



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## “A study on the impact of social media marketing on consumer behaviour in Nagpur City”

*Dr. Snehal Godbole<sup>1</sup>, Mr. Arvind Deshmukh<sup>2</sup>*

<sup>1</sup> Assistant Professor, Dr. Ambedkar Institute of Management Studies and Research ORCID ID: 0000-0001-9681-6546, Web of Science Researcher ID AFH-3324-2022 EMAIL: snehal\_prakash1@rediffmail.com

<sup>2</sup> GM Sales at Aveer Food Products - Pravin Pickles | Suhana Spices

### ABSTRACT :

Social media has emerged as a new medium where people from all forms of the world can connect together. There are tremendous openings and the business houses are set to tap this new wave where the customers are at the centre due to social media. Various research projects have been carried out and these studies are now exploring new ways where social media could be used for their benefit to track and tap customers. The perception and thinking process of the customers is much different from the companies point of view for example “brand engagement” and with the help of social media it seems that there is a difference of opinion among the customers and the companies. The research paper gives a view on how the social media has impacted the decision making process of the customers. This paper gives views of the customers as to how there is a shift in the behaviour of an individual with respect to the information processing and selection of the information on the social media platform. From this research the findings point out that how an individual customers follow and plays an active role in the information search on the social media platform and compare it to the mass media information, yet the acquaintance is discerning and personal when it comes to the information search.

**Keywords:** Social media, consumers, consumer behavior, consumer decision process, social media marketing.

### INTRODUCTION

Over the past years the social media platforms are now being used by the customers in a commercial way. With more and more stores coming with their online sites the users are now converting into customers. Social media has brought out a new change in the perception and communication process between the marketers and the customers. The influencers have now started to affect the consumer decisions with respect to the purchases and evaluation of the products. Social media has emerged as a new medium for the users to communicate among themselves and also influence their purchase decisions as lot many purchases are made by the customers after going through the reviews of the products or the services that are used. There are some other factors which influence the customer's decisions which include power to buy, motivation to buy, company status, brand value presence on the social media sites, the demographics of the customer's as in age, sex, education etc., payment options available with the online site and whether the store is a physical store or a online store. Due to the wide range and ease of information available the social sites has improved the communication process among the customers a vast user all across the globe with similar interest levels come together with the help of these networking sites. Some popular social media platforms are blogs, YouTube, Facebook among the users. Users are using several online formats to communicate, (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to share ideas about a given product, service, or brand and contact other consumers, who are seen as more objective information sources. The unique aspects of social media and its immense popularity have revolutionized marketing practices such as advertising and promotion and now there is low of influence of social media on the behaviour of the consumers and consumer buying process right from information search to after sale service.

### Literature Review

Ravi Rachapudi, Dr. B. C. Lakshmanna, Dr. M. L. S. Deva Kumar (2023). Impact of social Media Marketing On Consumer Buying Behavior. IJMHRM Journal. This study shows how social media marketing significantly affects customer behavior and buying choices in the modern digital era. According to Ravi Rachapudi 1; Dr. B. C. Lakshmanna 2; Dr. M. L. S. Deva Kumar, in today's world, marketing has shifted to focus more on digital platforms because people, even in rural areas, use the internet for shopping. Marketers now use social media, online platforms, and other digital channels to attract and influence customers to buy their products or services. This is important because marketing is a cycle that starts and ends with the customer, and electronic marketing helps businesses connect with their customers in the digital age. Naveena.R (April-2022) “a study on impact of social media marketing in consumer behaviour” in this research the authors have highlighted the role social media is playing in influencing the brand engagement process and the level of customer satisfaction as compared to the traditional marketing channels used. As per the authors of this paper there is an impact of the social networking sites on the consumers decision-making processes is investigated empirically in this research. Results show that social media affects customer satisfaction at every stage of the information search process, including evaluating alternatives, making a purchase choice, and evaluating the experience after the purchase. With new channels for engagement and brand integration, it puts customers at the centre of

marketing initiatives. Social media has much more advantage when it comes to examining and persuading the consumer behaviour where social media is having a clear cut advantage over the traditional channels when it comes to promoting the products or services. Corporate houses are now making use of social media strategies to communicate with the customers and influence their purchase decisions by making use of networking sites and reviews posted on these sites. Rini J (2022) in their paper talk about the various social media platforms used to interact with a large audience, influencing their purchase decisions and facilitating information sharing between businesses and consumers. According to Rini Johnson, In Kollam, Kerala, a study showed that social media is a cost- effective way for brands to reach many people. The author talks about the role social media is playing in influencing the decisions of the customers buying which has a positive effect. Further with increasing number of internet users networking sites have emerged as a vital medium for business houses. RR Tirpude (2022) in his research work signifies the impact of social media on the buying process of the customers particularly highlighting feedback and ratings influence different stages of the decision-making process, with 81.3% of respondents acknowledging social media's influence on purchase intention. According to Raman Ramesh Tirpude The analysis suggests a shift towards online shopping, with social media content creators influencing purchasing decisions. Understanding audience preferences aids in creating targeted marketing strategies, enhancing engagement and meeting customer demands effectively. Social media platforms provide valuable insights into audience interests and demographics, facilitating content creation that resonates with users and boosts engagement. Mr. Sony Varghese, Ms. Mansi Agrawal (2021, in their study tells how the platforms have affected the consumer buying process for commodities which are considered important by using a model to understand the influence of the online content in the purchase decisions. With consumers being selective despite the abundance of information available. Quality content is crucial for influencing purchasing decisions, and companies must focus on building relationships rather than just selling products. Negative feedback on social media can harm a company's reputation, and telling how the manage the online presence carefully to the company. With the emergence of social media communication the gap between the consumers and the corporates has reduced as both are now on the same page. Corporate houses who are using integrated social media tactics are most successful in engaging and retaining customers, requiring ongoing maintenance to uphold brand perception and customer satisfaction. Gourab Ghosh (2020), in his research work talks about social media marketing impacts consumer behavior in apparel purchases, fostering brand engagement, relationship building, and influencing purchase frequency and expenditure. According to Gourab Ghosh The rise of social media has transformed communication, offering platforms for social interaction and marketing. Businesses utilize social networking sites like Facebook, linkedin, and Twitter to engage consumers, foster brand interest, and build trust. Through social media marketing, companies establish relationships with customers, gather feedback, and provide product information. Privacy protection on these platforms is crucial to prevent spam. Studies show that people primarily use social media for communication, sharing news, photos, and events with friends and family. Online advertisements facilitate cost-effective shopping with options for price comparison. Social media's 24/7 accessibility and user-friendly interface make it a powerful tool for marketing.

## Research Methodology

Data collection technique - collected from respondent through Questionnaire

Sampling Technique – Convenient sampling

Sample size - 115

### Data Analysis:

Tools like graphs, pie charts, and the chi-square test is used to analyze survey data. These methods helped me understand how social media affects buying decisions and consumer preferences in the city.

### Objectives of the study:

- Find out how much social media influences people's buying choices in Nagpur City.
- Find out the best ways businesses in Nagpur City can use social media to sell more products.
- See how social media changes if people trust a brand, want to buy, and what they think about a product.
- See if things like age, interests, or where people live affect how they respond to social media marketing in Nagpur City.
- Give advice to businesses in Nagpur City on how they can use social media better to sell their products based on what people like and do.

### Hypothesis

- **Null Hypothesis (H0):** significant number of respondents perceive that there is no significant relationship between social media marketing efforts and consumer behavior in Nagpur City.
- **Alternative Hypothesis (H1):** significant number of respondents perceive that there is a significant relationship between social media marketing efforts and consumer behavior in Nagpur City.

### Significance of the study:

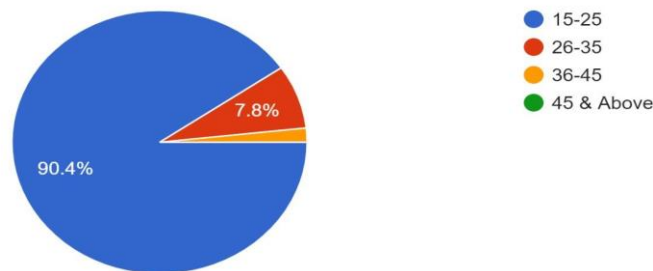
This study of social media marketing can help the companies to understand the consumer buying behaviour and the buying process which is influenced by social media influencers in the city. With a clear cut understanding the companies can come with customized products or services for their customers and use the resources to a greater advantage. With a proper understanding the companies will be able to come up with strategies that will have a great impact on the consumer buying process.

**Limitation of study:**

- The study asks people to remember and talk about what they did, but they might not always remember or tell the truth.
- Social media and technology are always changing, so what the study finds might become outdated quickly.
- The study only looks at one city, so what it finds might not apply to other places with different people and situations.
- The study may only capture consumer behavior at a specific moment and may not reflect long-term trends.

**Data Analysis:****Age**

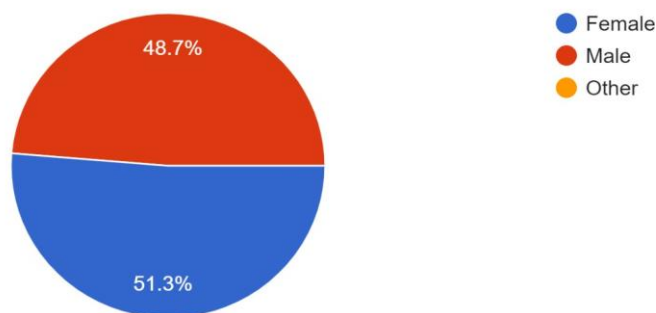
115 responses



Most people (90.4%) in Nagpur City who took part in the study are between 15 to 25 years old, showing that young folks are the main focus. There are fewer respondents from ages 26 to 35 (7.8%) and 36 to 45 (1.7%), and none from 45 and above. This tells us that social media marketing likely affects how younger people behave as consumers in Nagpur City.

**Gender**

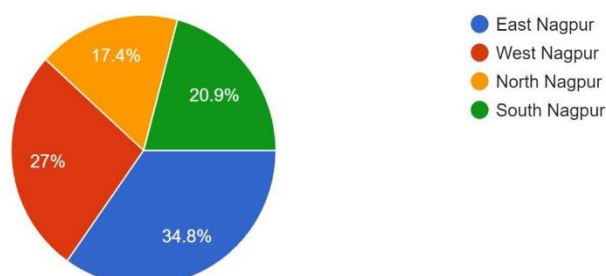
115 responses



The data shows that out of 115 responses from Nagpur City, 51.3% were female, 48.7% were male, and there were no responses from other genders. This suggests a relatively balanced participation in the study between genders, indicating that both males and females in Nagpur City are likely equally impacted by social media marketing on consumer behavior.

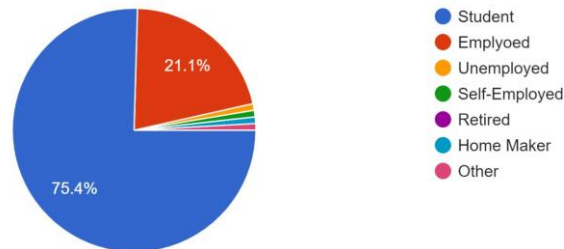
**Location**

115 responses



The data shows that among 115 responses in Nagpur City, East Nagpur had the highest percentage of respondents at 34.8%, followed by West Nagpur at 27%. North Nagpur had 17.4% of respondents, while South Nagpur had 20.9%. This suggests that social media marketing may have varying impacts on consumer behavior across different regions within Nagpur City.

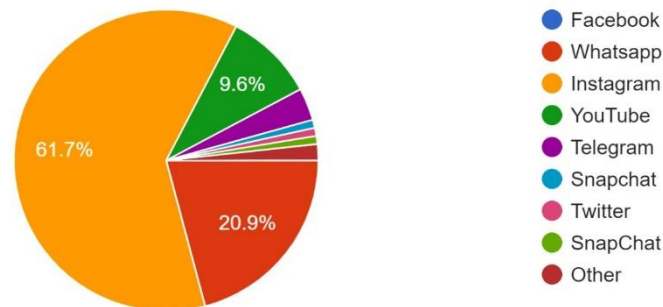
Occupation  
114 responses



Out of 114 people surveyed in Nagpur City, most (75.4%) were students, and a good portion (21.1%) were employed. Very few were in other categories like unemployed or self-employed. This shows that students make up the biggest group, suggesting that social media marketing might strongly affect how they buy things.

### 1.Which social media channels are you most active on?

115 responses

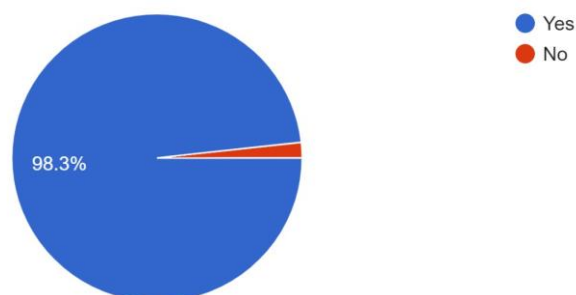


Based on 115 responses from a study in Nagpur City, Instagram appears to be the most preferred social media channel, with 61.7% of respondents being active users. Following Instagram, WhatsApp is also popular with 20.9% engagement, while other platforms like YouTube, Telegram, Twitter, and Snapchat have lower levels of activity.

In a study out of 115 respondents, 98.3% are aware of social media marketing or online advertising, while only 1.7% are not. This suggests a high level of awareness among consumers in Nagpur City regarding social media marketing, indicating its significance in influencing consumer behavior in the region.

### 2.Are you aware about social media marketing or online advertising?

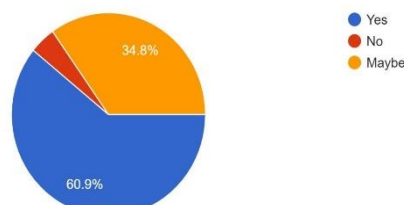
115 responses



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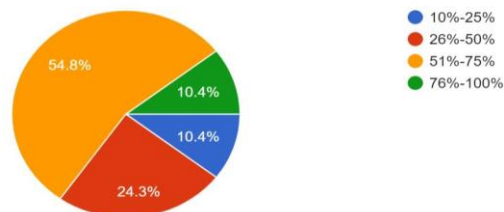
### 3.Do you think Social Media Marketing help customers to choose the right product ?

115 responses



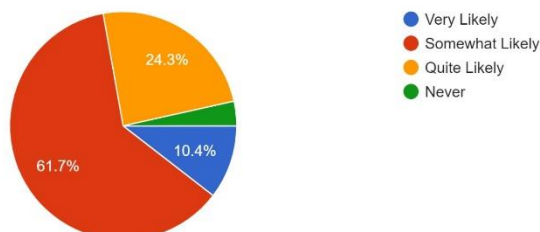
According to the data from 115 respondents in Nagpur City, 60.9% believe that social media marketing aids them choose the right product, while only 4.3% disagree. However, 34.8% are unsure, suggesting a substantial percentage of consumers may still be unclear about the impact of social media marketing on their product selections.

4.How Much social Media Marketing help to choose new product  
115 responses



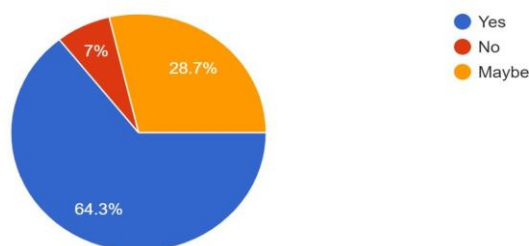
Rendering to the study in Nagpur City, 54.8% of defendants trust that social media marketing meaningfully effects their decision to choose new products. A smaller percentage (24.3%) feel moderately influenced, while only a minority (10.4%) perceive low or very low impact. This suggests a strong correlation between social media marketing and consumer behavior in product selection within the city.

5.How Likely will you Buy Product Which Saw on Social Media  
115 responses



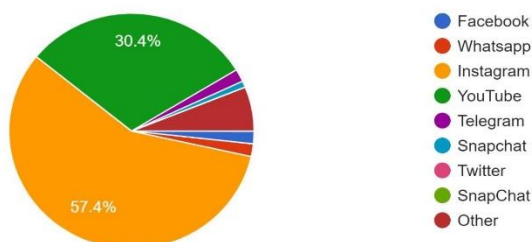
According to the survey on the impact of social media marketing in Nagpur City, 10.4% of respondents are very likely to buy products they see on social media, while 61.7% are somewhat likely. Additionally, 24.3% are quite likely, indicating a significant portion of consumers are influenced by social media advertisements, with only 3.5% stating they never buy products they see on social media.

6.Do Social Media Marketing influence your Purchasing Decision ?  
115 responses



Most people in Nagpur City (64.3%) think social media ads affect what they buy. Only a few (7%) disagree, while some (28.7%) are unsure. This shows that social media ads likely have a big impact on what people purchase in the city.

7.Which of this social media influence your purchase decision  
115 responses

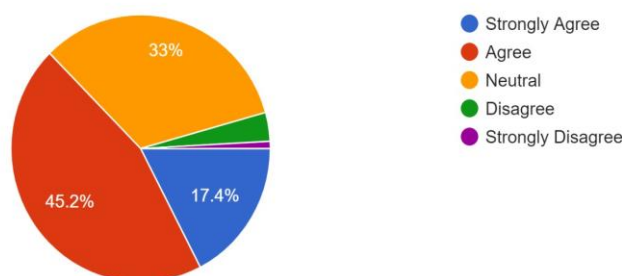


The study shows that most people in Nagpur City are influenced by Instagram when they decide to buy something, with 57.4% saying so. YouTube also has quite an impact, with 30.4%. Other social media platforms like Facebook, WhatsApp, and Twitter don't influence people's buying decisions as much in Nagpur. So, if businesses want to reach customers in Nagpur, they should focus on Instagram and YouTube.

According to the data from 115 responses in Nagpur City, 62.6% of consumers either strongly agree or agree that they gain more information from social media marketing compared to other channels. Additionally, 33% are neutral on the matter, while only a small percentage (4.4%) disagree or

8.Are you able to gain larger information on social media marketing in comparison to other channels?

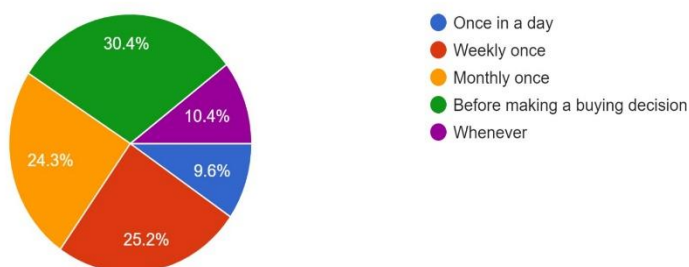
115 responses



strongly disagree with this statement. This suggests that social media marketing plays a significant role in influencing consumer behavior in the city.

9.How many times you visit your favourite brand social media profile?

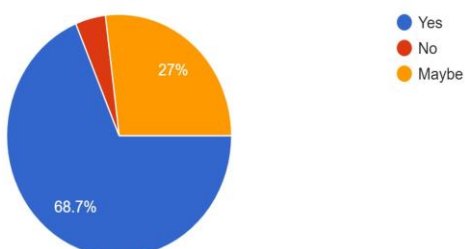
115 responses



From the data collected in Nagpur City, it's found that 30.4% of consumers visit their favorite brand's social media profiles before making a purchase decision, indicating a significant influence of social media marketing on consumer behavior. Additionally, 25.2% check weekly, and 24.3% monthly, showcasing regular engagement with brands on social platforms.

10.Do you feel that social media marketing campaigns effectively convey the benefits of products or services?

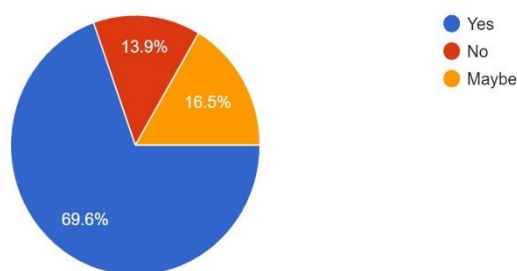
115 responses



According to the data collected from 115 responses in Nagpur City, about 68.7% of consumers believe that social media marketing successfully connects the welfares of products or services. Only 4.3% differ, while 27% are ambiguous. Overall, a popular of defendant's sense definitely about the impact of social media marketing on their consumer behavior in Nagpur City.

11. Have you ever recommended a product or service to someone based on a social media advertisement?

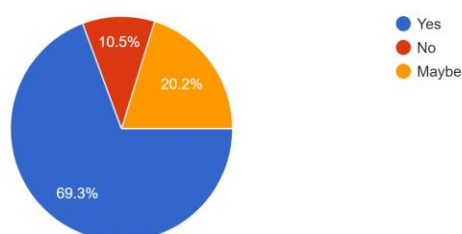
115 responses



According to a study on the impact of social media marketing in Nagpur City, out of 115 respondents, around 69.6% said they have recommended a product or service based on a social media ad, indicating its influence on consumer behavior. Only 13.9% said they haven't, while 16.5% were unsure, showing a significant engagement with social media ads among consumers in the city.

12. Do you think Social Media Marketing is more Interesting and informative than Traditional Marketing ?

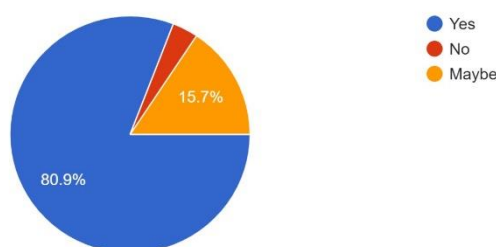
114 responses



Based on the data from 114 respondents in Nagpur City, 69.3% believe that social media marketing is more stimulating and educational than old-style marketing. Only 10.5% disagree, while 20.2% are uncertain. This advocates a substantial inclination for social media marketing among patrons in Nagpur City, indicating its potential impact on consumer behavior.

13. Do you think Social Media Marketing is a strong platform for Marketing of Goods ?

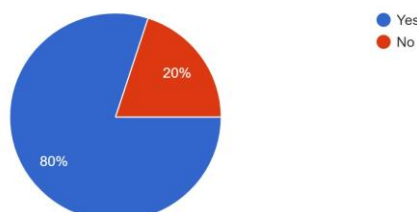
115 responses



Based on 115 responses in a study conducted in Nagpur City, 80.9% of participants believe that social media marketing influences buyer behavior definitely, while 3.5% disagree and 15.7% are ambiguous. This advises that the bulk view social media marketing as a sturdy podium for endorsing merchandises in Nagpur City.

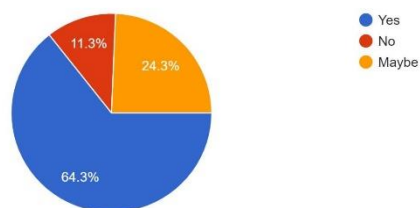
14. Do you think social media marketing has influenced your brand loyalty?

115 responses



Rendering to a survey of 115 persons in Nagpur City, 80% trust that social media marketing has prejudiced their brand devotion, while 20% distress. This suggests that a bulk of defendants perceive social media marketing to have an impact on their loyalty to brands.

15. Have you ever changed your perception of a brand based on their social media content?  
115 responses



According to the data, a significant majority (64.3%) of respondents in Nagpur City have changed their perception of a brand due to its social media content, indicating a strong impact of social media marketing on consumer behavior. A smaller percentage (11.3%) haven't changed their perception, while a considerable portion (24.3%) remain uncertain or open to the possibility.

#### Hypothesis Testing :

Questions	Responses	
Do Social Media Marketing influence? your Purchasing Decision ?	Yes	No
115	91	24
Do you think social media marketing? has influenced your brand loyalty?	Yes	No
115	93	22

#### Chi-Square test

							(O-E) <sup>2</sup> /E	
OBSERVED FREQUENCY				EXPECTED FREQUENCY				
91	24	115		92	23		0.01087	0.04378
93	22	115		92	23		0.01087	0.04378
184	46	230						
				X <sup>2</sup>	0.1093			
				DF	1			

#### Interpretation of Chi-square test

By using Chi-square P value is calculated 0.741 which is greater than 0.5 it means Null hypothesis is rejected and alternative hypothesis is accepted. which stated that there is no significant relationship between social media marketing efforts and consumer behavior. Instead, we accept the alternative hypothesis, indicating that there is indeed a significant relationship between social media marketing efforts and consumer behavior in Nagpur City. This suggests that social media marketing does influence how consumers behave in Nagpur City.

#### Conclusion of the study:

The study on the impact of social media marketing on consumer behavior in Nagpur City revealed several significant findings. Firstly, it was observed that social media marketing has a strong influence on the purchasing decisions of consumers in Nagpur City. Platforms like Facebook, Instagram, and Twitter were found to be highly influential in shaping consumer preferences and perceptions towards various products and brands. Additionally, the study highlighted the importance of targeted advertising and personalized content in driving consumer engagement and loyalty. Furthermore, it was found that social media marketing plays a crucial role in building brand awareness and reputation among consumers in Nagpur City. Overall, the



research concluded that social media marketing is a powerful tool for businesses to effectively reach and engage with their target audience, ultimately impacting their purchasing behavior in significant ways.

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