



Research Article

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## Role of Social Media Marketing towards Consumer Buying Behavior

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**Abstract** Over a decade social media has appeared as an emerging platform in the field of Marketing. For marketers, social media has become an effective mode to reach customers. This research shows the increasing role of social media marketing compared to offline or traditional media marketing. Using social media marketing the marketer can easily reach the consumers.

Consumers can create brand awareness by influencing their behaviour. Marketers see social media as a modern way to build exposure for their brands. Social media marketing mainly depends on the following platforms: Facebook, Instagram, LinkedIn, Reddit, and Tumblr.

The key advantage of social media is the ability to form strong and meaningful relationships. Marketers must develop their ability to engage and communicate with customers to form a bond directly. This research work contains some objectives which are to study the impact of social media marketing on consumer buying behaviour, and to know the initiatives which are taken by marketers for building brand image on social media, thus social media marketing has been able to influence the buying behaviour of customers. In conclusion, marketing has changed well with the advent of social media. Consumer buying behaviour is highly affected, and the level of awareness, customer satisfaction and brand loyalty has also increased.

**Keywords** Social Media Marketing, Internet, Customer Behavior, Technology, Digitalization.

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### 1. Introduction

One of the most significant developments in the history of commerce is the birth of Social Media Marketing. In the era of the internet the very effective way of marketing by social media platforms for new start-ups and it helps to establish the business. During the last decade, a technological revolution has radically altered traditional marketing tactics, ushering marketers into a new era. Consumer decision-making and product assessments are influenced by the information society. Through peer communication, social media provides a new channel for accessing product knowledge (Kozinets, R. V., 1999). Social media marketing may boost online traffic, customer engagement and interest to buy the product because, today, every person uses the internet, online applications, and websites. It might also assist you in increasing brand loyalty. Consumers have begun to view the Internet world in a new light in recent years, one that is commercial. Consumers have become consumers as a result of its growth and the establishment of online stores. Social media's most crucial function



has also revolutionized the way consumers and advertisers communicate (Hennig-Thurau *et al.* 2004). According to the influencers, organizations are focusing on gaining more customers and users while overlooking the critical aspect of connecting with those consumers and building a loyal client base from those social media admirers. Marketers frequently overlook the fact that social media may be used as a marketing technique that influences customer purchasing decisions. In this chapter, we look at some of the research that has been done on the influence of social media on customer purchasing behaviour. Today's social media craze is very high and companies at all levels are very excited to share every product that attracts customers. For example, if someone searches for anything on their mobile or laptop, as email ID is necessary everywhere, pop-ups and notifications related to the searched items appear on all social media platforms. There could be many reasons to not buy that product while searching, after seeing it many times and the price fluctuation attracts customers. If any customers find out that they were duped by that organisation, whether it was because of a quality issue or something else, they can file a complaint on the social media platform with the power of public rights.

If you could call it that "Internet-based living", it will have to be a part of your ordinary day-today existence to maintain the energy and attention it requires to be fruitful. The following are a few examples of companies that have been discovered to be involved with web-based social networking. In other words, marketers must comprehend how social media has affected customers. Consumption patterns are significant in marketing because it helps marketers develop powerful and effective marketing strategies and approaches. For example, businesses may offer new goods and services that are initially purchased by a small number of clients before gradually growing in popularity. As marketers shift from one approach to another, social media marketing has emerged as the most modern and innovative way of doing business. Organizations are now using social media techniques to influence customer behaviour and gain their loyalty. Social Media Helps to reach out to a bigger audience. Almost 90% of marketers say their social media marketing efforts have increased exposure for their business, around 29% of customers affected by Facebook, 26% Youtube, 22% Twitter, 18% Instagram, 16% Tiktok, 13% LinkedIn.

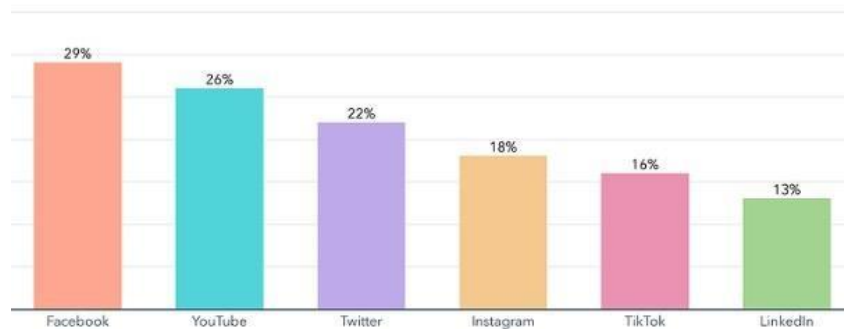


Figure 1.1: Top social media platforms which are mainly used by marketers

Source: <https://blog.hubspot.com/blog/tabid/6307/bid/23865/13-mind-bending-social-mediemarketing-statistics.aspx>

## 2. How a Marketer use the Social Media

A marketer can utilize social media platforms in various ways to promote their products, services, or brand. Here are some common strategies and techniques.

- Establishing a presence: Marketers start by creating profiles or business pages on social media platforms relevant to their target audience. This provides a channel to interact with users and build a community around their brand.
- Understanding the target audience: Marketers conduct research to identify their target audience's demographics, interests, and behaviours on social media. This information helps tailor content and communication to resonate with the intended audience.
- Content creation: Marketers produce engaging and relevant content that aligns with their brand and audience preferences. This includes posts, articles, images, videos, infographics, and more. The content should be shareable, informative, and valuable to the target audience.



- Engaging with the audience: social media is a two-way communication platform. Marketers actively engage with their audience by responding to comments, messages, and mentions. This helps build relationships, address concerns, and provide customer support.
- Utilizing paid advertising: Most social media platforms offer advertising options to reach a wider audience. Marketers can create targeted ads based on demographics, interests, and behaviours. Paid ads can be highly effective in increasing brand visibility and driving traffic to websites or landing pages.
- Influencer marketing: Marketers collaborate with influential individuals on social media who have a significant following and credibility in their niche. These influencers promote the marketer's products or services to their audience, leveraging their trust and influence.
- Monitoring and analyzing data: Marketers track the performance of their social media campaigns using various analytics tools. They measure key metrics such as engagement, reach, conversions, click-through rates, and follower growth. This data helps optimize future strategies and content.
- Social listening: Marketers monitor social media platforms to gain insights into consumer sentiment, trends, and feedback related to their brand or industry. This information can be used to refine marketing strategies, improve products/services, or identify new opportunities.
- Collaboration and partnerships: Marketers can collaborate with other brands or individuals on social media to expand their reach and tap into new audiences. This could involve cocreating content, hosting joint events or giveaways, or cross-promoting each other's brands.
- Staying updated with platform changes: Social media platforms frequently introduce new features, algorithms, or policies that impact marketing strategies. Marketers stay informed and adapt their approach to maximize the platform's potential.

### 3. Literature Review

**Chakraborty, A., Meher, D. (2023)** This Study showed that companies utilize social media advertising to communicate with customers to reach clients in new ways. Social media marketing is the modern style of marketing as opposed to traditional media, which focuses on expanding the opportunities for marketing businesses to advertise a good or service. The data were collected from primary data both for independent and dependent variables. The sample size was 220 respondents. This study used Cross-tabulation and univariate analysis was used to create the statistical findings. In a similar vein, upon completion of the in-depth statistical analysis using SPSS and the analysis provided by the online survey platform.

**Jamil K, Dunnan L. (2022)** In this study, the author described that social identification and satisfaction both mediate the association between social media use and user intentions. This research aimed to examine how consumer intentions are affected by marketing efforts on social media. The primary data were collected through an online questionnaire system and structural equation modelling from 353 participants. The findings of the study on social media platforms have not fully examined Social Media Marketing.

**Blazheska, et al. (2021)** Social media marketing has become essential in today's world. The company's modern initiatives to create long-term client ties include social media marketing. The study of how organizations are aware of the impact of social media marketing on customer behaviour was highlighted in this paper. The way of social media companies is well-connected with their customers and customers are well-updated with the companies and their policies. **Tsiotsou, R. H. (2020)** Social media has become mainstream, attracting major academic and managerial interest. They are an essential tool for organisations of all sizes in terms of consumer involvement and communication. It is classified as social behaviour, whereas passive customer engagement is classified as par a social behaviour because it is one-sided. The purpose of this chapter was to highlight important characteristics and types of consumer interaction and to create a conceptual structure that clarifies when and how customers use social media.

**Ziyadin et al. (2019)** Networks have been widely adopted as a powerful tool for advancing a company's marketing goals and strategies, particularly in areas such as consumer involvement, customer engagement, and communications. For example, social media can be used to intentionally improve the two-way conversation between businesses and their customers, resulting in more customers being connected to businesses.



**Noureddine, et al. (2018)** In this paper, the author described that daily sharing activity on tweeter is more than 1 million, around 2 million types of content are shared every day on Facebook, and more than 2 million searches on Google. The goal of this study was to determine, how social media influences consumer decision-making, as well as to explain how people use social media to gather, process, and select information before making a purchase.

**Ramanathan, et al. (2017).** The study investigated the impact of the nexus of a brand, promotional offers, and service operations on customer satisfaction levels via social media reviews, and interactions. Retail networks are being forced to adopt innovative business models as a result of technological advancements to retain customers and acquire a competitive advantage.

**Hajli, M. N. (2014).** The analysis of social media can also reveal the benefits that businesses can receive. A multidisciplinary model has been developed, based on the technological acceptance paradigm as well as relevant research on trust and social media. Consumers utilize social media, such as online communities, to create content and network with other users. Social media analysis can also disclose the advantages that firms can gain.

**Papazolomou, I., & Melanthiou, Y. (2012)** The effective use of information communication technologies, particularly the usage of the Internet, has an impact on the organisational long-term effectiveness of promotional programmes and the integration of marketing communications. The goal of this study is to detect and discuss social media's expanding popularity, as well as its possible impact on marketing techniques, particularly marketing public relations. In the past, internet technology had been a significant and exploratory tool for marketers as a means of communication.

#### **4. Research Gap**

Previously valuable studies have been conducted, but more research is needed on the topic of the Role of social media marketing in consumer behaviour. To study consumers' behaviours towards social media marketing descriptive research is used, many researchers explore the use of social media, and interestingly, some find factors that prevent users from continuing its use. Some of these described social media marketing channels and influencing factors. Nowadays the role of social media and the use of social media for promoting brands is very much famous among marketers as well as consumers. In this research study, all the aspects of social media marketing are examined and explained shortly.

#### **5. Objectives**

- To study the impact of social media marketing on consumer behaviour.
- To know the initiatives which are taken by the marketers for building brand image on social media marketing.
- To study the influencing factor of consumer behaviour towards social media marketing.

#### **6. Data Analysis**

##### **Online Shopping:**

- In 2021, global e-commerce sales reached over \$4.2 trillion.
- In Mobile e-commerce accounted for approximately 73% of total e-commerce sales.
- The most popular online shopping categories include electronics, clothing, and household goods.

##### **Social Media and Influencer Marketing:**

- As of 2021, there were approximately 3.78 billion social media users worldwide.
- Approximately 54% of social media users use platforms to research products before making a purchase.

##### **Customer Reviews and Recommendations:**

- Around 93% of consumers say that online reviews influence their purchasing decisions.
- Personal recommendations from friends or family members remain highly influential, with 82% of consumers seeking recommendations before making a purchase.



**Sustainability and Ethical Consumerism:**

- More than 55% of global consumers are willing to pay more for products and services from companies committed to positive environmental and social impact.
- Approximately 48% of consumers have chosen not to buy from a company due to its negative social or environmental impact.

**7. Personalization and Customer Experience:**

- 80% of consumers are more likely to make a purchase from a brand that offers personalized experiences. 73% of consumers expect a seamless shopping experience across multiple channels, including physical stores, online platforms, and mobile apps.

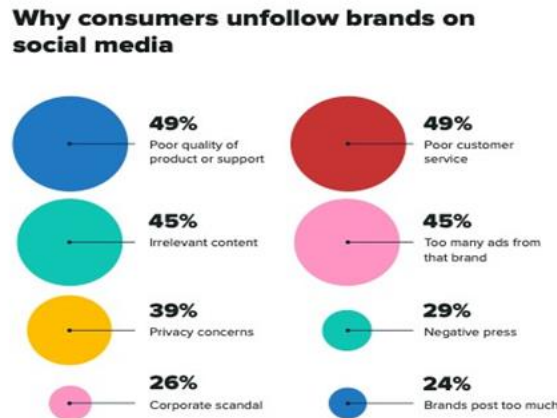


Figure 1.2: Why consumers unfollow brands on social media.

Source: <https://legendarysocialmedia.com/4-stats-enhance-your-social-media-marketing>

The number of social media users is 4.62 billion in which 81% of customers purchasing decisions are influenced by their friend’s social media posts. According to July 2023, 15 social media platforms have at least 400 million active users, Facebook is the world’s most widely used social media platform which has 2.989 billion monthly active users. The current study begins with a description, which in this case refers to a detailed understanding of the customer’s perceptions and practices when it comes to social media usage. This study is based on secondary data. The data related to consumer behaviour and social media has been taken from different websites, journals and articles.

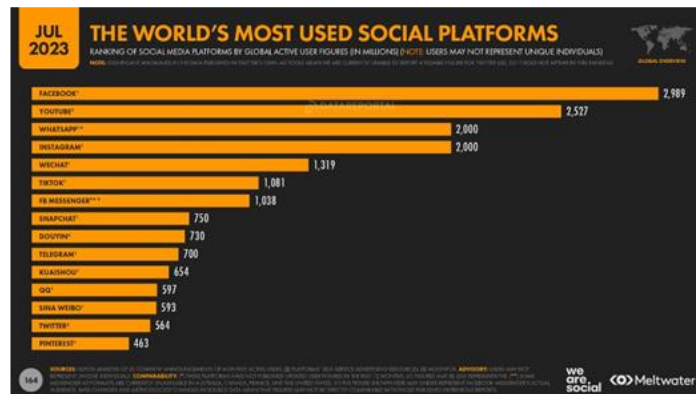


Figure 1.3: The World’s most used platforms

Source Social Media Platform Audience Overlaps October 2022 DataReporta

**8. Conclusion**

Nowadays, consumer behaviour is influenced by marketing practices on social media, especially when the majority of potential customers use the internet and various online social networking platforms. The online

audience is a growing market around the world, however, due to its globalized character, cross-cultural segmentation is required. In terms of academic implications, our findings contribute to the field of Internet marketing research. Finally, we can argue that marketing has evolved significantly with the introduction of social media. Customers' purchasing behaviour has been greatly influenced, and the level of understanding and satisfaction has improved. Social media is used by 69% of marketers to increase brand awareness. New data indicates that social media marketing is still helping businesses increase brand awareness, even though it can still be difficult for some marketers. According to data from Influencer Marketing Hub's "Social Media Benchmark Report 2021," the majority of marketers (69%) utilise social media to increase brand recognition. Additionally, 52% employ it to boost online traffic, and 44% employ it to advertise content. Only 40% of respondents claimed that their social media marketing strategy's main goal was to increase sales.

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