

Impact of Social Media Marketing on consumer behavior

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Abstract-

Social media profoundly influences consumer behavior, prompting a comprehensive study exploring this relationship through surveys, interviews, and data analysis. It emphasizes inclusivity, gathering insights from diverse demographics to construct a nuanced narrative. By examining industries like fashion and food, it uncovers sector-specific strategies and pitfalls. The study aims to offer actionable recommendations grounded in empirical evidence, empowering businesses to navigate social media marketing effectively. It acknowledges the dynamic nature of social media and evolving consumer preferences, ensuring insights are adaptable to future trends. Through this multifaceted approach, businesses gain the knowledge and tools to stay competitive in the digital marketplace.

1.INTRODUCTION

1.1 About the Topic:

Consumer behavior encompasses various factors such as the decision-making process, societal and cultural influences, emotional considerations, marketing and advertising impacts, and the importance of consumer-centricity in modern marketing management. Understanding these aspects helps businesses tailor their strategies to enhance customer satisfaction and overall experience. By analyzing consumer behavior, companies can identify emerging trends, make data-driven decisions, and adapt swiftly to changing preferences. Moreover, consumer behavior analysis aids in regulating consumption for economic stability, enabling businesses and policymakers to navigate market fluctuations effectively.

1.2 Social media Marketing on Consumer Behavior:

1. **Increased Exposure:** social media removes geographical barriers, providing access to global audiences.
2. **Traffic Generation:** Platforms drive website traffic through strategic content promotion and targeted advertising.
3. **Loyal Fans:** Authentic engagement fosters brand advocacy and community growth.
4. **Marketplace Insights:** Real-time feedback aids informed decision-making and agile marketing strategies.
5. **Lead Generation:** social media attracts and nurtures potential customers through targeted campaigns.
6. **Peer Recommendations:** User-generated content heavily influences purchase decisions.
7. **Visual Impact:** Compelling visual content grabs attention and enhances brand messaging.
8. **Engagement:** Two-way communication fosters rapport, engagement, and brand loyalty.
9. **Social Proof:** Likes, shares, and testimonials validate brand credibility and trustworthiness.
10. **User-Generated Content:** Amplifies brand reach and authenticity through consumer participation.

2. LITERRATURE REVIEW

2.1 About Literature Review:

A literature review is essential for researchers to understand their subject thoroughly by analyzing existing studies, synthesizing insights, and identifying patterns and gaps in knowledge. It provides opportunities to explore diverse dimensions of the subject, consider research from various contexts, and consolidate important discoveries. By offering a coherent summary of previous research efforts, researchers contribute to the development of knowledge in the field, propose new perspectives, and suggest innovative methodologies. This process is crucial for advancing understanding in academic disciplines and generating fresh ideas.

2.2 About Past Research Papers:

1. **Ahuja (2003):** Ahuja's study delves into the factors influencing online browsing and buying behavior, encompassing both products and services. Despite recent fluctuations, the research unveils a resurgence in online shopping, underscored by significant increases in U.S. spending and household engagement in online purchases. Ahuja's analysis sheds light on the evolving nature of online consumer behavior, offering valuable insights for businesses navigating the digital marketplace. By understanding the driving forces behind online shopping trends, businesses can adapt their strategies to capitalize on emerging opportunities and meet evolving consumer needs effectively.
2. **Achille (2014):** Achille's research emphasizes the profound impact of social media on online buying behavior, particularly highlighting the role of reviews and recommendations on social media platforms. With a notable forty percent increase in online buyers attributed to social media influence over two years, the study reveals the significant sway these platforms hold over consumer purchasing decisions across various product categories. Achille's findings underscore the importance of social media engagement for businesses seeking to connect with consumers and drive sales in the digital age. By leveraging the power of social media platforms, businesses can amplify their brand presence, foster customer engagement, and ultimately enhance their bottom line.
3. **Shafiq (2014):** Shafiq's study explores the complex relationship between social media, fashion consciousness, and consumer purchase behavior. Despite revealing a weak significant relationship between social media and these factors, the research challenges conventional notions surrounding customer spending habits, particularly concerning shopping trip expenditures exceeding Rs. 4000. Shafiq's insights provide nuanced perspectives on the interplay between social media engagement, fashion awareness, and consumer buying behavior. By understanding the subtleties of consumer behavior within the context of social media and fashion, businesses can tailor their marketing strategies to effectively engage with their target audience and drive sales in this competitive market segment.
4. **Dehghani (2013):** Dehghani's research delves into the intriguing relationship between information cascades on social media and their impact on brand image and customer actions. By elucidating how individuals mimic others' decisions within social networks, Dehghani sheds light on the potential for information cascades to significantly influence user preferences. Through this exploration, Dehghani offers valuable insights into the mechanisms driving consumer behavior within the realm of social media. By understanding the dynamics of information diffusion and social influence online, businesses can optimize their marketing strategies to capitalize on the power of word-of-mouth and enhance brand perception among their target audience.
5. **Aindrila Biswas (2014):** Biswas's study delves into the influence of social media on consumer selection behavior, utilizing the Technology Acceptance Model (TAM) as a framework for analysis. The research unveils that regular users of social media exhibit heightened purchase intentions compared to occasional users, underscoring the profound impact of social media engagement on consumer behavior. By leveraging the TAM, Biswas offers valuable insights into the mechanisms driving consumer decision-making within the digital realm, shedding light on the transformative role of social media in shaping purchase intentions and behaviors.
6. **Gürsakal (2011):** Gürsakal conducts an in-depth analysis of the impact of social media on consumer behavior, emphasizing shifts in consumption trends and the escalating time spent online. With social media platforms evolving into pivotal arenas for product discussions, advertisements, and consumer engagement, Gürsakal's research illuminates the pivotal role of social media in influencing consumer behavior across diverse domains. Through meticulous examination, Gürsakal elucidates the dynamic interplay between social media usage patterns and consumer decision-making processes, offering profound insights into the contemporary landscape of digital marketing and consumer engagement.
7. **Gupta (2019):** Gupta's study delves into the intricate relationship between social media usage intensity and consumer behavior traits, with a specific focus on electronic word-of-mouth (eWOM) as a mediating factor. By exploring demographic variations in social media usage and behavior, Gupta unveils nuanced insights into the diverse ways in which individuals interact with social media platforms and the subsequent impact on their purchasing decisions. Through empirical analysis, Gupta provides valuable contributions to understanding the multifaceted dynamics of social media influence on consumer behavior, offering actionable insights for marketers seeking to optimize their digital marketing strategies.

8. **Kim (2007):** Kim underscores the influential role of social influence on consumer buying decisions, highlighting consumers' propensity to seek opinions from trusted individuals before making purchases. By elucidating how e-commerce websites harness social communities to leverage social influence for enhanced customer relationship management and sales, Kim unveils the transformative power of social networks in shaping consumer behavior and purchase decisions. Through empirical analysis and theoretical insights, Kim's research offers profound implications for marketers seeking to capitalize on the persuasive potential of social influence in driving consumer engagement and loyalty.
9. **Belch (2009):** Belch emphasizes the pivotal role of reviews and recommendations in shaping consumer buying decisions, underscoring shoppers' reliance on the opinions of others during the purchase process. By elucidating how reviews and recommendations influence consumer perceptions and preferences, Belch offers valuable insights into the mechanisms driving consumer decision-making within the digital landscape. Through empirical analysis and theoretical frameworks, Belch's research provides actionable insights for marketers seeking to leverage the persuasive power of social proof in enhancing brand credibility and fostering consumer trust.
10. **Noreen (2015):** Noreen's comparative study examines the impact of social media on consumer buying behavior across distinct cultural contexts, specifically Pakistan and Korea. By uncovering differences in consumers' intentions to purchase products through social media platforms and the influence of electronic word-of-mouth (eWOM), Noreen sheds light on the nuanced dynamics of social media influence on consumer behavior within diverse global markets. Through cross-cultural analysis and empirical investigation, Noreen offers valuable insights into the factors shaping consumer purchasing decisions in the digital age, providing actionable recommendations for marketers navigating the complexities of international markets.
12. **Zembik (2014):** explores the concept of knowledge acquisition through social media, distinguishing between knowledge from customers, about customers, and for customers. Social media platforms provide valuable insights for both consumers and enterprises, shaping market decision-making.
13. **Mohammadpour (2014):** investigates the effect of social media marketing on online shopping, considering the mediating role of value, relational, and brand capital. The study finds indirect positive impacts of social media marketing on e-shopping through these capital variables.
14. **Chaturvedi (2014):** Chaturvedi underscores the pivotal role of social media as a platform for the exchange of information between firms and consumers regarding products. The study highlights how social media significantly influences buying behavior, a phenomenon intricately intertwined with demographic factors such as gender, education, income, and age. By elucidating the impact of social media on consumer behavior across diverse demographic segments, Chaturvedi's research offers valuable insights for marketers seeking to tailor their digital marketing strategies to effectively engage with target audiences.
15. **Kostov (2020):** Kostov's investigation delves into the multifaceted impacts of social media marketing on consumer behavior, with a specific focus on its influence on attitudes, purchase intentions, and repurchase decisions. Through insightful interviews with retail managers from prominent organizations such as Lidl and IKEA in Finland, the study unveils the profound effects of social media marketing on shaping consumer attitudes and purchasing behaviors. By emphasizing the critical importance of maintaining a positive brand image online, Kostov's research provides actionable insights for marketers striving to optimize their digital marketing efforts and enhance consumer engagement and loyalty.

3. RESEARCH METHODOLOGY

3.1 Objective of the study:

- To study the impact of social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on social medias.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

3.2 Research Methodology of the study:

Research is essential for businesses to maintain a competitive edge in a dynamic market landscape. It provides valuable insights into market trends, consumer behavior, and industry dynamics, enabling informed decision-making and capitalizing on opportunities. Research drives performance by facilitating understanding of

customer preferences, market demand, and emerging trends. Additionally, it fosters innovation and growth by identifying areas for improvement, developing new products or services, and adapting to market changes. Investing in research enhances competitiveness, mitigates risks, and positions businesses for long-term success.

3.3 Data Collection Techniques:

Research, both primary and secondary, serves as a guiding force in business, providing valuable insights for informed decision-making. Primary data collection, such as surveys and interviews, offers firsthand insights into consumer behavior, while secondary data from sources like government reports supplements these findings. Both approaches are essential, offering complementary perspectives and enhancing understanding of the market landscape. Primary data collection captures raw insights directly from participants, tailoring inquiries to specific research objectives, while secondary data mining explores existing resources for relevant information. Overall, research empowers individuals and organizations to navigate challenges and make informed decisions for success.

4. DATA ANALYSIS & INTERPRETATION

4.1 About the Analysis:

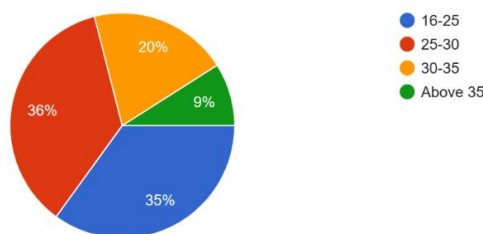
Analyzing market data is like piecing together a puzzle to reveal insights for strategic decision-making. It involves subjective judgments influenced by researchers' backgrounds. Robust data analysis uncovers market trends, preferences, and competition, guided by quantitative research methods and sampling techniques. Accurate sampling ensures reliable conclusions in marketing research. Correct interpretation of data is crucial for informed decision-making. The survey of 100 random respondents in this case provides valuable primary data for research and decision-making.

4.2 Demographics of the Respondents:

Age Group:

Options	Respondents	Percentage(%)
16-25	35	35
25-30	36	36
30-35	20	20
More than 35	09	9
Total	100	100

Age
100 responses

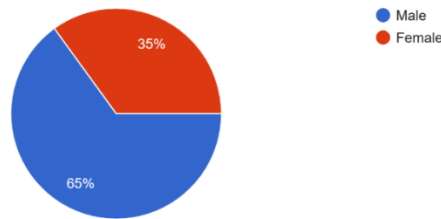


Gender:

Options	Respondents	Percentage (%)
Male	65	65
Female	35	35

Total	100	100
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Gender
100 responses



Interpretation: As we can see from the above survey that Most of the Respondents were Male, i.e. 65% and remaining were female, i.e. 35% as most of the responses were taken from the known-circle.

CHI-SQUARE TEST

The chi-square test evaluates the disparity between observed and expected cell counts if rows and columns were unrelated. It determines the degree of influence of independent variables related to respondents on factors influencing marketing decisions and market conditions.

$(O-E)^2$

$$(\chi^2) = \sum \frac{O - E}{E}$$

With Degree of Freedom (D.F.) = (c-1) (r-1) where,

O = Observed frequency,

E = Expected frequency,

c = Number of columns,

r = Number of rows

Let us perform the Chi-squared test between the Age & shopping preference (online or offline):

First we have to create a table Which includes age & their shopping preference of the through PIVOT Table.

Count of Age	Column Labels	16-25	25-30	30-35	Above 35	Grand Total
Row Labels	Both	21	22	13	5	61
Offline	3	3	1	4	11	
Online	11	11	6		28	
Grand Total	35	36	20	9	100	

Here,

Null Hypothesis (Ho)= There is no association between their age & shopping preference

Alternate Hypothesis (H1)= There is an association between their age & shopping preference

p value>0.05, Reject Ho

p value<0.05, Accept Ho

The formula of Chie square:

$$X^2 = \frac{\sum (O-E)^2}{E}$$

Than we have to get a Observed data as given below:

Count of Age	Column Labels	16-25	25-30	30-35	Above 35	Grand Total
Row Labels	Both	21	22	13	5	61
Offline	3	3	1	4	11	
Online	11	11	6		28	
Grand Total	35	36	20	9	100	

Than we have to get a Expected data as given below:
 Expected= (raw total*column total)/grand total

Expected value	Row Labels	16-25	25-30	30-35	Above 35	Grand Total
	Both	21.35	21.96	12.2	5.49	
	Offline	3.85	3.96	2.2	0.99	
	Online	9.8	10.08	5.6	2.52	

Than we have to get a table after applying a Chi-squared by applying its formula:

(O-E) ² /E	Row Labels	16-25	25-30	30-35	Above 35
	Both	-0.35	0.04	0.8	-0.49
	Offline	-0.85	-0.96	-1.2	3.01
	Online	1.2	0.92	0.4	-2.52

Here,

X² (Sum of all the values of chie square table): 7.5

Df (row-1 *column-1): 2

P-value (CHISQ.DIST.RT): 0.02367896

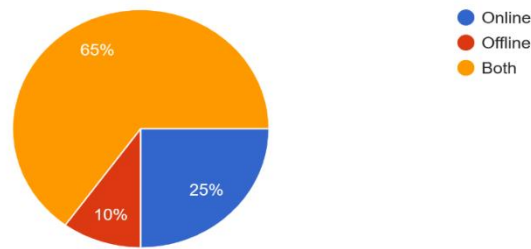
So, as the p-value is less than 0.05, so we will reject the null hypothesis, there is no association between their age & shopping preference

4.3 Analysis & Interpretation of the survey:

Q.1 Which type of shopping do you prefer?

Options	Responses	Percentage (%)
Online	25	25
Offline	10	10
Both	65	65
Total	100	100

Q.1 Which type of shopping do you prefer?
100 responses



Interpretation:

We can see from the above Result that Most of the respondents prefer both online & offline Shopping, i.e 65% which I think looks like a obvious result as Most of the respondents were young & are considered as up to date with the Technology, & less respondents prefer offline shopping.

5. CONCLUSION & RECOMMENDATION

5.1 Conclusion:

The study concludes that social media marketing significantly influences consumer behavior, fostering favorable attitudes and bolstering brand loyalty. Social media platforms serve as indispensable tools for organizations to enhance visibility, cultivate relationships, and engage with their audience effectively. Compared to traditional advertising channels, social media platforms outperform in terms of advertising effectiveness and impact, highlighting their dominant role in modern advertising practices.

5.2 Recommendation:

Social media plays a critical role in shaping purchase decisions, emphasizing the need for consistent marketing strategies, quality content, and adaptation to evolving trends. Transitioning from traditional approaches, businesses should focus on building targeted communities, staying updated on trends, and conducting continuous research. Tailoring strategies based on insights fosters effective engagement, while embracing the transformation of marketing practices ensures relevance and competitiveness. Ultimately, fostering stronger consumer engagement drives long-term success in social media marketing.

6. LIMITATION & FINDING OF THE STUDY

Limitations of the study include the sample size, methodological rigor, geographical scope, and data accuracy. Findings indicate a regional and age group bias, gender imbalance, omnichannel shopping preferences, the influence of social media advertisements and reviews, and attention to ads. Recommendations for future research include increasing sample diversity, geographic expansion, and gender balance, as well as exploring factors influencing consumer behavior further.

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