

A Study on Understanding the Influence of Digital Promotion Using Various Social Media Platforms on Buyer Behaviors with Reference to Hyderabad City

Dr. Syed Valiullah Bakhtiyari

Abstract

This research paper explores how digital promotion on various social media platforms affects consumer buying behaviors in Hyderabad city. As digital marketing evolves, it's crucial to understand its impact on consumer choices. The study uses a mixed-methods approach, combining surveys and interviews to collect data from a diverse group of social media users in Hyderabad. Key findings show that social media promotion significantly influences brand awareness, consumer engagement, and purchasing decisions. Factors like content type, platform choice, and user interactions with chatbots play essential roles in shaping buyer behavior. This research adds to the existing literature on digital marketing by offering insights specific to Hyderabad, -Old city which can help marketers and businesses improve their digital strategies in a rapidly changing environment.

Digital marketing, Social media platform, consumer behavior, consumer perception, chatbots

Introduction

This research paper examines the changing impact of social media on consumer behavior and communication between sellers and buyers in e-commerce. It shows how social media serves as a new platform for sharing information about products and services, which affects consumer purchasing decisions. The analysis highlights the need to understand consumer behavior, especially with the growing reliance on the internet and social media tools. The paper traces the development of social networking sites from their beginnings in the mid-1990s, illustrating their role in promoting communication and interaction among users. By looking at how these platforms have evolved, the research emphasizes the need for businesses to adjust their marketing strategies to use social media effectively for promotion and consumer engagement. The findings aim to clarify how social media changes consumer behavior and its implications for marketing in today's digital age.

This research paper tracks the evolution of social media as a key communication tool, highlighting its journey from traditional Word of Mouth interactions to the vast digital platforms applicable today. Despite advancements in technology and user interaction, the basic concept of social media as a means to broadcast and connect with a larger audience remains. This study emphasizes the crucial role of social media in shaping

modern life, culture, and business practices, as societies increasingly adopt digital technologies for networking and information sharing.

Literature Review

This literature review summarizes various studies on the effect of social media on consumer behavior and brand engagement. Hayta (2013) identifies social media as a key communication channel that gives consumers access to information about products and services. P. (2015) stresses social media's role in boosting customer loyalty through ongoing service and personalized interaction. Nekatibeb (2012) points out the long-term benefits of social media for brand-consumer relationships, promoting effective communication in a unique way. S. et al. (2013) study how online reviews and comments impact consumer purchasing behavior, showing social media's importance in shaping brand perception. Neti (2011) discusses social media marketing strategies in India, revealing its positive effect on brand growth through blogging. Cugelman (2010) explores social media interventions in social marketing, assessing their effectiveness in changing online behavior through a meta-analysis. Lastly, Bikhchandani et al. (1998) look into consumer decision-making in brand purchasing and recommendations, while Ahuja et al. (2003) analyze factors affecting online shopping behavior, with social media emerging as a key influence. Together, these studies highlight the transformative role of social media in modern marketing and consumer engagement strategies. Al Azzam & et. al (2021) found interesting. They discovered four separate traits positively influence student's choices when buying. Out of all the digital marketing techniques they looked at, targeting stands out as the most crucial element in these decisions. Now, if we dive a bit deeper, the assessment stage actually has the biggest effect on what students decide to buy. Why is that? Well, it's because they often check out channels that cater to users who are already searching for a product. These users usually know about the item and just want more info to weigh their options before finalizing their choice. On another note, it turns out email marketing isn't super effective for students when it comes to making purchases through digital channels. Dr. P. Ganpathi & team (2021) say that digitalization has really boosted how people behave as consumers. You can see this change the most in busy cities and among couples who work. Since they have less, it's just to shop & pay & wherever they want. Plus shoppers get cool perks coupons, gift cards discounts, cash back and price cuts when choose digital payments. This encourages them! In's world, it's important to connect all through a digital platform. Mukund V. Kaushik (2021) highlights that social media like YouTube &, along with fun strategies like video ads flashy banners, and blogs, have a big impact on what customers decide to. Social media marketing has really changed how people shop online; it's a key part of digital marketing. Nowadays, shoppers are more aware these marketing methods and tend to look for product info while deciding what to buy. Overall, we can say that digital marketing makes shopping experience a lot better. So businesses can use this info to draw customers and keep them happy. Heri Enlangga & colleagues (2020) found out that social media marketing strongly influences how small businesses make sales. There's a positive connection between social media strategies and the purchasing choices for business products. Researchers think that after

engaging with Ecommerce factors, the decision buy could drop quite a bit. At the same time, they're looking at other traits or factors that might have a stronger or weaker influence on purchasing choices for future reference. They believe more businesses will want to understand their customers better & come up with creative ideas to improve product design for increased sales. Mathew Johnson (2020) points out that the coronavirus has made quite an impact on our history. Marketers really need to think about just how many these changes will shape things moving forward. We're starting to see the virus's effects on different industries but there's curiosity about how today's creative marketers will adapt. One thing is certain:

every business needs to prioritize digital solutions in their game plan. Nikhil Monga (2020) concluded that social commerce could become more appealing to young people by using clever strategies: first off, the ads' message or theme should resonate well with them so it sticks in their minds! The celebrity featured should be appealing & have a good image that young folks admire. Lastly, the message should be straightforward but also grab their attention in fun ways

Merugu Pratima (2020)⁷ : To explore the constituents that antedate sustainable buying decisions of shoppers' in Greater Visakhapatnam city. The researches findings help understand the indicators of consumers' sustainable purchasing behavior and for companies to develop holistic and sustainable strategies centering on the emerging class of buyers seeking sustainable and eco-friendly products. Ranjeet Singh (2020)⁸ : Research in this paper focused on how customers make © 2024 JETIR February 2024, Volume 11, Issue 2 www.jetir.org (ISSN-2349-5162) JETIR2402674 Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org g580 purchasing decisions and the factors that influence their behaviour as a result of using social media. Around 66% of those polled said they had paid attention to advertisements on social media platforms, and 69% said they believed that social media influenced their purchasing decisions. It concluded that, In Arunachal Pradesh's east Siang district, businesses should focus their market research and marketing strategy on the east Siang market. Sachin Gupta (2020)⁹ : The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Minam Yomso (2021)¹⁰: This paper focuses on how the consumers use social media in the stages of decision-making process and the Social Media Factors That Influence Consumer Buying Behavior that influence their behavior. The implication of these findings suggests in what segment businesses in east Siang district of Arunachal Pradesh should focus their market research and marketing strategy. Sony Varghese (2021)¹¹: This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. The research also explores that how the abundance of the content and the user generated information can change the buying pattern of the consumers. The study found that marketing methods should be designed in such a way that could attract the various age and class of the customers. The study concluded that research

has shown a powerful impact of Social media on consumer buying behavior in digital age. No doubt that Social media had brought major changes to both, consumer as well as businesses.

HYPOTHESIS

H01: There is no impact of social media networks on determinants of consumer behavior related to goods and services.

H01a: Social media networks have no impact on consumer motivation towards products and services.

H01b: Social media networks have no impact on consumer perception towards products and services.

H01c: Social media networks have no impact on learning experience of the consumer towards products and services.

Scope of the Study

This study aims to investigate the significance of social media in influencing online purchasing behavior, focusing on personal products in the Fast-Moving Consumer Goods (FMCG) sector across selected cities in India. With the rise of social networking platforms, it is vital for e-marketers to use these channels to increase brand visibility and achieve customer satisfaction, ultimately boosting profits. The research will rely on both primary and secondary data to evaluate the connection between social media marketing strategies and consumer purchasing decisions. Importantly, the study addresses a gap in the existing literature by examining the influence of social media marketing on specific product categories such as apparel, footwear, and accessories, which have not been extensively researched before. This investigation aims to offer insights into how social media can effectively shape consumer behavior in the online marketplace.

Research Design

This research paper uses a descriptive research design to examine online consumers and how demographic factors like gender, age, and income affect their shopping behavior influenced by social media marketing. By employing a combination of surveys, observations, and literature review, the study assesses the relationship between social media marketing strategies and consumer behavior. The research is based on both primary and secondary data collected from 100 respondents across various cities in India through a structured questionnaire. This research paper looks into the transformative effect of social media on online advertising and consumer behavior. It highlights the significant rise in traffic to advertising platforms, with reports showing an 80% increase linked to social media engagement. The study emphasizes social media's role in building brand loyalty, as satisfied customers tend to stay loyal, reducing the chances of switching to competitors. Furthermore, social media offers valuable market insights, as 72% of consumers acknowledge its effectiveness in delivering product information, features, and pricing. The paper also discusses lead generation

strategies used by different social media platforms, especially through blogs and networking sites like Facebook. Enhanced search rankings are mentioned as a result of user engagement, while the evolving nature of trade relationships is illustrated by brands using Instagram for audience growth. Additionally, the research outlines the cost-effectiveness of social media advertising compared to traditional methods, which often require significant resources. The paper concludes with observations on the growth in online sales, pointing out the current digital environment where numerous posts and interactions happen daily, leading to increased revenue for businesses.

The primary objectives include:

- Examining Consumer Behavior In Relation To Social Media Marketing,
- Identifying The Demographic Profile Of Online Shoppers,
- Understanding The Historical Context Of Social Networking Sites,
- Pinpointing The Major Websites Used For Online Shopping.

The findings aim to provide insights into the dynamics of online consumer behavior and the role of social media in influencing purchasing decisions.

This research paper discusses the benefits of social media promotion, emphasizing its significant impact on marketing strategies. The findings show a notable increase in visibility for brands using social media platforms, with a 92% growth in consumer engagement reported. The study demonstrates how consumers and marketers increasingly leverage social networking, highlighting the importance of utilizing these digital channels for effective communication and marketing outreach. By analyzing current trends and data from the Social Media Marketing Report, this paper emphasizes the essential role of social media in boosting brand awareness and strengthening customer relationships in the modern digital landscape.

This research paper analyzes primary data collected through a questionnaire, focusing on the demographics, preferences, and behaviors of online shoppers in India. The study categorizes respondents by age, income, and location, revealing a diverse group with 64.4% male and 35.6% female participants, mostly from Mumbai. The age distribution shows an almost even split among three age groups, while income levels indicate that 43.9% earn above Rs. 50,000 monthly. The findings highlight a strong preference for social media platforms, with Facebook being the most used, followed by Twitter and LinkedIn. Additionally, many users log in frequently, as 62.7% access social media daily. The analysis also shows shopping habits, revealing that 43.4% of respondents shop online once a month, with Flipkart.com being the most favored site. The study points to a growing trend of online shopping driven by the availability of brands not found in local markets, appealing offers, and easy navigation. Insights from this research provide valuable information about consumer behavior in the changing landscape of online retail in India

Table1:ClassificationbyAgegroup

Age Group	Percent	Valid percent	Cumulative percent
Below 25yrs	35.7	35.7	35.7
25 to 35yrs	35.5	34.5	65.2
Above50 yrs	34.8	34.8	100.0
Total	100.0	100.0	

Source:Primarydata

Table2:Respondentsclassificationbymonthly earnings

Income level	Percent	Valid Percent	Cumulative Percent
Below25,000	43.9	43.9	43.9
25,000 to50,000	35.2	35.2	79.1
Above50,000	20.9	20.9	100.0
Total	100.0	100.0	

Table3:HighlyPreferred/UsedOnline Socialapps

Social Media Sites	Percentage(%)	Rank
Facebook	Around 32	Rank 6
Twitter	Around 44	Rank 2
LinkedIn	Around 36	Rank 5
YouTube	Around 40	Rank 3
Myspace	Around 27	Rank 7
Pinterest	Around 38	Rank 4
Instagram	Around 53	Rank 1
Google+	Around 28	Rank 7
Flickr	Around 24	Rank 8

Source:Primarydata

Table4:Recurrenceofusingthenetworkingwebsites

FrequencyoflogontoSocialNetworking sites	Percent	Valid Percent	CumulativePercent
Alternatedays	19.6	19.6	19.6
Everyday	62.7	62.7	82.3
Once amonth	4.7	4.7	87.0
Once aweek	13.0	13.0	100.0

Total	100.0	100.0	
-------	-------	-------	--

Source:Primarydata

Table5:Recurrenceofpurchasingviaonline websites

Frequencyofonlineshopping	Percent	Valid Percent	CumulativePercent
Once inamonth	43.4	43.4	43.4
Onceinthree months	25.2	25.2	68.6
Onceinsix months	17.3	17.3	85.9
Once inayear	14.1	14.1	100.0
Total	100.0	100.0	

Source:Primarydata

Table6:Length/periodofshopping online

Durationofonline shopping	Percent	Valid Percent	CumulativePercent
Lessthanayear	40.5	40.5	40.5
Onetothreeyears	39.3	39.3	79.8
Threetofiveyears	14.5	14.5	94.3
Morethanfive years	5.8	5.8	100.0
Total	100.0	100.0	

Source:Primarydata

Table7:Highlypreferredsitesforshoppingonline

Flipkart.com	82.5
Snapdeal.com	70.4
Homeshop18.com	38.8
Yebhi.com	28.7
Amazon.com	61.2
Zovi.com	24.6
Myntra.com	51.6
Jabong.com	48.3
Tradeus.com	18.7
Junglee.com	27.3

This research paper investigates the demographics, income levels, and shopping preferences of online consumers in India, focusing on the effects of social networking sites on brand perception and consumer trust. The study finds a gender distribution of 35.6% female and 64.4% male respondents, with a significant number from Mumbai (52.5%) and other cities like Pune, Nashik, Amravati, and Chennai. Monthly family income data suggests a trend toward higher wealth, with 43.9% earning above Rs. 50,000. The findings show a preference for online shopping driven by brand availability, promotions, and the ease of product comparison and navigation. Customers prioritize trust, clarity of policies, and convenient cash-on-delivery options, especially among younger groups. The study concludes that effective use of social networking platforms is essential for e-commerce businesses to improve brand visibility, build consumer trust, and increase customer satisfaction and loyalty in a competitive online market.

discounts & promotions on social media. FINDINGS It is suggested for the organizations to understand the crucial role of Social media to sell and promote its merchandise as Social media is the best way to entice the customers towards products and services. The marketing methods should be designed in such a way that could attract the various age and class of the customers. Social media influencers make a positive impact on the buying decision process of the customers. Consumers are more attracted towards the content that shows discounts, promotions and influencers because it keeps that ability to change customers mindset and their perception. Consumers, Influenced by Social media are tending to spend 4 times more than their normal purchase and the attraction towards the products is so high that they buy it on the same day using Social media. Social media is effective and cheap Social media can make a direct interaction with customers Social media is an effective way to generate more leads and sales.

Conclusion

In today's e-commerce landscape, online brands increasingly compete for consumer attention and loyalty. This research highlights the crucial role of social networking sites in building brand interest and establishing consumer trust, both essential for successful brand building. The study points out the transformative impact of the internet and web technologies, which have become vital platforms for brands to enhance visibility and engage with consumers. By using social networking sites, businesses can effectively promote their offerings, boost profitability, and ensure customer satisfaction, solidifying their position in a competitive market. This paper concludes that strategic use of social media is essential for e-commerce industries looking to succeed in the digital economy. According to the study it has been observed that, most of the users want a profile privacy lock and accurate information about the social media platform's products and services. A consumer wants to know the product information quickly and evaluate multiple brands at the same time. According to the study, assuring consumers' online transactions are secure and offering low-priced products are factors shown to be highly important in earning consumer trust and loyalty. Delivery and warranty exchange have a big impact on consumer satisfaction when buying products/services via social media.

This research paper discusses the benefits of direct engagement between online companies and their target audiences, particularly internet users. It emphasizes the importance of continuous communication to understand consumer preferences, which helps improve customer service. By analyzing how online businesses can gather and use customer feedback, the study highlights the importance of this interaction in forming effective marketing strategies. The findings suggest that such direct connections not only encourage customer loyalty but also allow for timely adjustments to product promotions, ultimately aiding the success of online businesses in a competitive market.

REFERENCE

[Hayes, A.F. (2019) PROCESS: a Versatile Computational Tool for Observed Variable Mediation, Moderation, and Conditional Process Modelling.

Aksoy, L. and Cooil, B. (2021) A Multivariate and Latent Class Analysis of Consumer Decision Quality Measures in an E-Service Context, SSRN.

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.

Arndt, J. (1967) 'Role of product-related conversations in the diffusion of a new product', *Journal of Marketing Research*, Vol. 4, No. 3, pp.291–295.

Ashman, R., Solomon, M.R. and Wolny, J. (2016) 'an old model for a new age: consumer decision-making in participatory digital culture', *Journal of Customer Behavior*, Vol. 14, No. 2, pp.127–146.

Brengman M, Karimov F. The Role of Online Social Media Applications in Initial Trust Formation towards Unknown E-Retailers. *Multi Conference on Computer Science and Information Systems*, 2011, 73.

Bronner, F. and Hoog, R. (2018) 'Consumer-generated versus marketer-generated websites in consumer decision making', *International Journal of Market Research*, Vol. 52, No. 2, pp.231–248.

Campbell R, *et al.* Social media's key success factors: an analysis of customer reactions, *Business Studies Journal*. 2013;5(1):43.

Chu, S.C. and Kim, Y. (2019) 'Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites', *International Journal of Advertising. The Review of Marketing Communications*, Vol. 30, No. 1, pp.47–75.

Constantinides, E. (2018) 'Foundations of social media marketing', *Procedia – Social and Behavioral Sciences*, Vol. 148, pp.40–57.

Darley, W.K., Blankson, C. and Luethge, D.J. (2020) 'Toward an integrated framework for online consumer behavior and decision-making process: a review', *Psychology and Marketing*, Vol. 27, No. 2, pp.94–116.

Dr. Mousumi Roy, Aindrila Biswas. Impact of Social Medium on Green Choice Behavior, *Journal of Marketing Management*. ISSN No.: 2333-6080 (print), 2333-6099 (online). 2014;2(2):95-106.

Du Plessis, P.J., Rousseau, G.G. and Blem, N.H. (1991) *Consumer Behavior. A South African Perspective*, Sigma, Pretoria.

Duangruthai Voramontr (2019), —Impact of social media on consumer behaviourl, *Int. J. Information and Decision Sciences*, Vol. 11, No. 3, 2019.

- Engel, J.F., Blackwell, R.D. and Kollat, D.T. (1978) Consumer Behavior, 3rd ed., the Dryden Press, Chicago.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1990) Consumer Behavior, 6th ed., the Dryden Press, Chicago.
- Farzianpour TH, Mohammadpour F, Aratani A, Hosseini S. A survey of the effect of social media marketing on online shopping of customers by mediating variables. Journal of Service Science and Management. 2014;7(5):368
- Goh, K.Y., Heng, C.S. and Lin, Z. (2021) 'Social media brand community and consumer behavior. Quantifying the relative impact of user-and marketer-generated content', Information Systems Research, Vol. 24, No. 1, pp.88–107.
- Goodrich, K. and De Mooij, M. (2019) 'How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences', Journal of Marketing Communications, Vol. 20, Nos. 1–2, pp.103–116.
- Grant, R., Clarke, R.J. and Kyriazis, E. (2017) 'A review of factors affecting online consumer search behavior from an information value perspective', Journal of Marketing Management, Vol. 23, Nos. 5–6, pp.519–533.
- M. Pütter, "The Impact of Social Media on Consumer Buying Intention," JOURNAL OF INTERNATIONAL BUSINESS RESEARCH AND MARKETING, vol. 3, no. 1, pp. 7– 13, 2017, doi: 10.18775/jibrm.1849-8558.2015.31.3001.
- Mahmood Hajli. A study of the impact of social media on consumers. International Journal of Market Research. 2014;56(3):387.
- Pandya Khushbu. Social Media Marketing In India Developing New Groundwork in Marketing Innovation, Excel International Journal of Multidisciplinary Management Studies, 2012 May, 2(5). ISSN number 2249 8834, pp. 91-94.
- Raman P, Ahuja M, Gupta B. An empirical investigation of online consumer purchasing behavior", Commu. of the ACM. 2003;46(12):145.
- Rob FitzGerald (2019). —How Does Social Media Impact Consumer Buying Behavior, vol 12, , Issue 2 www.jetir.org (ISSN-2349-5162) JETIR2402674
- S. Varghese and M. Agrawal, "Impact of Social Media on Consumer Buying Behavior," Saudi Journal of Business and Management Studies, vol. 6, no. 3, pp. 51–55, Mar. 2021, doi: 10.36348/sjbms.2021.v06i03.001.
- Singh et al., Cogent Business & Management (2023), 10: 2262371 <https://doi.org/10.1080/23311975.2023.226237>.
- T. Stephen, "The role of digital and social media marketing in consumer behavior," Curr Opin Psychol, vol. 10, pp. 17–21, Aug. 2016, doi: 10.1016/j.copsyc.2015.10.016.
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of the e-commerce industry. Benchmarking: An International Journal.
- Yukti Sharma(2019), —Role of Social Network in Defining the Impact of Marketing- Mix on Satisfaction from Food Items at Subsistence Marketplacell, Volume 49, Issue 2, Indian journal of marketing,