

A Study on Analyzing the Impact of Social Media on Consumer Behavior

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Abstract: *With the growth in the use of Digital media in almost every aspect of society, social media marketing is a concept which has also become relevant in recent times. The ability of social media to make content viral is evaluated as a potential B2B growth marketing strategy. Increment of website traffic to build conversions, create brand awareness, make communication, select target audience, and fabricate customer loyalty- social media plays a vital role regarding the exposure of a brand. The growth of social media has also made an impact on consumer behavior where it has the power to influence potential customers from the start until the stage of the purchase and beyond as well. The continuous usage of social media has influenced people to purchase products whether they are required or not. This has led to Consumerism where the products are just purchased in the name of aesthetics and social media engagements. The increase in the number of Influencers, Algorithms has also had a negative effect and led to over consumption. This research paper is an attempt to study and analyze the impact of social media on consumerism and consumer behavior and provide suggestions to adopt a sensible approach towards consumption of products.*

Keywords: Social media, Consumerism, Consumer behavior, Influencers, Over-Consumption

