

A Study on How Social Media Marketing Affect the Consumer's Behaviour

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ABSTRACT

Future empirical study on the impact of social media on consumer decision-making can be built upon the premise of this article. How social media use affects experiences is a central question in the quantitative study. Client sentiments regarding items and services are being influenced by outsiders in advanced places, which is impacting conclusions in the unconnected area. Since advertisers have no influence over the timing, content, or frequency of consumer discussions on the web, social media networks have piqued users' interest in making purchases. Using social media impacts customers' happiness across the entire shopping process, from discovering products to researching them, choosing one, and finally, after the purchase, thinking about it. Social media marketing puts the spotlight squarely on the customers, who in turn provide marketers more opportunities to engage with them and learn how they can benefit their companies.

Keywords: Social Media Management, Buying Behavior on Smart Phones, Female Students School of Health Technology

INTRODUCTION

After the World Wide Web (WWW) protocol was introduced in the early 1990s, modern internet usage increased dramatically. Since then, the internet has become a crucial part of the economic infrastructure of developed regions, such as those in North America, Europe, and Asia. This suggests that 20% of the global population is online. The percentage of people using the internet has grown at a rate of 120% each year in the industrialised world over the past seven years, but it is far lower in the less developed world. With the rise of the Internet, many company activities, including marketing and customer

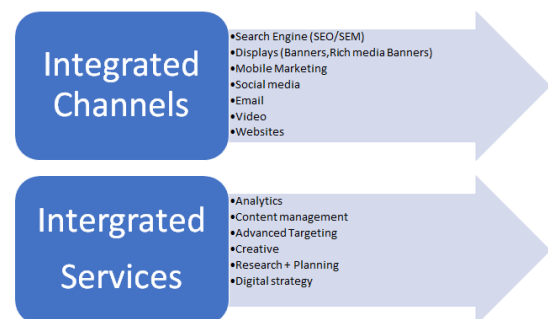
relations, have undergone a radical transformation. The circumstances for conducting business online were ushered in by this medium. Hundreds of thousands of companies set up shop online as the internet grew, catering to clients worldwide. It is possible that the average user lacked the knowledge to use the Internet effectively when it was first launched. From a complex, text-oriented, specialist application, the advent of user-friendly web browsers propelled this medium into the global multimedia superpower it is today. hypothesised that this platform's participatory nature would make advertisements more effective. At the time, banner ads were king of the internet advertising sphere. The

click-through rate for banner advertising decreased from 30% in 1994 to 0.3% in 2002, although advertisers are still spending billions of dollars yearly on them. Marketing, as pointed out by Kotler et al. (2005), is a method for determining and satisfying customer needs. A key component of relationship marketing in the pre-industrial era was for businesses to forge close ties with their clientele. As they made frequent purchases in the neighbourhood, customers were acquainted with the merchant on a personal level. But when the industrial age came, mass marketing took over from personal marketing. Reaching out to the largest possible consumer base became the organization's top priority. Despite its prevalence for many years, this tactic has been superseded by the rise of the commercial Internet, which has given companies a second chance to capitalise on relationship marketing. By keeping a steady stream of product and service information online, companies may better cater to their customers' needs. This form of advertising is not only more effective, but it is also generally well-received. However, a website that solely promotes the company will not be beneficial to potential clients. According to Cronin (1994), unsolicited email advertisements and other conventional forms of marketing have become irrelevant due to the rise of the internet. Online marketing is quite similar to conventional offline marketing in that it promotes sales, uses public relations, and directly markets to consumers, primarily through adverts. In order to inform and persuade customers of the wide range of products and services available, internet advertising plays a crucial role that this process is difficult without consumer data.

Digital Marketing

The phrase "digital marketing" describes the process of promoting a business, programme, or cause through the use of digital platforms such the internet, mobile phones, television, and radio.[17] particularly in this era of social media and viral marketing. Include it in your digital marketing strategy at no extra cost.

It needs to be stated up front that internet marketing and social media marketing are not the only parts of the digital marketing ecosystem. A widespread misunderstanding holds that these two words mean the same thing, as we indicated at the outset. Digital marketing consists primarily of two parts: internet ads and social media ads. Channels and services are the building blocks of an interconnected digital ecosystem; they are just ways of communicating.



Optimizers for search engines (SEOs) identify promising opportunities to boost a website's visibility in SERPs (search engine results pages) by performing extensive keyword research. To improve a site's search engine rankings, one must employ a variety of strategies, including link building, high-quality content, relevant anchor text, authority domains, social media impact, and authoritative domains.

Paid adverts and other applications of search engine technology are all part of search engine marketing (SEM), which is different from search engine optimisation (SEO). Increasing a website's visibility in SERPs is what search engine optimisation, or SEO, is all about. Everything related to search engines that enhances your website's prominence and brings in more visitors goes under this category. This includes search engine optimisation (SEO), sponsored listings, and anything else.

Displays

Text, logos, pictures (photos or otherwise), and location maps are the most typical components of display adverts. Magazines frequently place their display ads next to or on the same page as their editorial content. Pops, banners, rich media banners, and interstitials are some of the most common types of display adverts.

Mobile Ads with a Personal Twist

In this context, "mobile marketing" refers to any form of advertising that is accessible via mobile devices. Planning, creating, and executing these steps are necessary to link buyers and sellers using mobile devices. The various forms of mobile advertising include banner ads, in-app advertisements, native web pages, and advertisements in games.

Ads on Social Media Platforms

In this context, "social media" refers to any online community where users can discover, create, and share content. Numerous individuals participate in various forms of social media; among the most popular are blogs, YouTube, Pinterest, Google+, Facebook, and LinkedIn. Social media has opened

the door for marketers and consumers to have two-way communications. These days, social media is a major channel for communication between companies and their customers.

Place Online Ads

The practice of delivering personalised, highly-targeted emails is known as "email marketing," a subset of direct marketing. Email marketing is a great choice when you want to get results quickly and with little effort. Most people think that

Internet advertising tools Television commercials

Advertising your business and its wares on television can reach a wide demographic. There are specific instances that illustrate the advantages of ownership. Buyers can observe the product in use and get a sense of its construction and features prior to making a purchase. Advertising usually use a multitude of touchpoints to sway consumers' purchase behaviour.

Commercials for big-box stores began airing on televisions as soon as they became commonplace in homes. Thanks to cable TV, a new option has emerged for small and medium-sized businesses. With smaller, more specific customers in mind, they can cut production costs.

A well-written screenplay that highlights a fantastic deal is the first step in creating a top-notch TV commercial. Commercials also need high-quality production, therefore it's preferable to work with an advertising agency to create a whole campaign.

Putting ads for your local business on TV has many advantages. Feel free to peruse the following choices: Commercials on television get more views per

minute than those in newspapers or radio. When people are interested in what they're seeing or hearing, they pay closer attention. Customer loyalty is crucial for small businesses, and one way to achieve it is to showcase your artistic side and put your own unique twist on things.

If you're a small business owner, radio commercials might not be the first thing that comes to mind. Still, showing it during rush hour is a practical way to reach your demographic. Furthermore, radio ads are frequently significantly less expensive than television ads, so firms with limited advertising budgets might think about using them.

A radio commercial's capacity to captivate listeners can be greatly enhanced by a charismatic host or an infectious tune. Radio ads often include a short story about the advertised product or service, explain everything in an interesting and entertaining way, and then end with a call to action, which is usually repeated twice or three times, in order to get people to do things like write down or call the advertiser's phone number.

Using an informal tone, create a radio commercial for your business. Also, be mindful of your pace; trying to cram too much information into your ad will make it seem aggressive. Be careful to halt when you need to, Media such as news can now potentially reach audiences all over the globe, all because of the Internet. Internet marketing is unique because it allows for real-time responses and feedback collection; this makes it interactive. When people generally speak about "Internet marketing," they usually don't mean specifically about the web, email, or mobile ads. Data management for digital clients

and electronic customer record systems are also part of this responsibility.

Marketing on the Internet unites the artistic and technical aspects of the medium, encompassing its creation, advancement, promotion, and commerce.

Internet advertising is more economical than other methods for reaching specific demographics. Advertising in this way gives companies more bang for their buck by potentially reaching more people. The media have made it possible for consumers to read about products and place orders at their leisure. What this means is that businesses have a better shot at reaching their target audience through an approach that produces results quickly. Results from the cost-volume-profit (CVP) analysis and the company's goals will decide the fate of the marketing campaign.

Because data calculation is simple and inexpensive, digital marketers can take advantage of it. There is an almost infinite variety of options available for monitoring and analysing digital advertising campaigns. Ads can be purchased through numerous techniques, such as sponsored search, pay-per-click, pay-per-play, and pay-per-action. This allows marketers to target the things and messages that resonate with customers the most. Customers regularly participate in targeted behaviours like clicking on advertising and visiting websites, which enables for easy tracking and monitoring of campaign results in internet marketing. Because web analytics and other online media tracking tools make it easier to analyse exposure, response, and overall efficiency than traditional offline media, internet marketing has the power to make advertisers feel more accountable. This is in direct contrast to the impact of billboards, which could capture attention but ultimately leave

viewers wanting more facts. Instead than focussing on individual advertising channels, marketers and their clients are coming to recognise the significance of assessing the combined effects of marketing, such as the Internet's impact on in-store sales. One of the numerous aspects that goes into evaluating the ROI of media campaigns is the impact of multichannel marketing.

Get Everything You Need from a Single Account with Very Little Signup

The passwords to more than fifty distinct websites are safeguarded in a Mac application. On the other side, I loathe signing up for anything these days. Why do I need to re-register merely to write a brief remark on a blog? This is the driving force behind the exponential surge in popularity of Facebook Connect and OpenID. Perhaps next year I will be able to make a purchase using my Facebook account.

It is required to change the business rules that outline the requirements for gathering customer data and executing analytics. The option exists for brands to enhance traffic and conversion rates by adopting sign-up procedures similar to OpenID and Facebook Connect.

A Naturalist's View of the "Great Idea" and Its Persistent Effects, etc

. The potential for community building investments to grow social network markets and generate return on investment (ROI) is becoming more apparent to businesses. A recent poll conducted by Deloitte titled "Tribalization of Business" reveals that the vast majority of organisations (94%) are intent on keeping or increasing their social media budgets, with the

marketing department being the primary motivator behind this trend. Since the introduction of "free floating" social tools like Google Wave and Sidewiki, there has been a shift in focus from platform-specific social activities to network integration. "Have revolutionary "great ideas" to stand out," the old phrase says. These days, it's more crucial to get people to buy by making them feel comfortable in their own social groupings.

Tools for Collaboration

Examples of such tools that facilitate word-of-mouth or "branded person-to-person communications" include eBay seller ratings, the "shop with a friend" feature at Lands' End, the message boards at Raging Bull, and the viral marketing campaign at Pert,

Methods for Making Purchases Easier

For instance, they eliminate the need to physically go to a store in order to complete a transaction. Using a one-click ordering system, such as Amazon's, simplifies transactions by removing the need for recurring customers to enter payment information. By keeping track of what customers have already purchased, Peapod's shopping lists help customers save time. Improving these places would make a lot of sense because that's where most online customers leave their carts, right before checkout.

Self-Service Tools

Without the typical problems with human support, such as delays and inconsistent outcomes, customers may be able to acquire the answers and data they require. Programmes that can track orders, create statements, and alter address-on-line preferences are all instances of such instruments. Incumbents like

banks and retailers depend significantly on these web-based technologies, even though they often have trouble integrating them with their old systems.

Methods for Reaching Customers Through Digital Means:

In this Internet era, many companies have put their physical chain relationships at risk in order to compete on the internet. The broad availability of the Internet and the possibility of cross-linkages to varied degrees have allowed companies to take advantage of other value providers in the value chain by taking their roles. Companies cut costs in the current distribution system by stealing the value chain of their sector. But there's no guarantee that cutting out middlemen would result from pirating the value chain. The new economic model of online trade proposes shifting the focus from the selling of completed goods to the processes involved in facilitating transactions between buyers and sellers. In order to get their inventory moving quickly, companies would cut their usual profit margins, or do away with the cost plus price model. Retail mostly focuses on earnings from sales.

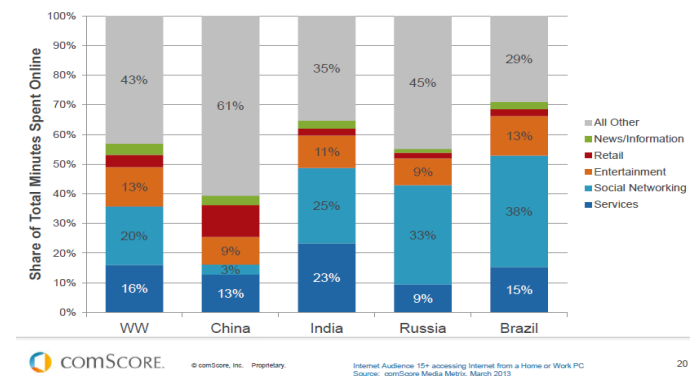
The problem will arise when you try to maintain tabs on all these many information sources:

A combination of distribution channels is likely to be necessary for most businesses to provide consumers with a seamless buying experience. The primary challenge, then, is to maintain uniformity in the customised experience across all platforms. In your opinion, can an online bookstore really replicate the feel of a brick-and-mortar establishment? Businesses may face competition from alternative delivery systems if this doesn't work, and brick-and-mortar

stores may start to worry about the impact of internet shopping on their bottom line. When consumers make purchases through a car dealer's website and the business doesn't deliver, for instance, conflicts could emerge. An further difficulty in managing different distribution channels is constructing the infrastructure to support a distribution network. Pricing and billing strategies must be defined and implemented accurately.

At the moment, the most prominent pattern of online conduct is social networking. Sending and receiving emails and conducting online searches will be part of the web even for the earliest humans. However, these days it's all about connecting with others and hearing their tales. A quarter of Indians use social media, with a quarter of that number concentrating on service-related content. Interactions through email and instant messaging are included in the package.

Social Networking Captures Large Share of PC Screen Time in India
Share of Time Spent on Services (Email, IM) Also Significant



LITERATURE REVIEW

Advertisements in today's tech-driven world can reach a wider audience thanks to social media. Marketing through social media platforms facilitates "connections between brands and consumers" by giving a "personal channel and currency for user centred networking and social interaction," as put

forward by Chi (2011, 46). Since the advent of social media has fundamentally changed the means and tools for interacting with customers, businesses must determine how to incorporate social media into their company strategy (Mangold and Faulds 2009). The value of websites is being increased as people move beyond simply accessing information and start creating and consuming it. Thus, the technology is less important than the things humans do with it. In 2011, Armstrong et al. found that... (87). Web 2.0 has evolved from its original intent to support more collaborative, interoperable, and user-interactive processes since its start (Campbell et al. 2011). "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." That is what the American Marketing Association contends. Both acquiring new customers and maintaining relationships with current ones are the bedrock of any successful marketing strategy. Basically, it's a method for companies to gain customers' value by satisfying their needs and building long-term connections with them. In his 2012 book, Armstrong states on page 8. Scott asserts (2010: 6) that there is a huge chance to reach niche buyers directly with specialised information thanks to the internet, in contrast to the astronomical costs of mass-market advertising. This makes digital marketing a viable option for smaller firms looking to reach their customers without breaking the bank. They need to find the best digital marketing strategies, which may include email, social media, online banners, blogs, and pay-per-click ads. The one catch is that internet marketing requires innovation, but it also has the potential to reach millions of

people with well-planned campaigns. Even though it can be unpleasant and risky at times, clever advertising catches the attention of most people. According to Garbey's poll (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content generation and management, and mobile marketing. According to important findings, digital marketing—which includes a company's website, social media marketing, and digital advertising—is vital to the success of a business's marketing campaigns. Additionally, digital marketing enables cost savings that may be redirected to other productive endeavours. The average company spends 10% of sales on marketing, with 2.4% going towards digital marketing and an anticipated increase to 9% in the future. Online retailers like Garder sourced products to resell on their site in 2013. Digital products, like software and music, are delivered via the Internet, as opposed to physical goods, which are transported using traditional ways. According to what Strauss and Frost said in 2009, para. 33. According to Kril (2013), online shopping can be considered a subset of ecommerce since it mostly deals with transactions between businesses and consumers, such as online auctions or online retail.

RESEARCH METHODOLOGY

An approach to methodically resolving the research challenge is known as research technique. One way to look at it is as a branch of science that studies scientific methods. It is a method for thoroughly researching any topic. Its goal is to apply scientific approaches in order to discover answers to questions. Gathering, analysing, and making sense of data are all part of it. Data utilisation and application are the main topics covered.

Study Framework

A research design is a plan for gathering and analysing data that attempts to strike a balance between efficiency and relevance to the research question. This study employed a descriptive research design. Research studies that aim to describe the traits of a specific person or group are known as descriptive research studies. There are three main categories of research designs: descriptive, causal, exploratory, and exploratory. Because the descriptive type of study lays main emphasis on the existing situations and experimental helps find the behaviour of the consumer, it can be said that this research project is best served by a descriptive and experimental research design. We have decided to conduct a descriptive study because it seems to be the best fit for our research project's goals. An example A small population is used to represent the entire universe in a sample. Indian youth and young Indians with internet presences and ages ranging from seventeen to forty-five make up the samples used in this study.

Quantity of participants Sample size refers to the number of units chosen at random from the overall population. The study's sample size is 200. Out of this total, 146 are men and 54 are women.

OBJECTIVES

Research aims primarily at determining the extent to which digital marketing impacts customers' final purchase decisions.

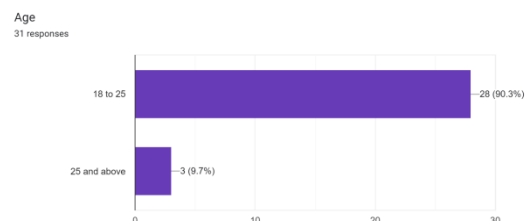
- ✓ I am curious as to whether or not consumers prefer to gather more details before making a purchase.

- ✓ So that you can understand the media consumption habits of Indians.
- ✓ Find out what makes an Indian consumer tick.
- ✓ In order to learn about Indian consumers' post-purchase behaviours

SCOPE

The study on how social media marketing affects consumer behavior aims to analyze the impact of various marketing strategies deployed on social media platforms on the choices, perceptions, and actions of consumers. This research delves into understanding how factors such as targeted advertisements, influencer endorsements, interactive content, and user-generated reviews influence consumer decision-making processes. By examining consumer responses, engagement levels, and purchasing patterns in response to different marketing approaches on social media, the study seeks to provide insights into effective strategies for businesses to enhance their brand visibility, engagement, and ultimately, sales. Additionally, it explores the role of social media in shaping consumer preferences, attitudes, and brand perceptions in the digital age. Through this investigation, the study aims to contribute to the body of knowledge surrounding the increasingly influential role of social media in contemporary consumer behavior dynamics.

DATA ANALYSIS

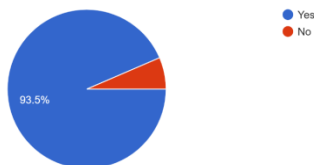


Age Analysis

The above figure shows the age analysis of the respondents, different age groups like 26-35 were selected based on the usage of social media. Teenagers and young adults aged between 15-20 cannot be left from the survey as they form a part of the population who uses the internet and social media heavily. It has been revealed by different studies that the teenagers and youth have a huge role in purchasing products and services for the family as well as motivating other people to buy a product. 70.1 percent of respondents belong to the age group 15-25, 16.8 percent belongs to the age group 26-35, 7.5 percent of respondents belong to 46-55 and 5.6 percent belongs to 36-45. There were no participants above 55 years of age.

Gender Analysis

Student
31 responses



The figure shows gender analysis of the research. It can be concluded from the above figure that the research was dominated by students as out of 93.5 percent participants were student and remaining or not.

FINDINGS

Knowledge is a commodity that Indian consumers cannot get enough of. They research the product's reputation, pricing, and reviews to learn more about it before buying it. Advertising in India is known to be highly productive in terms of driving sales. But only

influential people can really implement this stimulus. Among Indian consumers, online buying is extremely popular. They are highly prone to purchasing apparel and gadgets from online retailers.

A growing number of young Indians and people of a similar age are opting to watch television shows online. The ability to rewatch episodes they missed for whatever reason is probably the most crucial part. People still prefer to get their news online, even with newspapers. Perhaps it's because they don't have to wait for newspapers daily to get the most recent news. In both cases, the marketer loses out on one opportunity to connect with their target demographic just as another one pops up. Nearly all respondents (90%) have access to some kind of mobile device or laptop computer. The fact that nearly all of the samples (96%) have internet access in at least one of these devices shows how widespread internet use is in India.

There is a low rate of tablet usage in India. The fact remains, nevertheless, that tabs are being utilised. More over one-third of the samples contain a tablet. There are now three additional avenues for brands to reach their consumers and encourage interaction.

Think about the potential audience: 33 percent of people in the study use these gadgets for socialising. When one person discovers something truly remarkable, they will surely share the news with others.

CONCLUSIONS

Digital marketing will reign supreme in the future, according to this research project's findings. Beyond the simple placement of ads on websites, digital marketing revolves around integrated services and channels. Marketers use these components strategically to reach their target customers and develop their brands. In today's digital era, safeguarding brands falls on the interconnected individuals rather than the marketers.

Brands are trying to boost their presence on digital platforms because consumers feel more emotionally invested in digital media compared to traditional media. Because digital communication is one-way, businesses can't turn a blind eye to their customers' voracious appetite for information.

Using digital media is the best strategy to make a product a brand. Why? Why? Because it's more affordable and opens up more doors for marketers to reach their customers. It is possible for brands to reach their intended consumers using digital platforms. Using digital media, brands have the opportunity to reach a wider audience and retain existing consumers. Using digital media is one strategy to increase the efficacy of brand memory among specific groups.

Customer behaviour studies have shown that Indians are very inquisitive about the things they purchase and would often check internet reviews before going shopping. Businesses work hard to make sure their customers can get their hands on their products and feel the brand's vibe.

In my opinion, this paper is the gold standard for digital marketing and strategy planning.

To conclude my inquiry, I will utilise the last quote: "Brands can't sustain without digital presence."

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