

## THE IMPACT OF SOCIAL MEDIA USAGE ON THE PURCHASING BEHAVIOR OF STUDENTS

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Social media is a powerful tool for communication. It is an online platform where people can communicate, exchange content, and obtain information. With platforms such as Facebook, Instagram, LinkedIn, Wikipedia, Pinterest, Google+, and Twitter playing a critical role in daily life, social media is all about networking, discussion forums, and social tags. Additionally, for each individual's everyday life, social media has become a core element. Due to the transformational changes, traditional marketing has been changed. Every walk of life is being used by social media to communicate with each other who can buy, shop or interact with each other from different places of origin.

The social media has revolutionized communication between businesses and consumers, enabling price comparison, coupon search, product information discovery, and reading reviews of other products. Social media has attracted a great many people. Individuals can actively participate in many-to-many communication by discussing ideas, making updates, leaving comments, rating services, and linking to purchase websites.

Social media platforms are an important source of product information that consumers rely on when they make their purchasing decisions, with a view to informing consumers about products such as the brand name, manufacturer's background and available retailers. Consumers tend to look through social media when a consumer wants to gather crucial information about a brand. By bridging communication gaps, social media facilitates online purchasing decisions for consumers, advertisers, and customers. Social media serves as a bridge between customers and products, allowing individual

customers to make wise purchasing decisions for the best products and bringing the individuals closer to the products the consumer wants to buy.

The growth of internet users has had a significant impact on consumer behavior around the world, changing individual preferences for information from social media channels and influencing purchasing decisions by making it possible to interact with other customers. While individual consumers are exposed to product evaluations, the use of social media by businesses to acquire customers is valued. Product reviews on the internet have had an impact on consumers' attitudes and preferences. Consumers are looking for a good product review, and make own decisions on that basis alone. By connecting consumers to a wider selection of online products, social media has also brought consumers trust.

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