

Influence of Social Media on Consumer Purchasing Decisions

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ABSTRACT

In the digital era, social media websites have a determining role to play in how customers make purchasing decisions. In this research, social media algorithms and their effect on consumers' purchasing behavior, focusing on people especially Generation Z as the most digitally engaged demographic, are scrutinized. Sites such as Instagram, TikTok, Facebook, and YouTube utilize sophisticated algorithms in providing individualized ads and specialized content that considerably influences customers' purchasing options. The survey explores how personalized suggestions, focused advertisements, and content placement affect awareness, liking, and buying among customers. By measuring these aspects, the research tries to determine to what extent algorithmic content makes a difference to decision-making, impulse purchase, and brand participation. Results of this research will assist firms in streamlining their marketing processes, increasing customer interaction, and boosting sales conversion rates through fact-based strategies. The study also tackles issues related to algorithmic bias, customer trust, and ad fatigue. The findings generated will be valuable for marketers, advertising agencies, content producers, and policymakers to maximize social media-driven marketing strategies. The research also delves into ethical issues of algorithm transparency and its impact on consumer independence. With statistics showing that 54% of social media users depend on social media for product research and 71% are more inclined to buy based on social media recommendations, learning about algorithmic marketing becomes more important. Through the use of predictive analytics, behavioral monitoring, and algorithmic content strategies, companies can design more efficient marketing campaigns. This study offers a guide to building digital marketing consultancy models, adding to academia, and solving ethical issues in algorithmic advertising.

Keywords: Social Media Algorithms; Consumer Purchasing Behavior; Generation Z

