

E-ISSN 2582-1029
SJIF Impact - 5.75

AKSHARA

MULTIDISCIPLINARY RESEARCH JOURNAL

Peer-Reviewed & Refereed International Research Journal

February 2023 Special Issue 07 Volume VI (B)



Chief Editor :
Dr. Girish S. Koli



Akshara Multidisciplinary Research Journal
Peer-Reviewed & Refereed International Research Journal

February 2023

Special Issue 07 Volume VI (B)

Scientific Journal of Impact Factor (SJIF) Impact-5.67



TOGETHER WE REACH THE GOAL

International Impact Factor Services



International Society for Research Activity (ISRA)
Journal-Impact-Factor (JIF)



Digital Online Identifier-
Database System

An International Digital and Virtual Library



Akshara Publication

Plot No 143 Professors colony,
Near Biyani School, Jamner Road, Bhusawal Dist Jalgaon Maharashtra 425201

Index

Sr. No	Title of the Paper	Author's Name	Page No
1	Social Science Research : An Analysis of Indian Context	B.V.Dhananjaya Murthy	05
2	Mysticism and Communal Harmony: A Critical study from the standpoint of Mysticism in India	Dr. Narayan S. Gadade	14
3	Perception of the Beneficiaries Regarding the Working of PDS in Karnataka	Dr. D. N. Patil Dr. Vinod Magadum	18
4	Disasters and Sustainable Development in Agriculture	Bhausaheb D. Waghmare	22
5	Marginalized and Oppressed Women in African American Novels	Dr. Rohit P. Patil	25
6	Problems and Issues of Women Education in India	Dr. Parul Malik Himanshu Sirohi	30
7	Indianization of English Language in Salman Rushdie's <i>Midnight's Children</i>	Dr. Swati R. Vihire	34
8	Using of ICT for Library Development	Dr. Yogini P. Dhakad	37
9	Importance of Mughal Architecture in Tourism	Dr. Beena	42
10	Social and Political Empowerment of Women in Medieval History	Dr. Umesh Y. Gangurde	48
11	The Impact of Social Media on Consumer Behaviour : An Analysis of Facebook, Instagram and Twitter.	Ganesh S. Dahiwal	52
12	Mathematical Biology: Using Mathematical Modeling And Analysis	Gursal P. Daguram	55
13	Effect of the presence of sulphide ions in irrigation water on the resistance of copper corrosion	Thorat Subhash Kundlik	60
14	Kitchen Waste Compost: A Sustainable Waste Management Technique	Sayyad Alfiya Yakub	63
15	A Comparative Study of the Literary Works of Attia Hosain and Aamer Hussein	Mrs. Dimple Pandey	67
16	Superconductivity: Theory and Applications	Khalate Prashant Rohidas	70
17	लोकसाहित्य अभ्यासातील लोकसाहित्य संकलनाचे महत्त्व	प्राचार्य डॉ. पांडुरंग निवृत्ती गायकवाड	73
18	संत साहित्य, अध्यात्म आणि विज्ञान	प्रा. डॉ. अरूण पाटील	76
19	साहित्य, समाज आणि संस्कृतीचा अनुबंध	प्रा. डॉ. अर्जुन गंगाराम नेरकर	79
20	मराठी गझल बादशाह : श्रीकृष्ण राऊत	प्रा. डॉ. संजय पोहरे	81
21	अध्यात्म आणि गांधीवाद	डॉ. गजानन जंगलू भामरे	86
22	माक्सवाद आणि मराठी साहित्य	प्रा. शाशिकांत वि. काळे	89
23	जागतिकीकरणानंतरच्या बदलांचा शोध घेणारी अशोक कोतवाल यांची कविता (विशेष संदर्भ : 'नुसताच गलबला')	प्रा. तुषार ज्ञानेश्वर पाटील	95

The Impact of Social Media on Consumer Behaviour : An Analysis of Facebook, Instagram and Twitter

Ganesh Sudhakar Dahiwalé

Department of Commerce

Savitribai College of Arts, Pimpalgaon Pise Tal. Shrigonda, Dist. Ahmednagar.

Abstract :-

Social media has become an integral part of modern society, with millions of people using platforms such as Facebook, Instagram. Facebook is popular among older users, while Instagram is popular among younger users. Twitter is known for its brevity and its use by professionals and thought leaders to share their opinions and insights. Social media has had a significant impact on consumer behaviour, particularly in terms of purchase decisions, brand loyalty, and product awareness.

Keywords : Social media, consumer behaviour, decision-making, purchasing behaviour, brand loyalty.

Introduction :

Social media has become an integral part of modern society, with millions of people using platforms such as Facebook, Instagram, Twitter, and others on a daily basis. Social media has not only changed the way people communicate and interact but has also had a significant impact on consumer behaviour. This research paper aims to explore the impact of social media on consumer behaviour, focusing on the analysis of three popular platforms, Facebook, Instagram, and Twitter. Social media has become a powerful tool for businesses to reach their target audience, build brand awareness, and increase sales. At the same time, social media has also given consumers more power and influence over brands, their reputation, and their products. Social media has changed the way consumers make purchasing decisions and interact with brands. The availability of user-generated content, social proof, and the influence of influencers has led to a shift in consumer behaviour. Social media has given consumers more power and influence over brands, their reputation, and their products.

Facebook, Instagram, and Twitter are three of the most popular social media platforms used by people around the world. Here's a brief overview of each platform:

1. **Facebook** : Founded in 2004, Facebook is a social networking platform that allows users to create profiles, share photos and videos, and connect with friends and family. Users can also join groups, create pages, and participate in events. Facebook is known for its newsfeed, which shows users updates from their friends, pages, and groups they follow. Its key features include status updates, likes, comments, and messaging.
2. **Instagram**: Founded in 2010, Instagram is a photo and video-sharing app that allows users to upload and edit images and videos, add captions and hashtags, and follow other users. Instagram is known for its visual content, and it has become a popular platform for influencers, businesses, and celebrities to showcase their products and services. Its key features include stories, reels, IGTV, and direct messaging.
3. **Twitter** : Founded in 2006, Twitter is a microblogging platform that allows users to share short messages or "tweets" of up to 280 characters. Twitter is known for its real-time updates and its use by politicians, journalists, and celebrities to communicate with their followers. Its key features include retweets, likes, hashtags, and direct messaging.

Although all three platforms are used for social networking and content sharing, they differ in terms of their key features and user demographics. Facebook is popular among older users, while Instagram is popular among younger users. Twitter is known for its brevity and its use by

professionals and thought leaders to share their opinions and insights. Each platform offers unique opportunities for businesses to reach their target audience and build brand awareness.

Objectives :

1. To investigate the current state of social media usage among consumers and their behaviour towards different social media platforms.
2. To identify the impact of social media on consumer behaviour, including its influence on purchase decisions, brand loyalty, and product awareness.
3. To analyze the role of Facebook, Instagram, and Twitter in shaping consumer behaviour and their effectiveness in engaging consumers.
4. To explore the factors that affect the impact of social media on consumer behaviour, such as age, gender, social status, and online behaviour.

As per the Datareportal January 2023 global overview we can see that social media growth has continued to increase:

- More than half of the world now uses social media (59%)
- 4.76 billion people around the world now use social media, 137 million new users have come online within the last 12 months
- The average daily time spent using social media is 2h 31m.

Social media has had a significant impact on consumer behaviour, particularly in terms of purchase decisions, brand loyalty, and product awareness.

Purchase Decisions: Social media has revolutionized the way consumers make purchase decisions. With the help of social media, consumers can easily access product information, reviews, and recommendations from their peers. Social media has also made it easier for consumers to compare products, prices, and features, and to make informed decisions. Social media platforms like Instagram and Facebook have also introduced shopping features, allowing consumers to make purchases directly from the platform.

Brand Loyalty: Social media has had a significant impact on brand loyalty. Social media provides brands with a platform to engage with their audience and build brand awareness. By creating engaging content and fostering a community, brands can create a loyal following that advocates for their products or services. Additionally, social media has made it easier for consumers to voice their opinions about brands and products, which can either strengthen or weaken brand loyalty.

Product Awareness: Social media has increased product awareness by making it easier for businesses to reach their target audience. Social media platforms like Facebook and Instagram allow businesses to target specific demographics and interests, making it easier for them to reach potential customers. Additionally, social media influencers have become a powerful tool for creating product awareness. Influencers can promote products to their followers, increasing their reach and credibility.

several factors can influence the impact of social media on consumer behaviour, including age, gender, social status, and online behaviour. Understanding these factors can help businesses develop effective social media strategies that align with their target audience and maximize the impact of social media on consumer behaviour.

Research Methodology :

The paper has been written on the basis of secondary data. The secondary data were collected from published books, journals, research papers, magazines, daily newspaper, official statistical documents, published and unpublished data, monthly and reference books, as well as various types of reports and internet sources.

Conclusion:

The main findings of the analysis suggest that social media has a significant impact on consumer behaviour, particularly in terms of purchase decisions, brand loyalty, and product awareness. The comparison of Facebook, Instagram, and Twitter revealed that these platforms have similar influences on consumer behaviour, but differ in their user demographics and features. Overall, the analysis highlights the importance of social media in shaping consumer behaviour, and the need for businesses to understand the factors that influence this impact in order to develop effective marketing strategies in the future.

Bibliography :

1. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
2. Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404.
3. Qualman, E. (2013). *Socialnomics: How social media transforms the way we live and do business*. John Wiley & Sons.
4. Ryan, D., & Jones, C. (2012). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. Kogan Page Publishers.
5. Statista. (2022). Number of monthly active Facebook users worldwide as of January 2022 (in millions). Retrieved from <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
6. Statista. (2022). Instagram: active users 2013-2021. Retrieved from <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>




PRINCIPAL
Savitribai College of Arts
Pimpalgaon Pise, Tal. Shrigonda, Dist. Ahmednagar