RESEARCH PAPER

Scenario analysis of different social media platforms for consumer decision making process

■ **Shobha Pandey and Saurabh Singh**

ABSTRACT

As social media is ubiquitous, its usage is growing rapidly. Social media has impacted the decision-making process of consumers. This research aims to do a scenario analysis of six social media platforms based on consumers' preferences. It presents the consumers preferences during different stages of decision-making process. The selected platforms are Facebook, Twitter, LinkedIn, YouTube, Company Portal and Consumer Opinion Forums. These platforms are selected on the basis of their ranking on Alexa.com site. The study used datafrom 250 social media users of Delhi and responses are evaluated using descriptive statistics. The results depicted that consumers perceive different social media platform with different perspective and use different social media platforms for each stage of consumer decision making.

KEY WORDS : Consumer decision making process, Scenario analysis, Social media, Social media platforms

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━ MEMBERS OF THE RESEARCH FORUM ━

Correspondence to:
Shobha Pandey, College of Agribusiness Management, G.B. Pant University of Agricuture and Technology, Pantnagar, **U.S. Nagar (Uttarakhand) India**
E-mail: shobha.orchid@gmail.com

Authors' affiliations:
Saurabh Singh, College of Agribusiness Management, G.B. Pant University of Agricuture and Technology, Pantnagar, **U.S. Nagar (Uttarakhand) India**