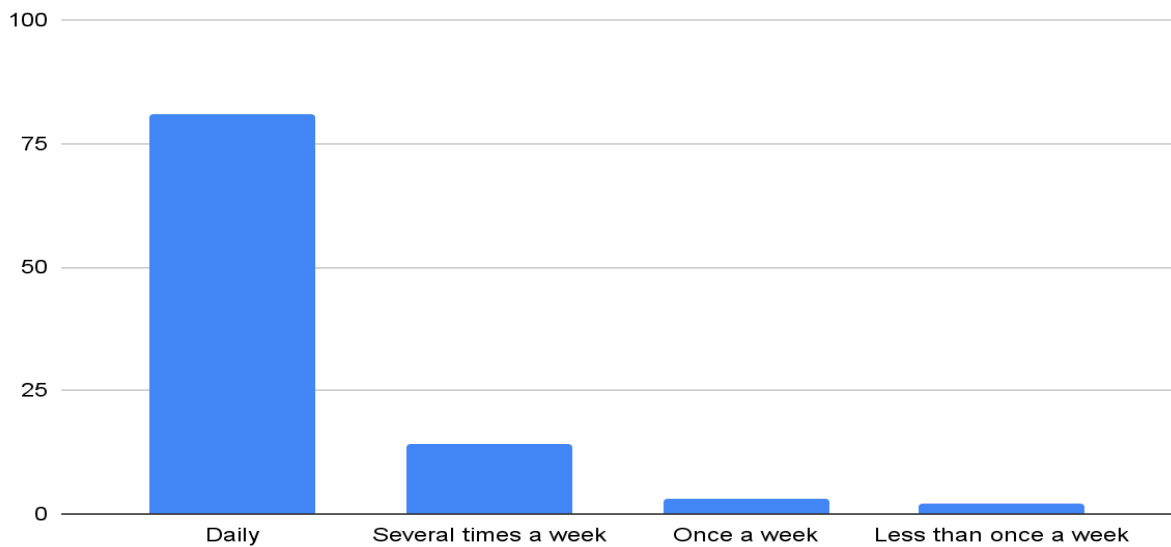
- It is limited to 100 respondents at Khamgaon
- Despite using stratified random sampling, the sample may not fully represent the diversity within the population.

**IV. DATA ANALYSIS AND INTERPRETATION**

Drawing from the survey data, we present five pivotal questions underpinning our study, "The Study on Analyzing the Impact of Social Media on Consumer Buying Behavior in the Khamgaon Region," accompanied by a concise mixed-methods analysis:

**Q.1: How often do you use social media platforms (e.g., Facebook, YouTube, Instagram, Twitter, and TikTok)?**

Social Media Platform Usage	No. of Respondent	% Of Respondent
Daily	81	81%
Several times a week	14	14%
Once a week	3	3%
Less than once a week	2	2%



**Interpretation:**

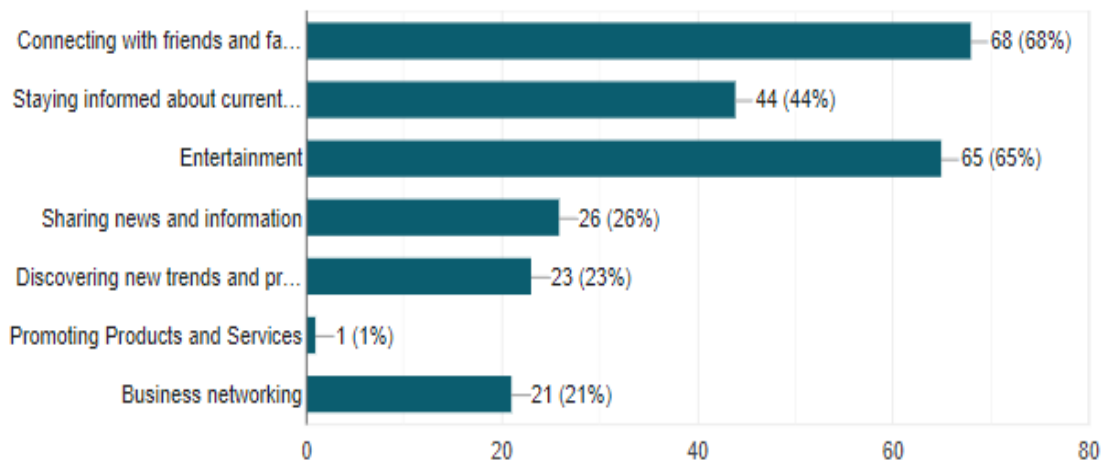
The column chart represents the social media usage frequency among 100 respondents: 81% use it daily, 14% several times a week, 3% once a week, and 2% less than once a week. This distribution highlights the prevalent trend of daily usage within the surveyed population.

**Q.2: What are your primary reasons for using social media?**

Reasons for Social Media Usage	No. of Respondent	% Of Respondent
Connecting with friends and family	68	68%
Staying informed about current events	44	44%
Entertainment	65	65%



Reasons for Social Media Usage	No. of Respondent	% Of Respondent
Connecting with friends and family	68	68%
Staying informed about current events	44	44%
Business networking	21	21%
Sharing news and information	26	26%
Discovering new trends and products	23	23%
Others	1	1%

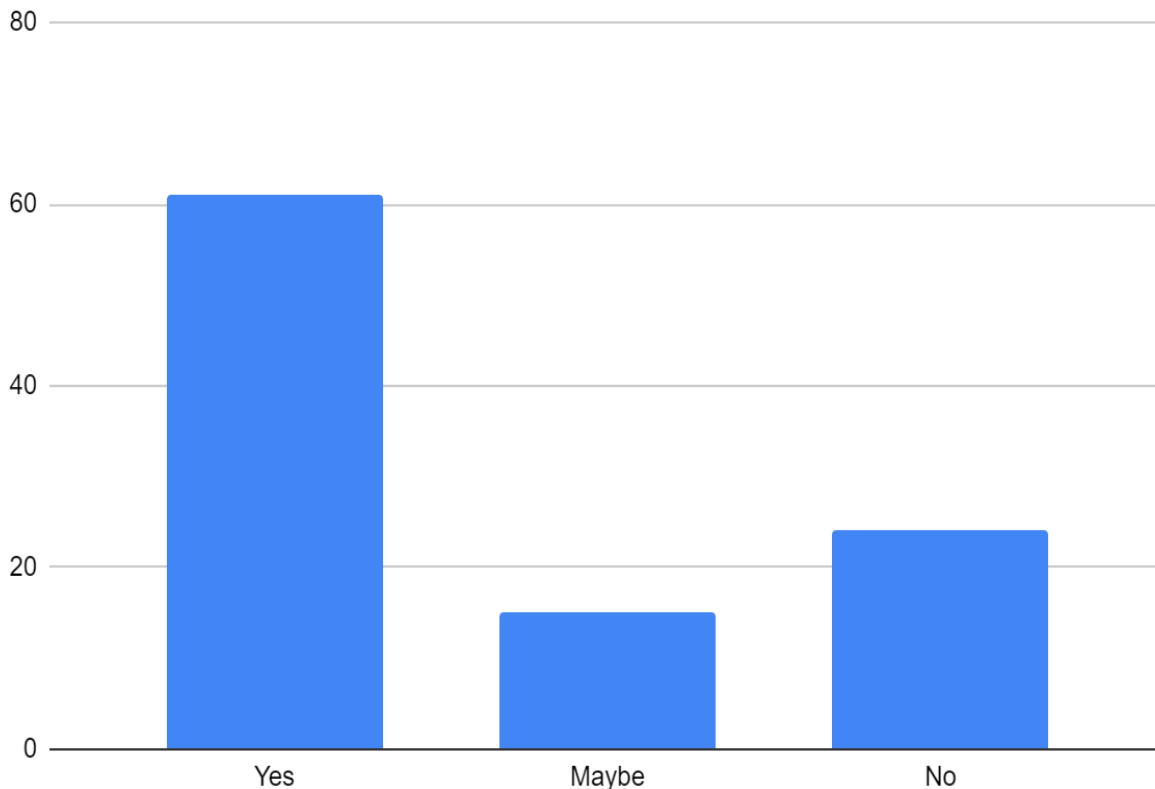


**Interpretation:**

The chart illustrates primary reasons for social media usage in Khamgaon: 68% connect with friends and family, 65% seek entertainment, and 44% stay informed about current events. Additionally, 21% use it for business networking, 26% for sharing news, and 23% for discovering trends/products. These findings highlight varied motivations driving social media engagement.

**Q.3: Do you pay attention to advertisements on social media websites?**

Reasons for Social Media Usage	No. of Respondent	% Of Respondent
Yes	61	61%
No	24	24%
Maybe	15	15%

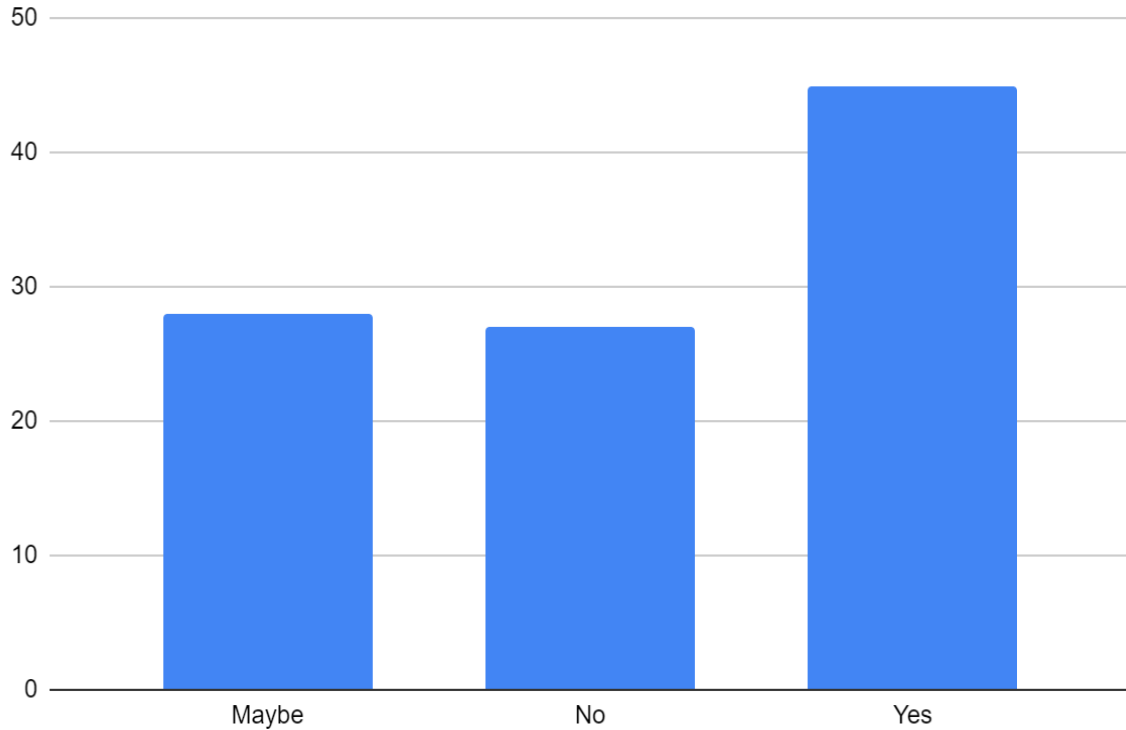


**Interpretation:**

The data indicates that 61% of respondents in Khamgaon pay attention to advertisements on social media websites, while 24% do not and 15% are uncertain. This suggests a significant portion of the audience is receptive to social media advertisements, presenting an opportunity for businesses to effectively reach their target audience through targeted advertising campaigns.

**Q.4: Do you use social media for product research before making a purchase?**

Social Media Usage for Product Research	No. of Respondent	% Of Respondent
Yes	45	45%
No	27	27%
Maybe	28	28%

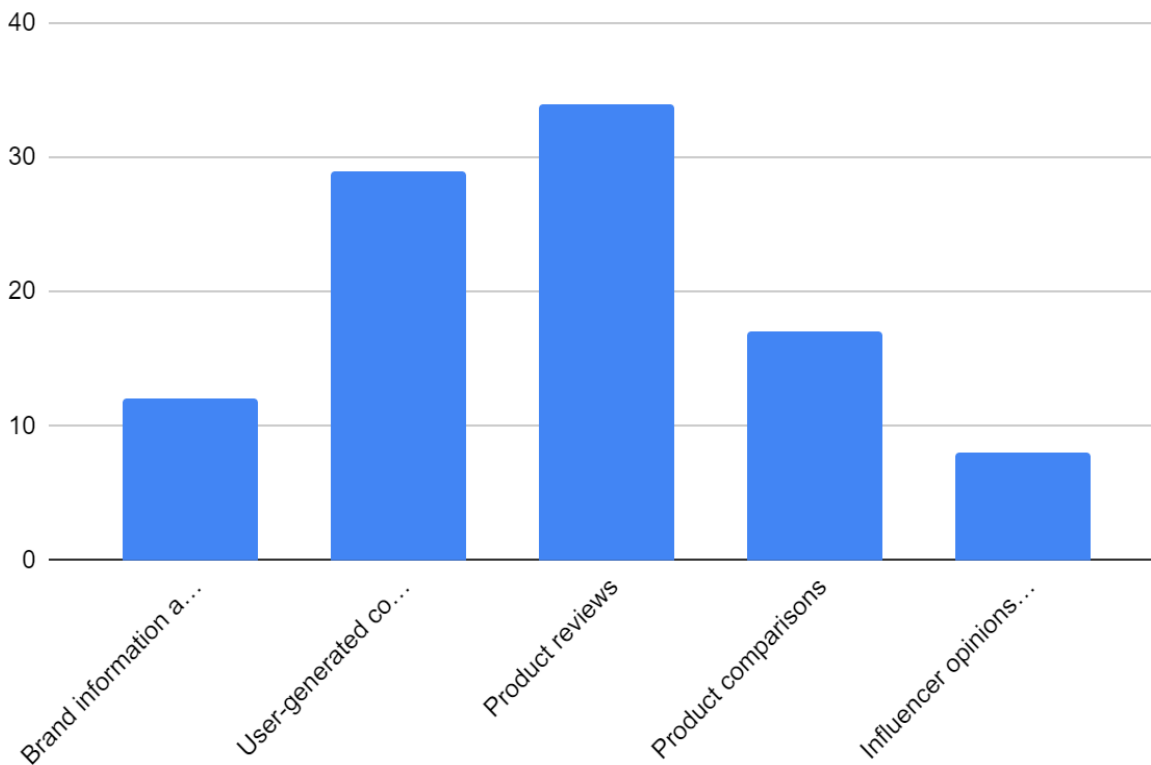


**Interpretation:**

The survey findings reveal that 45% of respondents in Khamgaon use social media for product research before making a purchase, while 27% do not and 28% are unsure. This highlights the significant role social media plays in influencing consumer purchasing decisions, as a considerable portion of the audience seeks product information and reviews on these platforms.

**Q.5: What information do you seek on social media when researching products?**

Product Research Information on social media	No. of Respondent	% Of Respondent
Product reviews	34	34%
User-generated content (photos, videos)	29	29%
Product comparisons	17	17%
Influencer opinions and recommendations	8	8%
Brand information and website	12	12%



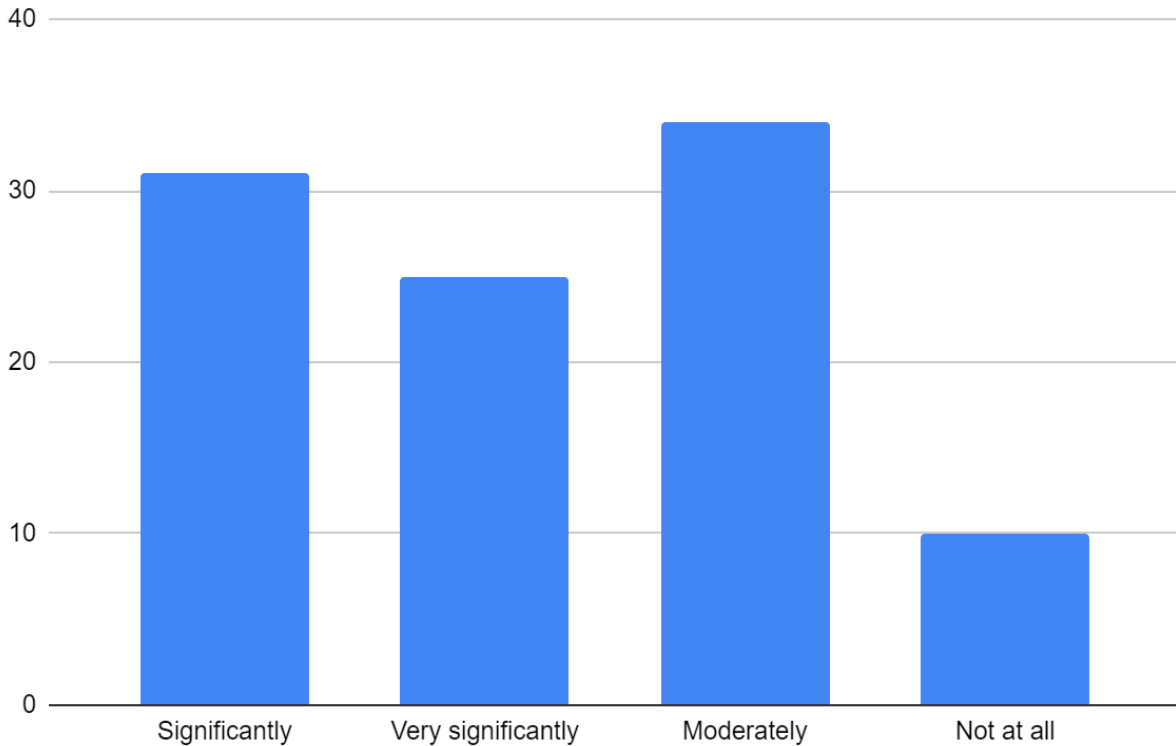
**Interpretation:**

In Khamgaon, product research on social media primarily involves seeking product reviews (34%) and user-generated content like photos and videos (29%). Others look for product comparisons (17%), influencer opinions (8%), and brand information (12%). These findings emphasize the importance of peer feedback and visual content in shaping consumer purchasing decisions on social platforms.

**Q.6: How do social media reviews and recommendations influence your purchase decisions?**

Influence of Social Media Reviews on Purchase Decisions	No. of Respondent	% Of Respondent
Very significantly	26	26%
Significantly	32	32%
Moderately	32	32%
Not at all	10	10%





**Interpretation:**

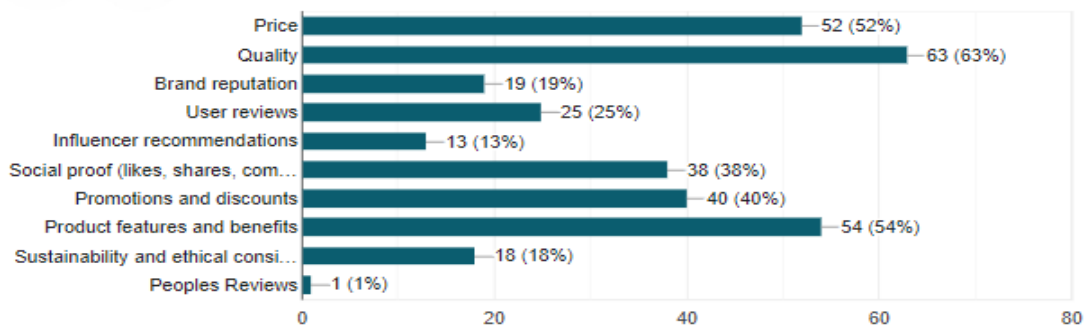
Social media reviews and recommendations hold significant sway over purchase decisions for respondents in Khamgaon. A notable 26% find them very significant, while 32% consider them significant, and another 32% regard them as moderately influential. Only a minority, 10%, feel they have no impact. These findings underscore the substantial influence of social media reviews on consumer purchasing behavior in the region.

**Q.7: What factors are most important to you when making a purchase decision on social media?**

Social Media Platform Usage	No. of Respondent	% Of Respondent
Price	55	55%
Quality	63	63%
Brand Reputation	19	19%
User Reviews	25	25%
Influencers Recommendations	13	13%
Social Proof (likes, Share comments, etc.)	38	38%
Promotions And Discounts	40	40%
Products Features and Benefits	54	54%



Social Media Platform Usage	No. of Respondent	% Of Respondent
Price	55	55%
Quality	63	63%
Sustainability and ethical considerations	18	18%
Others	1	1%



**Interpretation:**

When making purchase decisions on social media, respondents in Khamgaon prioritize factors such as quality (63%), price (55%), product features and benefits (54%), promotions and discounts (40%), and social proof (38%). Additionally, a significant proportion considers user reviews (25%), while brand reputation (19%) and sustainability/ethical considerations (18%) also play a role. Influencer recommendations are less influential, cited by only 13% of respondents.

**V. CONCLUSION**

In Conclusion, our research in Khamgaon concluded by demonstrating the significant influence of social media on customer behavior. We determined the important variables influencing consumer decisions—like peer recommendations and targeted advertising—through surveys and interviews. For businesses to interact with customers in this area, social media techniques that work are essential. To protect participant confidentiality, ethical standards were strictly adhered to. Our findings, notwithstanding certain limits, provide important insights into the dynamics of consumer behavior. Companies can use these insights to improve customer satisfaction and streamline their marketing strategies. The present investigation advances the expanding comprehension of the influence of social media on consumer behavior, specifically in the Khamgaon locality.

**VI. SUGGESTIONS**

- Interact with customers: Address issues, reply to remarks, and start discussions on social media to establish credibility.
- Provide engaging content: To draw readers in and promote sharing, produce posts of the highest calibre that include images and videos.
- Make use of influencer marketing: Work with regional influencers to promote goods and services and influence buying decisions.



- Provide unique offers: Use social media to promote sales and increase interaction by announcing events or competitions.

#### REFERENCES

1. Basariya, R. (2017). The role of social media in enhancing advertising effectiveness.
2. Garcia & Rodriguez. (2017). Consumer Behavior: Vices, Virtues, and the Search for the Good.
3. Li, & Zhang. (2015). "A Study on Consumer Behavior of Commercial Health and Fitness Clubs—A Case of Consumers in Liverpool ". Scientific Research.
4. Mandan, R. K. (2017). the impact of social media on consumer buying behavior.
5. Mishra, M. (n.d.). (PDF) The Impact of Customer Relationship Management (CRM) Practices on Customer Retention and the Mediating Effect of Customer Satisfaction. ResearchGate. Retrieved December 5, 2023, from [https://www.researchgate.net/publication/322954620\\_The\\_Impact\\_of\\_Customer\\_Relationship\\_Management\\_CRM\\_Practices\\_on\\_Customer\\_Retention\\_and\\_the\\_Mediating\\_Effect\\_of\\_Customer\\_Satisfaction](https://www.researchgate.net/publication/322954620_The_Impact_of_Customer_Relationship_Management_CRM_Practices_on_Customer_Retention_and_the_Mediating_Effect_of_Customer_Satisfaction)
6. Vijay, & Sharma. (2013). An Empirical Study on Social Media Behavior of Consumers and Social Media Marketing Practices of Marketers.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | [ijmrset@gmail.com](mailto:ijmrset@gmail.com) |

[www.ijmrset.com](http://www.ijmrset.com)