

Effect of Social Media on Online Buyer Behavior

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Abstract : In the modern digital landscape, the increase of social media platforms has become identical to the evolution of online consumer behavior. This study investigates the complicated relationship between social media and the purchasing decisions of online buyers. Through an extensive review of existing literature and empirical research, the aim is to comprehensively analyze the multidimensional impact that social media exerts on the various stages of the online buyer's journey. The investigation encompasses the exploration of how social media platforms serve as influential channels for information dissemination, product discovery, and consumer engagement. Additionally, the study investigates the psychological aspects underlying the role of social media in shaping buyer preferences, perceptions, and trust in online transactions. The methodologies employed include both quantitative and qualitative analyses, incorporating surveys, interviews, and data analytics to derive meaningful insights. Statistical models are applied to distinguish patterns in online buyer behavior concerning product awareness, brand loyalty, and decision-making processes. The expected outcomes of this research contribute not only to the academic understanding of the dynamic interplay between social media and online buyer behavior but also offer practical implications for marketers, e-commerce platforms, and policymakers.

Keywords : social platforms, buyer behavior, consumer behavior, digital era

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