

The Impact of Social Media Marketing on Consumer Buying Behavior

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1. Introduction

Social media has become a vital communication tool, enabling people to share ideas and connect globally. It significantly influences consumer behavior, especially in marketing, from awareness to post-purchase stages. Four key ways it impacts buying decisions are: building product awareness, providing social proof, offering promotions and discounts, and utilizing social media influencers. Consumers often discover brands through shared content, while positive reviews and interactions act as social proof. Promotions on platforms encourage purchases, and endorsements by trusted influencers further drive consumer decisions. Social media appeals to all age groups, from students to seniors, and platforms like Facebook, Instagram, YouTube, and LinkedIn are widely used. The study aims to examine how these platforms affect the buying behavior of general consumers and what motivates them to shop via social media. Additionally, social media supports information sharing, memory documentation, learning, self-promotion, and community-building through various digital formats like blogs, podcasts, and videos.

2. Literature Review

These ten studies collectively explore the influence of social media on consumer behavior and decision-making processes. Lee (2013) found that individuals actively search for purchase-related information on social media, though their exposure remains selective. Heinonen (2011) highlighted that most users are passive consumers rather than active contributors, which affects brand perception. Halji (2014) emphasized the role of trust in converting social media engagement into buying intentions. Goh et al. (2013) showed that interactions within social media brand communities significantly increase consumer spending, influenced by both user-generated and marketer-generated content.

Chung et al. (2014) discovered that rich and responsive social media strategies positively affect consumer engagement and firm performance. Al-Mukhaini et al. (2013) noted Instagram's major role in influencing Omani consumers' purchasing decisions. Pjero and Kërcini (2015) analyzed user behavior and attitudes toward social media's impact on buying choices in Albania. Voramontri and Klieb (2019) demonstrated that social media enhances consumer satisfaction during complex purchasing decisions, especially in the information search and evaluation stages.

Bronner and de Hoog (2014) found that domain-specific platforms like Tripadvisor are preferred for certain decisions, while general platforms like Facebook are used more broadly. Lastly, Martinka (2012) concluded that Facebook influences consumer purchases more significantly than Twitter.

3. Methodology

The research methodology involves collecting information through various techniques such as publication research, interviews, surveys, etc., to make informed decisions.

Statement of the Problem

In the digital age, people are heavily influenced by social media platforms like WhatsApp, Instagram, YouTube, and Facebook. These platforms shape consumer behavior and facilitate online purchases. This study aims to examine how social media influences consumer behavior and identify the factors motivating purchases through social platforms.

Scope of the Study

The study focuses on the general public and aims to understand the extent to which social media impacts consumer behavior.

Significance of the Study

The study is significant as it explores how social media influences consumer decision-making from awareness to post-purchase. Given social media's role in daily life, the findings will help understand purchasing behavior and motivational factors in the general public.

Data Collection

- **Primary Data:** Collected using a questionnaire based on the study's objectives.
- **Secondary Data:** Sourced from books, journals, websites, and other published materials.

Sample Design

A self-designed questionnaire was distributed to gather data related to the impact of social media on consumer behavior.

Sample Population

The sample population includes the general public.

Sample Size

The study includes a sample size of 90 respondents.

Sampling Technique

Non-probability, convenient sampling technique was used for data collection.

Tool for Analysis

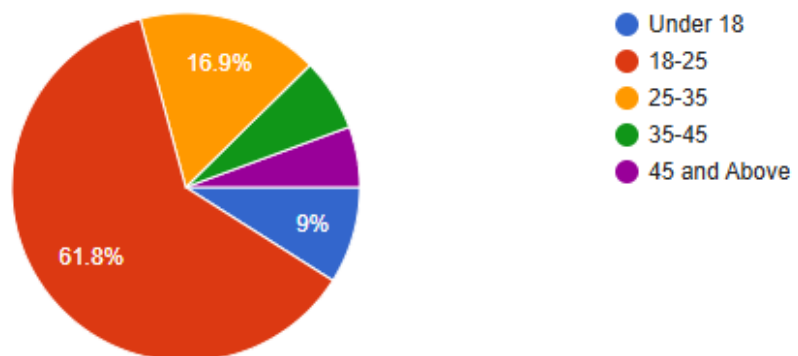
Graphs and charts were used to interpret and analyze the collected data.

4. Data Analysis & Interpretation

DATA ANALYSIS AND INTERPRETATION

Age

89 responses

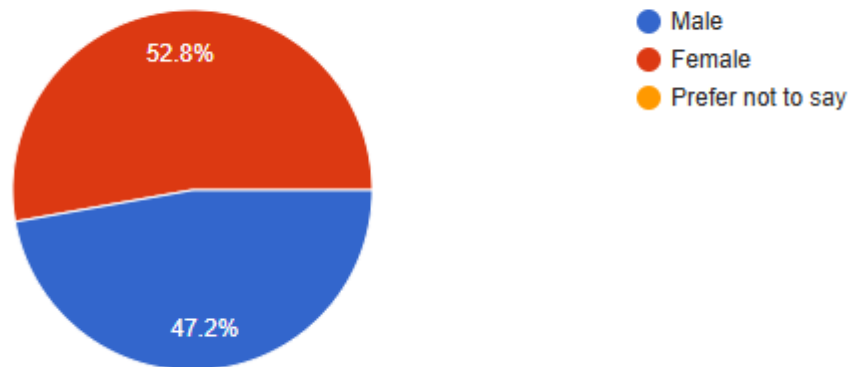


ANALYSIS AND INTERPRETATION

➤ GENDER

Gender

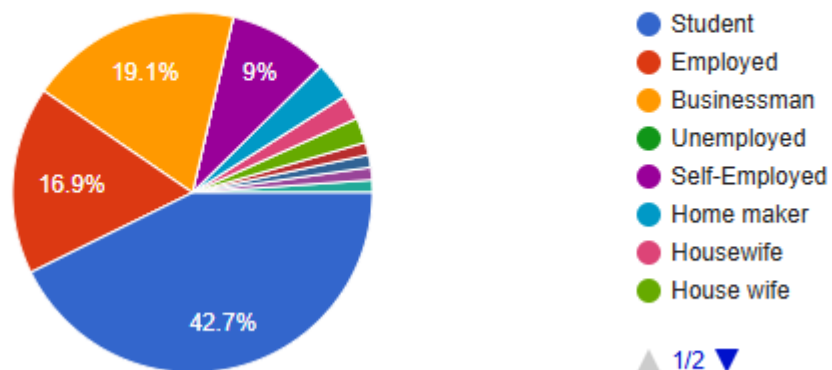
89 responses



Occupation

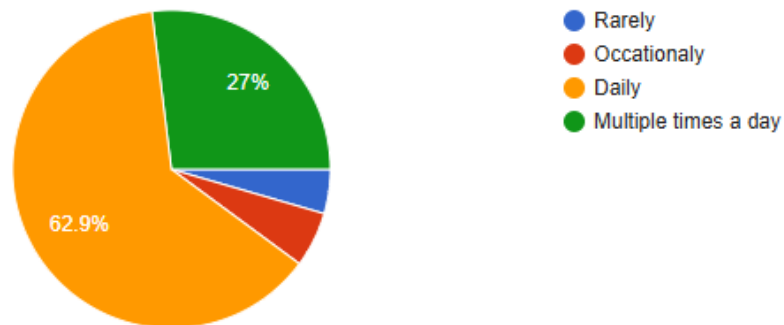
Occupation

89 responses



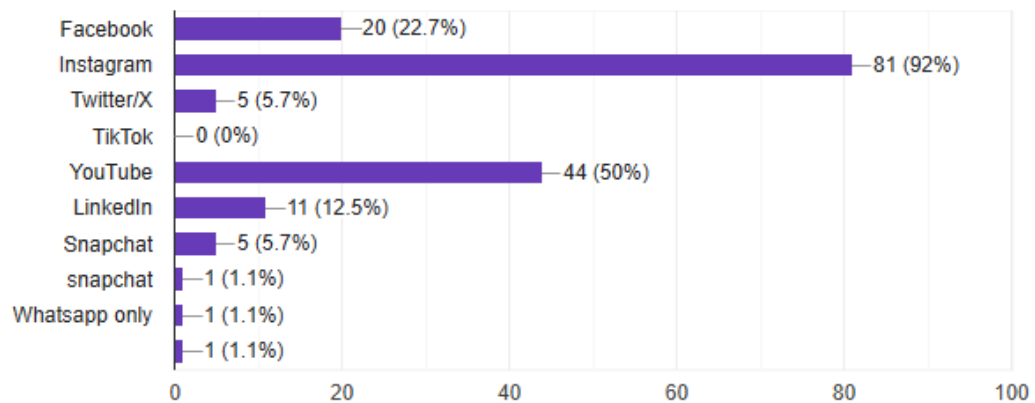
How often do you use social media?

89 responses



Which social media platforms do you use most frequently ?

88 responses



5. Conclusion

The study reveals that social media significantly influences consumer behavior. Key factors include discounts and deals, likes, comments, influencer endorsements, and product reviews. Social media is more effective than traditional media in attracting consumers through advertisements. Offers and discounts are the primary motivators for shopping via social platforms. Flipkart emerged as the most preferred online shopping site. In situations of uncertainty, consumers rely on social media for information. Overall, social media not only influences purchasing decisions from awareness to post-purchase stages but also enhances consumer knowledge about products and services. The study concludes that the role of social media will continue to grow in the future.

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