

INTERNATIONAL CONFERENCE ON BUSINESS, INNOVATION AND SUSTAINABILITY IN DIGITAL ERA (AAC-iCON-2023)

Book of Abstracts

Editor
Dr. Preeti Gupta



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

**INTERNATIONAL CONFERENCE ON BUSINESS,
INNOVATION AND SUSTAINABILITY IN DIGITAL ERA
(AAC-iCON-2023)**

Book of Abstracts

Conference Date: 26 & 27, May 2023

Editor: Dr. Preeti Gupta

Conference
Organized By: Alliance Ascent College

Date of
Publication: May 2023

ISBN: 978-81-955963-7-9

Published by: Alliance University
Chikkahagade Cross
Chandapura - Anekal Main Road, Anekal
Bengaluru – 562 106, Karnataka, India.

Printed at: Eagle Prints & Graphics, Bengaluru

All Rights Reserved © 2023, Alliance University, Bengaluru

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher.

| | |
|--|----|
| 13. ASSESSING THE SOCIAL MEDIA IMPACT FORGING CONNECTION AND SHAPING CONSUMER PREFERENCE..... | 33 |
| 14. COMPARATIVE ANALYSIS OF DIGITAL MEDIA ON TRADITIONAL MEDIA- A STUDY OF CHANGING COMMUNICATION DYNAMICS | 36 |
| 15. EXPLORATORY STUDY ON CONSUMER NEUROSCIENCE RESEARCH | 38 |
| 16. ROLE OF BRAND STORYTELLING IN FOSTERING CONSUMER LOYALTY | 40 |
| 17. INFLUENCER MARKETING - IDENTIFICATION AND CONTENT ANALYSIS..... | 42 |
| 18. SOCIAL MEDIA'S EFFECT ON CONSUMER PURCHASING DECISIONS IN BANGALORE | 44 |
| 19. STUDY ON PINK TAX- GENDER PRICE DISPARITY IN INDIA | 46 |
| 20. A STUDY ON BRAND IDENTITY AND IMAGE GAP FROM AN ETHICAL PERSPECTIVE WITH EMPHASIS ON EDIBLE PRODUCTS MARKETED TO CONSUMERS | 48 |
| 21. TRADITIONAL VS METAVERSE MARKETING: A FUTURISTIC VIEW | 50 |
| 22. IMPACT OF COVID-19 ON THE SKINCARE & COSMETIC INDUSTRY IN INDIA..... | 52 |
| 23. ROLE OF SOCIAL MEDIA INFLUENCERS IN CONSUMER DECISION-MAKING WHILE DOING RESTAURANT SELECTIONS USING SENTIMENT ANALYSIS..... | 54 |

Paper ID: AAC-iCON 041

SOCIAL MEDIA'S EFFECT ON CONSUMER PURCHASING DECISIONS IN BANGALORE

Nikitha Shanbhog, Aishwarya G, Karthik Shetty

R V Institution of Management

Abstract

Social media has evolved into an essential marketing tool for Bangalore businesses seeking to reach out to clients and promote their products and services. The purpose of this study is to examine the various parts of social media that can influence client purchase behaviour. The rise of social media platforms has altered the way consumers connect with brands, making it easier for them to acquire product information, reviews, and recommendations from other users. This opens up new opportunities and problems for companies looking to generate and sustain brand loyalty. The paper examines the effectiveness of social media marketing in influencing customer purchasing decisions using existing research and scientific data.

According to the findings, social media can have a considerable impact on customer behaviour, and product availability that are frequently purchased or carry a high level of risk. Businesses can use social media to efficiently advertise their products and services by leveraging social proof, influencers, advertising, brand recognition, and customer service.

The report also looks at the challenges and opportunities that businesses face when using social media, such as ethical

considerations and the need for openness. It highlights the need to know the particular aspects that influence the role of social media in changing consumer behaviour across different product categories and buying behaviour. Finally, this study aims to add to a deeper understanding of the role of social media in consumer decision-making and offers insights into how firms can improve their bottom line by optimizing their social media marketing tactics. As social media evolves, businesses must modify their marketing tactics to properly exploit these platforms and develop closer relationships with their customers.

Keywords: Social Media, Advertisement, Decisions, Factors Influence.

About the Conference

This conference aims at capturing the role of changing business, innovations, and sustainability in the current dynamic business environment. The Conference seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges are encountered and innovative solutions adopted with respect to different functional areas under management in the digital era. Today business organizations are required to adapt themselves to cutting-edge technology to ensure their sustainability. They are required to harness their resources and redefine obsolete models to implement new technologies in the business processes such as customer-focused applications, business-critical production and logistics management or financial solutions, among others. Businesses in all sectors are facing a situation where technology is changing the landscape around them, transitioning from the back room of an organization into the hands of customers, employees, and society.

ISBN 978-81-955963-7-9



9 788195 596379 >

Published by

ALLIANCE ASCENT COLLEGE



**ALLIANCE
UNIVERSITY**

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

Chikkahagade Cross, Chandapura - Anekal Main Road, Anekal, Bengaluru – 562 106, Karnataka, India.