CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This research aimed to see whether or not the growing impact of social media on the buying decisions of customers varies. In this segment, the effect of social media on young Indian consumers at various stages such as pre-purchase, purchase, and post-purchase behavior is addressed, and the other conclusions derived from the quantitative study are described in the second section. In the third section, the consequences resulting from the impact of social media on consumers are raised.

In chapter two, the literature reviews revealed that in several modern reviews, consumers are getting help from friends on social networks, so social media has promoted contact between retailers and consumers and has made it easier for consumers and brands to engage with each other (Mangold and Faulds, 2009). The key aim of the research thesis was to figure out how social media marketing affects online research buying decisions among young Indian users, especially the effect of social media as a researcher.

Social media also made it possible to raise the understanding of the situation in terms of the changing world, thus playing an increasingly significant role in marketing social media. It was also concluded that although social media marketing provides advertisers with a more cost-effective method of marketing, further studies on India's online buying activities will be necessary to determine the time, money, and energy needed to handle the social media market.

5.2 RESEARCH QUESTIONS CONCLUSION

5.2.1 Social Media Influence and Young Indian Consumers' PurchasingDecisions

This research has shown that the impact of social media varies based on the stage of buying decisions made by customers. Depending on

the point in the process, it seems that users are more or less affected by social media. In addition, 84% of customers follow brands social media. It is important to remember that users have cited the fact that the first justification for using social media is to stay up-to-date with goods. In this case, almost half of the users are social media brand followers. Social networking channels and resources offer a connection between customers and brands that may give rise to needs.

The motivation for users to explain why they are followers and encourage friends to do so, given by social media, increases the need for consumer understanding. In this context, it is vital to recognize that the confidence factor conveyed by WOM plays a significant role in culture. Therefore, the analysis showed that the influence of social media at the beginning appeared to be quite strong. Thus, the research indicates that social media plays an important role in manipulating social media users. By taking into account the correlation review in Table 3, the correlation between social media market influence and social media correlation causing consumers to purchase a product is 0.093 (r value is between 0 and 1), suggesting a weak positive relationship between the two variables. However, according to the styles of tools of social media used by users, this position should be assumed to be more or less influential.

5.2.2 Personal Characteristics and Social Media Purchasing Decisions

The purpose of the dissertation was to see if the increasing impact of social media on the transactions of customers and their personal characteristics was increasing. To do so, the research concentrated on discovering whether peer feedback could push or discourage customers from making their final purchasing decision. The research, therefore, showed that only 9.5% of buyers would buy regularly after reading social media feedback. In comparison, 47.7% of customers claimed they did so often. The study showed that 37.1% of users were caused by social media ads. On the contrary, half of the customers (38.2%) said that they often did.

As a result, social media does not appear to have as much impact on users as it has on their buying choices and on the personal features of social media in the intervening phases of the process. Indeed, the study highlighted that if respondents reported that they were swayed by their peers' favorable and negative feedback, they appeared to be the last decision-makers and that other stimuli than the impact of social media seemed to play a role in consumers' minds. The analysis result for this objective showed that there is a relationship between social media users' personal characteristics and the impact of social media on their buying

decisions. By rejecting the null hypothesis and highlighting the p-value of <0.05, as reported in the literature review, purchase judgment appears to be of lower value relative to the impact it exercises on the previous processes.

5.2.3 Personal Characteristics and Post-Purchase Behavior of Social Media Users

The research found that at the post-purchase behavior level, the impact of social media was the lowest. As presented in the aforementioned literature review, that consumers today use social media to speak to their friends or followers about their own positive or negative experiences through posting reviews and opinions. However, the study found that after a buy, most buyers did not rate or post feedback on social media. It seemed users did not always post their consumers' impressions and views on goods, services, and brands on social media. Indeed, the study revealed that only 10.1% of customers regularly expressed their views on social media with their friends while they were happy with a product. Half of the clients, by comparison, said they did so often and seldom.

The outcome is much worse with respect to the perceptions and perspectives of customers exchanged with friends they do not meet on social media. It is important to note that the research stressed that there was little variation in the way that, based on their degree of happiness or disappointment, customers shared their experiences. Only a relatively small number of customers often do so in both cases. Ratings on social media can induce or dissuade purchases. In this way, advertisers can encourage users to share positive views on social media. Customers are now allowed on the official web pages of the organization to report their complaints and concerns. Marketers must therefore easily dispense with these issues and connect promptly via social media. After reading positive reviews on social media, consumers are likely to shop. It will therefore raise sales by creating optimistic social media eWOMs.

The study thus showed that customers loved exploring the interactions of customers on social media in their own buying decisions and purchasing functions. The outcome of the study for this target revealed that there is a linear relationship between the personal characteristics of social media users and the post-purchase behavior of consumers by rejecting the null hypothesis and highlighting the p-value of <0.05. Thus, the role of social media tends to be smaller and less significant at the post-purchase behavior level relative to the previous periods of the effect of social media on the buying decisions of customers.

The purpose of the dissertation was to see if the growing effect of social media on the buying decisions of young Indian customers has the same impact at different stages. The new way of networking has transformed the Internet in general and social websites in particular. The Internet, and particularly social websites, has changed the method of communication between users and sellers. A worldwide consumer population is an essential benefit of contact that helps business to flourish so that buyers have scope for goods to be surveyed, chosen, and bought.

5.3 LIMITATIONS

The overall survey for this analysis had 380 responses as a sampling setting to consider the childhood that uses social media in buying decisions for development. The research acknowledged casual-range beauty, and there were prime figures composed on a 5-point Likert scale that stood as an established self-administered survey. In order to examine the facts, the SPSS software stood cast off. The investigator's cast-off measurements are expressive (descriptive statistics) and inferential (correlation analysis). The selection of inferential statistics depends on the dataset and objective of the study. For objective 1, correlation analysis is used to find the linear relationship between two variables by evaluating the correlation coefficient of how one variable changes when the other one changes. For objectives 2 and 3, correlation analysis is used to find the linear relationship between two or more variables.

Besides enthusiasm for social media inspiration on buying choices, full infancy approved the social media triggers their need for acquisitions to complete the ads it offers, helping them fulfill their aspiration for approximately fresh; subsequently, it organizes distribution. The approach for many industries and businesses to reflect the paradigm of customer behavior has been modified by social media. As a linear stream of purchasing options, the old paradigm of customer behavior was presented. The typical consumer shopping behavior is assumed to go through stages starting from need identification, problem understanding, data search, alternate assessment, and finally post-evaluation.

These results suggest recommendations for future studies to explore the effect of personal characteristics and user variations on the effects of social media that may influence the buying choices of customers and post-purchase behavior. Through their social media recommendations, friends or followers who have already been a point of influence on consumers play a larger role in shaping them. The focus of the research is limited to social media users' demographic profiles. However, studying the psychographic variables of the buyers and how these variables can

influence the purchase decision process will be relevant. Knowing the concept of social media and consumer behavior, the notion of multiple variables that can shift the customer's mind is often known.

The analysis feature characteristic of sorting choices that had conflicting results was an important finding in this study. Future research in this area is also widely encouraged to further explore this phenomenon. Furthermore, it has been found lately that many ratings are biased. As reported in the literature review, the study showed that social media is influential in purchasing decisions, but it appears to be of lower value relative to the impact it exerts on the previous levels. It is a practice for users to use social media to communicate to their friends and followers about their own positive or negative encounters by exchanging reviews and thoughts.

However, the research conducted showed that after the purchase, most buyers did not rate or review on social media. The research found that customers liked to find the views of other customers on social media at their level of knowledge search and comparison of alternatives in order to make up their minds about their own buying decisions. Consumers who mostly or very regularly use ratings will offer a good illustration for future studies. Because of their daily usage, these audiences have a larger impact, but at the same time represent people who use feedback less often in a manner that uses the same types of channels.

Furthermore, aside from review roles and channels, factors influencing customer readership and impact should be more extensively discussed and overlooked in this article. It is recommended to build more on this model and analysis, as the generalizability is constrained since the demographic of the study is mainly students, very young, and only from a specific area. No professional tools or more desirable methods for the gathering of data were used for the survey. The questionnaire was self-created, the sample size was very small, and most respondents from the southern part of India were from the city of Hyderabad. There was little monitoring of situational consequences due to the fact that the survey was performed electronically, and participants had little opportunity to ask questions. However, an online survey should be deemed sufficient for this study since it is the best way to gather more insights in a brief duration with even less resources.

The study found that men on social media appear to adopt more brands than women. This is interesting for companies that can recognize that gender is affected by the first contact they have with customers on social media. In addition, the research showed that men are more likely than women to suggest such brands to their peers. The study also showed that since their mates are already followers, men are more likely

to start adopting those brands. These two results should be taken into consideration by firms that could more effectively share the accounts of their products on social media by engaging with men.

5.4 RECOMMENDATIONS FOR FUTURE STUDY

It is found from the results of this study that customers in India regularly use social media sites as a medium to confirm buying decisions; however, customers are considered inactive in spreading their word of mouth to others with the available social media channels. The purchasing process is influenced by the information on social media, which is why the poor ability to exchange such information may be an area of potential study. To access online ads, users often visit social sites on the Internet. To have feedback on the products and services they use, people use social media. In order to stay up-to-date with new products and services, some analysts use social media to view online advertising. Consumers are now getting feedback from others on goods and services via social media.

Consumer's purchasing behavior is the study of how goods and services are selected and used by individuals and organizations. This reflects mainly on psychology, motivations, and habits, such as how individuals choose between products, how they study and buy, and how it is possible to strengthen marketing strategies so that brands can impact them efficiently. The user looked at and compared several products on the basis of their evaluative parameters. This is the point at which the buyer has agreed to make the order. It is normal for users to share their positive or negative product feedback on the basis of either being pleased or disappointed. This can be by website reviews, WOM, or social media networks. Social media impact plays a necessary role when making a buying decision. While e-commerce sites offer different searching tools, it is a challenging task for the user to look for the product continuously. With the emergence of social media, customer behavior, while still influenced by personal, psychological, and social influences, has changed.

The study also advises that, in addition to using the knowledge given to direct their conceptual structures, researchers planning to undertake further research in this area could use the results of this study to suggest further fields of study. The report further advises that more studies should be carried out to demonstrate the effect of the characteristics of the various social media sites on the degree to which the purchasing choices of consumers are affected by a single social media site.