

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Social media has changed the industry in a variety of aspects. Since we are living in the modern day, social media and the internet have a significant impact on how customers interact. India is going through an enormous change towards digitization. Social networking is the greatest platform for online marketing in terms of connecting individuals worldwide—the ongoing increase in both supply and demand primarily brought by the rapid development of technology. Through social proof and customization based on their interests and preferences, social media has increased customers' exposure to products and services and affected their decision-making. Additionally, influencer marketing is gaining popularity as an opportunity for businesses to use social media influencers to promote their goods. Therefore, for businesses expecting to survive in the current digital era, understanding how social media affects consumer behaviour and preferences has become important. This study uses secondary data to inquire into how social media influences the preferences and buying behaviour of customers. Based on the findings, for marketers to be successful in the age of technology, they have to comprehend the extent to which social media affects consumer behaviour and preferences and create social media marketing strategy that work. Businesses may increase their visibility, communicate with customers, and influence consumer preferences and behaviour by utilizing the power of social media.

Keywords: social media, consumer, buying behaviour, advertisement

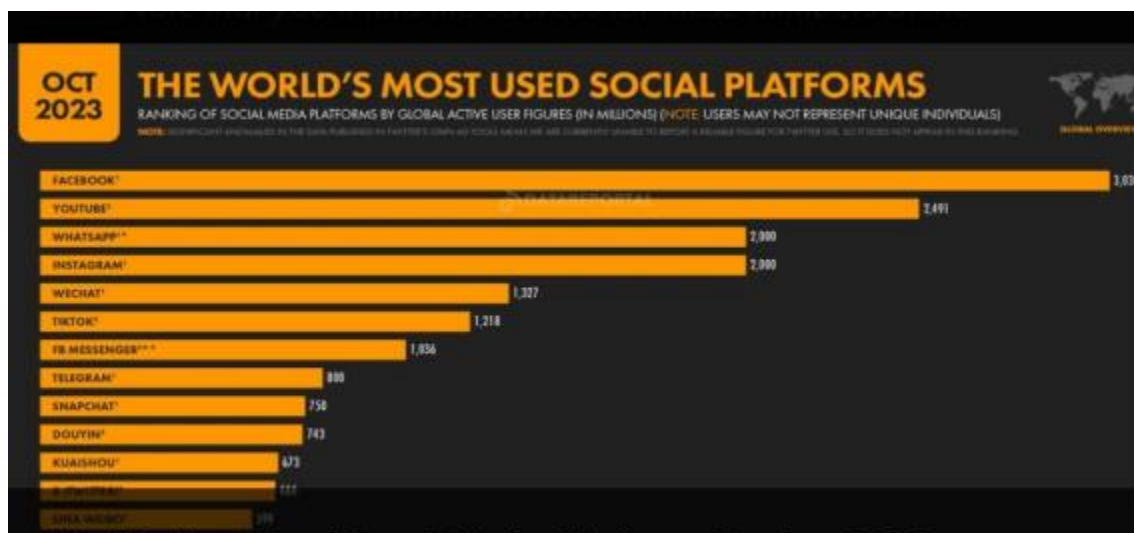
1. INTRODUCTION:

Social media had affected numerous aspects of our everyday lives in this digital age, including how we shop and make decisions about what to purchase. It had become an important part of

everyone’s life, regardless of age (Mangold & faults, 2009). In recent years, there had been an important impact on the choices and behaviour of consumers. Social media offered users an array of information about goods and services, which influenced their purchasing decisions (Zhu & Chen,2015). Being brand-oriented and having knowledge impacted the purchasing behaviour of consumers. In addition, when brand awareness was paired with positive brand perception and loyalty, consumers from a stronger perception of the brand in their heads, which had a positive impact on their purchasing behaviour (Malik et al., 2013). Consumer purchasing behaviour was the method by which people, businesses, and organizations select, acquire, and apply goods, services, circumstances, or concepts to fulfil their wants and needs (Rasool Madni, 2014).

Social media offers customers a central place in the business world and offers marketers a new range of tools to communicate with customers and creatively include them in companies. To put it simply, marketers need to know how social media has influenced customers purchasing decisions. In the area of marketing, social media marketing is considered an important instrument and strategy. The length of time required to reach the customers is an essential factor that contributes to this achievement. Social media marketing has low expenses and takes a short period to reach its target audience. This method of advertising makes it easy to draw in customers and influence their buying choices. These days, businesses depend significantly on social media as an approach to increasing product sales. Technology continues to change and has a big impact on what people buy. Social media promotes communication between stakeholders, which in return helps buyers purchase goods. Online shoppers can undo their decision to buy.

Social media platforms with highest users



source: <https://datareportal.com/social-media-users>

2. LITERATURE REVIEW:

Consumers had shifted away from conventional media like radio and newspapers in recent years. They made their product decision in accordance with the information available on the internet. Customers used various social media sites to look for information about the products (Lempert 2006). Social networking sites offered a new medium for interpersonal communication that was changing people's expectations and behaviour, as well as way business' function (Wollan et al., 2011). Social media sites provided users with an easy method of connecting and interacting with other people. Millions of consumers had a chance to speak because to this mode of communication, which enables them to exchange ideas and experience with a worldwide audience for no cost at all (Trusov et al., 2009).

The study of consumer behaviour examines the factors that lead people and organization to support specific brands and buy particular goods. Because advertisements used word associations and imagery that created emotions, they had the power to change consumer behaviour. Companies had to live up to the growing expectations of consumers if they hope to remain successful and increase brand loyalty within their target market (Kaplan & Haenlein, 2015). Social media could be used to communicate with potential customers and as a means of networking. Businesses could enhance their chances of earning profit by influencing consumers through social media platforms. Many companies were increasing their budgets for social media marketing as a result of studying the increasing popularity of social media. Compare social media to traditional methods, marketers may reach their customers for almost free. It enabled them to hear complaints from customers and address them. In addition, companies could find influencers or peer groups on these platforms that can act as brand representatives for them (Goud, 2016).

One of the modern methods of marketing that gave businesses a competitive edge was social media marketing. Social media networking enabled companies to communicate directly with both current and potential customers. They were able to create a connection with their customers, generate buzz, and encourage feedback. However, individuals could submit their opinions and receive feedback from other users. Private posts on social media and networking sites. Because most customers shared their product reviews online, product reviews had come to be as one of the key factors (Raghava & Krishna, 2015).

Product return policies had an important impact on how consumers make decisions. A common problem with online shopping was the difference between the product's specifications and graphical representation. Return expenses, return due dates, and efforts were the three categories under which the online return policy fits. In order to stay competitive, businesses had to include a

return process into their complaint handling plan. Return policies had been shown to improve consumer's perceptions of the risk related to online buying (Wang & Qu, 2017).

Analysing consumer behaviour was essential to creating a marketing approach. Many internal (emotional and personal) and external (cultural and social) elements had a big impact on consumer behaviour, which in turn affected the decision-making process and the purchasing process. As a result, these elements had to be taken into account by marketers when creating new goods or services or marketing plans since they help the company become more profitable (Khaniwale 2015).

The internet was just as important as the advice of friends, family, and co-workers, according to the 2012 Digital /index (Internal Influence on consumer behaviour, 2012) (46% & 47%, respectively). Internet users most frequently used it to look up information on travel and leisure (61%) and then consumer electronics (52%) and personal finance (43%). Nowadays, around a quarter of consumers appear for information through mobile or smart phones. 93% of respondents compared the available consumer electronics options online. Compared to bloggers, consumers were more inclined to trust online search (26%).

Indians had found internet shopping much more convenient, enjoyable, and time- saving. Price, trust, and convenience were the factors that influence the online shopping behaviour of consumers. Many of consumers "browse offline and buy online" in order to hold and feel what they were buying. After that, they examine customer evaluations, compared the expenses of physical and online retailers, and made the purchase. Businesses were attempting to draw in more clients who preferred not to pay online by providing the option of COD (Cash on Delivery) (Raghunath & Mridula Sahay 2016).

For the past few decades, increasing consumer awareness had been the main objective of many marketing materials and media. It was expressed that this would raise consumer demand for the goods. The work environment was changing rapidly; and new technical developments had completely transformed the modern world. Experts believe that consumers were becoming more and more dependent on social media when making decisions about what to buy. These media outlets had an impact on consumers' opinions of products at different points during the decision-making process for a purchase. Customers view user-generated content as a trustworthy and significant source of information because it allows them to focus, gather the important data, and form their own opinions and conclusions. It also influences purchasing decisions, customer feedback, and complaints (David & Dagger 2017).

3. METHODOLOGY:

The study used secondary data to investigate how social media marketing impacts consumer buying behaviour. Academic publications, papers, books, internet resources and reports that examined how social media impact consumer buying behaviour. Using academic sources like research scholar and Google Scholar along with industry reports from different organizations, a literature examination has been carried out. To reach finding regarding the influence of social media on consumer behaviour and preferences, the sources were examined and combined.

4. RESULT FINDING:

Research results show that social media significantly impacted the choices and behaviour of consumers. Customized marketing, social proof, exposure, engagement, and influencer marketing are important determinants of consumer behaviour. Social media had influenced how customers interact with brands and provided businesses with new ways to connect and engage with their target audience (Hanna et al., 2011).

The study indicates that social media significantly influences the preferences and buying behaviour of customers. Businesses can target particular demographics for acquiring new customers by increasing their exposure on social media. Consumer behaviour and preferences can be impacted by social proof, as social media gives individuals a platform to see what other people are loving and purchasing. Influencer marketing is a popular strategy that has the power to significantly change customer behaviour, especially for younger audiences. User-generated content increases engagement and raised brand recognition on social media, which helped build consumer relationships and promoted brand awareness. (Khajuria & Rachna, 2017).

The social media has become known as a vital tool for businesses looking to connect and interact with customers. For success in the modern digital age, businesses have to understand how social media shapes consumer behaviour and preferences and develop social media marketing strategies that work. The ability to use influencer marketing, customized communications and content, and social media to interact with consumers can help firms boost revenue and build customer loyalty (Brown & Fiorella, 2013).

5. CONCLUSION:

Social media has completely changed how companies connect and reach their customers. Creating a social media presence and utilizing features like influencer partnerships, content marketing, and paid advertising can help businesses separate from the competition, attract new customers, and increase consumer loyalty. According to this research study's conclusions, social media greatly impacts the choices and behaviour of consumers. For success in the current digital

era, marketers have to understand how social media affects consumer behaviour and preferences and create social media marketing strategies that are effective. It will be interesting to observe how social media keeps influencing customer preferences and behaviour, as well as how businesses react to these changes. A comprehensive understanding of the influence of social media on consumer preference and purchasing behaviour has been made available by the literature review. Some variables, such as increased exposure, customization, influencer marketing, interactions, and social proof, have been shown to impact consumer behaviour and preferences in the online purchasing environment through the study of secondary data sources.

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