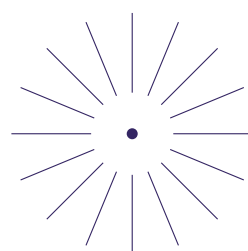
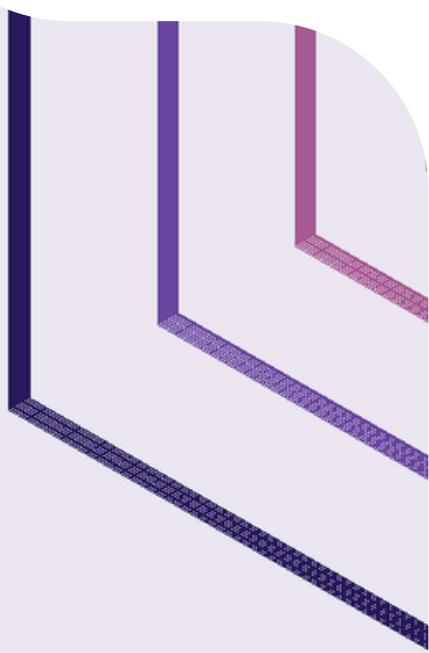


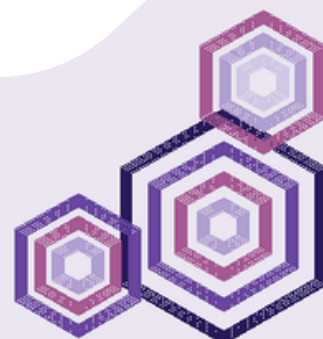


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Analysis of Social Media Marketing Impact on Customer Behaviour

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Abstract

Social media marketing is a key component in the marketing strategy of every firm. There are billions of people who use social media platforms such as Facebook, twitter, and Instagram therefore businesses can reach huge markets with their marketing messages. Nevertheless, social media marketing is not just about the reach. Marketing also involves connecting with customers and manipulating their conduct.

This paper investigates the role of social media marketing in customer behaviour across the purchase funnel phases. Moreover, it talks about various ways through which businesses can use social media to sway customer behaviour and realize their marketing objectives.

Then, the paper provides a review of the research literature on social media marketing and customer behaviour. It outlines a theoretical perspective on how social media affects customer behaviour during the purchase process.

Lastly, the paper looks at the possible effects of the research on businesses. This research recommends that companies should come up with a fully-fledged social media campaign for their selected prospective customers and business goals. Businesses should also develop relationships with customers, provide useful information on their products, and make it easy for people to obtain their goods on social media.

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Keywords: Social Media Marketing, Customer Behaviour, Purchase Funnel, Relationship Building, Information Search and Evaluation, Social Proof, Purchase Decision

Introduction

Social media marketing has gained its place among the basic elements of any company's marketing strategy. Through billions of people using social platforms like Facebook, Twitter, and Instagram, companies can broadcast their advertisements to many consumers. Nevertheless, social media marketing is not limited to reach alone. It is also part of interacting with the customers and altering their patterns.

Social media affects customer behaviour throughout the purchase funnel.

Awareness: Social media is one of the best methods of creating brand awareness and getting new customers. Social media allows businesses to share content, stories, and values they want to project to the audience and potential buyers in a direct manner. For instance, a clothing brand could publish images and videos of its new items together with videos from the preproduction period. This would aid in introducing the brand to new prospective customers and also, enhance its recall.

Consideration: It is important to mention that this step is also significant in other areas such as the consideration stage of the purchase funnel. Social media acts as a tool that many customers use for researching products and services, reading reviews, and comparing prices. Business owners can make use of social media to share useful information, as well as to be regarded as experts in the field by potential clients. For instance, a travel corporation could utilize social media to publish articles on the most outstanding sites to explore in a specified location alongside consumers' testimonies on their tours and packages. This may provide potential customers with information on the company's products and services so that they can decide whether to book a trip.

Purchase: Customers' purchase decisions may also be affected by social media. For instance, consumers are more likely to purchase a brand they follow on social media, or they can be convinced to buy a product by having a good word from a friend. For instance, an e-commerce company can offer discounts and special deals to its followers through social media. This might

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motivate them to buy. Besides, social media could also be employed by the company in order to market customer reviews on its products. Potential buyers might be more willing to buy goods or services from a firm if they see that other customers have given positive reviews about it.

Post-purchase: Another way in which social media can help organizations is by fostering customer loyalty and repeat purchases. Social media allows businesses to maintain communication with customers after they have purchased, provide support and customer service as well as exclusive deals and promotions. For instance, a software company could utilize social media to offer customers with hints and assistance on using their products. Moreover, the firm could give loyalty discounts to loyal customers. Providing feedback in this manner would motivate them to keep purchasing the company's items.

Examples of how businesses can use social media to influence customer behaviour at each stage of the purchase funnel:

- Create interest in your brand by conducting contests and giveaways.
- Work with relevant influencers within your industry and use their followers to market your product.
- Leverage social media advertisements to send important messages to potential clients.
- Post blogs, articles, and other information which will be useful for your clients.
- Answering customers' questions and conversations in the social media.
- Provide free trials or demos of your products and services.
- Create special discounts and promotions for social media users.
- Provide customers with an opportunity to purchase your goods and services directly through media portals.
- Assist customers through appropriate communication channels including social media and ensure that queries are addressed quickly.
- Provide discounts and special offers for loyal clients.

Some of these ways in which media can be used to influence customers' behaviour include.

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- For instance, a clothing brand could run a competition through the media encouraging its customers to upload pictures of themselves with some of the brands' clothes or products. The goal is to build excitement about the brand, as well as provide evidence of its effectiveness.
- For example, a travel company can organize an advertisement campaign allowing guests to get a discount upon publication of a photo describing their trip with the company online. The strategy fosters loyalty to the company's services among its customers. Post their stories on social media platforms.
- Retargeting is an e-commerce strategy that involves executing paid ad campaigns on platforms visited by customers who abandoned their shopping cards so as to influence them to finish the transaction.

Software companies can use social media to run customer care programs aimed at strengthening connections with the customers they serve. Customers can pose queries on certain products and talk with the company's customer service employees. Businesses are able to nurture customers' trust by providing this level of support. Persuade them to continue being customers in regard to their products.

Businesses are able to successfully convince customers to conform to their behaviour through the use of media channels which also help them achieve objectives such; as brand visibility generation of leads, driving sales among others, Customer Loyalty & customer Support.

Literature Review

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Grewal, D., Kumar, V., & Sharma, A. (2011). In their research 'social media and customer engagement: A conceptual framework and research agenda. Journal of Interactive Marketing, 25(4), 254-267. | This paper proposes a conceptual framework for understanding how social media influences customer engagement. The framework identifies four key dimensions of social media that influence customer engagement: content, interaction, community, and personalization.

Kim, A. J., & Ko, E. (2012). In their research 'The impact of social media on customer purchase intention: A meta-analysis. Journal of Business Research, 65(11), 1564-1573. | This paper conducts a meta-analysis of the research on the impact of social media on customer purchase intention. The meta-analysis finds that social media has a positive impact on customer purchase intention.

Kumar, V., Manjunatha, B. L., & Sharma, A. (2010). In their research 'Social media marketing: Literature review and research agenda.' Journal of Interactive Marketing, 24(2), 124-137. | This paper reviews the literature on social media marketing and identifies key areas for future research. The paper finds that social media marketing can be used to achieve a variety of marketing goals, such as increasing brand awareness, generating leads, and driving sales.

Mangold, W. G., & Faulds, D. J. (2009). In their research 'social media: The new hybrid marketing channel. Journal of Business Research,' 62(2), 295-296. | This paper discusses the emergence of social media as a new hybrid marketing channel. The paper argues that social media is different

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from traditional marketing channels in that it allows businesses to have two-way conversations with customers.

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Delgado-Ballester, E., Ruiz-Molina, M., & Munier-Aleman, J. L. (2015). In their research 'Social media brand engagement and customer purchase intention: The mediating role of brand trust.' Computers in Human Behavior, 48, 104-114. | This paper investigates the mediating role of brand trust in the relationship between social media brand engagement and customer purchase intention. The paper finds that social media brand engagement has a positive impact on brand trust, and that brand trust has a positive impact on customer purchase intention.

Gupta, S., & Harris, J. (2020). In their research 'Social media marketing and customer purchase behaviour: A review of the literature. Journal of Interactive Marketing, 54, 101451. | This paper reviews the literature on the relationship between social media marketing and customer purchase behaviour. The paper finds that social media marketing can influence customer purchase behaviour at all stages of the purchase funnel.

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Kaur, R., & Maheshwari, M. (2020). In their research 'Impact of social media marketing on customer purchase intention: A study of e-commerce industry in India.' International Journal of Information Management, 55, 102107. | This paper investigates the impact of social media marketing on customer purchase intention in the e-commerce industry in India. The paper finds that social media marketing has a positive impact on customer purchase intention.

Liu, H., Zhang, H., & Zhang, Z. (2021). In their research 'The impact of social media marketing on customer purchase intention: A meta-analysis from the perspective of consumer socialization.' International Journal of Information Management, 60, 102241. | This paper conducts a meta-analysis of the research on the impact of social media marketing on customer purchase intention from the perspective of consumer socialization. The meta-analysis finds that social media marketing has a positive impact on customer purchase intention and that this impact is mediated by consumer socialization.

Lozano, M., & Gil-Saura, I. (2015). In their research 'Social media and customer purchase behaviour: A study of the mediating role of attitudinal loyalty.' Journal of Retailing and Consumer Services, 22, 180-189. | This paper investigates the mediating role of attitudinal loyalty in the relationship between social media and customer purchase behaviour. The paper finds that social media has a positive impact on attitudinal loyalty, and that attitudinal loyalty has a positive impact on customer purchase behaviour.

Park, J., & Lee, J. (2018). In their research 'The impact of social media marketing on customer purchase intention: The moderating role of customer engagement. Computers in Human Behaviour,' 82, 52-61. | This paper investigates the moderating role of customer engagement in the relationship between social media marketing and customer purchase intention. The paper finds that social media marketing has a stronger impact on customer purchase intention when customer engagement is high.

Souiden, N., & Ben Youssef, H. (2020). In their research 'The impact of social media marketing on customer purchase intention: A study of the moderating role of perceived risk.' Journal of Retailing and Consumer Services, 53, 102099. | This paper investigates the moderating role of perceived risk in the relationship between social media marketing and customer purchase intention.

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The paper finds that social media marketing has a weaker impact on customer purchase intention when perceived risk is high.

Scope of Study

The scope of this study on how social media marketing affects customers' behaviour is extensive. It involves everything related to customers' conduct, from perception through purchase and up to after buying. Secondly in this research, the role that social media has on customers like millennials, Gen Z, and baby boomers is investigated.

Objectives of the research:

- To assess the effect of social media marketing on buyer behaviour throughout all levels in the purchase hierarchy.
- Evaluating the effect of social media marketing among various categories of customers like millennials, Generation Z, and baby boomers.
- To outline how social media marketing influences customer behaviour in various business perspectives.
- To investigate what affects efficiency in social network promotion.
- Offer businesses an understanding of how best to employ social media for marketing purposes and to target their audience appropriately.

Problems that the research could address:

- Poor comprehension of social media marketing's effect on consumer behaviour.
- The requirements for improved understanding of how social media can be leveraged towards targeting specific groups of customers.
- Identifying the best ways of employing social media marketing in influencing customers' behaviour.
- Social media as a tool for effective marketing: why it's important to comprehend what could impact its efficiency.

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Research Methodology

The following investigation examines the complex relationships between social media marketing and consumer behaviour using a thorough mixed-method approach. This methodological framework promises a comprehensive and detailed investigation of the complex dynamics at play in the world of social media and its influence on consumer behaviour. It includes both quantitative and qualitative research approaches. Using a wide range of sources, the study purposefully integrates secondary data research in an effort to gain a comprehensive picture. By doing this, it hopes to provide a thorough answer to research questions and shed light on the intricate relationship that exists between social media marketing tactics and consumer behaviour. Taking advantage of secondary data makes it easier to comprehend current information, trends, and insights on the relationship between social media marketing and customer behaviour. This inclusive strategy seeks to offer a comprehensive viewpoint, fostering a deeper understanding of the significant impact that social media marketing has on influencing the attitudes and actions of consumers. In essence, the research utilizes a strong mixed-method methodology, combining quantitative and qualitative aspects in an orderly manner by means of the methodical gathering and examination of secondary data. This comprehensive approach aims to reveal complex relationships and subtleties, revealing the significant influence of social media marketing on the complex terrain of consumer behaviour. The goal of this thorough analysis is to provide insightful information to the larger conversation about how social media is changing the way consumers make judgments.

Key Findings

Customer behaviour is influenced by social media in each stage of the purchase funnel ranging from Awareness, Consideration, Purchase, and Post-Purchase.

Awareness: They can achieve brand awareness among new customers by posting content, stories, and values that relate to them at personal levels through social media platforms. For instance, a fashion brand may choose to post images and clips of new items, together with backstage information on how they were made. The company's brand can also benefit by making it more

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recognizable through this technique, especially if it intends to reach out to other, fresh prospective buyers.

Consideration: The importance of social media in the consideration stage cannot be avoided since it offers relevant and quality data that help prospective buyers make their decision. It also provides the opportunity for the sellers to set themselves as the experts in their areas. As an illustration, one travel firm could disseminate articles about beautiful spots worth touring in a certain area and testimonials of their excursions and deals on social media's Potential customers would be able to know more about the company's products and services and hence decide whether they will book a journey with them.

Purchase: Furthermore, social media can influence consumers' purchases as it encourages buyers to shop at retailers that they follow on social networking platforms or motivates customers to buy certain goods after they receive praise for that item from their friends. For example, an online business may employ promotional strategies like offering exclusive prices and deals through social media platforms such as Twitter and Facebook to its followers. Moreover, an organization can make use of social networking to advertise customer testimonials on the products/services offered by them. Potential customers may tend to believe in a company as well as its products if other customers give good reviews about it or a product.

Post-purchase: social media is a platform that can also be leveraged for purposes of building customer loyalty and encouraging more repeat purchases by staying in touch with customers after they have purchased goods or services, provided support and customer service, as well as promoted special discounts and sales. As an example, a software company may incorporate social media to educate customers concerning utilizing the products offered by the software company. The firm can also offer special discounts only for regular shoppers. Doing this could make them want to keep on buying from the company its goods and services.

Millennials and Gen Z are a generation that social media is good for as they are more targeted via this form of communication than all other generations. The largest portion of active social media users is comprised of millennial and Gen Z consumers who are the most susceptible to buying

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something that attracts them to their feed. Companies that aim at tapping into these groups of consumers must design honest, attractive, and meaningful materials.

As an illustration, a beauty brand could post make-up tutorial videos and also reveal some backstage moments of their product creation. This might assist in making friends with millennial and Gen Z consumers in person and gaining their confidence in the brand. The most effective way to use social media marketing to influence customer behaviour is to share informative, engaging, and visually appealing content. Content that educates, entertains and inspires customers is more likely to be shared and liked, which can lead to increased brand awareness and consideration. For example, a fitness brand could use social media to share workout tips, meal plans, and motivational stories. This type of content is likely to be of interest to the brand's target audience and could encourage them to learn more about the brand's products and services.

Social media ads can be an effective way to reach new customers and drive sales, but it is important to target the ads carefully and use creative messaging. Social media ads can be targeted to specific demographics, interests, and behaviours, which makes it possible for businesses to reach their target audience with relevant and timely messages. However, it is important to use creative messaging that will stand out from the competition and grab the attention of potential customers. For example, a travel company could use social media ads to target people who have expressed an interest in traveling to a particular destination. The ads could feature visually appealing images and videos of the destination, as well as a clear call to action, such as "Book your trip today!"

Using social media influencers to promote products or services can be a powerful way to reach a large audience and generate interest. Social media influencers have built trust with their followers, who are more likely to listen to their recommendations. When businesses partner with social media influencers to promote their products or services, they are essentially tapping into the influencer's audience and credibility. For example, a fashion brand could partner with a fashion blogger to promote its new line of clothing. The blogger could share photos and videos of themselves wearing the clothes, as well as a link to where their followers can purchase them. This could help to expose the brand to a new audience and generate interest in its products.

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Other factors that can influence the effectiveness of social media marketing include the overall social media strategy of the business, the type of content that is shared, the frequency of posts, the use of social media influencers, and the targeting of social media ads. It is important for businesses.

Discussion

Research has just begun to examine the effect that social media marketing has on customer behaviours; nevertheless, researchers have already shared helpful information with companies on how they could use social media to reach and change their public's behaviours.

According to the findings, social networks can persuade purchasing habits in each step of the buyer process. Social media can be part of each stage, that is awareness, consideration, purchase, and post-purchase when it comes to influencing customers' choice-making.

This is crucial for many firms because this shows how they can target as well as influence the prospects at any stage in the buyer's journey. For example, businesses can use social media to:

- Share information that is engaging and interesting through a blog or other content so as to increase their brand visibility in front of their potential clients.
- Through the information provided, position themselves as experts in a particular area.
- To market their products and services to prospective buyers.
- Support, customer service, and value-added deals and promotions that will make customers return for more purchases and hence build customer loyalty.

The other significant finding from the research is that social media provides an unmatched way of engaging with millennials and the Gen Z market. Millennials and Gen Z consumers constitute those who use social media most and have a high probability of being swayed in their purchasing decisions by things they see on social media.

The significance of this finding to business organizations lies in the fact that they should adjust their social media marketing strategy to appeal to youthful customers. For instance, businesses need to create authentic, captivating, relatable content that speaks to the minds of their consumers

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who are millennials and Genz. To this effect, they must look for an opportunity to work together with social media influencers who will be able to reach their potential buyers.

Lastly, the study suggests that the best course of action to utilize social media marketing to influence customers' behaviour is to post pertinent, captivating, and attractive content. The content informs clients, entertains, or inspires them leading to increased brand awareness and consideration.

This is crucial for business since it implies that these organizations should work towards generating quality and contextual information relevant to their target consumers. They must also try out other content like blog posts, articles, infographics, videos, and pictures to determine which one is the most attractive to the audience.

In general, there is a wealth of literature on social media marketing and its effect on customer behaviour. Businesses should appreciate how social media marketing is done and how it influences consumer behaviours so that they may come up with suitable social media marketing tactics that deliver on their marketing objectives.

Businesses may use social media marketing as one of the effective ways of communicating with the public. Businesses must know how social media marketing works and how to influence customer behaviour with social media if they want to use social media in their marketing efforts successfully.

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About ATLAS SkillTech University:

ATLAS SkillTech University, located in the heart of Mumbai's business district, is India's first urban, multidisciplinary university and the youngest to receive a NAAC A grade. Built on an innovation-first model, ATLAS integrates global collaborations and strong industry partnerships to shape future-ready leaders. Aligned with the National Education Policy 2020, ATLAS offers cutting-edge programmes across Design & Innovation, Management & Entrepreneurship, Digital Technology, and Law—bringing together design, technology, strategy, and leadership in one future-focused ecosystem.

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