# IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR

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*Abstract*
*Digital networks are one of the most well-liked and extensively used communication tools available today. Social media is currently used by people worldwide to communicate with one another. In recent years, people have been talking about their experiences on social media. Experiences utilizing a platform, service, or product are also included. Thousands of people read these product reviews that social media users post every day, and they have started to have an impact on what people buy. After recognizing the potential of social media, businesses have begun to use it to market their goods and services. These days, social media is used to draw in a broad audience and market goods and services efficiently. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Social media marketing puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. Social media marketing is crucial, because it is one of the most effective tools and techniques in any form of advertisement. Any businessman's main goal is to maximize the amount of sale articles using different marketing methods and strategies, as is well known. Without a question, it will help a variety of businesses increase their profits. The primary goal of this research is to determine how social media marketing can influence final consumer behaviour among people who often use social media platforms, as well as to determine the predicted relationships between different social media marketing practices, customer activities, and consumer behaviour.*

*Keywords: Social media marketing, Consumer behavior, Social media.*

## Introduction

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since

most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

**Facebook:** With over 2.7 billion active monthly users as of 2020, Facebook is a hugely popular social media network with a diverse clientele. As a result, a lot of companies set up a Facebook profile. Everything from images to essential company announcements can be shared on Facebook. You can also access powerful advertising tools and in-depth data with a business account.

**Instagram:** Instagram is also extremely popular, with 1 billion active users expected by 2020. Businesses utilize a variety of techniques to market their services and products on Instagram, from Instagram Live to Instagram Stories. Instagram is a platform that majorly focuses on visual content like pictures and videos. Organizations use influencers to promote their products and services.

**Twitter:** You can share short tweets (under 240 characters), videos, photographs, links, polls, and more on Twitter. This platform makes it simple to communicate with your audience by referencing users in your posts, as well as like and re tweeting tweets. Twitter is a terrific tool for fast spreading the word if you have interesting material and can speak it in an engaging way. Hashtags aid in the promotion of postings, and if a user with a large following re tweets you, your work may go viral.

**The rise of online social networking sites**
The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings. Social Networking Sites is reuniting old friends and helps to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economical aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc.

**Benefits of Social media marketing**
**Increased exposure:** Now a day the importance of Social Media Marketing have increased. Consumers and Marketers are using the Social Networking too much. The exposure increased now a days which is showing 92%.
**Develops Loyal Fans:** Brand Loyalty is the another is most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product he or she will never go to any other company to buy the product. This creates brand loyalty.
**Provided Marketplace insight:** Social networking sites provides information about product and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about product only on websites and customers don't have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.
**Reduced Marketing Expenditure:** Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are

user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site very cheaply.

## Objectives of the Study
1. To study the factors influencing the consumer for the purchase of products through social media advertisement.
2. To know which product is most suitable for social media marketing.
3.

## Research Methodology
Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

## Data Collection
The data is collected from both primary and secondary sources.
## Primary Data
The source of primary data is through questionnaire based on the objectives.
## Secondary Data
The secondary data were collected from books, journals, websites and other published sources.
## Sample Population
The population of the study is general public of Warangal District.

## Sample Size
The sample size of the study is 120.

**Table 1.1. Gender**

| Gender | No of Respondents | Percentage |
|--------|-------------------|------------|
| Male | 88 | 73.3 |
| Female | 32 | 26.7 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table indicates the gender of the respondents.73.3% of the respondents was male and 26.7% of the respondents were female.

**Table: 1.2. Marital Status**

| Marital Status | No of Respondents | Percentage |
|----------------|-------------------|------------|
| Unmarried | 92 | 76.6 |
| Married | 28 | 23.4 |
| Divorced | - | - |
| Widower | - | - |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table reveals the marital status of the respondents. 76.6% of the respondents are unmarried and 23.4% of the respondents are married.

## Table: 1.3. Educational Qualification

| Educational Qualification | No of Respondents | Percentage |
|---|---|---|
| High school | 10 | 8.3 |
| Under Graduate | 76 | 63.4 |
| Post Graduate | 28 | 23.3 |
| Uneducated | 6 | 5 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table shows the educational qualification of the respondents. 8.3% of respondents are high school, 63.4% of the respondents are under graduate, 23.3% of the respondents are Post graduate and 5% of the respondents are Uneducated.

## Table: 1.4. Monthly Income

| Monthly Income | No of Respondents | Percentage |
|---|---|---|
| Up to Rs.10,000 | 72 | 60 |
| Rs.10,000 to Rs.25,000 | 22 | 18.3 |
| Rs.25,000 to Rs.40,000 | 16 | 13.3 |
| Rs.40,000 & above | 10 | 8.4 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table shows the monthly income of the respondents. 60% of respondents were earning up to Rs.10,000, 18.3% of respondents were earning from Rs.10,000 to Rs.25,000, 13.3% of respondents were earning from Rs.25,000 to Rs.40,000 and only 8.4% of respondents were earning above Rs.40,000.

## Table: 1.5 Use Social Media

| Use Social Media | No of Respondents | Percentage |
|---|---|---|
| Yes | 110 | 91.6 |
| No | 10 | 8.4 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table shows the how many of respondents uses social media. 91.6% of respondents responded Yes for using social media and only 8.4% of respondents responded No for using social media.

## Table: 1.6 Use Social Media For

| Social Media For | No of Respondents | Percentage |
|---|---|---|
| Chatting | 28 | 23.3 |
| Shopping | 38 | 31.7 |
| Information | 42 | 35 |
| Make friends | 12 | 10 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table shows the respondents usage of social media. 23.3% of the respondents use social media for Chatting, 31.7% of the respondents use social media for Shopping, 35% of the respondents use social media for Information and 10% of the respondents use social media for Making friends.

**Table: 1.7. Preferred Source of Information for Buying Decisions**

| Source of Information | No of Respondents | Percentage |
|---|---|---|
| Company's Website | 24 | 20 |
| Social media | 62 | 51.7 |
| Advertisements | 14 | 11.6 |
| Friends & relatives | 20 | 16.7 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In the above table shows the preferred source of information for buying decisions. 20% of respondents prefers company's website, 51.7% of respondents prefers social media, 11.6% of respondents prefers advertisements and 16.7% of respondents prefers Friends & relatives.

**Table: 1.8. Influence of Social Media**

| Social Media | No of Respondents | Percentage |
|---|---|---|
| Instagram | 68 | 56.6 |
| Facebook | 16 | 13.4 |
| You Tube | 30 | 25 |
| Twitter | 6 | 5 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In this above table shows that which type of social media influence purchase decision of the respondents. 56.6% of respondents purchase decisions are influenced by Instagram, 13.4% of respondents purchase decision is influenced by Facebook, 25% of respondents purchase decision are influenced by You Tube and only 5% of respondents purchase decision are influenced by Twitter.

**Table: 1.9. Factors Drives to try New Products**

| Factors | No of Respondents | Percentage |
|---|---|---|
| The frequent exposure of product | 36 | 30 |
| Visual elements of advertisement | 20 | 16.6 |
| High discounts on product | 50 | 41.7 |
| How much a product is liked, commented & shared by others | 14 | 11.7 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In this above table shows the factors that drives attention of respondent to try new products in social media. 30% of respondents are responded as the frequent exposure of product, 16.6% of respondents are responded as Visual elements of advertisement, 41.7% of respondents are responded as High

discounts on product and 11.7% of respondents are responded as How much a product is liked, commented & shared by others.

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**Table: 1.10. Type of Purchase as a Result of an Advertisement on Social Media**

| Type of Purchase | No of Respondents | Percentage |
|---|---|---|
| Beauty products | 26 | 21.6 |
| Apparels | 22 | 18.3 |
| Electronic goods | 64 | 53.4 |
| Others | 8 | 6.7 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In this above table shows the type of purchase made by a respondent as a result of an advertisement appeared on social media. 21.6% of respondents purchased beauty products, 18.3% of respondents purchased Apparels, 53.4% of respondents purchased electronic goods, 6.7% of the respondents purchased other products such as: Mobile, drawing thinks, Skin care products, home essentials, hair oil and had not purchased anything.

**Table: 1.11. Promotions, Discounts and Deals on Social Media Influence Your Buying Behaviour**

| Influence Your Buying Behaviour | No of Respondents | Percentage |
|---|---|---|
| Strongly agree | 22 | 18.3 |
| Agree | 74 | 61.7 |
| Disagree | 18 | 15 |
| Strongly disagree | 6 | 5 |
| **Total** | **120** | **100** |

**Source: Primary Data**

In this above table shows that promotions, discounts and deals on social media influence respondents buying behaviour. 18.3% of respondents strongly agree, 61.7% of respondents agree, 15% of respondents disagree and 5% of respondents strongly disagree.

### Enhanced Recognition of the Brand
Social media sites like Facebook, Instagram, and TikTok enable brands to swiftly reach a larger audience. Frequent, interesting content keeps the brand at the forefront of consumers' minds, increasing the possibility that they will choose it when making decisions about what to buy.

### Participation and Establishing Connections
Deeper connections between brands and consumers are made possible by two-way communication. Using polls, direct messages, comments, and other forms of interaction with customers promotes repeat business and loyalty.

### Marketing with Influencers
Customers frequently follow trusted influencers. It seems like a personal endorsement when these influencers endorse goods. Higher conversion rates are frequently the result of micro-influencers' more involved audiences.

### Conclusion
Business nowadays widely welcoming marketing methods involving social media handles for innovative advertisements are supportive but understandable for consumers and being transparent is

more important. Consumers experience in buying through social media marketing nowadays is positive as soul as the negative side is because of that fraudulent involved in some of the block post or social media marketing platforms. Traditional media is also affecting the behavior of consumer so the social media but social media give latest updates and increase the knowledge society in general and consumers in particular. Social media can be a powerful tool for any organizational can increase your visibility. Enhance relationships, establish two-way Communication with customers, provide a forum for feedback, unimproved awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the advertising respondents agree that Social media advertising channels are better than that of tradition media advertising. Firstly, it is evident that social media marketing plays a significant role in shaping consumer behavior across various dimensions. From increasing brand awareness and influencing purchase decisions to fostering engagement and trust, social media platforms serve as powerful channels for brands to connect with and influence their target audience. Secondly, the findings underscore the importance of strategic and well-executed social media marketing efforts. Businesses that adopt a comprehensive approach, incorporating elements such as personalized content, influencer collaborations, and data-driven analytics, are better positioned to leverage social media platforms effectively and drive desired consumer behaviors.

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