

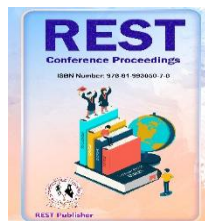


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A Study of Impact of Social Media on Consumer Purchase Decision in Electronic Gadgates With Reference To Amravati

Sarvadnya G. Kale, D. R. Chawda

SIPNA C.O.E.T., Amravati, Maharashtra, India.

Abstract: The rapid growth of social media has significantly transformed the landscape of consumer behavior, particularly in the electronics market. This study aims to explore the influence of social media platforms on the purchasing decisions of consumers in Amravati City when it comes to electronic gadgets. The research investigates how social media channels such as Facebook, Instagram, YouTube, and online reviews impact awareness, perception, and final purchase decisions. Data was collected through a structured questionnaire from a sample of consumers across different age groups in Amravati. The findings suggest that social media plays a crucial role in shaping consumer opinions and serves as a powerful tool for electronic gadget brands to engage with their target audience. Key factors such as peer recommendations, influencer endorsements, and user-generated content were identified as significant drivers in the decision-making process. The study concludes with recommendations for marketers to leverage social media more effectively to influence consumer behavior and increase brand loyalty in the electronics segment.

Keyword: Social media, Consumer Behavior, Purchase Decision, Electronic Gadgets, Digital Marketing, Online Reviews

1. INTRODUCTION

1.1 Background of the Study

Over recent times, the availability of electronic buying has increased globally (Ha et al., 2019). Both the revenue earned by online retail businesses and the proportion of internet users who conduct their shopping online are continually rising (Ozen & Engizek, 2014). Accurate forecasts of the growth of online shopping are necessary for companies aiming to develop their online retailing operations, and also knowledge of the parameters that affect customers' online buying intentions (Ha et al., 2019). The authors claim that one of the two crucial elements that significantly affect consumers' purchase behavior is their shopping intention B2C e-commerce (business-to-consumer electronic commerce) is a technique for virtual sellers as well as their customers to conduct online transactions using commercial web-sites (Ajina, 2019). Many people have discovered the advantages of virtual-shopping, which includes time and effort conservation, simplicity, competitiveness in price, a wider range, and better information access (Kaur et al., 2018). It is critical to comprehend customer decisions surrounding the usage of online shopping in order to design a successful Web site that facilitates online transactions and services. The factors that impact such-decision might probably differ depending on the-sites, the person, as well as the situation. In the event that these concerns are discoverable, virtual merchants can take them into account while building their websites.

1.2 Social Media

- Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:
- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

2. RESEARCH METHODOLOGY

2.1 Scope of the study

The research focuses exclusively on the electronics and gadget industry, covering products like smartphones, laptops, tablets, smart watches, headphones, gaming consoles, and other consumer electronics. Alternatively, the research could focus on a particular region, analyzing the unique cultural and technological factors affecting social media usage.

- Psychographic: Focus on consumers' behaviors, lifestyles, and attitudes toward technology and social media.
- Digital Natives and Non-Natives: Include insights from both tech-savvy younger generations and older generations adapting to social media trends.
- Platform-Specific Analysis: The study examines the impact of specific platforms such as
- YouTube, Instagram, Facebook, Twitter, and LinkedIn
- Awareness: How social media introduces new electronics and gadgets to consumers.
- Consideration: The role of reviews, influencers, and ads in shaping consumer preferences.
- Purchase Decision: Examining factors that lead to final purchases, such as trust, price comparisons, and promotions.
- Post-Purchase Behavior: The role of social media in influencing repeat purchases or brand loyalty.

2.2 Research Objective

1. To study of analyses the impact of social media on consumer purchase decision for electronic gadgets in Amravati city
2. To study the influence of social media advertisements on consumer awareness and preferences for electronic gadgets.
3. To study role of per reviews, ratings, and user-generated content in shaping consumer trust and purchase intentions.
4. To study the effect of influencer marketing on consumer behavior and decision-making in the electronics market.
5. To study of the overall significance of different social media platforms in the consumer buying process for electronic gadgets

3. REVIEW OF LITERATURE

1. Nasir et al., (2023), investigated into “consumer repurchase intentions” within the hospitality industry was conducted. This study incorporated various elements, including “AI, social media engagement, conversion rate optimization, and the overall consumer experience.”

2. A novel theoretical framework was developed by Agrawal & Gupta (2023), to shed light on the significant factors shaping consumers' shopping motivations in the era of digital technology. The researchers employed a multifaceted approach, employing Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM) techniques.

3. Diva GS (2022), this overall study about the consumer behaviour towards the electronic marketplace shows the link between the buying habits and digital marketing. This also study the factors that affects the habits of electronic buying habits. Some of the famous electronic brands contents have been used in this research.

4. Ingrain Kona (2022), This Study concentrates on theoretical advances and the growth of a fresh conceptual framework using previous study on social networking advertisement and buyer preferences. The paper focuses on the features of online advertisements & how they have an effect on client purchase choices.

5. Nithin Sharma (2022), this paper provides helps in analyzing the relation between social media and buying behavior of consumer related to tourism goods. Every customer use social media and get information from net and all social media platform to know the cost effectiveness and convenience

4. DATA ANALYSIS AND INTERPRETATION

4.1 Age of Respondent (In Year)

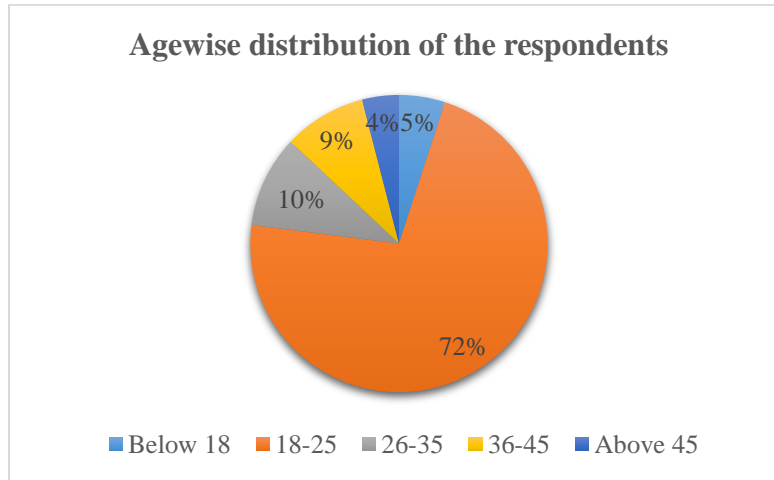


FIGURE 1. Age Group (in Year)

The majority of respondents (72%) had belonged to the 18–25 age group, showing that young adults were the most active participants. The 26–35 (10%) and 36–45 (9%) groups together had formed 19%, reflecting moderate mid-age participation. Only 5% had been below 18 and 4% above 45, indicating minimal representation from these age brackets.

4.2 Time spending on social media

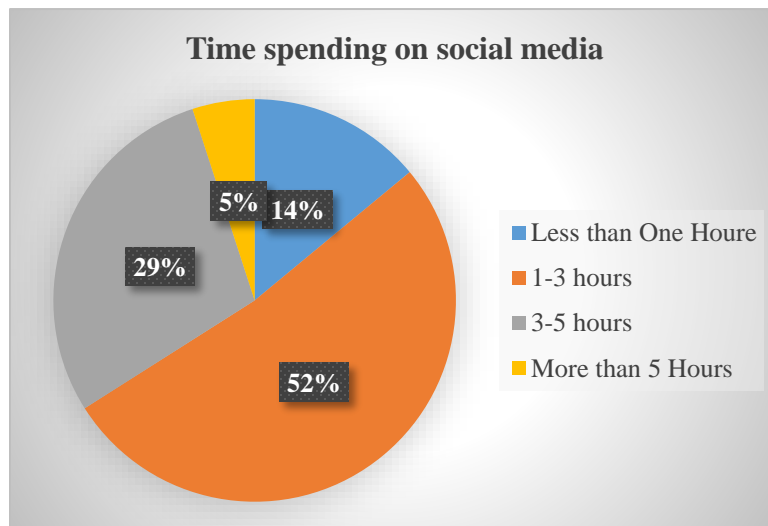


FIGURE 2. Time spending on social media

A significant portion of respondents (52%) had spent 1–3 hours daily on social media, showing moderate engagement. About 29% had used it for 3–5 hours, indicating heavy usage. Nearly 14% had spent less than an hour, reflecting minimal or selective use. Only 5% had been highly active, suggesting a small group potentially at risk of overuse.

4.3 Product Purchase by Seeing Advertising

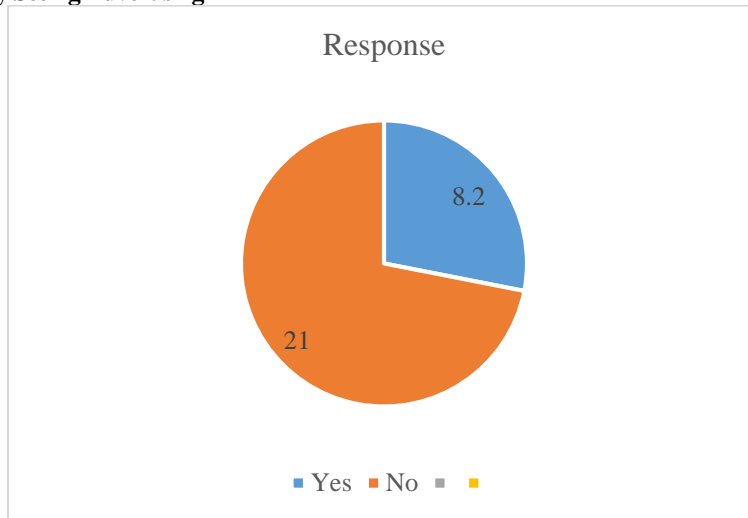


FIGURE 3. Product Purchase by Seeing Advertising

A significant majority (79%) had purchased products after seeing advertisements, showing strong ad influence, while 21% had not, indicating limited impact on them.

4.4 Type Social Media Platform Influenced to purchasing Electronic Gadgets

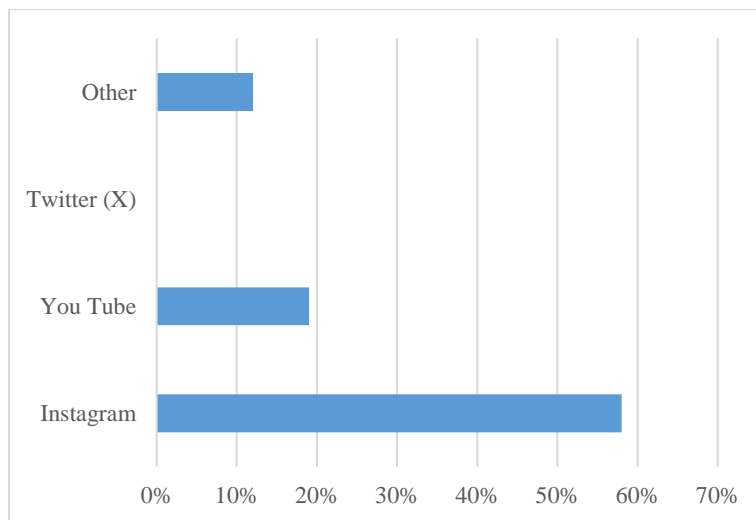


FIGURE 4. Type Social Media Platform Influenced to purchasing Electronic Gadgets

A small segment (11%) had been influenced by Facebook in gadget purchases, while Instagram had the highest impact with 58%. About 19% had relied on YouTube, likely due to reviews and demonstrations. No influence had been reported from Twitter (X), and 12% had cited other platforms such as forums or blogs.

4.5 Type Social Media Platform Influenced to purchasing Electronic Gadgets

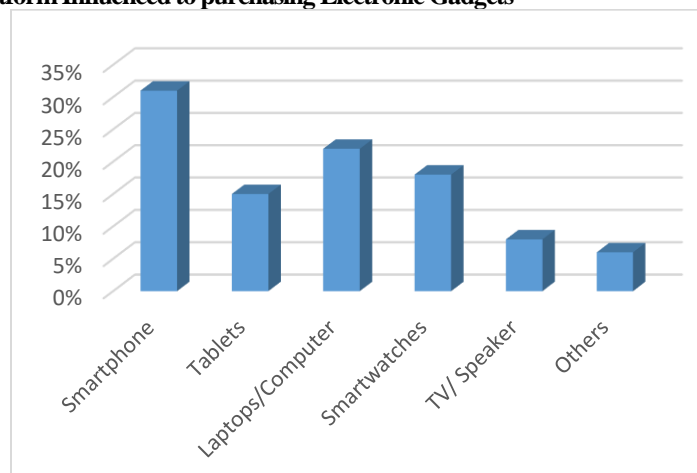


FIGURE 5. Type Social Media Platform Influenced to purchasing Electronic Gadgets

Smartphones had topped the list with 31% of purchases, followed by laptops/computers at 22%, reflecting demand for productivity devices. Smart watches had accounted for 18%, showing growing interest in wearables, while tablets at 15% had indicated preference for portable and versatile gadgets. TVs/Speakers (8%) and other devices (6%) had shown relatively lower but niche demand.

Suggestions: Marketers and brands should focus more on influencer marketing and collaborations with local or tech-based content creators while creating engaging and informative content such as reviews, comparisons, tutorials, and unboxing videos. They should also encourage customers to leave reviews and share their experiences online. Retailers need to leverage social media platforms for localized promotions targeting Amravati's youth demographic and use customer feedback along with social listening tools to improve services and product offerings. Consumers, on the other hand, should verify product information from multiple trusted sources before making purchases and remain aware of sponsored content by distinguishing between paid promotions and genuine reviews. For future researchers, the study could be expanded to other cities or include a comparison of urban versus rural buying behavior, while also exploring the long-term impact of social media engagement on brand loyalty in the electronics sector.

5. CONCLUSIONS

The study concludes that social media has a significant influence on consumer purchase decisions regarding electronic gadgets in Amravati City. Platforms like YouTube, Instagram, and Facebook play a crucial role in shaping consumer awareness, interest, and trust. Consumers are increasingly relying on online reviews, influencer opinions, unboxing videos, and user-generated content before making a purchase decision. The data indicates that younger consumers (aged 18–35) are the most influenced by social media content, especially visual and video-based platforms. Trust in peer reviews and product demonstrations has emerged as a major factor in the decision-making process. It was also observed that while advertisements do impact consumers, authentic user reviews and influencer endorsements hold more persuasive power. Overall, social media has evolved from a networking tool into a critical marketing channel that directly impacts buying behavior, especially in the electronics segment.

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