

23. Role of Social Media in Consumer Decision Making for Women Apparels

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Abstract

Social Media has become an important tool for marketing a product. Large and small companies have realized this and are trying their best to capture the market through social media. This paper attempts to comprehend the advantages of use of social media for marketing, the influence it has on consumer decision making process and finally suggest strategies for marketers to use social media effectively.

The researcher focused on small entrepreneurs who were selling online, using social media to their advantage. The researcher administered questionnaire to fifty women who shop online for apparels in the age group of 30 to 50 years. Social media marketing on Facebook, Instagram and Whatsapp groups was taken into consideration. Interviews of three entrepreneurs who sell women apparels online were undertaken. Secondary data from various journals and magazines was also used for the research.

The paper highlights the trend in business to use social media as a tool which influences consumer behavior.

Keywords: *Social Media, Consumer Decision Making, Women*

1. Introduction

Social media started as a platform where people could share photos with family and friends. However over a period of time, it has emerged as a key marketing tool in a company's strategy to reach the desired target audience. From large companies to start-ups, everyone is making their presence felt on the internet. The competition is getting fierce. The customer is enjoying the attention and choices that are available to them because of social media.

Small entrepreneurs are using the internet fiercely to reach the consumer. The consumer now is looking to social media not only for information but also to make buying decisions. The consumer decision making process at each stage is influenced by social media marketing.

The consumer decision making process has five stages. They are: