

Influence of Social Media on Consumer Buying Behavior towards Enriching Trust on Product Reviews

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Advancement in technology influences consumer buying behavior which keeps on changing. It is the responsibility of the marketers to utilize these technologies for providing better customer services. The buying behaviors of customers are changing according to their tastes, preferences, time, and the utilization of technology. To cater to the needs of the customers, the marketer needs to study them. Due to the availability and usage of the internet, many customers are aware of using social media for getting information. Social media is considered the most cost-effective, very interactive, and informative when compared with any other sources, so most of the internet users are using it for getting required information as per their convenience and comfort. Most of the users are depending on the reviews that are provided by social media. This study will analyze the influence of social media on consumer buying behavior towards enriching trust on product reviews. It also studies on the various influencing sources for customers to use social media as their reference point of purchase. In this study, data was collected from the 172 users of social media by administering a structured questionnaire using convenience sampling method and the collected data was analyzed using SPSS 23.0. This study indicates that majority of the consumers are influenced by online reviews before purchasing a product.

Keywords: *Consumer Buying Behavior, Internet, Social Media, Trust.*