**Abstract**

**In present days, Social media** has become a vital part of modern society. According to Statista data, there are 2.34 billion social media users around the globe and it may extend up to 2.95 billion in 2020. Social media is used by many fields like Education, Business and Organisations, Health care industry, Fashion industry, Automotive industry, Hotel industry and so on and nowadays Social media is booming in Financial sector also. This paper is a study about the impact of social media on investment decision making in the stock market.