



A THOROUGH ANALYSIS OF SOCIAL MEDIA'S EFFECTS ON CONSUMER BEHAVIOUR IN ONLINE COMMERCE IS PRESENTED IN SOCIAL MEDIA'S POWER PLAY

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Abstract:

Online sales drive a sizable portion of the current, thriving industry of web-based businesses' revenue. The Internet business sector's dangerous ascent fundamentally affects the market. The development of online business is entirely dependent on customer responses and purchasing tendencies. Less center-level business, rigorous estimating, and doorstep delivery are the keys to progress. Numerous studies show that this industry has outperformed conventional marketing strategies by influencing consumers' purchasing decisions, which has dramatically increased demand in this industry. Numerous factors influence consumers' purchasing decisions, with online reviews playing a significant role. Online customer reviews have an impact on purchasing decisions. Thus, before making a purchasing decision, people carefully read web surveys that have been forwarded by various clients or clients in order to gather information that is more accurate and reasonable. In light of this evidence, the review will probably examine the implications of online comments on customers' purchasing decisions. The review was conducted at Selcuk College, hence a google study and an ad hoc testing process were used.

Keywords: social media, Online Commerce

1. INTRODUCTION

Online purchasing is a strange phenomenon that is gaining popularity and is a cycle that is expanding quickly. It is quickly acquiring influence over clients' life and will continue to do so moving forward. Therefore, everything that can make our lives easier, enable speedy advancement and reception of fresh ideas, save time and money, and provide the finest

benefits is inextricably linked to our future. Recent research on the future of online purchasing emphasizes reactivity to cost and innovation, trust and social connection, and dynamic estimating, which is the practice of dealers in light of piece and individual-level contrasts. The primary reasons for shopping online can be arranged according to recently discussed future trends. The online business model is becoming more and more popular, and choosing an electronic organization model gives one the ability to improve business efficiency, set up a new channel of communication with a simpler and more focused consumer group reach, as well as lay the groundwork for new work and products. The application examples will continue to change as new innovations enter the world. Understanding what factors affect online purchasing and what types of e-consumer behavior support online shopping decisions are the main tools of competition in a virtual field. Numerous logical investigations have made it easier to understand consumers and the factors influencing their online purchase behavior, which can aid in identifying the important factors. It also affects a variety of unique characteristics, such as the age, traditions, and degree of development of the nation.

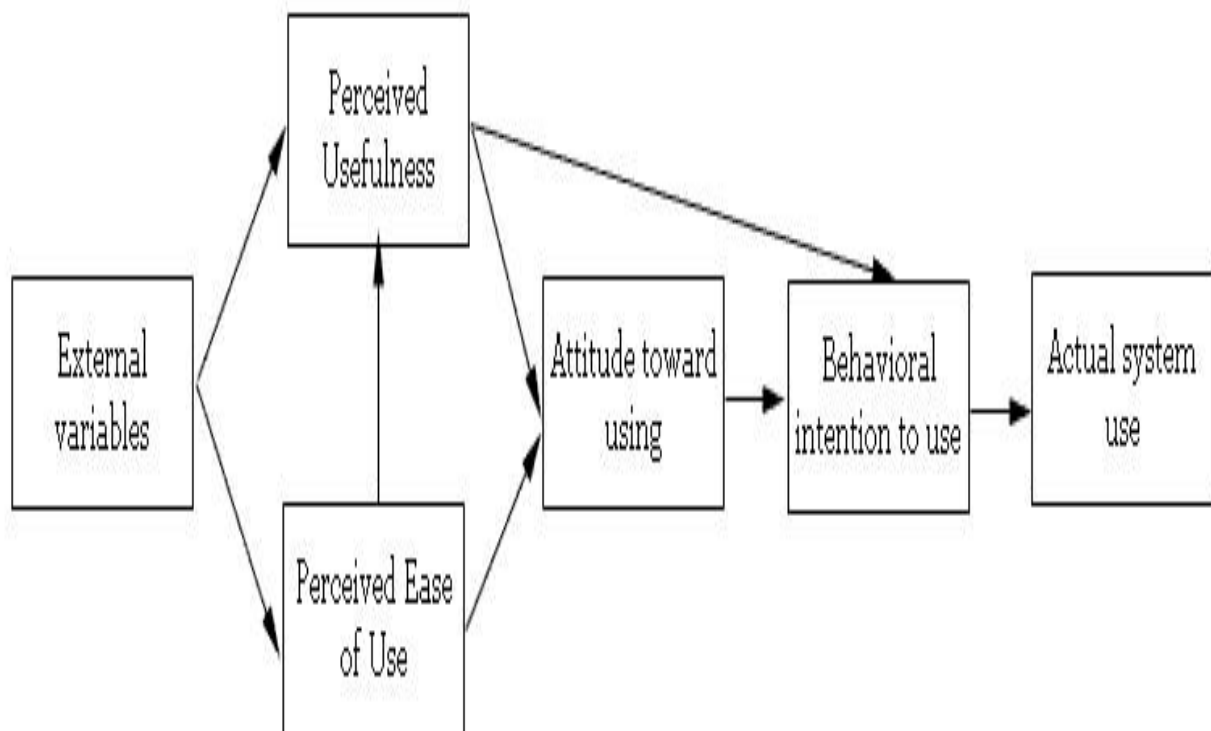


Figure 1: Consumer Actions in Online Business

The factors that influence a customer's decision to shop online are also examined from many angles. This means that on the off chance that company engineers can swiftly understand and appreciate customer behavior and the factors influencing their purchasing propensities, they will have the opportunity to draw more clients, balance out their put available, and help income. Additionally, because online shoppers anticipate a similar experience, technological advancements have altered the character of web connections and stimulated an imminent increase in online exchange. These improvements included the ability for online communication, posting and searching for information, and sharing experiences on social networks. Online shopping is the process of buying goods and services over the internet. The methodology is composed of five steps that are similar to those that are observed in typical shopping behavior. In the typical online purchasing process, when potential customers realize they need a particular good or service, they go online and research their needs. However, occasionally, rather than actively searching, potential customers are drawn to information about labor and goods connected with the apparent demand. They weigh the available options and decide which one best satisfies their standards for meeting the obvious requirement. Finally, a deal is reached, and post-deal administrations are promoted. The phrase "online shopping demeanor" describes the state of mind of a customer while they are purchasing purchases online. It cannot be denied that the internet has a significant impact on our lives and provides many essential services. Consumers now have accessibility and comfort thanks to online shopping. A detailed review of the literature was done in 2010 by Beldad, de Jong, and Stakeholder to ascertain the variables influencing online trust. The study examines the psychological, relational, and contextual preconditions of online trust. The findings highlight the need of establishing trust in online interactions by paying attention to factors like website design, reputation, privacy, and security. Cheung, Lee, and Rabjohn (2008) look into how electronic word-of-mouth (eWOM) from online customer forums affects consumer behavior. The study examines the factors that affect the usage of online opinions and highlights the significance of source expertise, perceived legitimacy, and community connection in influencing how consumers accept and use eWOM. In their 2010 study, Kozinets et al. investigate the concept of networked narratives and how it impacts the use of word-of-mouth marketing by online communities. The study emphasizes the importance of storytelling and group interaction in creating narratives that persuade readers and influence their behavior. It explains how information flows and how online networks work to encourage consumer participation. Li, Wu, and Jiao (2012) examine the impact of

social media reviews on brand success. The study analyses how media richness modifies consumer perceptions of and evaluations of online reviews, with a focus on the role of textual and visual signals in this process. The findings highlight the importance of media diversity in enhancing social media reviews' ability to influence decisions about brands. Liu (2006) looks at the dynamics of word-of-mouth (WOM) for films and how it affects box office earnings. The study examines the mechanics and patterns of WOM propagation, accounting for factors such as positive and negative WOM, temporal decay, and the influence of well-known individuals. The findings highlight the value of word-of-mouth (WOM) in marketing strategies and how crucial it is to a movie's success. Okazaki provides a conceptual framework for understanding consumer behavior that integrates social influence theory and electronic word of mouth (eWOM). The study looks into the characteristics of the sender, receiver, message, and social network as well as the mechanisms and factors influencing eWOM transmission. It is important to comprehend the dynamics and effects of eWOM on consumer decision-making processes. When researching the impact of online customer reviews on consumers' purchase intentions, Park, Lee, and Han (2007) look into the moderating role of involvement. The study examines the connection between online reviews, purchasing decisions, and user involvement. The results show that consumer engagement has a major impact on how online reviews are interpreted, with highly engaged consumers being more impacted by reviews when making decisions.

2. RESEARCH METHODOLOGY

The review's strategy section first and mainly focused on the justification and value of the investigation. Second, theories and insights on the exploration model are provided. The approach and tool for gathering social event data were then mentioned. The review's section and test were used to wrap up the procedural portion.

The Purpose of Study

Customers carefully study the online reviews left by other customers to gather reliable information that will help them behave more wisely when making purchasing decisions. Thus, this study examines the significance of online comments for consumers' purchasing decisions. The review differs from comparable ones in terms of significance due to the manner in which it was conducted at a college and the inclusion of every understudy there.

The Data Collection Method and Tool

The overview method was used to obtain data for the review. A 5-point Likert scale was employed. The 200 items in the overview are divided into 4 groups. The scale predicting

customer buying behavior was named (n=15), the advantage scale anticipated from the remarks was named (n=4), the mindset scale for remarks was named (n=4), the remark unshakable quality remark namelessness positive and negative remark scales were named (n=7), etc. In order to obtain the information, the model was continued. The information that had been gathered was examined using the programmer SPSS 22.0. Because the scale used in the review had a usual dispersion and parametric tests were conducted, illuminating and inferential measurements like Pearson Connection and Different Relapse examinations were used.

Population and Sample of the Study

Selcuk College conducted the review using a google search and an erratic inspection method. 200 people in all were reached at the college. The review is within the 95% certainty range with a 5% margin of error. As a result, opinions from a variety of groups, including academics, the college workers, and students, were sought out.

3. ANALYSIS AND RESULT

Analysis of Demographic Data

In Table 1 the member's sectionrefinements are chronicled:

Table 1:Demographic Evidence of the contributors

Variables	Frequency	Percentage
Gender		
Male	120	60%
Female	80	40%
Age		
20-30	40	20%
30-40	50	25%
40-50	60	30%
50 above	50	25%
Income		
Less than 3000 TL	50	25%
3000-4000 TL	50	25%
4000-5000 TL	40	20%
More than 5000	60	30%
Before making a purchase, (x)-mark the website where you read the online review.		
Blogs	60	30%
Forums	60	30%
Social Media	40	20%
Complaints sites	40	20%

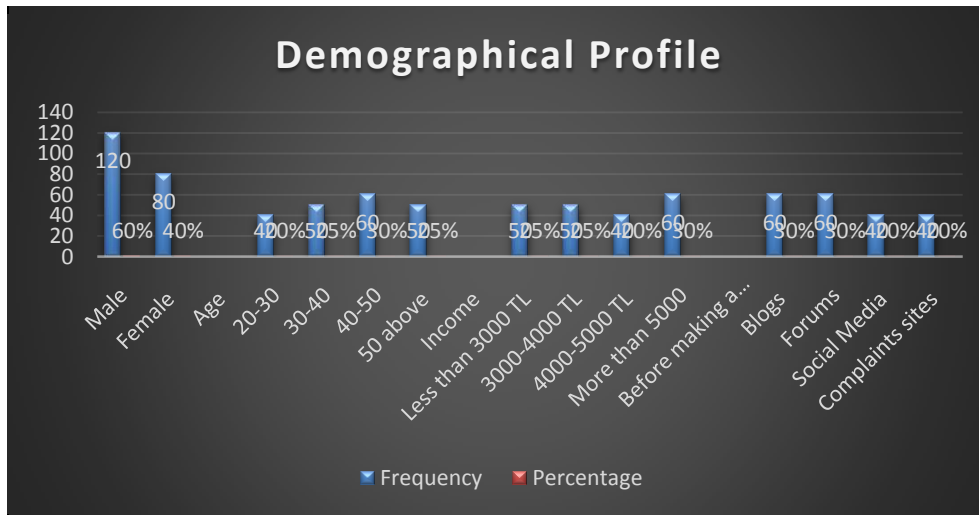


Figure 2: Demographic Information of the participants

Table 1 reveals that 60% of the participants in the review were men and 40% were women. Male members vastly outnumber female members. 35% of the total members are between the ages of 18 and 25; 32% are between the ages of 26 and 35; and 33% are between the ages of 35 and 50. Therefore, having more spirited participants in the review is a good idea. Regarding salary, the percentage of members acquiring less than 2500 TL is 28%, the percentage acquiring between 2500 and 4000 TL is 44%, and the percentage acquiring between 4001 and 6000 TL is 4.5%. It's likely that the members in this situation currently earn, on average, a dismal wage. Websites, forums, social media platforms, and complaint websites are among the places where online comments are read. Of those, 17.1% of the members read comments on web journals, 19.8% on debates, 44.3% on social media sites, and 12.7% on complaint websites. It is now understood that users pay more attention to some comments than others on social media platforms.

Reliability and Validity Analysis

Table 2: Reliability of the research's measurement tools

Scales	Number of Items	Cronbach's Alpha
Expected benefit from Comment	5	0.874
Attitude towards Comment	5	0.809
Comment Reliability Comment anonymity	16* .945	
Positive Comment		
Negative Comment		
Consumer Buying behavior	8	0.965

The legitimacy of the scales utilized in the examination is shown in Table 2. Looking at the discoveries uncovers that each of the scales utilized in the review are "exceptionally solid" (>0.80). At the end of the day, the size and aspects consider dependable measurable examination.

Pearson Correlation Analysis of the Link between Consumer Buying Behavior and Viewpoint on Customer Comments

In Table 3, the relationship between consumer editorial preferences and purchasing behavior was investigated using a Pearson Relationship examination. When the findings of the inquiry were examined, a strong and positive correlation between the mentality towards the comment, expected advantage from the comment, dependability of the comment, obscurity of the remarks, good and negative remarks, and purchasing behavior was discovered (p 0.05). This finding demonstrates a clear link between consumer criticism and design purchases. As a result, more people will make purchases when site comments are seen more favorably.

Table 3: The association between viewpoint on consumer Comments and Buying Behaviour

Scales	Buying Behavior
Expected Benefit from Comment	0,451**
Attitude towards Comment	0,421**
Comment Reliability	
Comment anonymity	
Positive Comment	0,481(*)**
Negative Comment	

Regression Analysis of Buyer Comments' Impression on Purchasing Behavior

Table 4: The consequence of consumer comments of Procurement behaviour

Model dependent Variables: buying behavior	Unstandardized coefficients		standardized coefficients	T	P
	B	Std. Error	Beta		
(constant)	2,451	1,236		8,561	0,001
Expected Benefit from comment	0,194	0,041	0,356	6,451	0,001
Attitudes towards Comment	0,036*	0,054*	0,056*	0,897*	0,654*

Relapse analysis was used to determine what the consumer comments in Table 4 indicated on purchasing behavior. According to the study, the features of expected benefit from the comment, comment dependability, comment obscurity, and positive and negative remarks all have an impact on purchasing decisions ($p < 0.05$). Additionally, it may be stated that when members' perceptions of customer dissatisfaction improve, so does their propensity to make purchases. Nevertheless, there was not a significant correlation between attitude towards comments and purchasing behavior ($p > 0.05$). Online client audits account for 23.4% of consumer behavior changes.

4. CONCLUSION

Before making a purchase, customers should do additional research. The driving innovation of today addresses this problem quickly and simply. Social networks are becoming more widely used as a result of the advancement in technology, enabling consumers who may otherwise not be able to understand how other customers perceive a product to do so. This alteration has replaced the stable customer personality with a potent consumer profile. Online comments now have the potential to attract the attention of both academics and money managers. According to study done by marketing teachers, online comments have developed into a vast source of information for consumers. The low cost, acceptable, and plain openness of internet consumer review websites where products and services are discussed contribute to this appeal. Overall, our in-depth analysis has highlighted the enormous effects social media has on consumer behavior in relation to online buying. The exploration essay looked at a variety of social media strategy issues, including how it affects customer perceptions, insights, and purchasing behavior. The research being evaluated has shed light on the mechanisms by which social media affects consumer behavior and has highlighted the need for organizations that conduct business online to recognize these components. First, the importance of web trust in influencing customer behavior has been highlighted in the study. Factors including site architecture, notoriety, protection, and security have been seen as important indications of online trust. Building trust is crucial for businesses since it increases customers' confidence while using online platforms and influences their propensity to transact. Additionally, the effects of electronic word-of-mouth (eWOM) have been well researched. It has been demonstrated that online sentiments and audits shared via online client networks have a significant impact on consumer dynamic cycles. There have been discovered a number of fundamental factors affecting how eWOM is received, such as source authenticity, topic skill, and local area association.

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