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Study on Impact of Social Media in Marketing

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ABSTRACT

Social media marketing is a modern approach and stands out as the leading option among all the types of marketing tools. If a business wants to do well, it should advertise so that every interested person becomes aware of its brand. There's no doubt that social media marketing is the most affordable way for people to advertise. Everyone gets a free account on almost all social networks and certain advertising tools must be paid for. On this point, results from social media ads can be much stronger than the investment made. Investing only a small amount of money and time can help anyone achieve a much greater conversion rate and gain a good return from investment in advertising. This research tries to explore how social media marketing impacts the decision making and actions of people who use social networks the most and how these actions are linked to marketing activities and finally to consumer behaviour. With every day, social media marketing grows to please website users, and on the other hand and also gives businesses additional routes to advertise what they offer in more personalized ways. A look at the past records reveals that social media plays a big role in modifying customer behavior and firms keep track. The way marketing is done in places where goods are bought or sold online has been affected by social media marketing. Because of social media marketing, consumers see things differently and companies should not neglect it. Because social media has gained popularity, marketers are now concerned with it along with other areas of marketing that used to be the main focus. Social media mainly depends on the internet or mobile phone applications to connect individuals and pass on messages. Sometimes, the amount of people on social media is more than the population of a specific nation. The influence of social media on marketing can be measured by checking the ways marketing was done both before and after social media, along with the technology put into use.

CHAPTER-1

INTRODUCTION

An organization's most precious asset is its brand, and forward-thinking businesses know that maximising their brand's potential is the key to long-term success. Amidst the never-ending march of globalisation, social media has surpassed all others as the go-to venue for brand promotion. Products and services were better showcased. Every businessman's only focus should be on increasing sales through the use of different marketing tools and methods. The study's overarching goal is to learn how social media marketing influences the purchasing decisions of social media website heavyweights and to identify the anticipated connections between different social media marketing initiatives, consumer actions, and purchasing decisions. When it comes to internet shopping, social media has completely upended the established order of things. It identifies several marketing tools and strategies, describes their qualities, and suggests their potential responsibilities in marketing strategy, all of which play a significant role in contemporary advertising. Social media is revolutionising customer behaviour in more ways than one. It is a powerful tool for personalised products and direct marketing. Instagram, Facebook, Twitter, and YouTube are ever-evolving social media platforms that let people connect with one another online. As a kind of marketing, it enables companies to interact directly with consumers at a minimal cost. The selection of a social media marketing agency has a significant effect on companies since it suggests tailored products to individual customers. The impact of brands on consumers, who in turn impact other consumers, and so on influences not just the organization's future profits but also its viability in the long run.

It is tough for customers to spend time buying products or services in this rapidly expanding society since everyone is so busy. Users nowadays are able to quickly and easily get information from a variety of online sources. In addition to informing consumers about the business, social media marketing also allows customers to share information with the firm. A company's branding and products are the focus of any social media platform. Since social media marketing and internet shopping allow customers to try before they buy, it follows that customers may change their minds about buying anything.

1.1. SEO FOR SOCIAL MEDIA

It is a strategy that involves attracting people's attention via social media platforms. These initiatives concentrate on creating material with the express purpose of capturing readers' interest in social media and encouraging them to share it on their own networks. What we call "electronic word of mouth" on social media may be anything from brief remarks to detailed descriptions of a business, product, or service. A lot of people will reshare

content about a product, service, brand, or company that someone posts on social media, and when it comes from a reliable source, it will have a more positive impact on product promotion than if it were paid for. Social media marketing is clearly effective in this case.

According to social media signals, the most important factors for the main search engines are the authority and trustworthiness of the source. Authorship and authoritativeness are not the same thing. With Google's Authorship feature, which debuted in 2011, publishers and writers may augment search engine results pages with various elements, such as images, ratings, and more information. When it comes to social cues that search engines interpret, trust is paramount. Whoever with a high trust score on social media is considered an influencer. Communication with consumers is crucial and influences the customer's psychological features, according to consumer socialisation theory. The customer's mindset is also affected. There will be significant effects on consumer socialisation theories brought about by the rise of social media networking sites, which facilitate online consumer communication.

1.2. ADVANTAGES OF ADVERTISING ON SOCIAL MEDIA

Through the use of social marketing, initiatives may be created to influence or sustain **consumer behaviour** in a way that benefits both individuals and society at large.

Elevated Level of Contact:

The significance of social media marketing has grown in recent times. Marketers and consumers alike are spending too much time on social media. These days, the exposure has gone up by **92%**.

CHAPTER-2

REVIEW OF LITERATURE

INTRODUCTION

An essential part of every research project is the **literature evaluation**. A literature review is a great way to get to the bottom of a researcher's chosen topic or area of study. What has been done recently in this respect is documented below. What this means is that while the researcher is doing their **literature study**, it is the **prevailing tendency** in the chosen field. In time, he or she will reach the level of mastery expected of an expert in that field. It lays out the course that the study must take. There ought to be **no duplication of effort**, according to the research. Additionally, it shows the kind of approach that different kinds of researchers and specialists should use.

Research Studies and Findings

According to Bikhchandani et al. (1998)

The results of their study reveal whether consumers are likely to buy a product and if they will recommend it to others. Typically, they are used as indicators of desire to acquire. Additionally, the research shows that various product qualities have distinct results in terms of information cascades on social media, which in turn have varying intensities of consumer engagement. The study's findings suggest that consumers' degrees of engagement with brand purchase and recommendation vary depending on the context.

In 2003, Manju Ahuja and colleagues

The article delves into a research that examined customers' behaviour on business-to-consumer websites in an effort to identify the aspects that impact online shoppers' actions and preferences. In order to learn more about how people from various demographics approach and behave while purchasing a certain category of goods and services, the researchers also looked at their purchasing habits. Among all the factors that affect consumers' purchasing decisions, social media has the most impact.

Muhammad Shafiqul and colleagues, in 2004

Researchers focused on establishing a connection between social media and consumers' purchasing habits in the examination. Students from several educational institutions in Karachi participated in the research. A total of around 260 pupils filled out the surveys. According to the results, **social media does not significantly impact consumer purchasing behaviour**.

In 2011, Ramsunder

According to their research, online brands have a significant impact on consumers' choices. Consumers' opinions will mutually impact one another. Repurchases are impacted by this kind of feedback from other customers. In order to get more information before making a purchase, consumers are increasingly turning to the Internet.

In 2012, Raghuram Iyengar and colleagues

Examined the impact of friends on social media buying in Korea. Both "if there is such influence which consumers are affected" and "Is there any influence by friends on purchases by consumers in social media networks?" are central to their research. Sample data was retrieved from the social networking website Cyworld to bolster the study. Over the course of 10 weeks, 208 Cyworld users had their purchase and non-purchase data sampled. With the amount spent and the choice to purchase or not buy, the researchers construct a model. Model estimation makes use of the Markov chain Monte Carlo method in conjunction with the Bayesian strategy. According to the findings, there are three distinct types of customers, each with their own unique purchasing habits.

According to Mir et al. and colleagues (2012)

The purchasing decisions of consumers are impacted by thousands of online discussion groups and newsgroups. A boost to the brand's reputation occurs when a large number of satisfied customers speak highly about it.

The authors of the study are Dhegiha with colleagues (2013)

The impact of knowledge inheritance on consumer behaviour and perceptions of brands is examined in their research. When one follows the actions of others and follows in their footsteps, they are passing on the knowledge that other people have gained from their decisions on social media. Two common purposes for knowledge cascades include influencing customers' perceptions of the brand and their propensity to make a purchase, and it may also affect consumers' faith in the brand. Participants in the research are consumers who put their faith on brand reputation. Customers like these are swayed by the actions of people around them.

CHAPTER-3**RESEARCH METHODOLOGY AND RESEARCH DESIGN****1. RESEARCH DESIGN**

The study is definitely about the qualities of people or investors towards their assets, as the use of a descriptive research design reveals.

2. SAMPLE DESIGN

A well-thought-out strategy for selecting a representative subset of a larger population is known as the sampling design. The components include a sampling method, a sampling region, a sampling unit, and a sampling size. Primary data for this study primarily came from online surveys with different kinds of customers using pre-coded and pre-tested contacts; secondary data came from a wide range of sources, including social media, literature reviews, national and international journals, and theses. This research used a probability sampling design.

2.1 SAMPLING TECHNIQUE

Stratified Random Sampling is the sampling method used in this research. The process of selecting an individual for study from within a stratified random sample involves separating the population into several strata.

2.2 SAMPLE SIZE

Surveying will be done based on aspects of sampling. The population of customers amounts to 200. The technical person in charge will design the sampling method and will recruit 200 customers who are 1% of the people there for the study.

- Astronomers study many areas in their research, including the universe and planets.
- We have studied the area in this paper as **Sitamarhi (Bihar)**.
- This second focus also deals with the **period of time** chosen for your study.
- From **January 2021 to March 2021**, the research was carried out.

2.3 WHERE INFORMATION IS GATHERED

This study used data taken from **direct surveys** and from **prior studies**.

1. Primary Data

The main data was gathered by talking to **128 respondents**.

2. Secondary Data

The data was obtained by going through several **research papers, internet sources** and **relevant books**.

3. ANALYTICAL TOOLS

Presenting data analyzed by **Percentage Analysis** is made simple through the use of different tables and charts.

3.1 SOFTWARE USED

- **Microsoft Excel**
- **SPSS** is an acronym for Statistical Package for the Social Science.

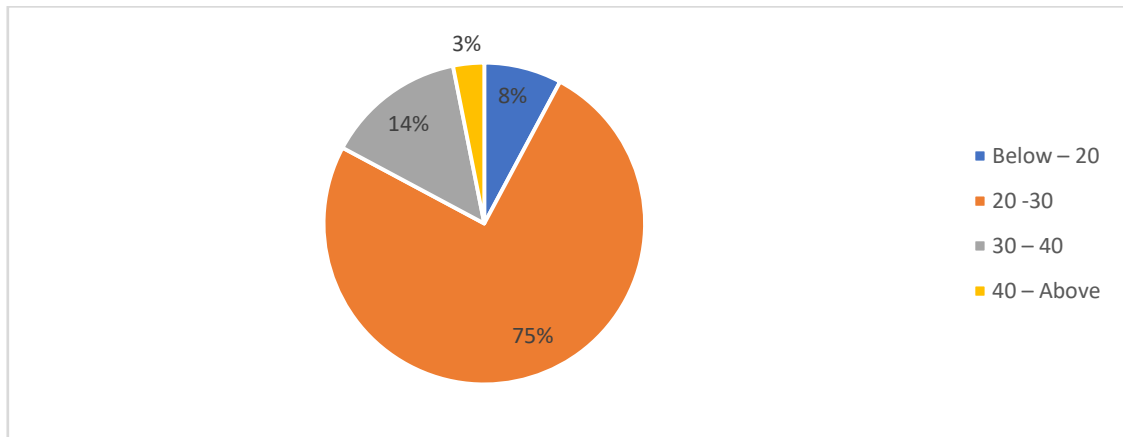
3.2 CHECKING A HYPOTHESIS

The experiment will use the following methods to check the hypothesis.

1. **CHI-SQUARE TEST**
2. **ANOVA**

CHAPTER-4**DATA ANALYSIS AND INTERPRETATION****4.1 Age Profile****TABLE 4.1 SHOWING THE RESPONDENT OF AGE**

Particulars	No. of Respondents	Percentage of Respondents
Below – 20	10	7.8%
20 -30	96	75%
30 – 40	18	14.1%
40 – Above	04	3.1%
Total	128	100%

CHART 4.1 SHOWS THE AGE OF RESPONDENTS**INTERPRETATION**

The data reveals that out of **128 total respondents**, the distribution is as follows: **10 respondents (7.8%)** fall below the age of 20, **96 respondents (75%)** are in the 20-30 age bracket, **18 respondents (14.1%)** are between 30-40 years, and **4 respondents (3.1%)** are above 40 years of age.

Inference

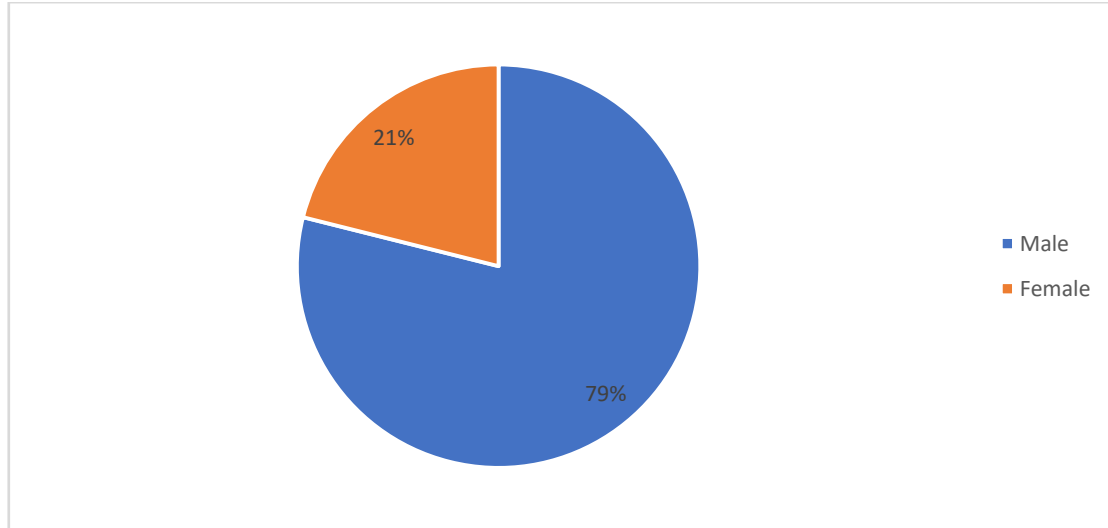
The predominant age group among respondents is **20-30 years**, representing **75%** of the sample.

4.2 Gender Profile**TABLE 4.2 SHOWING THE GENDER OF THE RESPONDENT**

Particulars	No. of Respondents	Percentage of Respondents
Male	101	78.9%
Female	27	21.1%

Total	128	100%
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CHART 4.2 SHOWS GENDER OF THE RESPONDENT

**INTERPRETATION**

The gender distribution among the **128 respondents** shows that **101 participants (78.9%)** are male, while **27 participants (21.1%)** are female.

Inference

Male respondents constitute the majority at **78.9%** of the total sample.

CHAPTER-5**FINDINGS, SUGGESTIONS AND CONCLUSION****5.1 FINDINGS**

I find that **93%** of all marketers indicated that their social media efforts have generated **more exposure** to their business, increased traffic was the second major benefit, with **87%** reporting positive results.

- ☐ Majority of the respondents are between **20-30 years old** i.e **75%**
- ☐ Majority of the respondents are **Male** i.e **78.9%**
- ☐ Majority of the respondents are **Unmarried** i.e **77.3%**
- ☐ Majority of the respondents are **Post graduate** i.e **45.3%**
- ☐ Majority of the respondents are **students** i.e **43.8%**
- ☐ Majority of the respondents are **Below - 2,00,000** i.e **60.2%**
- ☐ Majority of the respondents are doing **online shopping** i.e **98.4%**
- ☐ Majority of the respondents are doing online shopping is **monthly once** i.e **31.7%**
- ☐ Majority of the consumer responds that they are doing online shopping for **more than 2-5years** i.e **39.8%**
- ☐ Majority of the consumer are Respond that they are doing online shopping due to **convenience and time savings** i.e **55.5%**
- ☐ Majority of the consumer are respondents that they **facing the problem** while they are doing online shopping i.e **64.1%**
- ☐ Majority of the consumer shows their respondents that what they facing the problem the **cheap quality of product** i.e **44.5%**
- ☐ Majority of the consumers show the respondents that they often use the internet **more than 4hrs. In a day** i.e **40.6%**
- ☐ Majority of the members shows that they are **intermediate** to describe the internet proficiency i.e **55.5%**

5.3 CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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