

IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR AFTER THE PANDEMIC PHASE

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ABSTRACT

Social Media has become one of the hottest new marketing concepts in today's scenario which leads to Consumer Buying Behaviour. As everyone has started to make use of Social Media in their day to day life, it is infeasible to decide a marketing strategy without taking social media networks into account. After the pandemic, Social Media takes a major part in promoting the business and its products/services. This paper carries out empirical research to know the Impact of Social Media on Consumer Buying Behaviour and to understand how far Social Media has been useful in Consumer Purchase decisions after the Pandemic phase. Percentage Analysis and Factor Analysis were used to analyse the data. Service Availability, Reliance, Unique qualities and hindrances of Social Media were the factors that influenced Consumer buying behaviour.

KEYWORDS: *Social Media, Consumer Buying Behaviour and Purchase Decisions, Pandemic phase.*