



The impact of social media networks on consumer buying behavior with reference to Hyderabad city

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Abstract

In the contemporary digital landscape, Social media has transformed into a dominant force that profoundly influences consumer behaviour. A millions of users engage with these social media networking sites daily, the motivation that drive their interactions play a pivotal role in shaping consumer behaviour. The current study examines the impact of social media networks on consumer buying behaviour. The study explores the diverse motivational factors that drive user interactions on social media platforms. The study also investigates the relationship between the factors influencing purchase and post purchase behaviour. By analyzing the empirical data, the research understands how social media influences consumer purchase behaviour.

Targeted and personalized advertising strategies that align with users' motivations generate higher consumer response rates. Additionally, motivational triggers like entertainment and limited time offers can lead to impulse buying behavior. These insights offer valuable guidance to marketers, empowering them to design more effective campaigns and utilize social media's potential to drive consumer engagement and informed purchasing decisions.

Key words: Social media networks, consumer behaviour, purchase decision

1. Introduction

Technology plays a crucial role in the success of any organisation. In today's fiercely competitive business landscape, an organization's ability to be agile and responsive to technological advancements is utmost important. The advancements in technology can have both beneficial and negative impacts on commercial organisations. The advancements in information technology and communication have simplified and streamlined commercial activities.

The swift advancement of technology globally has created opportunities for scholars and practitioners to examine how technology is embraced and utilised by different stakeholders. The effectiveness of an organisation or the proficiency of a person in optimising the results of Information Technology usage depends on their understanding of many aspects of technological expertise. Organisations and individuals rely on their capacity to devise innovative strategies for utilising these technologies to accomplish their specific objectives or assignments. Social media (SM) is a technical invention that is widespread in all areas of human activities and has significant social, political, economic, and cultural influence. This thesis focused on comprehending and utilising social media platforms by both users and marketers to achieve their individual goals.

Social media encompasses two distinct characteristics: social interaction and media dissemination. Social pertains to the connection between an individual and a group (Merriam- Webster, 2018a). Whereas media refers to the system and organisations that facilitate the widespread dissemination of information to a large number of people (Merriam-Webster, 2018b). Social Media (SM) encompasses various electronic communication platforms, such as social networking websites and micro blogging, which enable users to establish online communities for the purpose of sharing information, ideas, personal messages, and other content (Merriam-Webster, 2018). The analysis of social media (SM) needs to be evaluated in terms of three key aspects: technology, functionality, and impact. The first and crucial aspect is technology, which serves as the foundation for the development of various social media applications. Functionality is the second dimension. It offers users the ability to utilise the diverse features offered by several social media alternatives. The third dimension pertains to the influence of social media on many stakeholders, including individuals, society, and businesses.

2. Review of Literature

Literature evaluations comprise a synopsis of the existing information that is relevant to the research at hand. This chapter comprises a literature review concerning the effects of social media marketing on online consumers. It examines contemporary issues and influential factors that are impacting online marketing. Analyzed social media marketing sites and the motivating factors behind social networking sites usage. It offers a comprehensive analysis of various studies pertaining to social media networks and consumer behaviour, specifically in regards to consumer purchasing behaviour. Subsequently, the deficiencies between the research and the contributions of the current study are emphasised.

- **Yadav, M., & Rahman, Z. (2018)¹:** Studied how perceived social media marketing activities (SMMAs) affect customer loyalty via consumer equity drivers (CEDs) in an e- commerce scenario is the goal of this article. There are five aspects of perceived SMMA that have been identified by this research for the first time. The stimulus–organism– response model is also used as theoretical support to link perceived SMMAs of e-commerce to consumers' loyalty via CEDs in the present research. For the first time, researchers are examining how customers' perceptions of SMMA affect their loyalty to e- commerce companies by using CEDs.
- **Alalwan, A. A. (2018)²:** Increasingly, social media is being utilized for business and promotional purposes.

An investigation of the influence of social media advertising on purchase intention is the goal of this research. According to the SEM findings, there is strong evidence that performance expectations, hedonic motivations, interaction, informativeness, and perceived relevance all have a substantial influence on purchase intentions. As a result of this research, it is hoped that marketers would be better able to design and execute their social media advertising campaigns.

- **Yukti Sharma(2019)³**: The current research study modified the traditional 4Ps (product, price, place, and promotion) of the marketing - mix model in an egalitarian manner for the consumers in subsistence or bottom of the pyramid (BOP) marketplace. This study not only redefined the marketing - mix, but also determined the impact of identified marketing- mix constructs on purchase satisfaction and analyzed whether the relationship was moderated by BOP consumers' participation in the social network. The key findings emerged in the form of a redefined marketing - mix comprising of Value of Offer, Convenience, Quality Food, and Social Sources of Information.
- **Duangruthai Voramontr (2019)⁴**: The role of social media on consumers' decision- making process for complex purchases – those characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. The research was done among internet-savvy consumers in South-East Asia, and only considered purchases that were actually made by consumers, not including searches that were abandoned.
- **Rob FitzGerald (2019)⁵**: Studied about that Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Have the right strategies, and your brand can surely take advantage of social media when it comes to converting visitors into customers.
- **Jonida Xhema (2019)⁶**: The main objective of this study is to understand the effect of Social Networks (Digital Marketing) on Customer Behavior, meanwhile analyzing customer loyalty, tolerance and experimenting in complex buying. This research suggests that companies should focus on customer engagement and online presence in order to serve customers and satisfy their needs.
- **Merugu Pratima (2020)⁷**: To explore the constituents that antedate sustainable buying decisions of shoppers' in Greater Visakhapatnam city. The researches findings help understand the indicators of consumers' sustainable purchasing behavior and for companies to develop holistic and sustainable strategies centering on the emerging class of buyers seeking sustainable and eco-friendly products.
- **Ranjeet Singh (2020)⁸**: Research in this paper focused on how customers make

purchasing decisions and the factors that influence their behaviour as a result of using social media. Around 66% of those polled said they had paid attention to advertisements on social media platforms, and 69% said they believed that social media influenced their purchasing decisions. It concluded that, In Arunachal Pradesh's east Siang district, businesses should focus their market research and marketing strategy on the east Siang market.

- **Sachin Gupta (2020)⁹**: The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.
- **Minam Yomso (2021)¹⁰**: This paper focuses on how the consumers use social media in the stages of decision-making process and the Social Media Factors That Influence Consumer Buying Behavior that influence their behavior. The implication of these findings suggests in what segment businesses in east Siang district of Arunachal Pradesh should focus their market research and marketing strategy.
- **Sony Varghese (2021)¹¹**: This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. The research also explores that how the abundance of the content and the user generated information can change the buying pattern of the consumers. The study found that marketing methods should be designed in such a way that could attract the various age and class of the customers. The study concluded that research has shown a powerful impact of Social media on consumer buying behavior in digital age. No doubt that Social media had brought major changes to both, consumer as well as businesses.

3. Objectives of the study

The specific objectives of this study are-

- To study the growth of social media networks in India.
- To examine the reach and usage of social media networks for taking purchase decisions.
- To find out the impact of social media networks on consumers' post purchase behavior.
- To offer suggestions for further improvement.

4. HYPOTHESIS

H₀₁: There is no impact of social media networks on determinants of consumer behavior related to goods and services.

H_{01a}: Social media networks have no impact on consumer motivation towards products and services.

H_{01b}: Social media networks have no impact on consumer perception towards products and services.

H_{01c}: Social media networks have no impact on learning experience of the consumer towards products and services.

H₀1d: Social media networks have no influence on attitude formation and change related to products and services.

5. Methodology

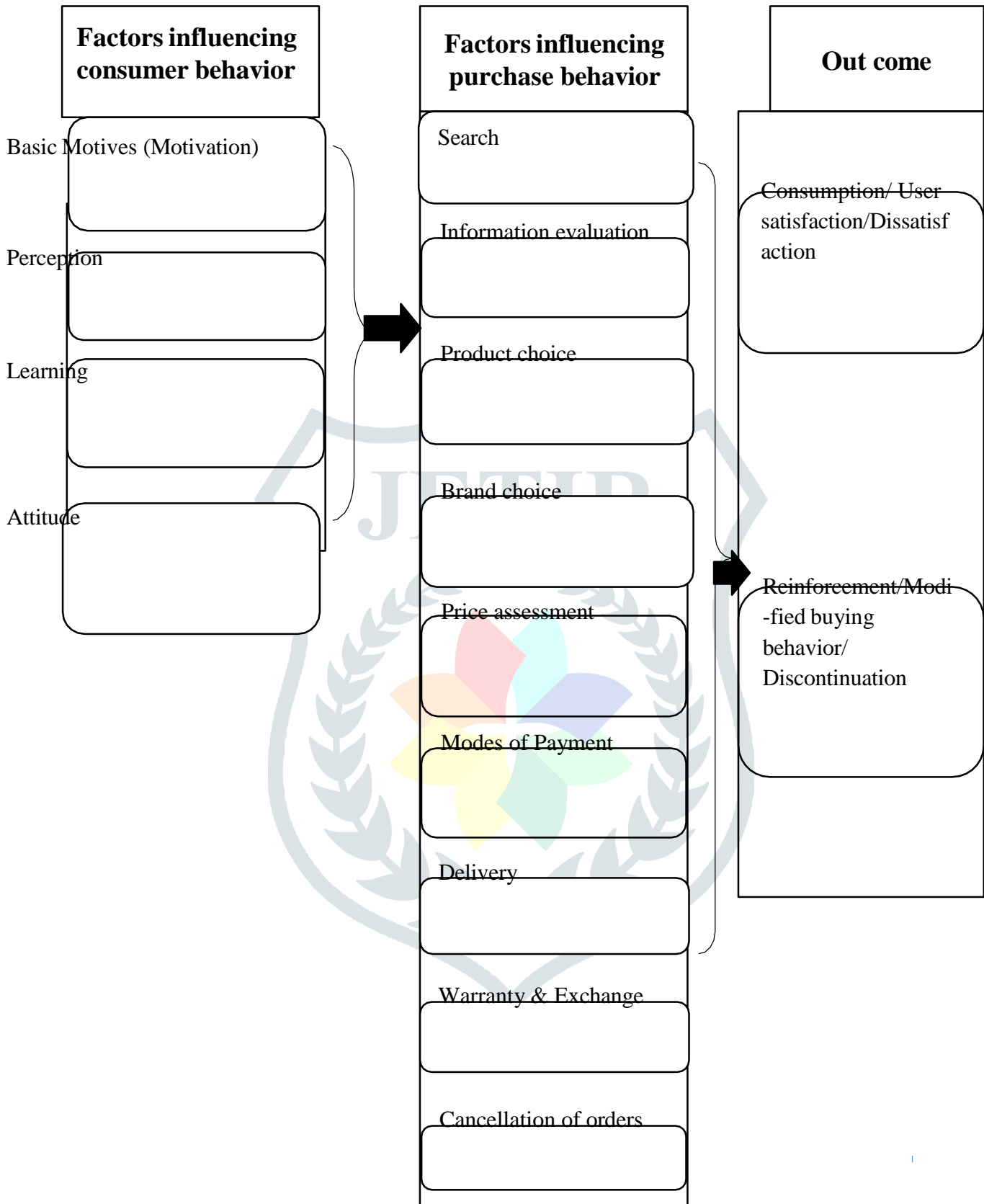
The market for social media networking sites is increased phenomenally during the last decade and continuing to expand its reach in many countries in the world. India is one of the fast growing markets for social media networking sites. The influence of these sites on the behavior of the users particularly on purchase decisions cannot be over emphasized. Many companies realized the powerful impact of social networks on consumers in awareness of new products, understanding the features and benefits of different product options, brand choices, price preferences, and in evaluation and assessment of various market offers. They started using these sites for promoting their products and services effectively to the target markets and also to expand the market base. The study of the impact of social media networks on Hyderabad

consumers' buying behavior is expected to be useful for the marketers to understand the consumers better. This study aims to analyze the usage of social media networking sites and its influence on consumer buying behavior and post purchase behavior.

Since the universe of the problem is fairly large in number, purposive sampling will be followed. The sample size is 400. The questionnaire will be sent online, offline mode and the information will be obtained accordingly. Wherever there is no response, alternative sample will be used. To analyze and interpret the perceptions of the sample respondents, the data were inserted into the database. The tabulations and the results for analysis were done using SPSS (Statistical Package for Social Sciences) version 22 and Microsoft Excel 2016 for statistical measurements such as frequency, percentages, mean values, factor analysis, regression analysis etc., for category-wise analysis was administered. ANOVA test is conducted for more than two categories of variables. For simple percentages and percentage scores, the researcher has drawn diagrams/charts to get clear representations.

Factor analysis was conducted for the factors identified under the factors influencing consumer behaviour and the factors influencing purchase behavior. Further multiple linear regression analysis was conducted to identify the relationship between the two variables i.e., the dependent and independent variables.

6. Research Framework



7. DATA ANALYSIS

H01: IMPACT OF SOCIAL MEDIA NETWORKS ON DETERMINANTS OF CONSUMER BEHAVIOR RELATED TO GOODS AND SERVICES.

H_{01a}: Social media networks have no impact on consumer motivation towards products and services

Table-7.1

Social media networks & Consumer Motivation - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.182 ^a	0.033	0.023	0.495

a. Predictors: Social media networks

The model summary for respondents' opinions on the impact of social media networks on consumer motivation (basic motives) is shown in table-7.1. The analysis reveals that the linear regression coefficient (R=0.182) indicates that there is a minimum association between the dependent and independent variables. In terms of variability, R-Square (0.033) indicate that the predictors' social media networks can predict 3 per cent of the variance in the respondent's opinion towards motivation (basic motives).

Table-7.2

Social media networks & Consumer motivation - ANOVA^a

Model	Sum of Squares	Def.	Mean Square	F	Sig.
Regression	3.322	4	0.830	3.393	.010 ^b
Residual	97.398	398	0.245		
Total	100.720	402			

a. Dependent Variable: Consumer motivation

b. Predictors: (Constant), Social media networks

Table-7.2 presents the results of the ANOVA test related to the respondent's opinion on the impact that social

media platforms have on consumers' motivation (basic motives). The results indicate that the dependent variable consumer motivation ($F=3.393$, $p=0.010 < 0.05$) shows a significant association with the social media networks.

Table-7.3

Social media networks & Consumer Motivation - Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.902	0.120		15.869	0.000
Social media networks	0.057	0.054	0.103	1.058	0.020

a. Dependent Variable: Consumer Motivation

The coefficients related to the respondent's opinion on the impact that social media platforms have on consumer motivation (basic motives) are shown in table-7.3. The results reveal that the independent variables social media networks ($t=1.058$, $p=0.020 < 0.05$) show a significant association with the dependent variable motivation (basic motives). According to the results, it can be inferred that the independent variable social media networks have influence on consumer motivation towards products and services. Thus, the regression analysis results provide strong support for the rejection of the null hypothesis relating to the association between social media networks with the dependent variable consumer motivation.

H_{01b}: Social media networks have no impact on consumer perception towards products and services

Table-7.4

Social media networks & Consumer perception - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.191 ^a	0.037	0.027	0.428

a. Predictors: (Constant), Social media networks

The model summary for respondents' opinions on the impact that social media platforms have on consumer perception towards goods and services is shown in table-7.4. The analysis reveals that the linear regression coefficient ($R=0.191$) indicates that there is a minimum association between the dependent and independent variables. In terms of variability, R-Square (0.037) shows that the predictors' social media networks can predict a little over 3 per cent of the variance in the respondent's opinion towards consumer perception.

Table-7.5

Social media networks & Consumer perception - ANOVA^a

Model	Sum of Squares	Def.	Mean Square	F	Sig.
Regression	2.774	4	0.694	3.786	.035 ^b
Residual	72.913	398	0.183		
Total	75.687	402			

a. Dependent Variable: Consumer perception

b. Predictors: (Constant), Social media networks

Table-7.5 presents the results of the ANOVA test related to the respondent's opinion on the impact that social media platforms have on consumer perception towards goods and services. The results indicate that the dependent variable consumer perception ($F=3.786$, $p=0.035 < 0.05$) show a significant association with the predictors' social media networks.

Table-7.6**Social media networks & Consumer perception - Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.640	0.104		15.822	0.000
Social media networks	0.055	0.045	0.103	1.212	0.026

a. Dependent Variable: Consumer perception

The coefficients related to the respondent's opinion on the impact that social media platforms have on consumers' perception towards goods and services are shown in table-7.6. The results reveal that the independent variables social media networks ($t=1.212$, $p=0.026 < 0.05$) show a significant association with the dependent variable consumer perception. Permitting to the results, it can be inferred that the independent variable social media networks have impact on consumer perception towards products and services. Thus, the regression analysis results provide strong support for the rejection of the null hypothesis relating to the association between social media networks with the dependent variable consumer perception to products and services.

H_{01c}: Social media networks have no impact on learning experience of the consumers towards products and services

Table-7.7**Social media networks & Learning - Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	0.430	0.417	0.61838

a. Predictors: (Constant), Social media networks

The model summary for respondents' opinions on the effect of social media networks on consumers learning

experience of the products and services is shown in table-7.7. The analysis reveals that the linear regression coefficient ($R=0.656$) indicates that there is a medium association between the dependent and independent variables. In terms of variability, R-Square (0.430) shows that the predictors' social media networks can predict 43 per cent of the variance in the respondent's opinion learning experience of the consumers towards products and services.

Table-7.8**Social media networks & Learning - ANOVA^a**

Model	Sum of Squares	Def.	Mean Square	F	Sig.
Regression	113.418	9	12.602	32.955	.000 ^b
Residual	150.281	393	0.382		
Total	263.699	402			

a. Dependent Variable: Learning

b. Predictors: (Constant), Social media networks

Table-7.8 presents the results of the ANOVA test related to the respondent's opinion on social media the influence of networks on learning experience of the consumers towards products and services. The results indicate that the dependent variable learning ($F=32.955$, $p=0.000 < 0.05$) shows a significant association with the predictors' social media networks. **Table-7.9**

Social media networks & Learning - Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.808	0.171		3.213	0.000
Brand Choice	0.078	0.061	0.091	6.235	0.023

a. Dependent Variable: Learning

The coefficients related to the respondent's opinion on the social media influence of networks on learning experience of the consumers towards products and services are shown in table-7.9. The results reveal that the independent variables social media networks ($t=6.235$, $p=0.023 < 0.05$) show a significant association with the dependent variable learning experience of the consumers towards products and services. Allowing to the results, it can be inferred that the independent variable social media networks have no impact on learning experience of the consumers towards products and services do not show a significant association with consumption. Thus, the

regression analysis results provide strong support for the rejection of the null hypothesis relating to the association between social media networks with the dependent variable learning experience of the consumers towards products and services.

H_{01d}: Social media networks have no influence on attitude formation and change related to products and services

Table-7.10

Social media networks & Attitude - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631 ^a	0.398	0.384	0.65812

a. Predictors: Social media networks

The model summary for respondents' opinions on social media the influence of networks on attitude formation and change related to products and services is shown in table-7.10. The analysis reveals that the linear regression coefficient (R=0.631) indicates that there is a medium association between the dependent and independent variables. In terms of variability, R-Square (0.398) shows that the predictors' social media networks can predict 40 per cent of the variance in the respondent's opinion towards attitude formation and change related to products and services.

Table-7.11

Social media networks & Attitude - ANOVA^a

Model	Sum of Squares	Def.	Mean Square	F	Sig.
Regression	112.415	9	12.491	23.114	.019 ^b
Residual	170.216	393	0.433		
Total	282.631	402			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Social media networks

Table-7.11 presents the results of the ANOVA test related to the respondent's opinion on the impact that social media platforms have on consumers' attitude formation and change related to products and services. The results indicate that the dependent variable attitude formation and change related to products and services ($F=23.114$, $p=0.019 < 0.05$) show a significant association with the predictors' social media networks.

Table-7.12

Social media networks & Attitude - Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.843	0.185		4.550	0.000
Social media networks	0.127	0.057	0.120	2.229	0.032

a. Dependent Variable: Attitude

The coefficients related to the respondent's opinion on the influence of social media networks on consumer attitude formation and change related to products and services are shown in table-7.12. The results reveal that the independent variables social media networks ($t=2.229$, $p=0.032 < 0.05$) show a significant association with the dependent variable attitude formation and change related to products and services. According to the results, it can be interpreted that the independent variable social media networks have influence on attitude formation and change related to products and services. Thus, the regression analysis results provide strong support for the rejection of the null hypothesis relating to the association between social media networks and consumer attitude formation and change related to products and services.

8. MAJOR FINDINGS

8.1. Towards basic Motives (Motivation)

- The variables 'I can identify suitable online vendors for providing various products and services', and 'Social media networks help me to set product goals' scored positive ratings with a mean value of 3.62 and 3.55 respectively. Thus, it can be inferred that all the variables related to the determinant basic motives (motivation) are significant as the mean values are above 3.5.
- The results indicate that the dependent variable basic motives (motivation) ($F=0.168$, $p=0.014 < 0.05$) show a significant association with the predictors gender, age, education, Occupation & monthly family income.
- The independent variables gender, age, education, and occupation except monthly family income show a

significant association with basic motives (motivation) determinant.

8.2.Perception

- The variables ‘Dynamic changes in the range of products and marketing offers available on social media help me to take the right decisions at the right time’, and ‘I could able protect myself from the exploitation of marketers with the information inputs available on social media’ scored positive ratings with a mean value of 3.60 and 3.51 respectively. Thus, it can be inferred that all the variables related to the determinant perception are significant as the mean values are above 3.5.
- The results indicate that the dependent variable perception ($F=0.147$, $p=0.041 < 0.05$) show a significant association with the predictors gender, age, education, occupation & monthly family income.
- The independent variables gender, age, education, occupation and monthly family income show a significant association with perception determinant.

8.3.Learning

- The variable ‘social media contributes to modified learning on products and services compared to conventional learning experiences’ scored positive rating with a mean value of 3.58 by the respondents. Thus, it can be inferred that all the variables related to the determinant learning are significant as the mean values are above 3.5.
- The results indicate that the dependent variable learning ($F=0.200$, $p=0.962 > 0.05$) do not show a significant association with the predictors gender, age, education, occupation & monthly family income.
- The independent variables gender, age, education, occupation and monthly family income do not show a significant association with learning determinant.

8.4.Attitude

- The variable ‘The inputs available on social media networks help in changing attitudes’ scored positive rating with a mean value of 3.55 by the respondents. Thus, it can be inferred that all the variables related to the determinant attitude are significant as the mean values are above 3.5.
- The results indicate that the dependent variable attitude ($F=0.367$, $p=0.001 < 0.05$) show a significant association with the predictors gender, age, education, occupation & monthly family income.
- The independent variables gender, age, education, occupation and monthly family income show a significant association with attitude determinant.

9. Suggestions

On the basis of the above findings, the following suggestions may be suitable to improve the usage of social media and to understand Consumer buying behavior.

1. The study observed that younger aged respondents (15-20) are effectively using the social media when compared to other age groups. Therefore, the study suggests creating awareness among other age groups toward the benefits and usage of social media.
2. The study observed that the majority of the respondents worry about their privacy when using social media networks. Therefore, the study suggests that social media networks should strengthen profile privacy and end-to-end encryption.
3. Consumers choose to make purchases online through social media networks for a variety of reasons, and they should be acknowledged and reinforced. To keep consumers pleased, businesses should offer appropriate discounts, loyalty programs, cash back offers and other such programs on a regular basis. Consumers should be informed about these through the use of various social media networking platforms.
4. It is observed from the study that consumers have trust & belief in the information available on the various social networking platforms. So, maintaining accurate and qualitative products and services related information will help to attract new customers.
5. The study observes that some consumers felt that price exploitation by various traders and online vendors by using various social networking platforms. Therefore, the study suggests that this needs to be checked and controlled by the concerned social media platforms as well as create awareness among the consumers.
6. The study suggests that consumer feedback should be handled with caution since electronic word of mouth (E-Wom) has the potential to affect consumer's buying decisions.
7. Some Consumers feel that, the information available on various social media platforms is not reliable. Therefore, the study suggests that social media platforms should check and verify the information before publishing/uploading their social media platforms.
8. Since Respondents show a positive attitude toward brand awareness and brand choice, it is recommended that the companies can utilize social networking sites to create awareness about the brand at a faster pace.

10.Scope for further research

Even though there is much research done in the same area, still there is a scope for further research in the same area. There are a number of social media networking sites that are doing marketing. Some of the important areas in this regard are explained below: -

1. In the present study, the area covered the city of Hyderabad, the state of Telangana. The research can be undertaken in various other areas also

2. There are many Social Networking Sites available on which research can be undertaken in regard to Consumer behavior.

3. The research can be done not only on Websites but also comparison can be done on various professionals which can show how these social media networking sites affect consumer behavior.

The researchers can undertake similar studies in other places in the country and abroad. Researchers also can undertake studies comparing Traditional and Social Media Marketing.

11. Conclusion

It is concluded that, people are becoming more knowledgeable and vigilant consumers as the internet and social media rise in popularity. The market is becoming more competitive as technology develops. The companies want to maintain their market share and increase earnings for that, social media may give a competitive advantage. This research was carried out correctly in order to investigate the impact of social media networks on Hyderabad consumers' buying behavior. The study has focused on Hyderabad city, Telangana state. Where primary data has been collected from the respondents by using purposive sampling method.

The study applied the exploratory factor analysis with the objective of extracting the higher loading factors. According to the study it has been observed that, most of the users want a profile privacy lock and accurate information about the social media platform's products and services. A consumer wants to know the product information quickly and evaluate multiple brands at the same time. According to the study, assuring consumers' online transactions are secure and offering low-priced products are factors shown to be highly important in earning consumer trust and loyalty. Delivery and warranty exchange have a big impact on consumer satisfaction when buying products/services via social media.

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