

## **Impact of Social Media Marketing on Consumer Behaviour**

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### **Abstract**

This research intends to empirically evaluate the effect of social media on customer decision-making. Social media marketing is the practise of engaging your audience leveraging social media platforms in order to grow your brand's online presence and boost sales. It has altered how people interact, work together, and create and is growing in popularity among marketers and scholars today. This study's main objective was to determine how social media marketing affected consumers' purchasing decisions.

Consumers are motivated to buy items on social media sites by aspects including product quality, comfort, affordable prices, offers, and discounts. The most important element that influenced customers' purchase decisions was found to be brand name. A positive shopping experience on social media sites eventually encourages customers to refer their purchases to others. The survey also shows that social media marketing is currently the most well-liked and favoured type of digital advertising, which influences different marketing theorists and practitioners who want to operate in a related area.

### **Introduction**

Social media now plays a big part in communication as a tool.. It all comes down to making it easier for individuals to communicate their thoughts, feelings, and views. Social media is used by individuals all over the world to interact with other people and organisations. The usage of social media is the newest marketing trend. Social media has developed into a very powerful instrument for influencing customer purchasing decisions nowadays. Social media has the ability to influence potential clients from the beginning of the buying process through to thereafter.

When companies want to raise customer knowledge of a specific product, social media plays a significant role. With the material that is shared on social media, a significant portion of the audience learns about your brand and learns about your product. People's propensity to copy the actions of others around them has

given rise to social proof. Customers who are pleased with the items are more likely to share, like, and comment on them on social media.

Customers' purchasing decisions are influenced by social media promotions, discounts, and offers. When they receive recommendations from someone they trust, consumers are more inclined to make a purchase. Celebrities and well-known individuals motivate their audience and affect their purchasing decisions. Social media, with its content, images, promotions, deals, and influencers, has the power to affect customers' purchasing decisions.

Marketers have been drawn to social media platforms like Instagram, YouTube, LinkedIn, Facebook and Twitter due to their large user bases and daily user growth, and they now understand the importance of social media marketing in their communication strategies for marketing. In terms of clothes and style, engaging in social media creatively and actively will support the businesses' brand image, increase the visibility of their social media postings, and ultimately increase sales.

### **Objective**

This study's major goal is to investigate how social media affects customers' purchasing decisions. The study's specific goals are as follows:-

- to examine how consumer purchasing behaviour has been impacted by social media networks.
- to ascertain the motivating factors that lead users to use social media for their purchases.
- to ascertain the top social media platform that consumers like.

### **Review of literature**

1. According to Asma, G., & Misbah, M. (2018), social media marketing engagement had a good impact on consumers' brand awareness and purchase considerations, and it was possible that businesses' social media activities had a negative impact on customers' general commitment and involvement. They looked at several facets of the five-step consumer decision-making process, which includes need recognition, information seeking, weighing alternatives, making a final decision, and post-purchase behaviour, and the drawbacks that prevented prospects from turning into actual customers.

2. In order to understand the Social media marketers' actions and the influences of many aspects, such as information satisfaction, vividness, and entertaining content that stimulated consumer behaviour, Arshad, S. (2019) conducted a qualitative study. According to the report, marketers should make their social media postings as interesting, colourful, and entertaining as possible in order to keep consumers interested

in their information rather than just posting casual, uninteresting content because people are more likely to find these posts interesting and are more likely to share them.

3. Ethel Lee (2013) The study's goal was to understand why, when, and how social media has influenced consumer decision-making. This study also explained how people are attending, digesting, and selecting information on social media vs mainstream media, despite the fact that information exposure is selective and subjective during the course of information search.

4. Kristina Heinonen is a Finnish actress (2011) The study's goal was to conceptualise consumers' social media behaviours by investigating the motives underlying the actions. One study drawback was the enormous number of consumption and involvement activities that emerged from the data in comparison to the number of producing activities. According to the findings, just a small percentage of online visitors are active participants. Certain social media activity may favourably impact the company's image and brand, whilst other customer behaviours may be detrimental.

5. Leslie Klieb and Duangruthai Voramontri (2019) (2019) The goal of this study was to explore experimentally the effect of social media on customers' decision-making processes for difficult purchases, which are defined by large brand differences, high customer involvement and risk, and are costly and infrequent.

6. Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chovancova, and Michal Pilik are among the cast members (2019) (2019) The goal of this paper is to explore the mediating function of an online based-brand community (OBBC) through social media platforms (SMP) given the interaction of consumers' buying attitudes in a virtual environment. The findings of the partial least squares and structural equation modelling (PLS-SEM) demonstrated that OBBC on the social media platform positively starts consumer-brand engagement and user-brand connections.

7. Among of those implicated include Yong Wang, Shamim Chowdhury Ahemed, Shejung Deng, and Haizhong Wang (2019) By examining whether social media is successful in fostering brand consciousness (i.e., brand preference, brand attachment, brand association, and brand loyalty) among online consumers, which may result in purchasing commitment, the study examined the overall performance achievement of social media marketing (SMM) in Bangladesh. They found convincing evidence that the SMM efforts (SMMEs) of the regional Bangladeshi fashion sector are effective in creating client loyalty and preference.

8. Daniela Baum, Martin Spann, Johann Fuller, Carina Thurridl, and Daniela Baum (2019) This study set out to investigate how a social media campaign affected the success of a new product introduction. The study's results indicate that campaign-related factors have a positive impact on consumers' views about new items, which in turn mediates the positive effect on purchase intention and referral behaviour.

9. Dr. A.K. Tiwari and Dr. Manish Kumar Srivastava (2020) The study was carried out to investigate the customers. They also attempted to investigate the influence of social media on customer behaviour.

According to the report, social media has become an important part of consumers' lives and has had a significant impact on their behaviour.

10. Dr. Binod Sinh, Dr. Ashika Anil, and Dr. Vimal Bhatt (2020) (2020) The principal of the research was to investigate the effect of Social Media Marketing on consumer purchase behaviour in the clothing sector. The results demonstrated a good link between the two. The report says that Social Media Marketing is the most popular and desired sort of digital marketing today, which helps various theorists and marketers who wish to work in a marketing-related career.

11. Jill Nash (2019). (2019) The study's goal was to determine how much social media (SM) platforms influence consumer decision-making among Generation X and Y customers in the retail fashion sector. According to the research, customers use a variety of internal and external motivations to change their behaviours and perceptions of high-street fashion firms, and these variables are supported and enabled by the use of SM. Yet, the research revealed that social media is not the only source that drives their consumer decision-making process, and as the number of active users on social media grows, these platforms have (and will continue to have) an ever-increasing impact on consumer decisions.

12. Haroon Chen and Haroon Qasim (2020) (2020) The purpose of this study is to analyse the impact of perceived social media marketing activities (SMMAs) on consumer-based brand equity and brand love, as well as the function of Ebrand experience (EBE) in mediating the relationship between SMMAs and brand equity and SMMAs and brand love. According to the findings of the study, positively evaluated SMMAs have a high potential to boost consumer-based brand equity and brand love. Moreover, it is discovered that the EBE is a significant mediating variable between perceived SMMAs and brand love, but not between perceived SMMAs and brand equity.

13. Mohammad MonshiZadeh, Mahyar Kamali Saraji, and Alireza Naser Sadrabadi (2018) (2018) The research was carried out to analyse the role of brand ambassadors in electronic word-of-mouth advertising on Instagram and for the Novin Charm brand. The study looked at brand equity, brand awareness, brand image, and Electronic Word of Mouth marketing. According to study results, brand ambassadors may affect electronic word-of-mouth advertising.

### **Social Media**

Social media is a category of interactive digitally mediated technology that makes it easier to create, share, and exchange content through online groups and networks. Social media is used to create memories, discover new things, market oneself, make friends, and expand ideas through the production of blogs, podcasts, films, and game websites.

With over 100 million active users, some of the most well-known social media platforms are Facebook, TikTok, WeChat, Instagram, QZone, Weibo, Twitter, tumblr, Baidu Tieba, and LinkedIn. Some well-known platforms that are occasionally referred to as social media services include LINE,

Snapchat YouTube, Pinterest, Viber, Reddit Quora, Telegram, WhatsApp, Discord, VK, Microsoft Teams, and more. Wikis are one example of collaborative content production include wikis.

### **Social Media Marketing**

The practise of using social media websites to promote a product, service, or business is known as "social media marketing." Popular networks utilised for social media marketing include Facebook, Twitter, Instagram, LinkedIn, and YouTube. Over time, this method of marketing has grown in popularity as more companies turn to it to connect with their target market.

Social media marketing is the process of promoting a product, service, or brand using social media networks. It entails developing material that is catered to a certain audience and then distributing that content through social media channels to that demographic.

The purpose of social media marketing is to enhance brand exposure, connect with potential consumers, generate website traffic, and, eventually, increase sales. Organic postings, sponsored advertising, influencer marketing, and social media competitions are all examples of social media marketing channels.

Social media is rapidly expanding and has become an essential medium for interpersonal connection. Because of technical advancement, social media platforms have also progressed. Social media platforms are always conducting research to better communication strategies. Numerous websites give various tools to advertise and sell things to clients, but social media not only provides selling tools but also tools to network individuals. Nowadays, social media networks are a significant marketing tool for businesses. Social media is a space for interaction and communication where millions of people connect every day, and it has evolved into an essential market place for businesses to advertise and sell their goods and services. The ideal location to share marketing material is on social media. Many experts, small merchants, massive retailers, and large company houses overlook the significance of social marketing. They do not comprehend how social marketing is expanding its reach into many various sorts of businesses and services. For example, LinkedIn, which was founded in the year two thousand and three, has over one hundred and twenty million members at the present day. LinkedIn provides you with an up-to-date professional identification online. Facebook is another tool for altering one's mindset. Currently, everyone has heard of Facebook. Not only do business owners and customers use Facebook marketing, but so do many college students. Facebook is an extraordinary marketing tool that may attract a large number of clients.

Twitter may be used for commercial purposes. Like other websites, Twitter provides an extremely important social networking function. Consider YouTube, Whatsapp, and other such services. Twitter's maximum character limit is around 140 characters at a time and no more. Twitter allows you to share your opinions with a large number of individuals nearby or far away. With SMS, SMS stands for Short Messaging Service, while in Twitter, the message you send is known as a tweet. Twitter may be utilised to build a company and relationships with as many people as you need.

In today's society, television and radio are largely obsolete. Numerous advertisements clearly highlight how the various applications assist in reading the news rather than sitting at home and watching television. Watching television and listening to the radio is an old and traditional approach; currently, people read all of this on YouTube, Times.com, and other social networks. Social media is not a monologue like radio or television; it is a dialogue between one person and many people. Numerous different vendors may connect and promptly respond to customers on various social media websites. Conventional advertising methods are not helping to develop relationships with many consumers, but social media is.

It is incredibly cost effective to communicate across multiple employees and peers, thus many organisations prefer performing this type of communication nowadays, including start-ups and small businesses. Without a question, there are several ways to reach out to various sorts of consumers, and internet businesses are assisting a large number of consumers in developing brand recognition for their products and services. According to data, over 77% of marketers are using social networking sites to acquire a large number of beneficial clients.

### **Social Media Sites used for marketing on social media**

Businesses may utilise a variety of social media platforms for social media marketing, each with its own set of features, user demographics, and advertising opportunities. The following are some of the most often utilised social media platforms for social media marketing:

#### **1.Facebook**

With more than 2.8 billion active users per month, Facebook is the most popular social networking site on the planet. Sponsored posts, video advertisements, carousel ads, messenger ads, and more advertising alternatives are available. Businesses may reach their chosen audience using Facebook's targeting choices based on criteria such as age, gender, region, hobbies, and behaviours. Because of its large user base and heavy emphasis on visual content, Facebook is particularly successful for B2C marketing.

#### **2.Instagram**

Instagram, which is owned by Facebook, is a visual platform that allows companies to upload photographs and videos. Instagram has over 1 billion monthly active users, and it is especially popular among younger groups such as millennials and Gen Z. Instagram's advertising choices include photo advertisements, video ads, carousel ads, and stories ads. Its targeting capabilities enable firms to contact their intended audience based on characteristics such as geography, interests, habits, and demographics. Instagram is especially useful for businesses that provide aesthetically appealing goods or services, such as fashion, beauty, travel, and cuisine.

#### **3.Twitter**

Twitter is a microblogging site where businesses may publish brief messages (called tweets) of up to 280 characters. Twitter is especially popular among journalists, influencers, and celebrities, with over 330 million monthly active users. Promoted tweets, promoted accounts, and promoted trends are among the



advertising possibilities available on Twitter. Its targeting features enable firms to contact their target audience based on keywords, interests, habits, and demographics. Twitter is especially useful for B2B marketing because it allows companies to interact with industry thought leaders and participate in relevant conversations.

#### **4.LinkedIn**

LinkedIn is a professional networking tool that connects companies with other professionals in their sector. LinkedIn is particularly popular among B2B marketers and professionals in fields such as technology, finance, and healthcare, with over 740 million users. Sponsored content, sponsored InMail, and display adverts are among the advertising opportunities available on LinkedIn. Its targeting tools enable organisations to reach out to their target audience depending on job title, company size, industry, and geography. LinkedIn is especially useful for organisations who provide B2B products or services and seek to identify themselves as industry thought leaders.

#### **5.Youtube**

YouTube is a video-sharing website where companies may submit and view videos. YouTube, which has over 2 billion monthly active users, is especially popular among younger populations such as millennials and Gen Z. Skippable advertisements, non-skippable ads, and bumper ads are among the advertising alternatives available on YouTube. Its targeting capabilities enable firms to reach their target audience based on keywords, themes, hobbies, and demographics. YouTube is especially useful for businesses looking to promote their products or services through video content.

Snapchat, TikTok, Pinterest, and Reddit are some more social media channels that businesses may utilise for social media marketing. The platform(s) used is determined by the business's target audience, marketing objectives, and available resources.

### **Benefits of social media**

#### **Large Audience**

You have a vast audience: Social media platforms are used by millions of individuals. It's a fantastic way for your company to reach a big number of individuals who are interested in your products or services. The capacity to reach a big audience is a significant benefit of social media. It enables your business to locate more leads who are enthusiastic about your goods or services.

#### **Direct interaction with the audience**

One of the few marketing tactics that allows you to communicate directly with your target audience is social media. You can tell who is interested in your company since they follow your social media account.

**Organic Content Creation**

A significant benefit of using social media for business is the ability to provide organic content for free. This eliminates a number of opportunities for your business to network for free with qualified prospects. It's one of the explanations for why companies favour using these platforms.

**Brand building**

The potential to establish your brand is one advantage of social media marketing. When you communicate with prospective leads, you expose your brand to them. The option to upload organic content for free helps you to consistently create brand identification with your audience. This increases brand loyalty.

**Drive visitors to your website**

The website of your business might receive a lot of traffic from social media. The majority of social media platforms allow you to post content that has a link to your website. If you write compelling material, you can persuade your readers to click the link. Visitors are directed to your website, where they may learn more about your business.

**Assess your performance**

The capacity to evaluate your success is the final perk of social media marketing. When you execute a marketing campaign, you want to know how well it is working. Social media networks make it simple to track your campaign and determine whether it is producing worthwhile results.

**Produce viral content**

Probably the most distinctive benefit of social media is the opportunity to solicit assistance from your followers. Individuals like sharing anything from images and recipes to fascinating articles and hot bargains with their networks.

**Brand Awareness Has Grown**

By reaching a bigger audience than traditional advertising approaches, social media marketing may assist enhance brand recognition. Businesses may boost their exposure on social media by providing shareable and interesting content, which can lead to more followers and higher brand awareness.

**Enhanced Customer Engagement**

Businesses may communicate with clients on social media sites in a more personal way than traditional advertising tactics. Businesses may create connections with their consumers and obtain useful feedback on their products and services by reacting to comments and messages.

**Enhanced Website Traffic**

By adding links to a company's website in posts and advertisements, social media marketing may assist increase visitors to their website. This can result in higher website traffic, which can result in more sales and income.



**Reduced Marketing Expenses**

Social media marketing is less costly than traditional advertising strategies. As a result, it is an appealing alternative for organisations of all sizes, particularly those with low marketing expenditures.

**Sales have increased.**

By reaching a broader audience, boosting website traffic, and connecting with consumers in a more personal way, social media marketing may eventually lead to greater sales. Businesses may acquire consumer loyalty and trust by developing connections with them, which can lead to increased revenue in the long term.

**Social media marketing's drawbacks****Get unfavourable feedback**

Individuals use social media to share things they enjoy, but they also use it to share negative experiences. If someone has a bad experience with your business, it gives them permission to tell other people about it. Customers can also express their ideas and complaints about a company on social media channels. Negative feedback and reviews may harm a brand's reputation, and dealing with them can be time-consuming and difficult.

Consumers can submit critical evaluations and comments on social media sites, which might be seen by a large number of people. This bad feedback may harm a company's reputation and result in lost consumers and revenue.

**Risk humiliating organisation**

On social media, things can quickly go viral. People pay close attention to the positive and negative on social media. If you are not cautious about the stuff you share, you risk humiliating your organisation and landing yourself in an unpleasant situation.

**Difficulty in calculating ROI**

It can be difficult to calculate the return on investment (ROI) of social media marketing. Unlike traditional marketing channels like as print or television advertising, tracking the impact of social media marketing on sales and income can be challenging. This makes determining the efficiency of social media marketing programmes difficult for firms.

Likes, shares, and comments on social media may give insight into a company's social media audience's involvement levels. These measurements, however, may not always convert into sales or money. As a result, determining the ROI of social media marketing programmes may be difficult for firms.

**Time-consuming**

One of the most major drawbacks of social media marketing is the time commitment. Developing and curating content, communicating with consumers, and measuring results all take time and effort. Small enterprises with limited money and time may find this difficult.

To keep users interested, social media platforms demand a steady supply of new material. To be competitive, businesses must develop and share information on a regular basis. Furthermore, businesses

must interact with consumers by responding to comments, messages, and reviews. This degree of involvement takes a substantial amount of time and effort.

### **Consumer behaviour and social media marketing**

Consumer behaviour is the study of individuals, groups, or organisations, as well as all behaviours associated with the acquisition, use, and disposal of goods and services. It also includes the examination of how a consumer's feelings, attitudes, and preferences affect their purchasing decisions. The study of consumer behaviour formally examines individual aspects such as demographics, personality, lifestyle, and behavioural factors in order to comprehend people's needs and consumption (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals). Influences on the customer are also explored, ranging from groups such as family, friends, sports, and reference groups to society in general, including brand influencers and opinion leaders.

The study of consumer behaviour implies that customers are market participants. The role theory viewpoint implies that customers perform distinct roles in the marketplace. Consumers perform these roles in the decision-making process, beginning with the information provider and progressing to the user, payer, and disposer.

People utilise social media platforms for a variety of reasons, therefore consumer behaviour on social media might vary greatly. Among the most prevalent behaviours are:

#### **Seeking of information**

Customers may utilise social media to seek information about items or services they are interested in purchasing. To understand more, they may read reviews, visit brand pages, and interact with other users.

#### **Socialising**

Social media platforms are meant for socialising, and users frequently utilise them to interact with friends, family, and like-minded people. Users may share their product and service experiences, views, and recommendations with their networks.

#### **Entertainment**

Consumers may access a broad choice of enjoyable material on social media platforms to pass the time or escape from their everyday routine. Companies may profit from this behaviour by developing compelling and sharing content.'

#### **Brand Engagement**

Customers may follow and interact with companies on social media to learn about new goods, promotions, and corporate news. Businesses may leverage this behaviour to develop consumer connections and foster brand loyalty.

### **Purchasing**

Social networking networks allow customers to purchase things straight from the platform. This habit may be used by brands to streamline the shopping process and enhance conversions.

Overall, demography, societal conventions, personal interests, and individual preferences all impact consumer activity on social media. Understanding these habits allows brands to develop effective social media strategies that engage and convert their target audience.

The use of social media to give customers a voice. Businesses are engaged in order to raise brand recognition, engage existing consumers, drive traffic to other marketing domains, and increase channel number. Each social media platform plays a part in disseminating, receiving, and sharing information without regard for boundaries, and as previously said, social media allows for the two-way flow of information.

Because the flow of communication influences not only how companies can reach their targeted groups, but also the entire decision process, from interpreting the message to searching for available alternatives, as well as actions taken after the purchase; it is important to note that rejection, misinterpretation, and misunderstanding are potential pitfalls in the flow of communication. Internet living adds another layer of potential results and challenges for advertising (PR) and enterprises all over the world. It rebrands the network concept and reclassifies the ways in which customers and brands communicate.

Before web networking, buyers were limited in how far they could take their objections, beyond contacting customer service or informing others in their area. This has altered as a result of web-based social networking. Customers may now openly criticise businesses in a matter of seconds. Another element that has confounded the noble buying behaviour process concept is online networking, in which purchasing views are not influenced just by traditional channels but also reach out to online stages. Inclinations and decision checks are based on information sources provided by parties outside of online advertising' control, such as peer audits, recommendations, websites, interpersonal groups, and various sorts of client created material.

The use of social media platforms to advertise items or services to potential clients is known as social media marketing. Understanding customer behaviour is critical for firms to develop effective social media marketing tactics that are appealing to their target audience

### **Social Media's Influence on Consumer Behaviour**

Social media has a major effect on consumer behaviour. According to a report done by GlobalWebIndex, 54% of internet users use social media to research things before buying them. Additionally, 71% of customers who have a pleasant social media experience with a company are more ready to advise it to others. Customers may use social media to learn about new goods and services, study their features and benefits, and read reviews from other consumers. Customers may also communicate with companies

directly via social media platforms through comments, messages, and reviews. This immediate touch has the ability to alter a consumer's view of a brand as well as their purchasing decision.

### **The Decision-Making Process and Social Media**

The decision-making process refers to the steps that customers take while making a buying choice. The process is often divided into five stages: problem identification, information search, alternative evaluation, purchase decision, and post-purchase evaluation.

Every stage of the decision-making process can be influenced by social media. Social media, for example, may help customers recognise problems by exposing them to new products or services. Consumers may also get the knowledge they need from social media to assess alternatives and make a purchasing choice. This information might originate from social media platform evaluations, product demos, or customer service contacts.

Additionally, by offering a venue for customers to discuss their experiences with a product or service, social media can impact post-purchase appraisal. Good reviews and feedback may confirm a customer's purchasing choice, whilst bad comments can cause unhappiness and even ruin a brand's reputation.

### **Strategies for Social Media Marketing**

To successfully connect and engage with potential consumers, social media marketing campaigns should take consumer behaviour into consideration. The following are some social media marketing methods that organisations might employ to influence consumer behaviour:

a) Targeted Advertising: Social media platforms enable businesses to target certain demographics, interests, and behaviours with their advertising. Targeted advertising can enhance the probability that a customer will notice and interact with a company's advertisement.

b) Influencer Marketing: Influencer marketing is the practise of collaborating with social media influencers to promote a company's products or services. Influencers have a large social media following and may influence customer behaviour through product suggestions and endorsements.

c) User-Generated Content (UGC): UGC is the sharing of material made by consumers on a company's social media channels. UGC may give social evidence of the worth of a product or service and influence the purchase decisions of other consumers.

d) Social Listening: Social listening is monitoring social media channels for brand or product references. Businesses may use social listening to get insight into client views and preferences, helping them to develop more successful social media marketing campaigns.

### **Social Media Marketing Ethics**

When utilising social media marketing to influence customer behaviour, businesses must be mindful of ethical implications. Among these ethical considerations are:

- a) Transparency: Companies should be open about their social media marketing tactics and identify any connections or sponsorships they have with influencers.
- b) Privacy: Before utilising customer data for targeted advertising, businesses must respect consumer privacy and get consent.
- b) Accuracy: Companies should make certain that any claims made in social media marketing initiatives are correct and not deceptive.
- d) Accountability: Companies must accept responsibility for any negative repercussions resulting from their social media marketing initiatives.

To summarise, social media has a huge influence on customer behaviour, and businesses must understand this influence in order to develop effective social media marketing strategies. By comprehending the decision-making procedure and employing customised advertising.

### **Importance of consumer behaviour in social media marketing**

Consumer behaviour is an important part of marketing and business strategy since it helps organisations understand their target audience's wants and preferences. Consumer behaviour refers to the activities and decisions that people make when they buy goods or services. Understanding customer behaviour may give firms significant insights on how to effectively promote their products and gain a competitive edge.

### **Production Procedures**

The study of customer behaviour influences company production policies. Consumer behaviour uncovers customer demands, interests, and preferences, allowing businesses to develop and deploy goods based on these parameters. Every firm must stay in contact with changes in consumer behaviour in order to make required product modifications on time.

### **Decision about distribution route**

Goods and services that are sold purely on the basis of their cheap cost must have an affordable distribution channel. Several distribution channels are required for such things as television sets, air conditioners, and so on. As a result, distribution channel decisions are made based on customer behaviour.

**Decide on a sales promotion**

Customer behaviour is critical in determining the sales promotion. It allows the manufacturer to motivate and urge the customer to make a purchasing choice, and it is also utilised in promotional efforts to pique the consumer's interest in the product.

**Taking use of marketing possibilities**

Consumer behaviour assists a marketer in identifying the consumer's requirements, wants, desires, and issues, among other things. These information and knowledge assist the marketer in capitalising on market opportunities and meeting market difficulties.

**Consumer tastes are quite diverse.**

Due to a lack of options, the buyer may switch from your product to another. As a result, a thorough grasp of customer behaviour will assist you in detecting changes in consumer preferences. It also aids in long-term consumer retention and retention.

**Data Analysis & Interpretation**

The approach for acquiring data is primary. I utilised Google Forms, a free online surveying application, as a platform to gather the main data using questions. I questioned about other people's buying practises to gather secondary data, and I read other study papers on relevant issues.

Multiple-choice questions are the format applied for the questions in our questionnaire. This is done in order for the researcher to assess how social media influences client purchase behaviours.

The ideal technique would be to undertake the study from the viewpoint of the client, taking the aims of the research into mind. In order to aid clients comprehend why social media influenced their purchase behaviour, the researcher is undertaking this study. Although the fundamental purpose of marketing is to examine client requests, the information acquired via the questionnaire is done so from the viewpoint of the consumer so that new views may be formed. The research also seeks to educate prospective readers about the relevance of social media platforms and apps in the purchase decision-making process. The conduct of end clients is the major subject of the research. The data analysis findings may then be evaluated to gain insights and make choices. This might include summarising major results, detecting trends and patterns in data, and creating suggestions based on the findings.

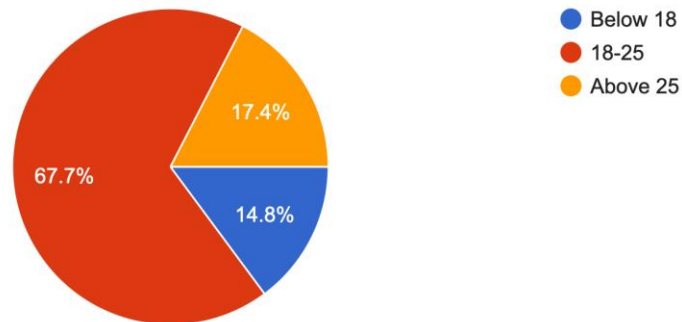


### **Age Disparity**

The distribution of ages among the 3 age groups shown in the following pie chart is shown.

What is your age?

155 responses

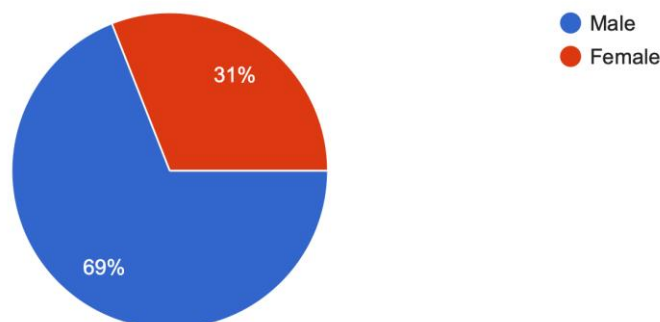


The data obtained covers three age groups: those under the age of 18 (14.8%), those between the ages of 18 and 25, and those above 25 (17.4%).

### **Gender Distribution**

What is your gender?

155 responses



By

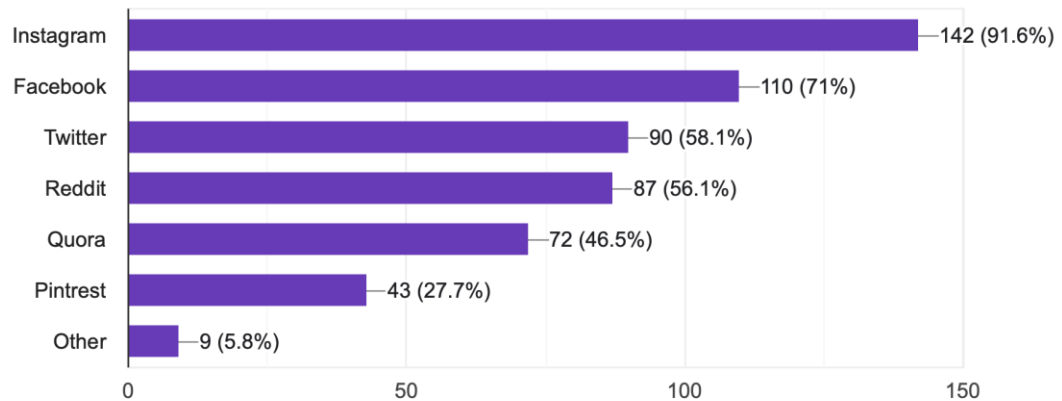
asking these two broad questions, we can determine the range of replies, allowing us to provide a more generic analysis.

According to the replies obtained, 31 percent of respondents were female and 69 percent were male. Since the obtained data includes individuals of various ages, preferences, and gender, the following analysis is performed to determine overall consumer behaviour.

### **Which social media channels are most used**

Which social media platforms do you use most frequently?

155 responses

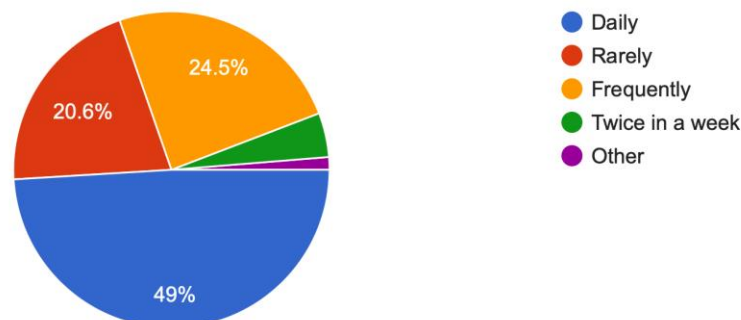


The subsequent bar graph displays the many social media platforms utilised by various businesses, with Instagram being the most popular. Instagram has over one billion monthly active users, making it one of the biggest social media platforms in the world. This creates a big potential audience for marketers to contact. Instagram features a significant number of influencers who have acquired big followings on the network. Working with influencers may be an effective approach to reach new audiences and create trust with customers.

### **When consumers typically use their social media**

How often do you use social media?

155 responses

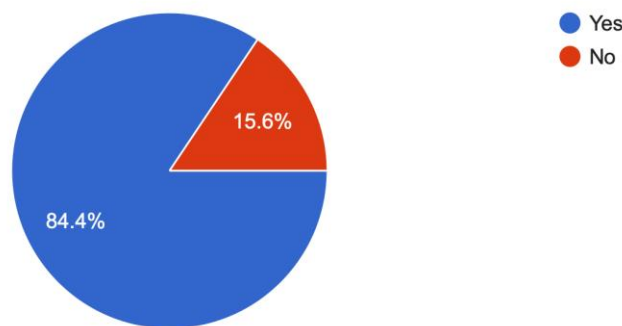


This pie chart demonstrates how frequently individuals use social media platforms and how marketers utilise social media strategies to target their audience. Social networking may give a handy method to buy items and services. Social media networks gather data on users' interests and actions, enabling firms to customise their marketing. This may produce a more customised and customised experience for customers, which can enhance the probability of them completing a purchase.

### **Have customers bought anything after viewing a social media advertisement**

Have you ever made a purchase after seeing a social media ad?

154 responses

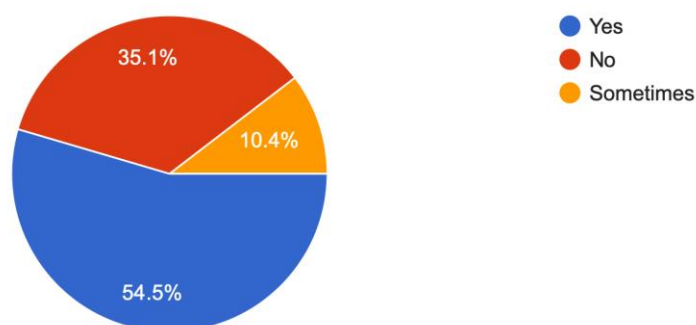


This pie chart indicates that 84.4% of the targeted audience buy the goods after viewing the adverts on various social media platforms. Social media marketing gives a simple method to explore and buy things without leaving the site. Customers may readily obtain product information, reviews, and price with only a few clicks.

### **Social media advertisements are pertinent to customers' needs and interests.**

Do you feel like social media ads are relevant to your interests and needs?

154 responses

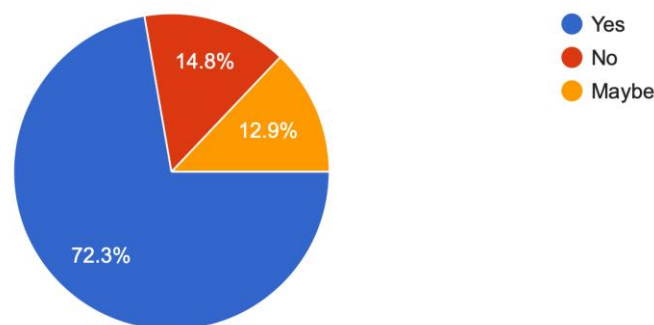


This pie chart demonstrates that 54.4% of the populace believes that the ideas are relevant to consumer preferences and select while other 35.1% doesn't consider that it is upto the quality of their preferences and desires. Social media advertising may be made relevant to customers by taking into account their demographics, interests, activity, and preferences. Customized messaging that relates to customers' specific interests and preferences may help commercials stand out and engage with the consumer.

### **After watching an advertisement, did customers follow a brand on social media?**

Have you ever followed a brand on social media after seeing an ad?

155 responses

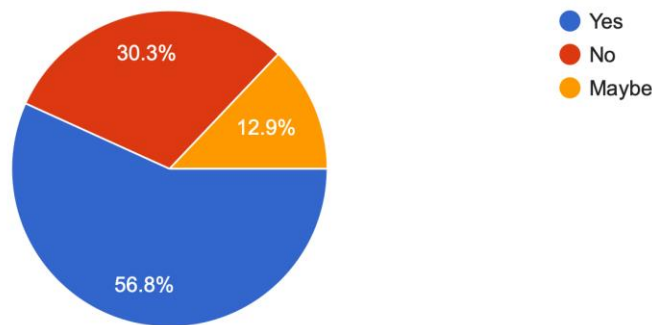


The above pie chart demonstrates that 72.3% of users followed the brand's profile to learn more information related to new products and services about it. Social media helps firms to communicate with their fans in real-time and create a relationship with them. This might involve responding to client concerns and comments, asking for input, and presenting user-generated material. By following a business on social media, customers might feel that they have a direct line of connection with the brand and that their ideas and comments are acknowledged.

**Have customers sent a brand's social media post to their friends or followers?**

Have you ever shared a social media post from a brand with your friends or followers?

155 responses

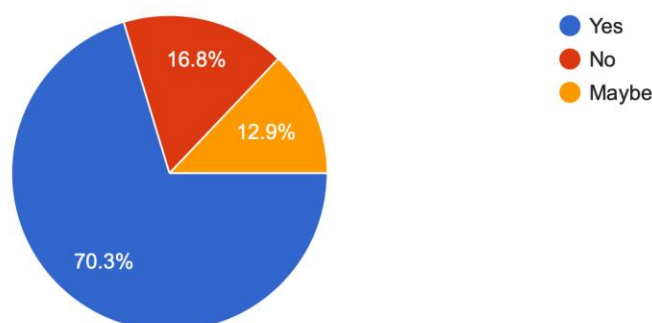


Roughly 56.5% of the individuals forwards the post to their friends and followers. If the brand post is personally relevant to the customer, they may share it with others who they believe might also find it interesting or beneficial. For example, if a customer sees a post on a product they love and believe their friends would appreciate, they may share it.

**Social media marketing affects customers' purchasing decisions**

Do you think social media marketing influences your purchasing decisions?

155 responses

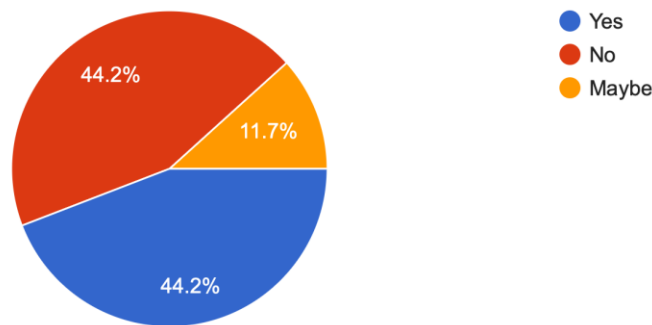


Approximately 70% of the study subjects feels that social media marketing impacts their shopping behaviours. Social media sites like Instagram and Facebook enable users to discover new goods and companies via targeted adverts, influencer marketing, and organic content. Customers may be exposed to items they wouldn't have otherwise found, which may impact their buying choices.

**Has anybody ever bought something after reading a tip or review on social media?**

Have you ever made a purchase because of a recommendation or review you saw on social media?

154 responses

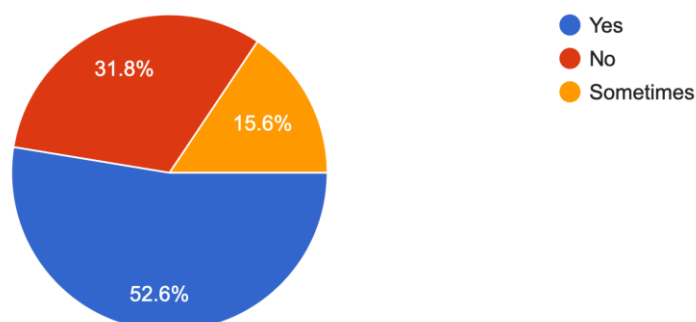


This pie chart demonstrates that, while 14.8% of people simply check the advertisement, 72.3% of people follow brand-related news and information that is connected to the advertisement because it matches their preferences and they need more details about the product and may buy the product or services in the future.

**Have customers ever felt compelled to buy something due of social media marketing?**

Have you ever felt pressured to make a purchase because of social media marketing?

154 responses



Due to appealing advertisements and accurate audience targeting, this pie chart demonstrates that 52.6% of the sampled population purchased the product via social media ads. Buyers have felt pressured to purchase something owing to social media marketing. Social media networks give a chance for companies to contact their target audience via targeted advertisements, influencer marketing, and other promotional material.

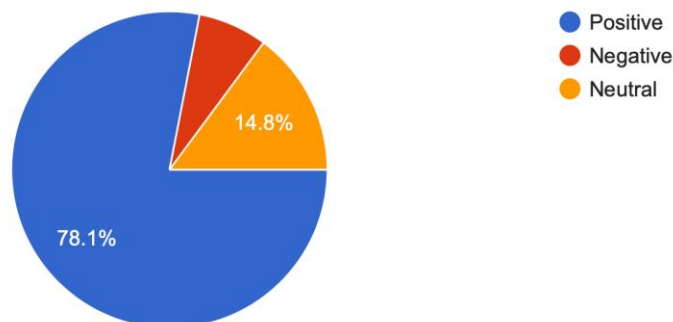


This may generate a feeling of urgency and desire in customers to acquire the product or service being offered.

### **Does social media marketing affect customer behaviour favourably or unfavourably?**

Do you think social media marketing has a positive or negative impact on consumer behavior?

155 responses

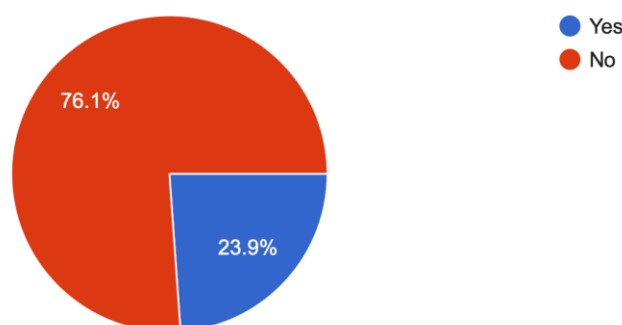


According to this pie chart, 78.1% of the public believes that social media marketing has a favourable influence on customer behaviour. Social media helps firms to communicate directly with their consumers, answering inquiries, resolving problems, and creating relationships. This may build a feeling of trust and loyalty, leading to repeat business and favourable word-of-mouth.

### **Has anyone on social media ever unfollowed a company because of their marketing strategies?**

Have you ever unfollowed a brand on social media because of their marketing tactics?

155 responses

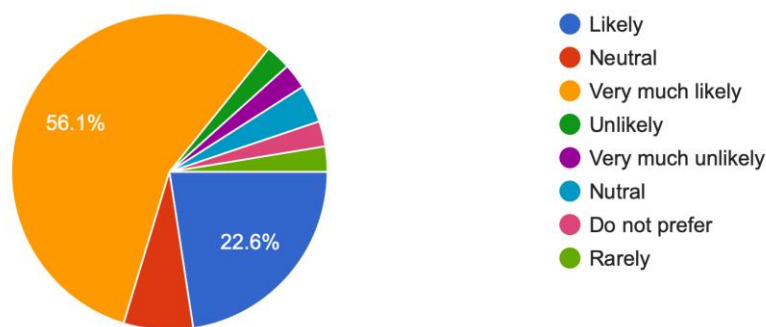


This pie chart demonstrates that although 23.9% of the population did unfollow the business, it may have been due to aggressive marketing techniques, 76.1% of customers do not unfollow brands because of their marketing strategies.

### **How likely are customers to use a brand they follow on social media to buy a good or service?**

How likely are you to purchase a product or service from a brand you follow on social media?

155 responses

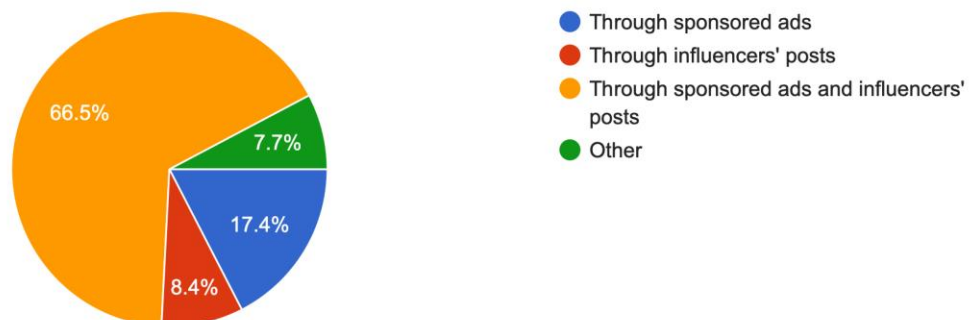


As a result of a brand's social media material being interesting, educational, and consistent with your interests and beliefs, you may be more likely to consider using its goods or services. Before making any purchases, one should practise critical thinking and do research. When making a purchase from a business you follow on social media, it is important to read reviews, compare costs, and assess the brand's reputation.

### **How consumers typically discover new products or services on social media?**

How do you typically discover new products or services on social media?

155 responses



Companies regularly work with influencers to market their goods or services to the influencer's audience. Influencers may publish posts or articles that showcase the product or service, or they may review or promote it in their content. Sponsored advertising are adverts that companies pay for to show on social media networks. These advertising may be tailored to certain demographics, interests, and behaviours, making them more likely to reach prospective buyers who may be interested in the product or service being offered.

### **HYPOTHESIS- Respondents who have impact on their buying behaviour because of social media marketing**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 <sup>a</sup>	.293	.287	.87076

The output's first table gives the model overview and overall fit statistics. We discover that the modified  $R^2$  of model is 0.2931 with the  $R^2 = .293$  that suggests that linear regression explains 29.312% of the variance in the data. Simple regression demonstrates that, the qualifying variable is having impact on the dependent variable e-com approximately 0.5423. That we can consider as an analysis purpose, there are more than 28% (.2871) of the qualification of the respondents having impact on the e-commerce sites. Because that, majority of the responders were youth/young generation. There are more attracted in the modern world to acquire the products and service through social media platforms. It claims that, the sole variable Qualifies as a explanatory variable having a impact on the consumer behaviour.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	37.121	1	37.121	48.958	.000 <sup>b</sup>
Residual	89.470	118	.758		
Total	126.592	119			

### **ANOVA**

P-value is more than 0.05 will be rejected, and this research looked at of ANOVA the p-value indicates less than 0.05 that is "0.000". It is the significance value indicated smaller than p-value. So that, theory is accepted here. Since that, ANOVA revealed that, the qualification of the respondents having high impact on the purchase behaviour of items and service through social media marketing with a significance value.

**Findings-**

- The highest number of the responses was from the age range of 18-25 years, this is group which spends most the amount of hours spent on social media.
- The bar graph depicts the multiple social media channels adopted by various firms, with Instagram being the most common.
- This statistic reveals how often consumers use social media platforms and how advertisers exploit social media strategies to target their audience
- The aforementioned data reveals 84.4% of the targeted audience purchase the items after watching the advertising on several social media platforms
- The preceding data reveals 54.4% of the public feels that the concepts are related to consumer preferences and choose while other 35.1% doesn't consider that it is upto the quality of their preferences and wishes
- The above data reveals 72.3% of people followed the brand's profile to gain more information connected to new goods and services about it.
- The aforementioned statistics reveals that 56.5% of the persons sends the message to their friends and followers.
- The preceding statistics demonstrates that 70% of the survey respondents thinks that social media marketing effects their buying behaviour
- The aforementioned data reveals 14.8% of individuals merely check the commercial, 72.3% of people follow brand-related news and information
- The above data reveals 52.6% of the studied population bought the product through social media advertising.
- The preceding statistics reveals 78.1% of the population feels that social media marketing has a good impact on consumer behaviour.
- The results suggest that 76.1% of consumers do not unfollow businesses because of their marketing techniques.

## **Conclusion**

The study's findings suggest that social media platforms are being actively used by Indian customers as a tool for verifying their purchasing selections. Most respondents consider social media to be electronic word-of-mouth. The decisions of prospective clients are influenced by the opinions and preferences of previous customers on social media sites. Comparing social media users to those who accessed other information sources, social media users perceived decision-making to be simpler and more enjoyable. Individuals who judged the material on social media to be of higher quality and bigger quantity than expectations were more satisfied overall. Overall, the findings demonstrate that social media has a significant influence on how consumers make decisions.

We can infer from this research that social media marketing has a favourable effect on consumers' purchasing behaviour towards garments. Of the criteria that led customers to purchase apparel from such platforms, brand name proved to be the most important factor among other aspects. Respondents' favourable purchasing experiences on such sites also had a positive influence on their referral of purchases from social media platforms to others. Because social media marketing is a new, but rapidly growing platform for creating a brand identity and positive brand association, building relationships with customers, and even driving leads and sales, the study's findings are expected to make a significant contribution to practise and literature.

Social media is a platform that not only connects people all over the globe, but it is also excellent for marketing. The report also indicated that since social media marketing is the most desired sort of digital marketing among consumers and marketers alike, unlike other online digital marketing tools, social media is free to use and promote goods. You may build a page for your company without investing a dime, target your audience, engage with consumers, learn about their interests, solve their problems, respond to their criticism, and make changes. Social media marketing, as a component of digital marketing, has a bright future.

## **Suggestions**

The survey discovered that buyers were hesitant to provide their personal information online while buying a product via such channels. It concludes that, the social media shop should guarantee that the customers' information is secure throughout every transaction. Since consumers are increasingly concerned about payment security, online businesses should work to develop technology that allows for safe, effective, and quick transactions. It was discovered that the most of the respondents preferred Social Media over email marketing or advertisements to receive updates about the latest offers and discounts on products; therefore, marketers should focus more on creating an appealing digital presence in order to engage and attract a larger audience.

### **Limitations**

The findings were not without limits. To begin, respondents' opinions may fluctuate depending on characteristics such as age; this sample size is made up of the majority of students, and their views, contentment, and purchase intention through social media platforms may alter from time to time. Second, the responders may have filled out the form in haste and were not really committed to participating. Lastly, the lack of face-to-face contact as a result of the Coved 19 epidemic was considered as a constraint, which would have otherwise helped to research the topic more accurately.

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