

Impact of Social Media Marketing on Consumer Behavior

**Project report submitted in partial fulfillment of the requirements of BA(Prog.) for the
paper titled “Research Methodology”.**

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Declaration

I hereby declare that the project work entitled “**Impact of Social Media Marketing on Consumer Behavior**” submitted to P.G.D.A.V. College, University of Delhi, Delhi is a record of an original work done by me under the guidance of **Ms. Urvashi Sharma** and the project work is submitted in the partial fulfillment of the requirements of B.A. (Prog.) for the paper titled “Research Methodology”.

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Abstract

The emerging reach of social media to each corner of the world enabled the development of marketing done through social media. Social media marketing is the practice of using social media channels to sell or promote a brand, product or service. This social media marketing helps the businesses to increase brand loyalty, attract potential customers, provide social customer service and more. This study investigates the outcome of social media marketing on customer behavior. Because of the emerging fast internet and social networking sites, the social media marketing has emerged as a new way to sell products and services. Self-administered questionnaire was collected from 103 respondents out of which only 92 were active on social media platforms. pie charts revealed the respondents' preferences according to the questions. Overall, this study provides the importance of social media marketing in promoting products and services and the impact of social media marketing on customer behavior and preferences.

1. Introduction

1.1 Impact of Social Media Marketing on Consumer Behavior

1.1.1 Meaning of social media

Social media is a type of digital technology that allows people to share content, multimedia, and information via virtual networks and communities. There are over 4.76 billion social media users worldwide i.e., almost 49% of the world population.

By 2022, the number of social media users worldwide will have increased by 137 million. Facebook, YouTube, WhatsApp, Instagram, and WeChat are the most popular social media platforms.

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1.1.2 Meaning of Social Media Marketing

The use of social media platforms to engage with your audience is known as social media marketing. It helps to develop the brand, boost sales, and increase website traffic, attract potential customers. Social media is becoming more and more appealing to business stakeholders, including customers, because it can make communication more effective and help businesses build and keep long-term relationships with their customers.

Companies are looking for the best ways to utilize the social media to keep their businesses going, build stronger relationships with their customers, market their products and services, and give their brands a good name in the public eye.

This is done to increase brand loyalty and customer attraction.

1.1.3 Meaning of Consumer Behaviour

The study of consumer buying behaviour looks at how people and groups choose and use products and services. The way a consumer acts is affected by personal, psychological, and social factors determines their behaviour.

1.2 Effect of Social Media Marketing on Consumer Behavior:

Social media reviews have a significant impact on consumer behaviour. Social media is a dynamic source of social proof, which is an important consideration when making purchases. In order to evaluate a product or service before purchasing, more than half (51%) of consumers read reviews on forums or social media. It is widely assumed that social media plays an important role in marketing, and numerous studies are being conducted to validate this belief.

Positive effect: Digital and social media have a huge impact on customers; hence, companies and private firms are interested in social media. Digital and social media networks to boost sales.

Negative effect: The use of social media and digital marketing has a negative impact on consumer behaviour, making people more reliant and less individualistic.

1.3 *Need and Significance of the study:*

This study's goal is to examine social media marketing activities' (SMMAs') effects on consumer desires (continuance, participation and purchase). People are becoming more open on social media. This is done for a variety of reasons, including their role as consumers, who seek information about products, purchase and consume them, and share their experiences with others. Marketers have increased their use of digital marketing channels because of this fundamental shift. The primary goal of this study is to investigate how social media marketing affects final consumer behaviour among people who frequently use social media websites, as well as to discover the predicted relationships between various social media marketing activities, customer activities, and consumer behaviour.

1.4 *Objectives of the study:*

The study focuses on finding out how social media marketing affects the consumer's decision-making process to purchase a product. Other than this, the study focuses on the following things:

1. To study the influence of social media on the purchasing behaviour of consumers.
2. To understand the reliability of social media marketing on product information.
3. To understand the perception of the consumers about the product based on social media posts.

2. Literature Review

2.1 Involvement of customers on social media

- Clair McClure, Yoo-Kyoung Seock (2020) found that the brand familiarity and information quality had a significant effect on consumer's involvement with a brand's social page which in turn influences future purchase retention from the brand.
- Tariq Samarah, Pelin Bayram, Hasan Yousef Aljuhmani, and Hasan Elrehail(2022) found through their research that brand interactivity and involvement are thoroughly connected to social media. Additionally, social media is impactfully corresponding to the brand loyalty of consumers.
- Mark Dirikorigha Salvation , Shahryar Sorooshian(2018) found out in their study that companies use social media to attract and engage the target customers online. They concluded that social media helps the marketers to effectively interact with the target audience due its ability to perform two way interaction .
- T Samarah, P Bayram (2022) found in their study that there is a positive relationsip between brand interactivity and involvement with social media customer brand engagement . furthermore, they revealed that social media customer brand engagement is positively related with brand loyalty

2.2 Impact of social media marketing on consumer behaviour

- Farook, F. S., & Abeysekara, N. (2016) found out that social media marketing can influence customers on the basis of what they post, moreover the study revealed that social media marketing can be used as a method to disseminate information as it promotes two-way communication between firm and customers
- The research conducted by Voramontri, D. and Klieb, L. (2019) revealed that the use of social media influences and improve satisfaction for customers.

- Sayabek Ziyadin, Raigul Doszhan (2019) found that the use of social media in marketing will increase brand loyalty and will enable the firm to interact with potential customers which will further boost the sales of the firm.
- Sony Varghese & Mansi Agrawal (2021) found that social media marketing has an influential mark on consumer buying behaviour in today's digital world.
- Ethel lee (2013) found in his research that social media impacted the decision of the consumer slightly in terms of developing awareness about deals.
- Jonida Xhema (2019) found in his study that customers who spend time on social media are less likely to be reliable and loyal. So there is an unfavorable relationship between social media use and the faithfulness of consumers.
- Elenica pjero and Donika Kërcini (2015) found in their study that social media impacts both genders on a distinct ground regarding their consumer behavior. Additionally, social media improves and updates marketing opportunities.
- Ardy Wibowo, Shih-Chih Chen, Uraiporn Wiangin 2, Yin Ma 3, and Athapol Ruangkanjanases (2020) found in their study that purchases preference, loyalty preference, and participation preference go hand in hand with social media impacts on consumers behavior.

3. Methodology

This study conformed to the following:

3.1 Research Design

A research design is a plan to carry out a research paper. It is a framework that is set to chart out accurate details of the method integral for achieving the objective of the study. It is necessary to operate study and research efficiently.

There are four types of Research design approaches which are: exploratory, descriptive, model, and experimental studies.

This study is descriptive based which is formal, pre-planned, and structured research that is done to portray the features of the subject matter. The data collected for this study is Primary data which is accumulated from Google forms.

3.2. Population and Sample

This research is performed to analyse the impact of social media marketing on consumer behaviour. The sample for this study stands for 103 responses.

The sample for research was collected through the circulation/dissemination of the Questionnaire specifically Google forms with university students and personnel ranging from age 18-23. The region incorporated the Delhi NCR area's populace.

The data collected is authentic and precise.

3.3. Questionnaire Design

A questionnaire is a tool for data collection including a set of formal queries to which an individual responds. The questionnaire provides standardized data which assists in inducing an accurate conclusion.

The questionnaire design was sustained to be uncomplicated and straight cut to the chase. So, individuals can furnish data that is precise. This includes structured questions like Multiple choice to enhance the cooperation of respondents.

3.4. Types of questions asked

Our study's Questionnaire entails 5 sections which are as follows:

Section 1 stresses the involvement of individuals on Social Media Platforms. Out of a total of 103 responses, 92 respondents are active on social media platforms.

Section 2 pertains to the demographic questioning of respondents. These comprise queries regarding individuals' general information like Name, Age, Occupation, and Gender.

Section 3 prioritizes the platforms predominantly and preferably used by respondents. Undoubtedly Instagram is the platform mostly used and on average 2 hours and 31 minutes are consumed on daily grounds.

Section 4 comprises questions considering pop-ups of brands on social media platforms.

Section 5 focuses on product-related questions. These include rating scales and buying propensity questions.

3.5. Data Collection

For the collection of Data, Google forms were disseminated through varied platforms like WhatsApp, Instagram, and LinkedIn. A sample size of 103 responses was accomplished. A proper procedure is followed for the collection of data.

3.6. Data Analysis

After successful data collection, next comes the Analysis of the data which are demonstrated through Pie charts, columnar charts, and tables respectively.

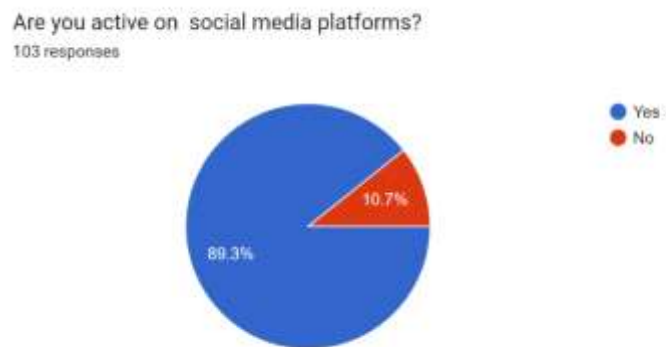
4. Data Analysis and Interpretation

The data was collected through the survey conducted by using a questionnaire. A total of 103 responses were collected but the analysis was done only on 92 respondents who used social media. In total the questionnaire contains 12 questions.

This section shows the results through descriptive figures.

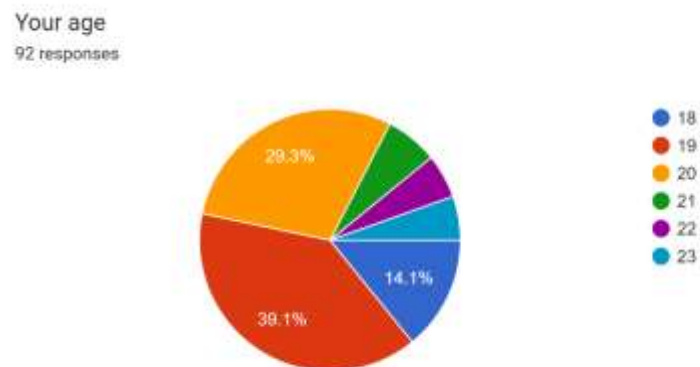
4.1 People active on social media.

The following pie chart shows the people active on social media who filled the questionnaire.



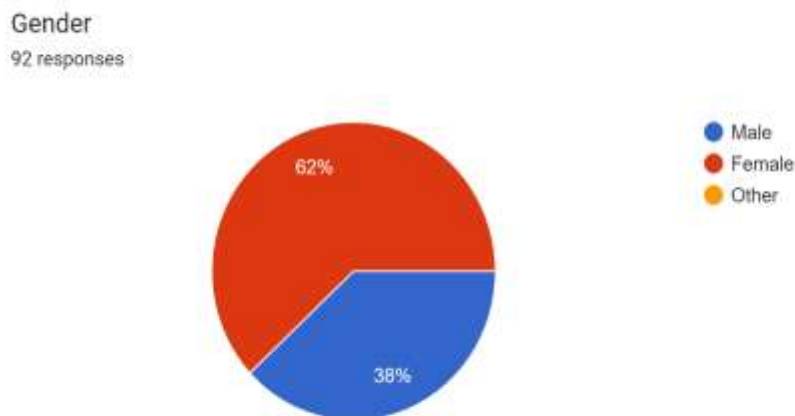
4.2 Age Distribution

The following pie chart shows the age distribution of people who filled out questionnaire.



4.3 Gender

The following pie chart shows the gender distribution of the respondents.

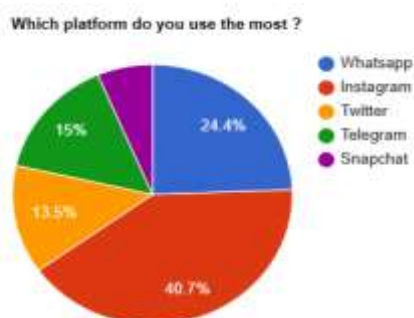


By asking these two general questions we are able to identify the diversity of the responses, which will help us give a more generalized analysis.

Six different ages are covered by collected data, they are 18 years old 14.1(%), 19 years old 39.1(%), 20 years old 29.3(%), 21 years old 6.7(%), 22 years old 5.4(%), 23 years old 5.4(%). From the received responses, 38(%) of the respondents were female, and 62(%) were male.

Since the collected data covers people from different age groups, preferences and gender, therefore the following analysis is carried out in assessing the general consumer behavior in New Delhi.

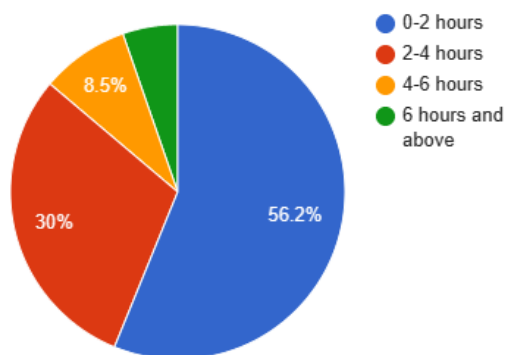
4.4 Most used platform



The above pie chart shows which platform is used the most by the respondents. It shows that 48.7(%) of the people uses Instagram the most, 24.4(%) of the people uses WhatsApp the most, 15(%) of the people uses Telegram the most, 13.5(%) uses Twitter the most and 6.4(%) people uses Snapchat the most. Thus, the marketers should focus on these platforms to boost their reach to the customers.

4.5 Time spent on Social Media Websites on a typical day

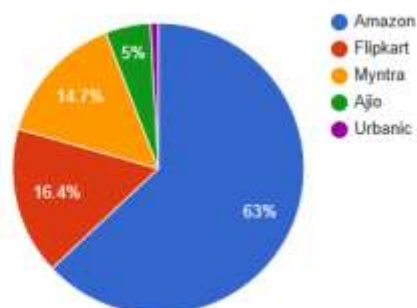
On a typical day, about how much time do you spend using social media ?



The above pie chart shows the number of hours spent by respondents on social media per day. Through this we got to know that major chunk of population spent 0 - 2 hours of their time on social media i.e., 56.2(%) of people. Furthermore, 30(%) of population spent 2 - 4 hours on social media, 8.5(%) of people spent 4 - 6 hours on social media, with the least number i.e., 5(%) spending 6 hours or more on social media. The emergence and popularity of social media have made it easy for an individual to communicate in real time with different people. So, one can extend their hover of online companions to any degree with the utilization of internet-based life.

4.6 Apps and Websites used most for buying products online

Which apps/websites do you use most often when buying products online?

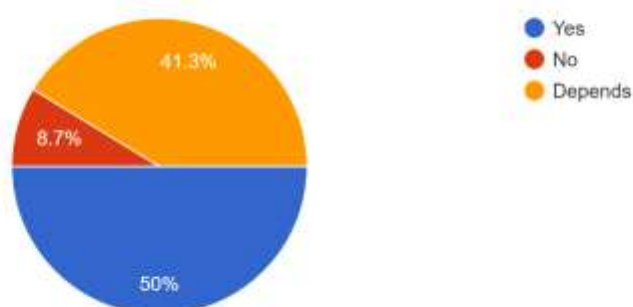


According to the survey Amazon is the most preferred platform to do online shopping with 63(%) of the votes. Then comes Flipkart 16.4(%), Myntra 14.7(%), Ajo 5(%), Urbanic 0.9(%). Amazon is to be considered as a leader of online networking sites these days as stated by the majority of our respondents

4.7 Do People Follow Brands on social media?

Do you follow/check the social pages of the brands you like?

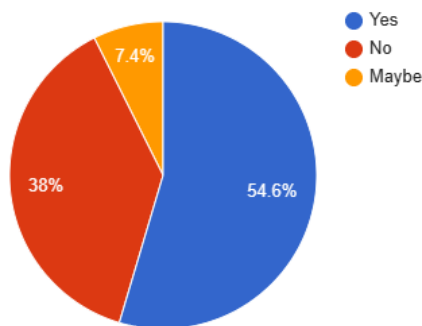
92 responses



Information about various brands, promotions, discounts and offers are posted on social media sites, social media and website is a very good way to receive information about everything without great amount of efforts, thereby, majority i.e., 50% of people tend to follow various brands on social media.

4.8 Do you take social media as electronic word-of-mouth ?

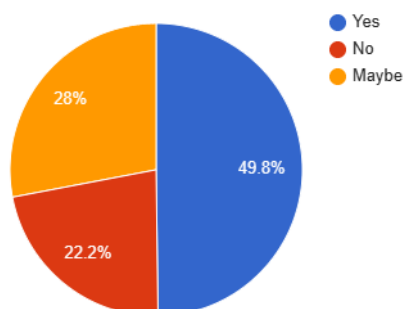
Do you take social media as electronic word-of-mouth ?



The impact of Electronic Word of Mouth (eWOM) on customers' buy goals has been known for quite a while. Be that as it may, Electronic Word of Mouth (eWOM) has increased another measurement with the appearance of web based life. Electronic Word of Mouth effect purchase decisions. 54.6% of the total population said that social media acts as an electronic word of mouth and does effects the various decisions of consumers. Apart from that there are 38% of people who don't want to state extreme sides they chose 'maybe' as their answer. Whereas 7.4% of people stated that social media should not be considered as electronic word of mouth.

4.9 Does social media affect your vision of the brand?

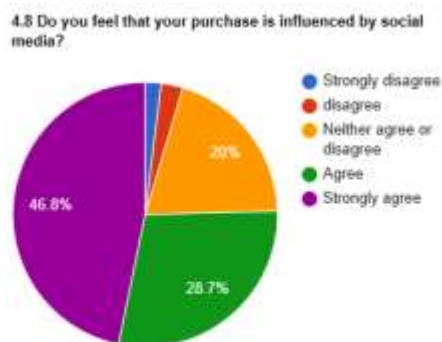
Does social media affect your vision of the brand?



Social media is like megaphone to generate information about the brands to the customers, brands can shine and create an advantage through this medium by generating positive information about their products and services. 49.8% of the total respondents stated that social media does affect the vision of the brand in the minds of the customers. This can have a negative impact for the brand in a

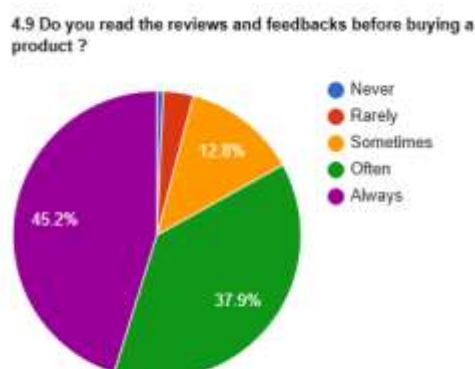
case where there are few bad reviews about the brand on social media, the target audience might consider it to be the trust and not buy the product or service from that brand. Whereas, the minority of people i.e. 22.7% said that social media does not affect the perception of the brand, they believe mostly in trying the product and service and then judging it instead of looking at its promotion on various websites

4.10 Do you feel that your purchase is influenced by social media?



All kinds of businesses have turned to social media to find and connect with their target market. Consumer buying decision is affected by the social media promotions. 46.6% people agree that social media does influence the purchase, whereas 28.7% people are neutral in this and a very few people disagree to this fact.

4.11 Do you read the reviews and feedbacks before buying a product?

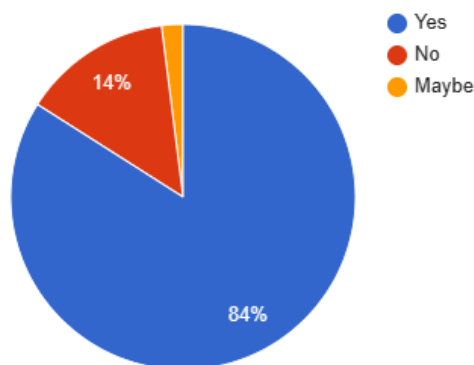


The above pie chart shows frequency of respondents reading the reviews and feedbacks before buying a product. It shows that 45.2(%) respondents always read the reviews and feedbacks before buying a

product, 37.9(%) respondents often read the reviews and feedbacks before buying a product, 12.8(%) respondents sometimes read the reviews and feedbacks, 2.4(%) rarely click on pop ups/ads that they come across, 1.2(%) never click on ads/pop ups that they come across .

4.12 Does negative reviews influence your decision of buying a product ?

Does negative reviews influence your decision of buying a product ?

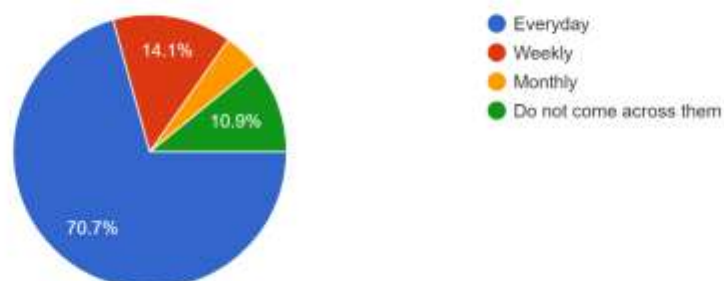


The above pie chart shows the effect of negative reviews on the respondents. 84 % of the respondents agree that negative reviews do influence their decision of buying a product and 14 % of the respondents believe that negative reviews do not influence their decision.

4.13 Frequency of ads popping up on phone?

How often do you come across pop ups/ ads promoting good and services

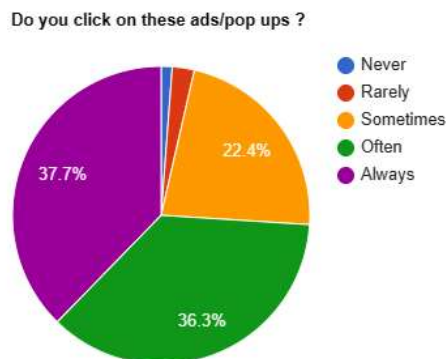
92 responses



The above pie chart shows frequency of ads popping up on phone of the respondents. It shows that 70.7(%) respondents come across pop ups/ads promoting goods and services everyday, 14.1 (%)

respondents come across pop ups/ads weekly, 10.9(%) respondents come across pop ups/ads Monthly and 4.3(%) do not come across pop ups/ads at all. We see digital ads after talking about something because social media apps like Facebook and Instagram are extensively tracking our actions, both online and off.

4.14 Do you click on these ads/pop ups?

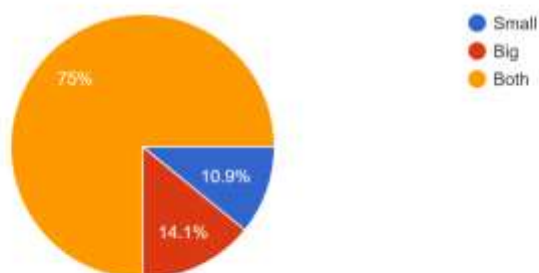


The above pie chart shows frequency of respondents clicking on the ads popping up on phone. It shows that 37.7(%) respondents always click on pop ups/ads promoting goods and services, 36.3(%) respondents often click on pop ups/ads that they come across, 22.9(%) respondents sometimes click on pop ups/ads, 2.4(%) rarely click on pop ups/ads that they come across, 1.2(%) never click on ads/pop ups that they come across.

4.15 People prefer to buy products from which business?

Which business do you prefer to buy products from?

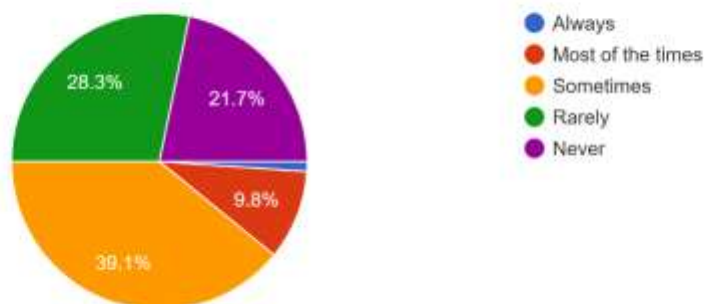
92 responses



The above pie chart shows respondent's preference of small or big business .It shows that 75(%) respondents prefer to buy from both sized businesses i.e., small and big sized business, 14.1 (%) respondents prefer to buy from big sized business, 10.9(%) respondents prefer to buy from small sized business.

4.16 Influenced by favorite celebrity?

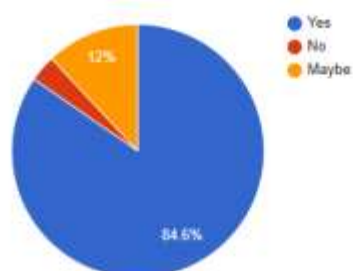
Do you buy products promoted by your favorite celebrity through social media platforms?
92 responses



The above pie chart shows that respondents are influenced by favorite celebrity to buy products through social media. It shows that 21.7(%) of the people never buy products promoted by your favorite celebrity through social platforms, 28.3(%) of the people rarely buy products promoted by your favorite celebrity through social platforms, 39(%) of the people sometimes buy products promoted by your favorite celebrity through social platforms, 9.8(%) of the people buy products promoted by your favorite celebrity through social platforms most of the times and 1.2(%) people always buy products promoted by your favorite celebrity through social platforms.

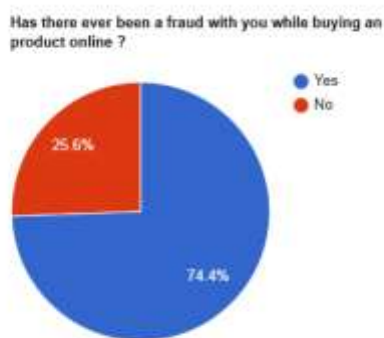
4.17 Do you think social media plays an important role in promoting a brand?

Do you think social media plays an important role in promoting a brand



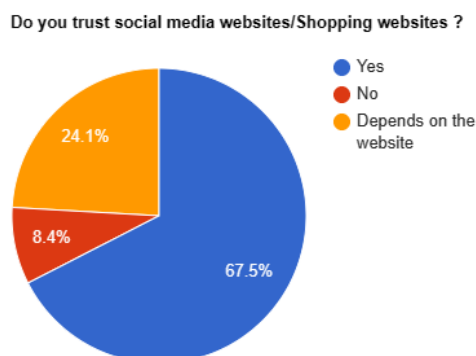
Social media marketing helps to spread the word about the products and mission of a brand. Through promotions, influencers or celebrity marketing brand awareness is increased, majority of our respondents i.e., 84.6% of people said that social media plays a very important role in brand promotion, whereas, a minority of 12% were neutral to this aspect

4.18 Frauds in online shopping



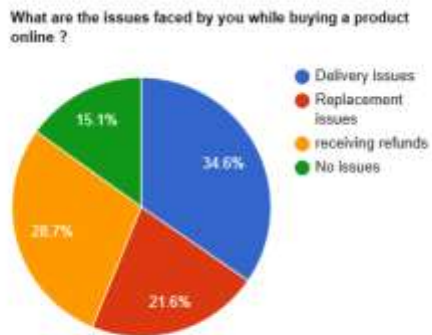
MAJORITY OF THE RESPONDENTS i.e., 74.4 percents have faced scams and frauds and the rest 25 percent respondents haven't faced any fraud.

4.19 Trust on social media websites/shopping website?



Majority of the respondents i.e., 67.5 % trust the social media website or the shopping websites and around 24 percent of the respondent's trust depends on the website from which they are buying products.

4.20 Issues faced while buying a product online.



The above pie chart shows the issues faced by respondents while buying a product online. It shows that 34.6(%) of respondents' face delivery issues, 21.6(%) of respondents faces replacement issues, 28.7(%) of respondents' face receiving issues, 15.1(%) of respondents face no issues.

All these findings show the results of the research distinctly with the help of pie charts.

5.Limitation

This study's limitations are as follows:

5.1 Sample Size- The sample size of the research was not enormous. So, when the sample size is small (in this study it is 103) it is possible that outcomes are not decisive.

5.2 Area covered- The region covered by this study is limited to the Delhi NCR locale merely because of the selection of a convenient sampling technique. Due to this, we cannot conclude as to how the people of South or East India would consider these views.

5.3. Age Limitation- Lastly, we have regarded only a restricted age group of between 18-23 years old which does not facilitate getting a clear view of younger and older generations on this subject.

6.FINDINGS

1. The number of the respondents were from the age group of 18-23 as this is the age group which spends maximum number of hours on social media.
2. Out of the total respondents ,38(%) of the respondents were female, and 62(%) were male.
3. Instagram platform is used the most by the respondents. It shows that 48.7(%) of the people uses Instagram. Thus, the marketers should focus on these platforms to boost their reach to the customers.
4. The data from the survey shows that almost half of the people spend 0-2 hours every day on Social Media Platforms. Social Media plays a crucial role in connecting people and developing relationships which enables us to grow in our careers and have more opportunities.
5. Amazon is the most preferred platform by the respondents to do online shopping.
- 6.The data from the survey shows that almost 50% of people tend to follow various brands on social media. People follow brands on social media as they want to know about sales, new products etc.
7. The data from the surveys shows that 75(%) respondents prefer to buy from both sized businesses i.e., small and big sized business.
8. The data from the survey shows that 39% of the respondents believe that their decision was sometimes influenced by their favorite celebrity. It is because many people tend to see their favorite celebrity and buy that particular product which are promoted by them.
9. 54.6% of the total population said that social media acts as an electronic word of mouth and does effects the various decisions of consumers.
10. 49.8% of the total respondents stated that social media does affect the vision of the brand in the minds of the customers.
11. 46.6% people agree that social media does influence the purchase, whereas 28.7% people are neutral in this and a very few people disagree to this fact.
12. 45.2(%) respondents always read the reviews and feedbacks before buying a product.
13. 84 % of the respondents agree that negative reviews do influence their decsion of buying a product.
14. 37.7(%) respondents always click on pop ups/ads promoting goods and services.
15. 74.4 percents have faced scams and frauds and the rest 25 percent respondents haven't faced any fraud.
16. 67.5 % trust the social media website or the shopping websites and around 24 percent of the respondent's trust depends on the website from which they are buying products.
17. The data from the survey shows that 84.6% of people said that social media plays a very important role in brand promotion.
18. The data from survey shows that 34.6(%) of respondents' face delivery issues and 15.1(%) of respondents face no issues.

7. Conclusion

Research methodology chosen for the collection of primary data is in the form of a questionnaire. The objective of this study was to demonstrate the impact of Social Media Marketing on consumer behaviour. There have been many different types of research before on this subject matter. Nonetheless, there has been plenty of reflection regarding this problem so it was necessary to research this matter.

The impact of social media marketing on consumer behaviour was studied thoroughly using the questionnaire which concentrated on the behaviour patterns of consumers and their influence on their product preferences by social media marketing

However, there has been a lot of contemplation regarding this subject and thus, it became necessary to conduct a study on this subject matter.

It can be concluded that a major chunk of the younger consumers, in essence, age group of 18-23 years, in Delhi-NCR are actively using social media platforms. Social media has been validating purchase decisions as well.

The respondents believe that social media plays an important role in brand promotion; helps increase exposure, and eventually enables brand to generate leads and increase sales.

It is evident that 40.7% of the respondents mostly used social media platform is Instagram, followed by YouTube. 50% of the respondents either follow or check the social media handles of the brands they like. 70.7% of them come across advertisements and pop-ups daily. As far as online purchasing is concerned, amazon is the most preferred website to buy goods. The data shows that most of the respondents neither opt for customized products, nor participate in online giveaways. However, 75% of the respondents are interested in buying both from big as well as smaller businesses.

However, the limitations in the study have also been realized. There is constraint in the sample size, area covered and the age group studied.

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