



A Study On Impact Of Social Media Marketing On Consumer Buying Behaviour

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ABSTRACT

The increasing rate of technological evolution and the widespread use of the internet have contributed substantially to the shift in traditional marketing patterns. Social media marketing is being recognized as a highly effective tool that allows organizations to reach the consumer directly and alter consumer perceptions and purchasing behavior accordingly. Websites like Instagram, Facebook, YouTube, and Twitter have become a major source of product information and purchasing recommendations for the mass consumer through advertisements and consumer reviews on these sites. This research aims to examine the effects of social media marketing on buying behaviors among consumers.

This research specifically considers major factors and their effects in social media marketing, which include online advertising, influencer marketing, and online reviews on consumer awareness and purchase intention. A descriptive research design was used in this research. The tools used in this research are the collection of data using a structured format with a convenience sampling method involving 100 respondents, and secondary data using journals, books, and online materials. The tool used in interpreting the results is percentage analysis.

From the results, it is observed that social media marketing makes a significant contribution to the buying behavior of consumers. This is especially because the influence of a marketing celebrity increases the credibility, whereas attractive ads boost the awareness level. Based on the findings, the conclusion can be arrived at that proper social media marketing techniques are helpful in impressing the consumers, which results in enhancing the association between the organization and the customers.

KEYWORDS: Social Media Marketing, Consumer Buying Behaviour, Digital Advertising, Influencer Marketing, Online Reviews, Brand Awareness, Purchase Intentions

INTRODUCTION

In the contemporary digital age, social media sites have become an essential element of our lives. Due to the widespread use of smartphones and the INTERNET, there has been increased usage of social media sites among all age groups. Social media sites such as Facebook, Instagram, Twitter, YouTube, and LinkedIn, which were previously only used for communication, fun, and entertainment, have now become essential tools for business promotion.

Social Media Marketing: Social media marketing can be described as using social media for advertising, interacting, or creating awareness. Unlike traditional marketing, social marketing enables consumers to have a feedback or communication channel with businesses. They can, for instance, air their views or experiences, giving businesses an insight into what customers might prefer.

Consumer Buying Behavior: Consumer buying behavior is the process of selecting, purchasing, consuming, and disposing of a product or service by the consumer. There are several factors affecting consumer buying behavior, like psychological, social, cultural, and personal factors.

In the past few decades, the most remarkable and influential factor in determining the consumer buying behavior of people is social media.

Individuals search, read, and then select the product to be purchased on the internet, websites, and other forms of social media platforms.

Increasing relevance of social media marketing makes it imperative to examine its effect on the purchasing behavior of the consumer. A marketing strategy can only be effective if a business perceives the effect of social media on the consumer's perception.

OBJECTIVES OF THE STUDY

- The primary aims & objectives of the study are:
- To examine how social media marketing affects consumer purchasing behavior.
- Examining the impact of advertisements on social media on consumer purchasing decisions.
- To study the significance of influencer marketing in determining consumer preference.
- To understand the significance of online reviews to the process of making a purchase decision by a consumer.
- To give recommendations regarding the ways in which the use of social media in their marketing campaigns could

REVIEW OF LITERATURE

Various researches have been conducted to analyze the impact of social media marketing on the buying behaviors of consumers. Kotler (2019) said that digital marketing has resulted in the creation of interactive communication channels between businesses and their consumers. Social media sites create opportunities for building strong relationships between consumers and organizations.

Kaplan & Haenlein (2010) pointed out the importance of word-of-mouth communication, which is facilitated through the use of social media, in influencing the behavior of consumers. Consumers feel more comfortable

trusting the reviews given by others rather than the promotions they get through advertising. The work of Kaplan & Haenlein says that the content generated through these platforms is influential.

Some of the other studies that have thrown some insight into modern marketing practices are those that have highlighted the importance of influencer marketing. Influencers are opinion leaders who have influence over their fans through their credibility, knowledge, and popularity. There are findings to indicate that products endorsed by influencers lead to a boost in brand awareness and trust, mainly with the youth.

Research also shows that reviews influence the purchasing behavior of consumers greatly. If the reviews posted online are positive, the person may get encouraged to purchase, whereas negative reviews may stop the person from purchasing the particular product. In conclusion, the social media marketing tool has the ability to greatly influence the purchasing behavior of the customer.

RESEARCH GAP

Though many studies have been conducted on social media marketing, consumer behavior, or a combination thereof, some gaps have existed in those studies. Most studies have been conducted on either ads or influencer marketing. Few studies have been conducted to understand the effects of social media ads, influencer marketing, and reviews in terms of consumer purchase behavior. Therefore, this study will address this gap by aptly analyzing all aspects together.

RESEARCH METHODOLOGY

This study used a descriptive research design in the process of examining the effect of social media marketing on the purchasing behavior of the consumer. Both primary and secondary data sources were used.

The primary data was collected using a structured questionnaire to tap the views of the respondents on the usage of social media, advertisements, influencer marketing, and online reviews. A sample size of 100 respondents was chosen through convenience sampling. The sample represented various age groups, educational qualifications, and occupations.

The secondary data was acquired from books, periodicals, research articles, websites, and existing literature regarding social media marketing, the behavior of the consumer, etc. The percentage analysis will be adopted as the statistical tool in order to examine the acquired data.

DATA ANALYSIS AND INTERPRETATION

This research further uncovered that influencer marketing is an important factor in shaping purchasing decisions. The participants expressed their trust in influencers in buying their recommendations, especially when they are presented with honest reviews and demonstrations. Online reviews were established to be among the most important factors in shaping consumer choices. Consumers are likely to check reviews before purchasing products, especially when they are ordering online.

Based on the findings above, the study provides an indication that social media marketing is an influential factor on the buying behavior of the consumer.

FINDINGS AND SUGGEST

Findings:

- Social media marketing has a great influence on consumer purchasing behavior.
- Social media advertisements build brand awareness and consumer engagement.
- It increases the credibility of the brand.
- Online reviews are also an important factor that influences purchase decisions.
- Social media platforms are widely utilized by customers for product-related information.
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Suggestions:

- It is advisable for companies to concentrate on their social networking content creation.
- Sponsored posts by influencers should be transparent and consistent with values.
- It is important for businesses to manage their online reviews.
- Advertisements in the field of social media ought to be creative, informative, and targeted
- Enterprises should be rating and analyzing client reactions to optimize marketing plans.

CONCLUSION

The study concludes that social media marketing plays a significant role in consumer buying behavior in a digital environment. Advertisements on social media, influencer marketing, and reviews together create consumer perception, trust, and purchase decisions. A company that can exploit this medium of marketing effectively would enhance brand awareness, customer engagement, and competitive advantage. Thus, every organization should invest in well-planned and customer-oriented social media marketing strategies that would lead to the success of the organization in the long run.

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