

# A Study on the Impact of Social Media on Marketing

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## Abstract

Social media marketing has emerged as a cornerstone of modern marketing strategy due to its cost-efficiency, personalization, and broad reach. This research investigates how social media influences consumer behaviour, marketing approaches, and brand-customer relationships. Using Grocebin.com in Sitamarhi, Bihar, as a case study, the study evaluates customer responses, brand perception, and purchasing patterns in response to social media engagement. Findings suggest that while social media enhances brand awareness and customer engagement, challenges like trust and product quality still hinder full conversion into consistent online behaviour.

## 1. Introduction

Marketing has evolved drastically with the advent of digital platforms, particularly social media. From being simple communication tools, platforms like Facebook, Instagram, and YouTube have become robust marketing channels enabling businesses to reach millions at minimal cost. This study explores how businesses—particularly regional ones like Grocebin.com—leverage social media to attract and retain customers. It investigates both opportunities and challenges from the consumer's perspective.

## 2. Objectives and Scope of Study

This study is structured around key goals:

- \* To analyze the development and advantages of social media marketing.
- \* To assess consumer preferences for social media platforms over traditional marketing channels.
- \* To explore how social media influences consumer decision-making and brand loyalty.
- \* To study regional factors affecting social media marketing using Sitamarhi and Grocebin.com as focus areas.

## Scope

The research specifically examines young, educated consumers, mostly in the early stages of their careers, representing Sitamarhi's emerging online consumer base. The study emphasizes behavioural patterns, psychological responses, and marketing strategies suitable for such audiences.

## 3. Literature Review

Several studies substantiate the role of social media in shaping consumer behaviour:

Iyengar et al. (2012) demonstrated peer influence via social networks affects purchasing.

Gupta (2013) highlighted how social media facilitates product discovery and decision-making.

Biswas et al. (2014) and Chaturvedi (2014) found correlations between social media usage and increased purchase intentions, particularly among millennials.

Theoretical models such as consumer socialization theory and information cascade theory underscore how user-generated content and peer interactions drive consumer perceptions and confidence.

#### 4. Methodology

A descriptive research design was used with a stratified random sampling technique.

Sample Size: 100 respondents from Sitamarhi

Data Sources: Primary data via surveys and secondary data from journals, articles, and online sources

Tools: SPSS and Microsoft Excel were used for statistical analysis.

Duration: March to May 2025

Key methods included chi-square tests and ANOVA to validate hypotheses related to user behaviour and marketing impact.

#### 5. Results and Discussion

##### Demographics

- \* 92% of respondents were under 30, 81% male, and 79% had undergraduate or postgraduate education.
- \* A significant proportion (43%) were students, indicating a tech-savvy and value-conscious segment.

##### E-commerce Behaviour

- \* 94% had shopped online, but most did so occasionally.
- \* Price and platform trust (48%) were the top motivators.
- \* Common issues included product quality (31%), delays, and delivery damage.

##### Social Media Influence

- \* 67% "always" refer to social media before purchase; only 6% are never influenced.
- \* 94% acknowledged social media has changed or influenced their purchase decisions.
- \* Social media was ranked above TV and print as the most impactful medium.

##### Grocebin.com Case Study

This local e-grocery venture leverages social media to bypass traditional limitations in Bihar's underdeveloped marketing ecosystem. Its direct-to-consumer model, digital payment integration, and product variety align with the preferences of young, mobile-first consumers.

#### 6. Key Findings

- \* Young, educated, and low-income groups are more responsive to social media marketing.
- \* Social media fosters high brand engagement but needs stronger infrastructure to ensure product reliability.

- \* Trust and product transparency are central to sustaining consumer interest.
- \* Peer reviews and influencer recommendations carry more weight than traditional advertising.

## 7. Recommendations

Invest in Content Marketing: Use influencer partnerships and customer testimonials.

Increased Trust Factors: Secure payment methods, validated reviews, and open policies.

Focus on Quality Control: Streamline vendor evaluation and post-sale service.

Educate New Users: Provide multilingual tutorials and tech-support for digitally hesitant consumers.

Leverage Family Decision Roles: Design promotions that appeal to household purchasing patterns.

## 8. Conclusion

Social media has revolutionized marketing by enabling two-way communication between brands and consumers. However, consistent engagement, trust, and quality assurance remain crucial to converting first-time users into loyal customers. In tier-2 cities like Sitamarhi, where e-commerce adoption is growing, social media can serve as a transformational tool—provided marketers tailor content and services to meet local expectations and digital literacy levels.

## References

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