

# IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR.

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## ABSTRACT

This research paper aims to explore the impact of social media on consumer buying behavior, specifically the factors that influence consumer decision-making and the role of social media in shaping these factors. It is evident that Facebook, Twitter and Instagram have greatly contributed to the growth of online purchases. These social media platforms have provided a convenient and accessible way for consumers to discover and purchase products. With the ability to easily share and recommend products, social media has become a valuable tool for businesses to reach a wider audience and increase sales. It has changed the way people research and purchase products, allowing them to gain access to more information than ever before. The paper explains how social media marketing directly or indirectly influence the consumer buying behavior and aims to show which factors impact the consumer buying behavior through social media marketing.

Overall, this research paper provides valuable insights into the impact of social media on consumer behavior and highlights the need for brands to adopt effective social media strategies to remain competitive in today's digital landscape.

## KEYWORDS

Social Media, Consumer, Consumer Behaviour, Marketing, Consumer Decision Process, Purchase, Online sites.

## INTRODUCTION

With continuously changing environment and trends, social media has bigger impact on its users now than ever before. Consumers now use social media platforms to discuss products and services and ask for opinions from friends and family, as well as to access reviews from other customers. This has led to an increase in transparency and trust between brands and consumers. Social media also allows consumers to directly interact with brands, giving them an opportunity to provide feedback and influence product development. This can help to build relationships with

brands and help create loyalty. Additionally, social media can be used to advertise products and services, allowing companies to influence buying decisions.

Social media has had a major impact on consumer buying behaviour. With the rise of social media, consumers now have more access to product information, reviews, and recommendations than ever before. This has allowed them to make more informed purchasing decisions and find products and services that are tailored to their needs. Additionally, social media also enables companies to build relationships with their customers and create deeper, more meaningful connections. Companies can also use social media to promote their products and services, which can further influence consumer buying behaviour.

## **OBJECTIVES**

The objectives of the study are:

1. To analyze the perception of customers towards social media marketing.
2. To examine the influence of social media marketing on consumers' buying behavior.
3. To analyze the best social media preferred by consumers in buying decisions.
4. To offer suggestions based on the study.

## **LITERATURE REVIEW:**

Social media has become an essential tool for businesses nowadays to attract customers and influence their purchasing behavior. It has altered the ways of communication between customers and companies, and thus it is imperative to understand the impact of social media on consumer buying behavior. Therefore, this literature review aims to analyze and summarize previous research studies regarding the impact of social media on consumer buying behavior.

Literature Review:

In a study conducted by Kietzmann, Hermkens, McCarthy, and Silvestre (2011), the authors identified seven functional building blocks of social media. These building blocks included identity, conversation, sharing, presence, relationships, reputation, and groups. They found that these

building blocks play a significant role in shaping consumer behavior by providing them with social identification, social influence, and social affiliations.

Kim and Ko (2012) found, in their study, that social media influencers can significantly impact consumer buying behavior, especially for hedonic products. As per their study, consumers with high levels of involvement in social media were likely to be more affected by self-disclosure, imagined social presence, and social networking sites, leading to increased purchasing behavior.

According to Grewal, Iyer, and Levy (2020), social media has a considerable effect on the decision-making process of consumers. They found that social media usage by consumers leads to increased product awareness, design preference, and affective response. The study suggests that social media significantly influences consumer behavior, leading to changes in purchase frequency and preference.

Kambanaros and Zotos (2021) conducted a research study to analyze how social media influences consumer buying behavior during the COVID-19 pandemic. They found that social media exposure during lockdown periods increased impulse buying and affected emotional states, such as anxiety and depression, leading to increased shopping patterns. The study suggests that social media is a powerful tool that businesses should use with caution to influence the purchasing behavior of its consumers.

Finally, a study conducted by De Vries, Gensler, and Leeflang (2012) found a critical role of social media in shaping consumer's purchasing behavior through social networks, online reviews, forums, and blogs. They discovered that social media can create a positive brand image, increase engagement, and foster ongoing customer relationships. The study concludes that social media usage can lead to enhanced customer satisfaction and long-term customer loyalty.

## **METHODOLOGY:**

With the ever-increasing presence of social media in our lives, it is essential to understand how it influences our decisions when it comes to purchasing goods and services. This research paper will explore the effects of social media on consumer buying behavior, utilizing a variety of methodologies to gain a comprehensive understanding of the topic.

The research will begin with a literature review of existing research on the topic, to gain an understanding of the current state of knowledge on the

subject. This will be followed by a survey of consumers, to discover their opinions on the influence of social media on their buying decisions. The interviews will explore the impact of different types of social media platforms, such as Facebook, Twitter, and Instagram, on consumer buying behavior. The survey will ask respondents about their social media usage, their buying behavior, and the impact of social media on their buying decisions. The survey will also include questions about the types of social media platforms they use, how often they use them, and how they use them to research products and services.

Finally, the research will include an analysis of the data gathered, to draw conclusions about the impact of social media on consumer buying behavior. The results of the research will be used to provide insights into how social media is influencing consumer buying decisions and how marketers can best use social media to target and engage their customers.

## DATA ANALYSIS:

Following is the analysis made on the data collected from the online questionnaire. As per the collected data, 5 different Age groups were covered during the survey.

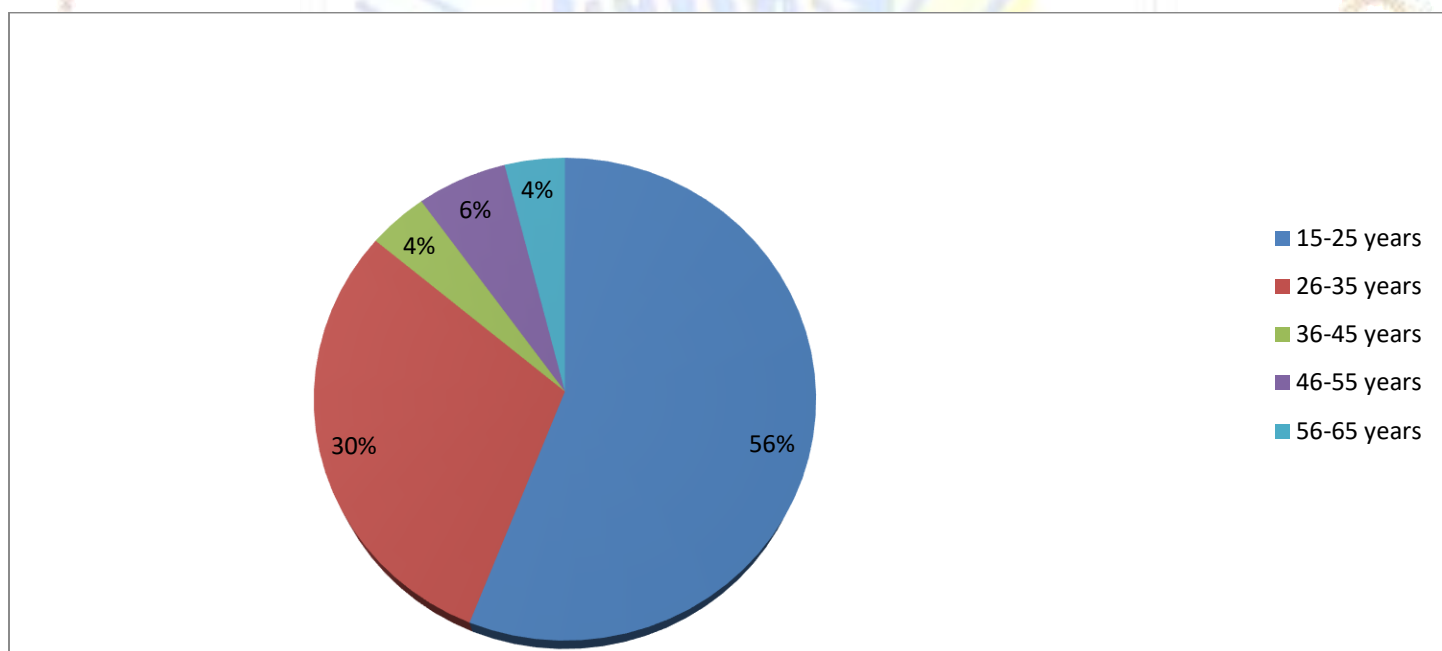


Figure 1: Age Distribution of the Respondents.

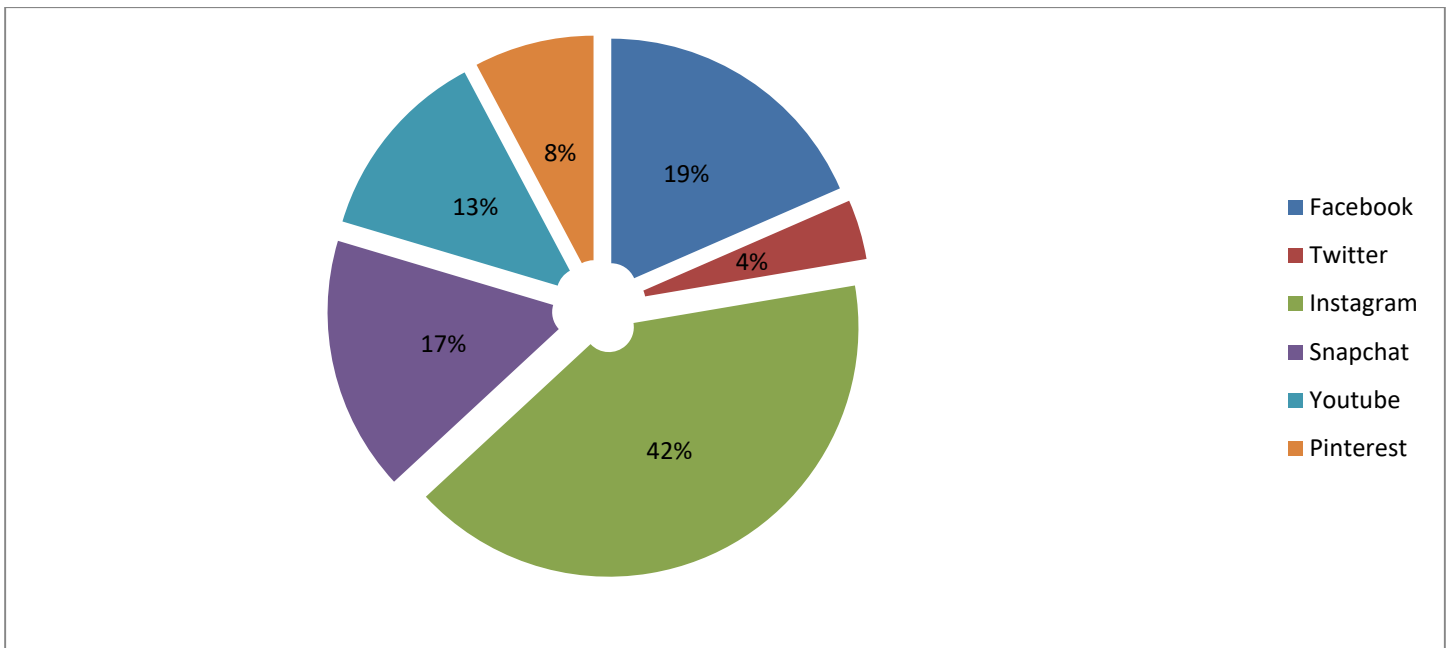


Figure 2: Most used Social Media Platforms by the Respondents.

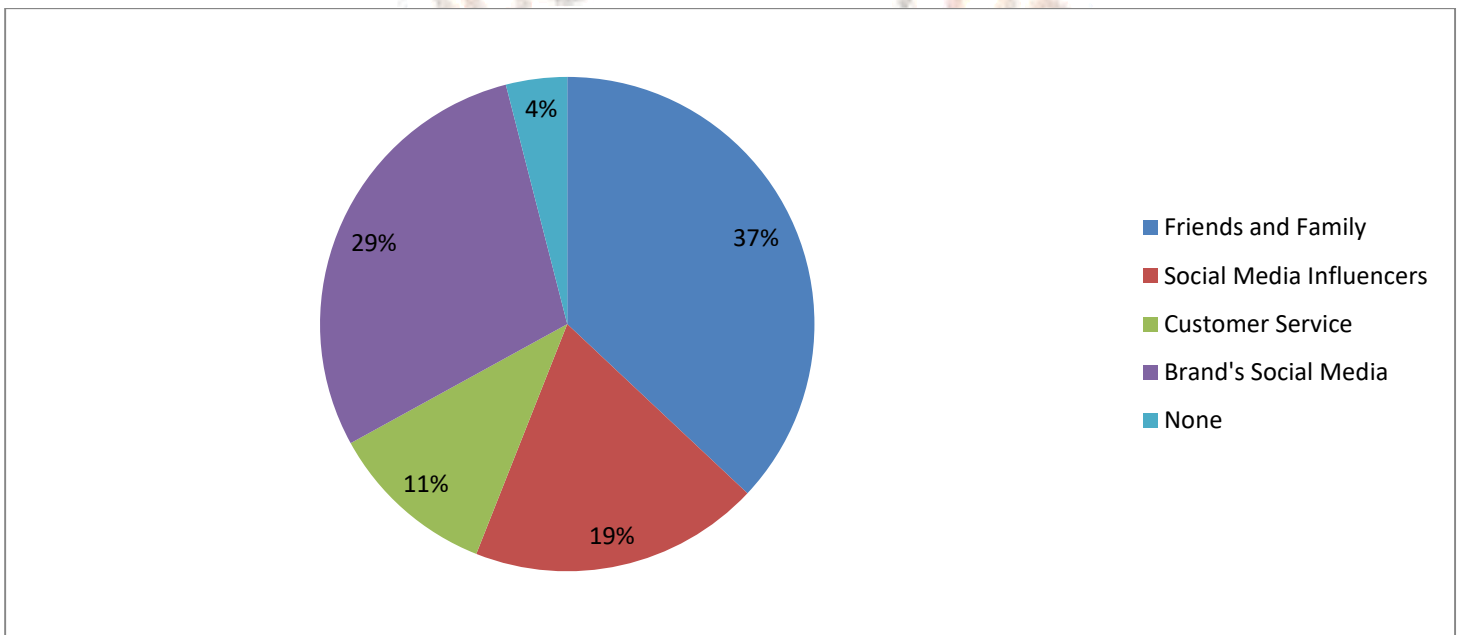


Figure 3: Factors that effect on respondents purchasing decision making.

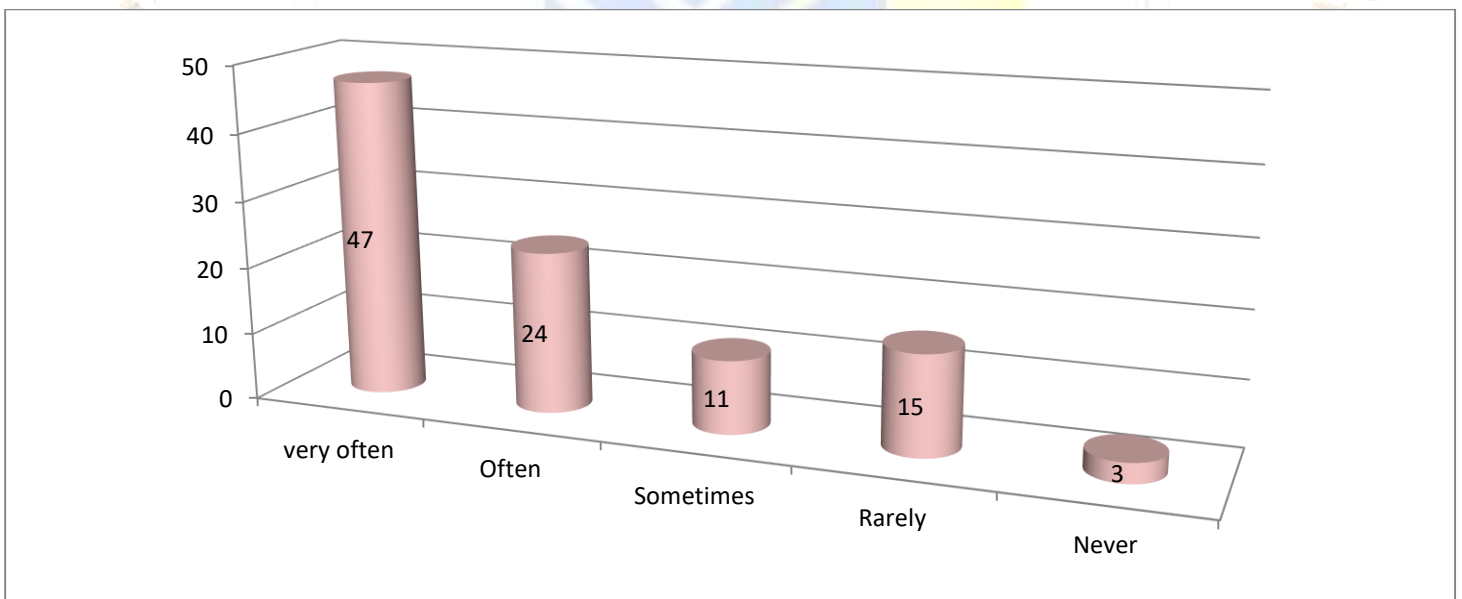


Figure 4: How often respondents find new Purchasing ideas from social media.

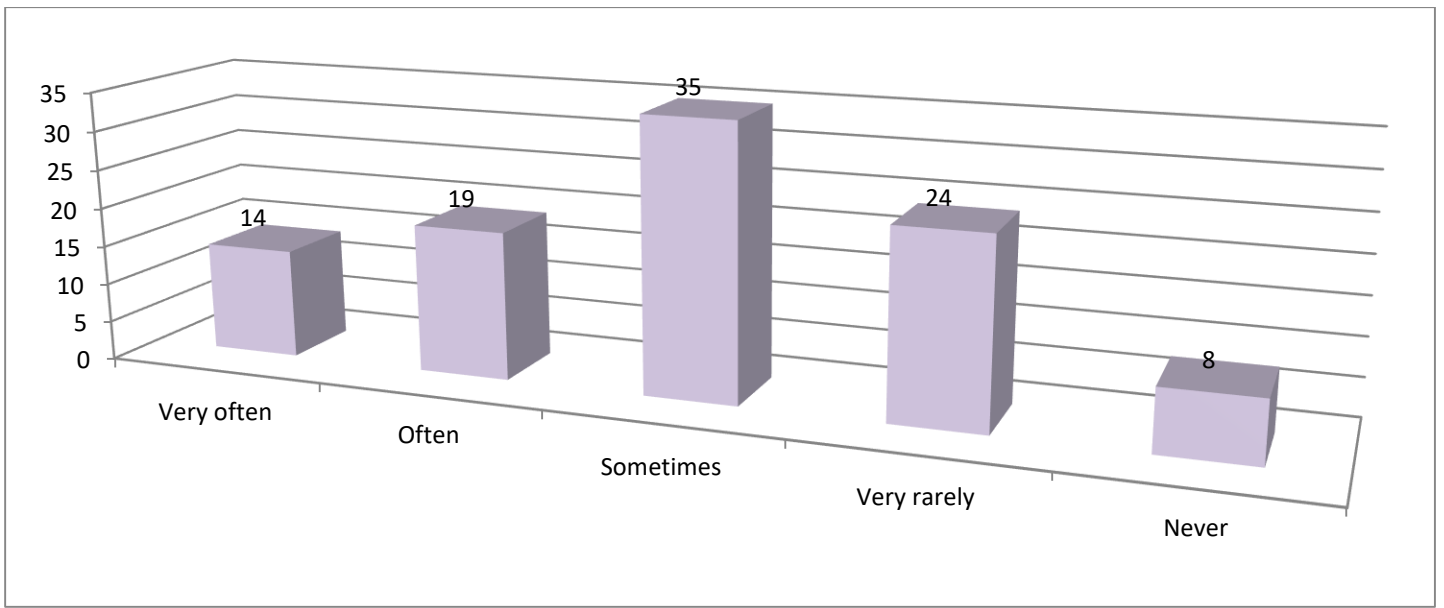


Figure 5: How often respondents purchase the ideas they get from social media.

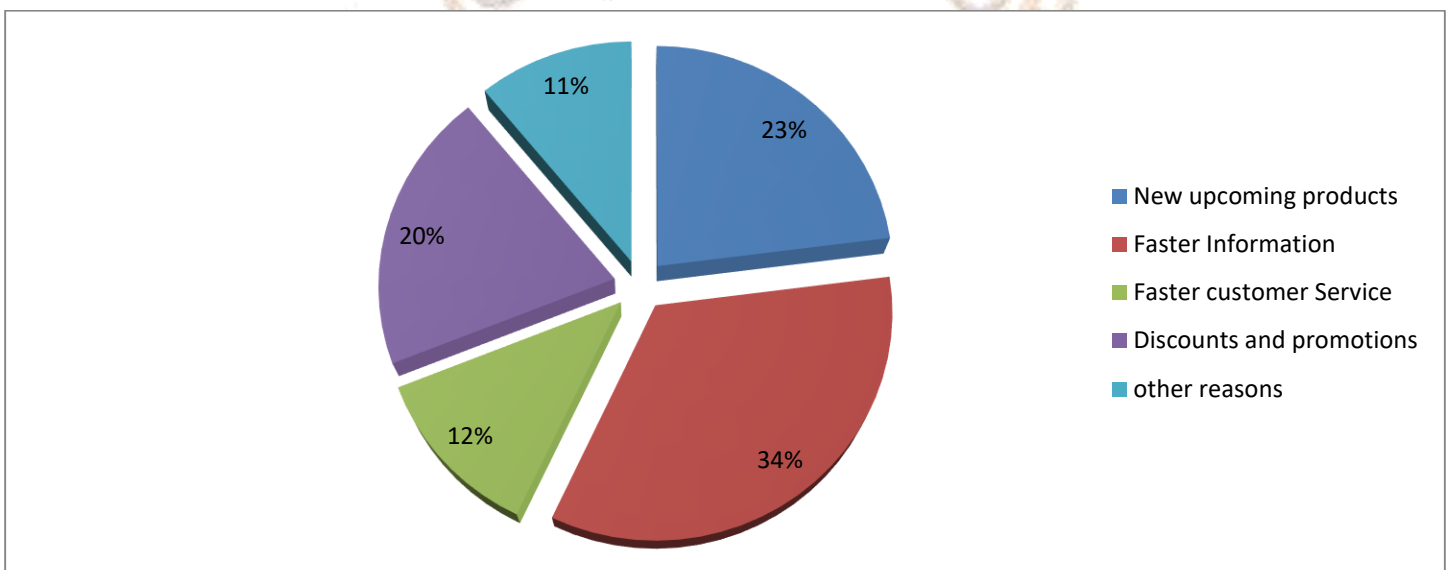


Figure 6: Reasons of following Brand's Social media accounts and social media influencers.

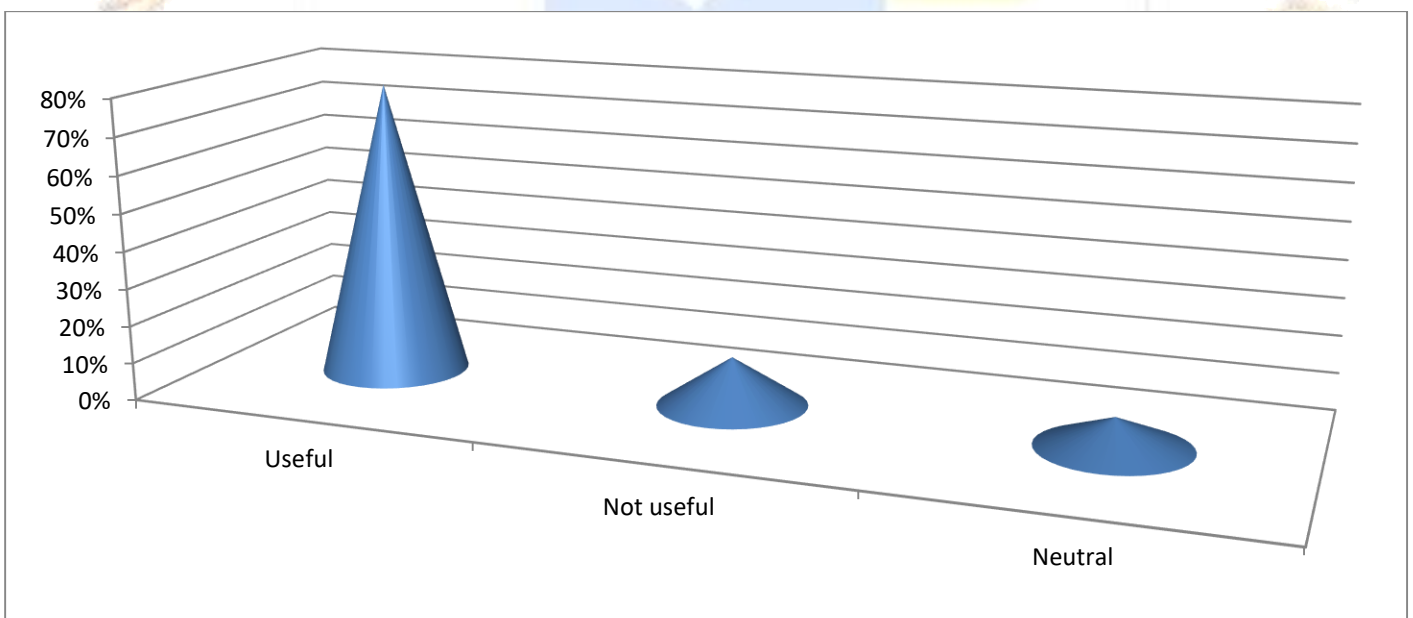


Figure 7: Whether social media is useful for shopping purposes or not.

## Result:

The survey has revealed a significant shift towards social media as a preferred platform for making purchase decisions. The majority of respondents reported that they have purchased a product or service after seeing it on social media & indicated that they are more likely to purchase a product or service if it has positive reviews on social media. Additionally, social media has also been found to influence the purchase decisions of consumers by providing them with information about new products and services that they may not have been aware of otherwise.

The study shows that consumers are increasingly relying on social media to gather information about products and services before making a purchase. This trend is particularly evident among the younger generation, who are more likely to trust recommendations from social media influencers and peers.

The survey also highlights the importance of social media in creating brand awareness and building customer loyalty. It also shows that social media is a powerful tool for businesses to reach and engage with their target audience.

Overall, the findings suggest that social media has a significant impact on consumer behavior and businesses must take it into consideration while developing their marketing strategies .

## Recommendations/ Suggestions:

In order to influence consumer buying decisions with social media, there are a few strategies that can be implemented.

- Companies should give more significance to social media marketing. Having a strong presence on social media platforms can greatly benefit a business as it has become essential tool for businesses to reach their target audience, increase brand awareness, & customer loyalty.
- When creating content, it's important to keep the target audience in mind. By understanding their needs and interests, you can tailor your content to better resonate with them. This could include using language that they understand, addressing their pain points, and providing solutions to their problems. By doing so, you can establish a stronger connection with your audience and ultimately drive more engagement and conversions.

- Additionally, companies should consider using influencer marketing. This involves partnering with social media influencers who have a large following in order to spread awareness of your brand.
- Companies can also create contests or promotions on social media to engage users and drive more sales.
- Sharing positive customer experiences is a valuable way for brands to connect with potential and current customers. By highlighting the experiences of those who have already used the product, prospects can better relate to the brand and feel more confident in their purchase decisions. This approach can lead to increased brand loyalty and customer satisfaction.
- Finally, they should make sure to use the appropriate hashtags when posting content so that it can be seen by the right users.

## CONCLUSION

It can be concluded from this research that Social media has had a profound impact on consumer buying behavior. No doubt it has brought major changes to both, consumer as well as businesses. It has become a powerful tool for businesses to reach, engage, and build relationships with their customers. Consumers now rely heavily on social media for product information and reviews, as well as to connect with brands and other customers. This has given businesses the opportunity to target consumers more effectively and directly influence their buying decisions.

Additionally, the use of influencers and other online marketing tactics has allowed businesses to further tailor their campaigns to target specific consumer segments. Social media has increased customer engagement and created a more personalized customer experience. This has enabled customers to better understand and select products that best meet their needs. Furthermore, social media has enabled businesses to better target and reach potential customers, increasing their sales and marketing efforts.

Overall, social media plays a significant role in shaping consumer buying behavior. It impacts customers' awareness, preferences, and emotional responses, leading to increased purchases and customer loyalty. Thus, companies should leverage social media to expand their customer base and deliver a better experience. However, it is crucial to use social media correctly, with caution and sensitivity, to influence the customer's preferences, behavior, and needs.



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