



INFLUENCE OF SOCIAL MEDIA ON CONSUMERS BUYING CHOICES

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ABSTRACT

Social media is no longer just about communication; it's about business too. Social factors have always contributed a role in consumer buying habits, but the pervasiveness of social media and smartphones have elevated word-of-mouth to unprecedented levels. As a communication tool, social media has taken on a significant role. Social media is used by individuals all over the world to interact with other people and organisations. People have been using social media sites like Facebook, Twitter, Instagram, and LinkedIn all around the world to share their experiences. People contribute product evaluations, details about a service, dietary or health-related advice, product warnings, use instructions, and a wide range of other information as consumers. This main objective of the study is to analyse the influence of social media towards consumer buying choice. Data had been collected from 110 respondents by adopting convenience sampling technique through questionnaire. Various statistical tools such as Simple Percentage analysis and Factor analysis were used in the study. The results revealed that there exists an influence of social media on consumer buying choices. Factor analysis revealed that the major factors such as product attributes and promotion influence the consumer buying choices.

KEYWORDS: *social media, consumer buying choices, product attributes and promotion.*