

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING BEHAVIOR: NEW TREND IN MARKETING

Abstract

The utilization of diverse online platforms for entertainment purposes, such as Instagram, Facebook, and Twitter, provides consumers with several opportunities to explore and select the most suitable option for purchasing any product. The attitudes of customers towards internet buying are notably impacted by various social media platforms. The prevalence of social media platforms has witnessed a substantial increase, concurrently offering consumers an optimal avenue for accessing comprehensive information pertaining to the advantages and characteristics of various products. The major aim of this study is to comprehend the many aspects that exert effect on customers' online purchasing behavior. Furthermore, the objective of this study is to have a comprehensive understanding of the impact of social media marketing on online buying. The objective of this research is to examine the significance of social media marketing and its influence on the consumer purchasing behavior of those who regularly utilize various social media platforms for making product purchases. Furthermore, the objective of this study is to examine the correlation between customer engagement on diverse social media channels, consumer buying behaviors, and strategies for marketing on social media.

Keywords: social media marketing, social media sites, online shopping

Authors

Dr. Harshvardhan Bhavsar

Assistant Professor
Institute of Management Studies Career
Development & Research
Ahmednagar, Maharashtra, India.

Mrs. Payal Rahul Khandelwal

Research Scholar
Institute of Management Studies Career
Development & Research
Ahmednagar, Maharashtra, India.

I. INTRODUCTION

Social media has become a prominent means of communication in contemporary society. The primary objective is to enable individuals to effectively communicate and exchange ideas, thoughts, and opinions with one another. Social media platforms are utilized by individuals and entities worldwide to establish connections with others or businesses. The contemporary phenomenon seen in the field of marketing pertains to the emergence and integration of social media platforms. In contemporary times, social media has emerged as a potent instrument in shaping consumer purchasing choices. The effect of social media extends from the initial stages of client engagement through the point of purchase and even beyond. Social media has effect on consumer behavior through four distinct mechanisms. Social media platforms consistently contribute to the establishment of product awareness, as well as the reinforcement of social proof as a significant determinant in consumer purchasing decisions. Additionally, social media serves as a platform for the dissemination of promotional offers, discounts, and deals, while also facilitating the influence of social media influencers. Currently, individuals are engaging in the practice of discussing their product experiences across various internet networking sites, such as Instagram, Twitter, Facebook, and LinkedIn. Social media platforms have a significant impact on consumer purchasing decisions since they have the ability to shape individuals' experiences and serve as a source of motivation for product acquisition.

Social media advertising has emerged as a prominent technique for businesses to effectively market their products and exert influence over consumers' purchasing decisions. The advent of social media platforms has provided organizations with novel means of engaging with their intended client base, hence supplanting conventional marketing strategies.

The advent of the Internet, namely the emergence of social media, has ushered in a novel epoch of social interaction. The number of individuals utilizing social media platforms had a notable rise to 36.1 million in the year 2018, mostly attributed to the widespread availability and accessibility of Internet connectivity. Furthermore, it is projected that the number of social media users in the country would reach around 448 million by 2023 (Statistica, 2020).

When employed appropriately, social media may serve as a valuable instrument for capturing a market. Many enterprises currently employ this technique to engage with clientele due to the evolution of the social media phenomenon. Social media technology facilitates the establishment of connections with consumers, enhances sales performance, and cultivates brand loyalty within the realm of social media marketing. There are several advantages associated with employing online entertainment as a promotional technique. Firstly, it tends to be more cost-effective compared to other forms of media. Additionally, it offers the potential to engage with a larger audience, hence facilitating greater connectivity. Social media platforms facilitate the process of information acquisition for clients, hence enhancing their awareness and loyalty towards a certain business.

The advent of social media has significantly impacted customers' perceptions of goods and services, since they are now extensively affected by unfamiliar individuals in online platforms. This influence plays a crucial role in shaping their offline purchasing

decisions (Smith, 2009). This research investigates the impact of various social media characteristics on customers' purchase decisions. The EBM paradigm, as proposed by Engel et al. (year), is renowned for its user-friendly nature and adaptability. The year 1990 was selected as the period of study to examine the purchasing behavior of customers. This model encompasses five distinct stages of the customer buying process: need identification, searching for information, assessment of options, making a decision, and afterwards assessment. A qualitative analysis was conducted to examine the applicability of the model in the context of social media usage.

II. LITERATUREREVIEW

According to Aaker (1991) brand loyalty may be characterized as the extent to which a client is emotionally connected to a particular brand, as demonstrated by their consistent and repeated purchases within a certain market. Brand loyalty refers to the favorable opinion held by consumers towards a certain product. The consistent repurchasing behavior of customers towards a certain brand can serve as an indicator of their brand loyalty, irrespective of any fluctuations in the product's pricing.

The influence of customers' data searches on online product purchases is shown to be considerable, as stated by Moon (2004). Customers are not need to utilize offline channels in order to get a firsthand experience of a product prior to making a purchase, particularly if the comprehensive evaluation of such goods may be achieved only from external information obtained from the Internet. The Internet exerts a discernible influence on online transactions by facilitating the transition from online exploration to online acquisition.

According to V. Swaminathan, contemporary consumers exhibit a lack of concern regarding the safeguarding of their personal information and the security of digital transactions. This indifference stems from the belief that marketers do not require additional personal data in order to effectively promote and sell items through online channels.

Grant and Stephen (2005) assert that the choice of brand name exerts a substantial influence on consumers' decisions when it comes to purchasing apparel. The power of branded items leads consumers to exhibit a willingness to pay a premium price for a certain apparel brand. Furthermore, this phenomenon has resulted in a significant emphasis on the popularity and reputation of the product inside the individual's social circle.

The many phases of a product's life cycle have a key role in shaping marketing strategy. The marketing strategy of a linked product is influenced by many life cycle stages, including introduction, growth, maturity, and decline. Moreover, the positioning of the goods inside a competitive market has had an impact on the marketing strategy. In the book "Marketing Principles" authored by Philip Kotler in 2009, the author explores several concepts and theories related to marketing.

According to Evans (2010), social media marketing exemplifies the accessibility of social business tools to a wide range of customers, effectively bridging the gap between giant businesses with substantial financial resources and smaller firms with limited finances. Therefore, social media marketing remains a prominent contender in the contemporary worldwide industry.

Namita Rajput et al. (2012) conducted a study which revealed that women exhibit a higher level of awareness towards branded clothes compared to males, and on some occasions, they opt to make purchases of such branded apparel. The migration of the practice of donning branded apparel to shopping malls is driven by the desire for an opulent retail encounter. The purchase decisions of women regarding branded apparel are notably impacted by factors such as fit, price, and income level.

Kuhikar (2013) defines social media marketing as the utilization of web and mobile technology to engage in communication with a worldwide client base through various social media platforms such as Facebook, Twitter, blogs, and YouTube. In the contemporary complex landscape, customers want firms that offer ease of accessibility and communication. Online entertainment platforms are employed as a marketing tool for this purpose, wherein the marketer promotes their product and provides information about the product/brand.

The study conducted by Forbes (2013) illustrates the impact of form on consumers' future purchases, as it motivates individuals to share information about their items on diverse social media sites. Consumers, who place their trust in suggestions from those whom they do not see as "opinion influencers or leaders," tend to make purchases of either highly-priced or low-priced things. In the event that a customer's social media endorsement prompts their affiliated acquaintances to make further purchases, the business may opt to provide them with discounts or other forms of incentives as a token of appreciation.

According to Gil Appeal et al. (2019), it is projected that the global number of internet-based entertainment users will reach 3.29 billion by 2022, accounting for around 42.3 percent of the global population. Online entertainment is widely recognized as having significant societal impact due to its emergence as the primary platform. Many consumers acquire knowledge about their surroundings, engage in content sharing and personal disclosure, and get a substantial amount of information. However, social media platforms undergo constant evolution and transformation. The current iteration of social media exhibits notable differences from its previous state, and it is probable that it will undergo further transformations in the coming year. The dynamic character of social media engenders continuous transformations, thus influencing consumer behavior by virtue of its role as an information-seeking platform for prospective purchases.

According to Odhiambo (C.A.), Virtual entertainment has become an essential tool for many advertisers to effectively engage their target audience and provides an opportunity for the company to get insights on customer preferences, important segments, and profiles. Nevertheless, it is imperative for businesses to have a comprehensive social media strategy that effectively handles both favorable and unfavorable consumer comments, as they lack full authority over the material inside the unregulated realm of social media.

III. RESEARCH METHODOLOGY

1. Objective

- To study the impact of social media marketing on customers' purchasing behavior.
- To understand the social media platforms preferred by consumers

2. **Research Design:** The study encompasses both analytical and descriptive approaches. This research has undertaken several endeavors to examine the impact of social media on consumer purchasing behavior. This research utilizes secondary data. Secondary data has been obtained from many sources such as published publications, newspapers, books, websites, government documents, and other relevant sources. During the process of composing these pieces, the researcher utilized a diverse range of awareness programs disseminated by radio and television broadcasts, alongside online lectures. To achieve a comprehensive understanding of the selected study topic, an extensive review of many published scholarly works has been conducted.
3. **Scope of Research:** Considering the research aims, adopting a consumer-centric perspective would be the optimal methodology for conducting the study. The purpose of this study is to assist customers in understanding the factors that influence their purchasing decisions as a result of the impact of social media. . The primary objective of this study is to elucidate the significance of social media platforms and applications in the process of consumer decision-making. The study centers on the behavioral patterns shown by end customers
4. **Significance of Social Media:** Due to the implementation of lockdown measures, a considerable proportion of contemporary transactions are expected to occur through online platforms, with projections indicating a substantial increase in this percentage by the year 2020. The growth of online retail is expected to significantly increase as the number of internet users expands and technology companies create further methods for integrating the online realm into the shopping experience. A significant number of consumers base their purchase decisions on online platforms, with a particular emphasis on virtual entertainment as the primary focus of their online activities.

According to a study conducted by GlobalWebIndex, it was shown that a significant majority of individuals who engage with social media platforms, namely 71%, exhibit a higher propensity to make purchases of various products and services when influenced by recommendations or referrals received through social media channels. Additionally, a notable proportion of social media users, around 54%, engage in the practice of actively researching and exploring brands and products on these platforms. It is likely that individuals have made purchases at least once as a result of encountering content in their online stream, be it a post shared by a friend or an advertisement that influenced their decision.

Quantifying the precise impact of social media on customers' purchasing behavior, beyond its influence on specific items, is a challenging task. The utilization of social networks has led to a transformation in our approach to product promotion, hence facilitating the emergence of novel advertising avenues. This analysis will examine some contemporary elements that exert impact over clients.

5. **Social Media and Marketing:** Weinberg (2009) defines social media marketing as the strategic utilization of the social aspect of media platforms to promote and engage with the target audience of enterprises. Social media marketing refers to the practice of enabling individuals to market their services or products using various social media platforms in order to reach a wider audience that might not have been accessible through

traditional advertising methods. The efficacy of ads through mass media has diminished compared to previous times. The social web serves as a virtual platform where individuals who possess shared interests convene to exchange ideas, disseminate information, and express their opinions, among other activities.

Social media provides marketers with a platform to actively engage with communities, by listening and responding to their input, as well as effectively promoting their goods or services.

- 6. Social Media and Consumer:** Web-based social networking has become increasingly prevalent in modern society. Currently, consumers have the ability to immediately express their opinions on companies. The emergence of internet networking has introduced a new dimension to the complex theory of consumer purchasing behavior. This theory suggests that consumer viewpoints are no longer just influenced by traditional channels, but also extend to online platforms. The assessment of inclinations and decision verification in online advertising is influenced by external information sources, such as peer reviews, recommendations, websites, social networks, and various forms of user-generated content, which are outside the control of online marketers.

IV. HOW SOCIAL MEDIA AFFECTS CONSUMER PURCHASE BEHAVIOR

The reduced customer journey when seeing social media users as consumers, the initial association is with a condensed customer journey. In the past, individuals acquired knowledge about a certain product or service through the consumption of several television advertisements, periodic visits to retail establishments, and subsequent purchase of the desired item within a week's time. The process at hand may need a few minutes to complete.

According to a study conducted by Deloitte, it was observed that 29% of individuals who engage with social media platforms exhibit a higher propensity to engage in immediate purchasing behavior on the same day. In the context of consumer behavior, it is observed that individuals, when encountering a product, promptly proceed to make a purchase by clicking on the associated link, without any perceived necessity to delay their visit to physical retail establishments. Moreover, the aforementioned data indicates that clients who are affected by social media exhibit a fourfold increase in the likelihood of making purchases.

The customer journey has become both shorter and more challenging. The advent of social media has facilitated expedited product research for users. For example, when a consumer encounters a product on Instagram, they possess the ability to promptly explore the associated hashtag in order to peruse the opinions of other individuals and then make an informed decision regarding its purchase. According to a survey, a majority of consumers, namely 62%, indicate that they engage in word-of-mouth communication to share their negative encounters with customer service. Hence, it is important to diligently oversee one's online profile and actively seek feedback on social media platforms. It is important to acknowledge that all social media evaluations hold significance. This is in alignment with my subsequent argument.

The impact of social proof the concept of social proof is not a recent or innovative idea. Throughout history, humans have engaged in the practice of making suggestions to one

another, driven by our inherent nature as social beings. The issue at hand pertains to the dissemination of these proposals and counter-recommendations, which are currently being heard by a multitude of individuals. The act of sharing positive experiences on a particular café or a very effective shampoo on social media platforms has the potential to garner attention from one's followers, thereby leading to their interest and subsequent trial of the mentioned products. The perspectives characterized by negativity and rants have similar attributes. According to a study conducted by Forbes, it has been shown that a significant proportion of customers, namely 81%, are influenced in their shopping decisions by social media postings made by their friends.

Moreover, individuals seek recommendations on social media platforms, a practice that is often disregarded by corporations. According to a survey conducted by Awario, a mere 9% of brand interactions are to addressing consumer queries. Nevertheless, the number of individuals seeking guidance on social networks might exceed 100 within a month, contingent upon the specific sector. As previously said, social proof exerts the most significant influence on others inside one's social circle, including friends and acquaintances. Conversely, an increasing proportion of individuals on social media platforms opt to subscribe to updates from both their personal acquaintances and influential figures. The phenomenon of public figure endorsement is relevant in this context.

V. CONSUMER PURCHASING DECISIONS ARE INFLUENCED BY INFLUENCERS

Individuals who possess a substantial and dedicated audience on social media platforms, often characterized by shared interests, are sometimes referred to as influencers. A considerable portion of the populace inherently aligns their perspectives and entrusts them.

A survey done by the Influencer Marketing Center revealed that around 50% of Twitter users had engaged in a purchase following the influence exerted by a Tweet from an influencer.

Micro-influencers possess a notable ability to effectively persuade their audience due to their expertise in certain domains. Consequently, they serve as an inherent reservoir of recommendations within that particular domain. Utilizing influential individuals who have established themselves as prominent figures in their respective fields, such as Instagram vloggers, bloggers, TikTokers, or Facebook group administrators, can be an effective strategy for reaching your target audience, particularly if you operate within a niche sector.

The demographic cohorts known as Generation Z and Millennials are prone to experiencing a greater impact, as evidenced by the fact that a significant 84% of Millennials acknowledge that user-generated information originating from individuals without established expertise holds some degree of influence over their expenditure patterns.

VI. THE IMPACT OF NARRATIVES ON CONSUMER PURCHASING BEHAVIOR

While the concept of ephemeral material is relatively new, it is increasingly being embraced by both online users and corporations. Despite Snapchat being the initial platform to introduce the concept of Stories, it was Instagram that propelled its widespread adoption,

amassing a substantial user base of over 500 million individuals who engage with this feature on a daily basis.

Brands possess the capability to convey a more authentic image due to the unvarnished and raw nature of material seen on Instagram Stories. This technology enables organizations to provide a behind-the-scenes view, showcasing the operational dynamics of their work culture and the team responsible for product development. The establishment of an authentic bond with a brand is facilitated by all of these factors.

Hence, the present study highlights the distinctive elements of social networking sites that exert an impact on contemporary consumer behavior. Nevertheless, it is important to note that every social media site possesses unique characteristics, as you may already be aware. Brands often express a desire to ascertain the optimal social media channel to prioritize for their initial engagement. Let us examine many highly favored services and ascertain the distinguishing factors that set them distinct.

VII. THE SOCIAL MEDIA PLATFORMS THAT ARE MOST OFTEN UTILIZED

1. **Facebook:** is a social media platform that was founded in 2004 by Mark Zuckerberg and his Facebook, despite recent scandals and controversies, is the largest online social media site globally, with an impressive user base of around 1.7 billion individuals.

The network's extensive coverage enables users to engage in telephonic communication, however it is noteworthy that Facebook's popularity has waned over time. The use of Facebook among individuals aged 12 to 34 in the US has experienced a decline, with the current rate standing at 62 percent. This figure represents a decrease from the previous year's rate of 67 percent, as well as a significant drop from the 2017 rate of 79 percent. The decline in use is particularly significant, considering that it has stayed consistent or even grown in organizations comprising individuals aged 35 to 54 and 55 and older. Based on a report by Business Insider, it has been observed that Facebook accounts for 64% of social income and 50% of all online referrals.

According to a study conducted by DigitasLBI Commercial activity in 2015, it was observed that Facebook exerted a significant influence on over 50% of customers' purchases made both online and offline. The organization has recently endeavored to enhance its public image through the implementation of enhanced oversight mechanisms pertaining to marketing and data management.

2. **Instagram:** is a highly advantageous platform for marketers due to its diverse range of features that facilitate the effective display of items. These features encompass galleries, filters, photographs, videos, Stories, and several other tools. The console's capacity to attract individuals from many age groups and national backgrounds is a commendable characteristic. According to available data, a significant majority of Instagram users, namely 80%, choose to follow business accounts on the platform. According to a recent survey, a significant majority of adolescents in the United States, namely 73%, hold the belief that Instagram serves as the most effective platform for marketers to engage with them.

Furthermore, the system facilitates the act of purchasing by including features like as cash registers or shopping bags within the posts. Each month, about thirteen million Instagram users engage with a shopper's post in order to gain further knowledge about a certain product.

- 3. TikTok:** a popular social media platform, has gained significant attention and widespread usage among TikTok, a recently emerged platform, has experienced significant expansion, rendering it an essential element in fostering brand awareness among social media users, particularly those belonging to Generation Z. TikTok presently has a global user base of 800 million individuals who actively engage with the platform. Notably, 41% of these users fall between the age bracket of 16 to 24 years. TikTok is an effective platform for expanding one's audience reach.

The algorithm employed by TikTok, which selectively curates users' content feeds according to their individual preferences, demonstrates remarkable efficacy in the realm of product lines and specialized marketplaces as well. The algorithm facilitates the dissemination of your material to the intended audience, so streamlining the process of acquiring new followers.

Furthermore, a novel avenue for brand promotion on TikTok has just emerged, therefore augmenting their opportunities to attract potential clients.

- 4. Twitter:** According to Hubspot, Twitter is a platform that many individuals utilize to discover creative companies. Because of its rapidity and ability to connect with nearly everyone, it serves as an exceptional platform for asking recommendations. Based on the findings from SproutSocial, it can be observed that a significant proportion of customers, namely 53%, utilize tweets as a means to endorse businesses or items. Furthermore, a notable 48% of these individuals proceed to make purchases of the recommended products or services.
- 5. YouTube:** There exists a certain level of discourse about the categorization of YouTube, with arguments revolving on its classification as either primarily a streaming or video platform, as opposed to a social network. Nevertheless, it remains one of the more extensively utilized administrations now accessible.

An increasing number of individuals are using the framework to access consumer reviews. It is important to note that a significant majority, namely 80% of individuals, who expressed their engagement in watching a clip on YouTube pertaining to a desired product, initiated this activity at the commencement of their purchasing journey.

The process of creating material on YouTube may provide significant benefits if one are prepared to invest the necessary effort. The BonAppetit channel, having a connection with the magazine with the same name, warrants consideration. The magazine has a substantial subscription base of over 6 million individuals, with an impressive viewership of over 1.3 billion. This is noteworthy considering that the total annual circulation of physical copies does not surpass 1,600,000.

VIII. CONCLUSION

In contemporary consumer behavior, individuals frequently place significant reliance on the recommendation or judgment of acquaintances or colleagues within their online social network as a determining factor in their purchase decisions. The advent of the social media revolution has significantly transformed the marketing environment. Furthermore, it has enhanced the efficacy of the communication for marketing process. In contemporary times, customers possess a heightened level of influence in instigating, propelling, and altering the entirety of the purchasing process.

The present study aims to investigate the influence of social media advertising on customer purchasing behavior. This study demonstrates that social media exerts a significant impact on customer behavior. Various elements, such as social proof, the extent of social media usage, and the ease of accessing online retail, contribute to elucidating the influence exerted by social media on consumers' buying choices.

Nevertheless, the task of establishing a robust brand presence on social media is progressively become more challenging. Success in this attempt may be achieved by focusing on the suitable platform, developing inventive social campaigns, and utilizing state-of-the-art technologies.

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