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A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN PANDEMIC W.R.T. THANE CITIZENS**¹Jay Shinde, ²Vedanti Yesaware, ³Amogh Joshi and ⁴Dr. Shraddha Mayuresh Bhome (Guide)**^{1,2}Student - TY BAF / B³Student - TY BAF / A**ABSTRACT**

Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Facebook, Twitter and Instagram have played significant roles in expanding consumers' Online Purchases . Social media is becoming a new trend. Over the last decade, the World Wide Web has seen a burgeoning in user generated web technologies like blogs, social networks and social media websites . Social media has given rise to the online platforms like Facebook, Instagram, YouTube, Twitter, where people can connect with each other, share thoughts and the content

This is a little research on the impact of a pandemic on Consumer Online Buying Behaviour. To achieve these objectives we created a questionnaire through Google form and Circulated among the citizens of thane region

Keywords: Consumer Buying Behaviour, Social Media, Online Shopping

INTRODUCTION

Social media is the online communication medium on which we can interact with each other, share content and get the information from. The various sorts of Social media can be social networking, forums and social book marking etc. Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google plus and twitter are included in Social media and no doubt that it has become an integral part of our life. In businesses, Social media is generally used to spread the awareness about the products and services, promoting brands, to retain the existing customers and to find new prospects. In this way Social media marketing definitely takes the benefit of Social networking, increasing the brand awareness, brand value and to increase the customer reach. Social Media is playing significant roles in different aspects of our lives. Consumers today are progressively utilizing technology and particularly Social Media as an effective tool in their online shopping process. This process can be defined as is an electronic process that allows consumers to deal with business people and meet their purchases' needs. Social Media have played important role in spreading this phenomenon faster.

With the increase in use of social media, companies are now considering the value of it in shaping the consumer perception, increase in brand value and to influence the buyer's decision. Now companies also know that they can have a strategic approach to use the Social media to get the advantage over those that don't use it. To access the impact of Social media on Consumer Buying Behaviour, the literature review and the data analysis on its use and perception of the customers can be used in identifying the best strategies for making an improvement in consumer engagement through Social media

OBJECTIVES OF THE STUDY

- To study the impact of social media on consumer buying behaviour in pandemic.
- To study that Buying through Social Media is Future Or not.
- To study that Shopping through Social Media is Safe or not.
- To study online Shopping is good or Offline Shopping.

REVIEW OF LITERATURE

1. **Nasir, S., Vel, P., & Mateen, H** . This article says that Social media doesn't always need some language or the words to spread the message to the consumer. When a product and the services is marketed then the context can be interpreted by the potential buyer. On the basis of that, the buyer gives the response. It can be in the way of purchasing a product, repurchasing a product or it can be in the form of not purchasing a product. So, this process is based on the customer need, his knowledge and liking towards the product, brand loyalty & brand value, word of mouth and its demand.

2. **Nima Barhemmati et al.**, finds that the best and the successful way of advertising is Social Media Marketing. The study focuses on knowing the factors how the buying pattern of those consumers change who are on Social media through Social Network Marketing. This study also finds the relationship between the selling activities of the companies and the customer engagement and their purchase behaviour. In this, a survey was conducted among the 50 students in Malaysian National University. The result of the study shows the positive relation in between consumer buying behaviour and Social media engagement.

3. Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y Social media is giving an opportunity to the consumers to get the feedbacks and reviews about a product and services. Result from the primary and the secondary data shows that the product recommendations can lead to an impulse buying behaviour. This impulsive buying behaviour is decided on the basis of the trust on the recommender and an affection towards that particular product. In simple words, it is influenced by both the recommender and the product itself.

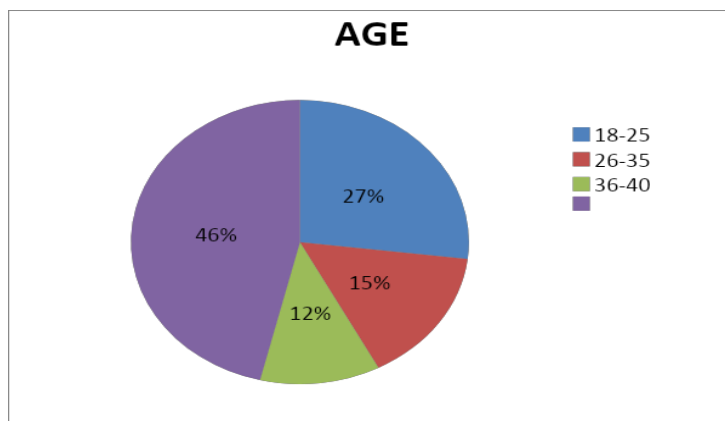
4. Varghese, S., Nandhini M in their article speaks about the influence of demographic factors towards the purchase intention of customers. Article also reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media.

RESEARCH METHODOLOGY

Research Universe	Thane Region
Sampling Method	Random sampling Method
Sample Size	52
Method Of Data collection	Primary & secondary Data
Method Of Primary data Collection	Questionnaire
Method of Secondary Data collection	Research Papers
Data Analysis Techniques	Pie Diagram

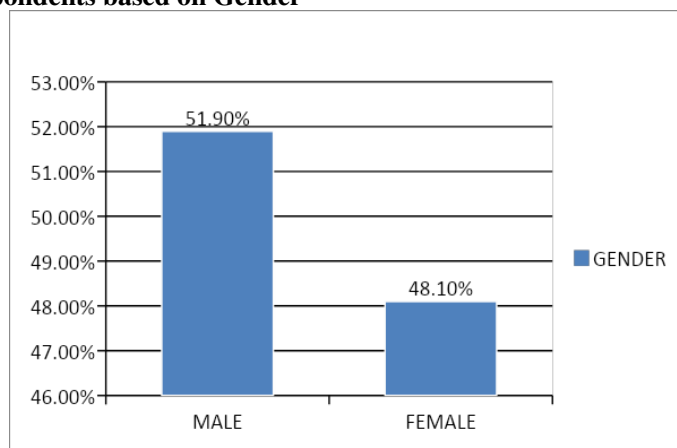
ANALYSIS AND INTERPRETATION

1. Distribution of respondents based on Age



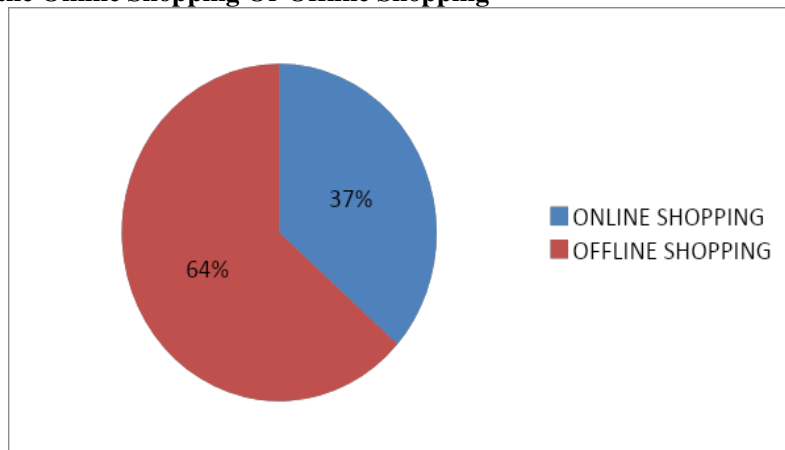
As Shown in the above Pie Diagram, 27 % respondents are from the age group of 18-25, 15% respondents are from the age group of 26-35, 12% are from the age group of 36-40 and the remaining 46% are from the age of group of above 40.

0. Distribution of respondents based on Gender



As shown in above Pie diagram, 52 % are the Male respondents and the remaining 48% are the Female respondents.

0. Do you prefer the Online Shopping Or Offline Shopping



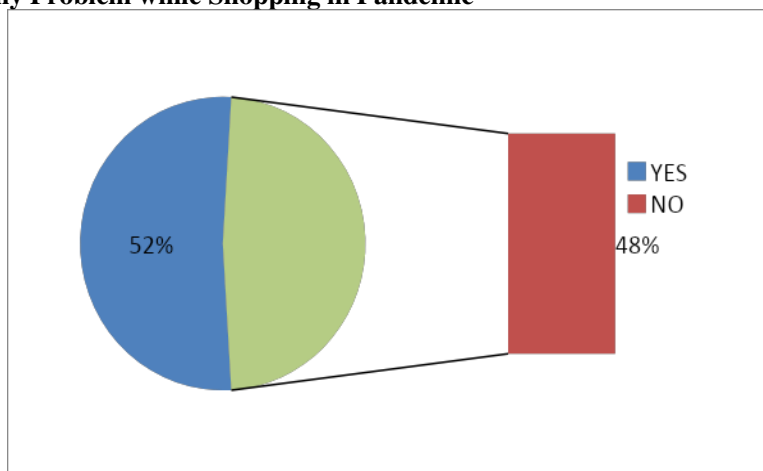
As shown in above Pie diagram, 36% respondents prefer to shop Online and 64% respondents prefer to shop Offline.

0. During this Pandemic which shopping do you prefer the most



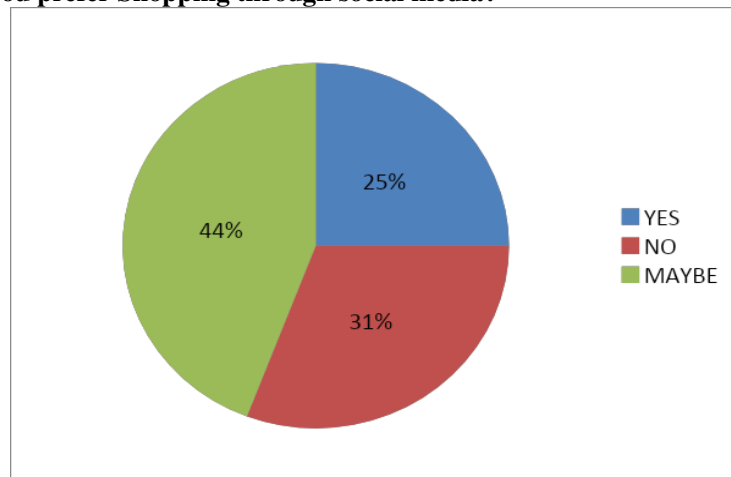
As shown in above Pie diagram, 79% respondents prefer to shop Online and 21% respondents prefer to shop Offline during this Pandemic.

0. Do you faced Any Problem while Shopping in Pandemic



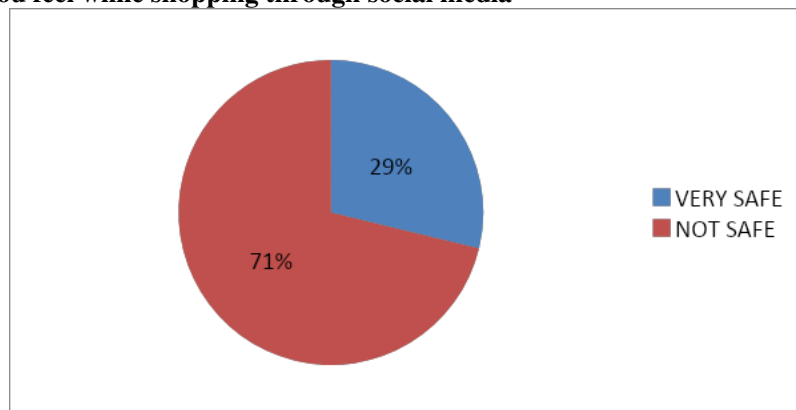
As shown in above Pie diagram, 52% respondents faced problem while shopping in the pandemic but, 48% respondents did not faced any problem while shopping in the pandemic.

0. As a Buyer will you prefer Shopping through social media?



As shown in above Pie diagram, 25% respondents prefer to shop through Social Media, 31% respondents does not prefer to shop through Social Media and remaining 44% are not sure about it .

0. How safe do you feel while shopping through social media

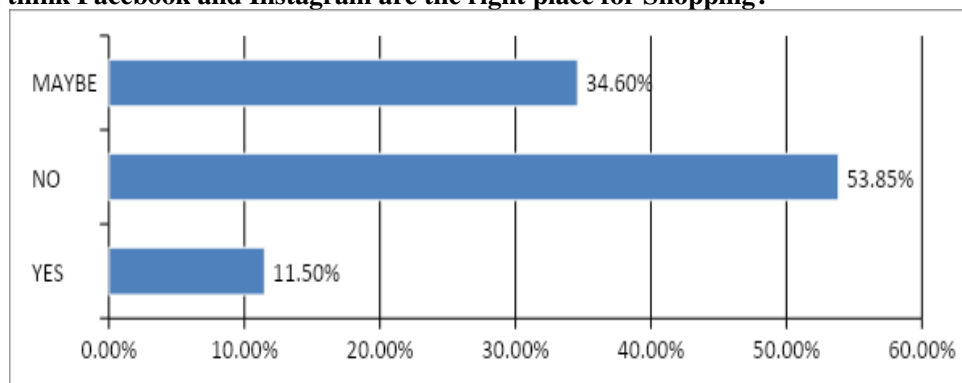


As shown in above Pie diagram, 29% respondents feel safe while shop through Social Media but, the remaining 71% respondents does not feel safe while shop through Social Media.

0. Do you feel Shopping through Social Media is easy?

Asper the data analysis researcher interprets that, 40% respondents feel that shopping through Social Media is easy, 14% respondents feel that shopping through Social Media is not too easy and the remaining 46% are not sure about it.

0. Do you think Facebook and Instagram are the right place for Shopping?



As shown in above Pie diagram, 11% respondents think that facebook and Instagram are the right place for Shopping, 54% respondents think that facebook and instagram are not the right place for Shopping and 35% respondents are not sure about it.

0. Do you think Shopping through Social Media is increasing day by day

As per the questions responded by the respondents, 73% respondents think that Shopping through Social Media is increasing day by day, 4% respondents think that Shopping through Social Media is not increasing day by day and the remaining 23% respondents are not sure about it.

0. Do you think Shopping through Social Media is the future

As per the views of the respondents, 33% respondents think Shopping through Social Media is the Future, 17% respondents think Shopping through Social Media is not the future and the remaining 50% respondents are not sure about it.

CONCLUSION

- Shopping through social media is like supporting a small business but there are many disadvantage also like we have to pay online payment first, sometime we don't know the person, so through looking through social media we can't get the quality of the product.
- Before pandemic most of people used to shop offline but because of the pandemic most of the people shifted towards online shopping.
- Online shopping is risky where the offline shopping is safe.

SCOPE FOR FURTHER RESEARCH:

Studies can be done in future to measure the actual change in behaviour. These are unprecedented times, and further studies from different countries are required to obtain insight into consumer feelings and understand if the behaviour displayed by consumers in different countries is the same or different. The study faces some limitations that can be improved later on to provide additional successful opportunities for a future study. Initially, definite limitations increase from selecting the sample and the way variables were measured and used. According to the way of distributing online surveys, this research showed big gap among male and female responses because online surveys are uncontrollable in term of specifying number of males and females. Therefore, there is a shortage of reflecting consumer believes and behaviors associated to Social Media compared to other countries.

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ANNEXURE

1. Name : _____
2. Age: _____
3. Gender: _____
4. Do you prefer the Online Shopping Or Offline Shopping?
5. During this Pandemic which shopping do you prefer the most?
6. Do you faced Any Problem while Shopping in Pandemic?
7. As a Buyer will you prefer Shopping through Social Media?
8. How safe do you feel while shopping through social media?
9. Do you feel Shopping Through Social Media is easy?
10. Do you think Facebook and Instagram are the right place for Shopping?
11. Do you think Shopping through Social Media is increasing day by day?
12. Do you think Shopping through Social Media is the future?
13. Any Suggestions