

The Impact of Social Media Marketing on Consumer Behavior a Comparative Study of Different Platforms

¹Gaurav Gupta, ²Dr. Namrata Gupta

¹Phd Research Scholar, Vikrant University Gwalior MP

²Assistant Professor,

Madhav Institute of Technology & Science (Deemed University) Gwalior MP email:

drnamrata0751@gmail.com

Abstract

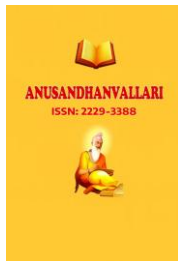
This study examines the effect of social media marketing on consumer behavior, emphasizing the influence of various platforms and advertising styles on buying choices. A survey was conducted with a sample of 200 respondents, encompassing diverse demographics like age, gender, and occupation. Primary findings indicate that Instagram users demonstrate the most consumer involvement, succeeded by YouTube and Facebook users, with notable discrepancies in consumer behavior contingent upon the social media platform employed. Regression research indicates that social media advertising formats, especially interactive material such as videos and tales, substantially influence customer behavior, representing 41.6% of the observed variation. The research finds that enterprises had to concentrate on platform-specific tactics and adaptive advertising formats to optimize customer engagement and sales.

Keywords: Social media, consumer, Instagram, Facebook, You tube

Introduction

Social media marketing use platforms like Facebook, Instagram, and Twitter to increase brand visibility, drive sales, and boost website traffic. It allows businesses to engage directly with current and potential customers, fostering brand loyalty and expanding their reach. A key advantage is the ability to get real-time analytics, which provide insights into customer behavior and campaign effectiveness, allowing precise strategic adjustments. Since 2004, social media has profoundly altered marketing, eclipsing traditional platforms like television and radio. In 2023, over 4.76 billion people globally used social media, representing 59% of the world's population. This large, engaged audience offers businesses unparalleled marketing opportunities. Additionally, social media's interactive nature fosters deeper connections between brands and customers, turning casual followers into loyal advocates, creating a sense of community, and opening new avenues for customer engagement.(Clootrack, 2024)

Social media has transformed consumer behavior by changing how people discover and engage with brands. Through targeted ads, influencer endorsements, and organic posts on platforms like Instagram, Facebook, and TikTok, consumers are constantly exposed to new products. Social commerce has simplified the shopping process by allowing purchases directly within apps, boosting conversion rates. Influencers play a key role in shaping consumer decisions, as their authentic endorsements are often more trusted than traditional ads. Social media also serves as a crucial platform for customer service, enhancing brand loyalty. Additionally, user-generated content and social proof, such as reviews and testimonials, significantly influence consumer trust and purchasing decisions.(Ahmad et al., 2016)



Social media

Social media refers to digital platforms that enable users to share ideas, information, and content through virtual networks. These platforms have revolutionized global communication by facilitating rapid content creation and user interaction, primarily through user-generated content. (Barhemmati & Ahmad, 2015) With over 5 billion users worldwide, social media plays a vital role in personal and professional lives, fostering global connections and communities. Businesses use social media for marketing, targeting specific demographics, and tracking engagement. Major platforms like Facebook, YouTube, Instagram, and WeChat dominate the landscape. However, concerns about misinformation and hate speech persist. Social media's impact on news consumption is significant, especially among younger generations. (Kalia, 2013)

Importance of social media

Social media has become a powerful tool for businesses, enabling them to attract consumers through viral videos, blogs, and articles. Impulse buying is often triggered by engaging content, such as blogs about vintage jewelry, linking directly to online stores. Companies of all sizes, from global giants like Microsoft and Apple to small businesses, utilize social media to reach target audiences. Experts in social network marketing guide newcomers, and social media marketing is now integrated into educational programs worldwide, including Singapore's Aventis School of Management and universities in the U.S. Social media helps people connect, share, and collaborate across vast distances, removing geographic limitations. It plays a critical role in modern business, agriculture, and education, facilitating communication and empowering users to exchange ideas. Social media is essential for businesses, helping them access consumers' genuine feedback and opinions, while also fostering community and engagement globally. (Elena-Iulia, 2018)

Attributes of social media: - Social media in agricultural sector have vast role to play. The specific attributes of social media which is very much helpful in agricultural sector are enlisted below

Worldwide Connectivity: - It helps connect with anyone, anywhere in the world.

Safety and Ease of access: - Connecting digitally with anyone around the world comfortably.

Sharing Information: - Anyone can use this to share news, valuable information, gossip, and what's hot and what's not.

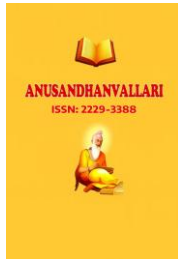
Free Advertising and Marketing: - Social media may be simply used to promote products or services as well as low-cost techniques and campaigns that can become viral.

Competencies in social networking: - For successful social networking several competencies are to be taken care off. The competencies of social networking are as follows:

- User has to be social
- Competency in using gadgets
- User has to be anticipatory in approach. (Arindam Nag, 2017)

Social media marketing

Social media has evolved from a communication tool to a key part of corporate strategy, influencing all aspects of consumer behavior. Many experts believe social media should be integrated into marketing plans, potentially



adding "participation" to the marketing mix. Businesses increasingly engage consumers through social media and mobile apps.

- Improving customer service
- Inform and disseminate information
- Improve customer relationship
- Get inputs for new product development
- Brand promotion
- Improve perception and attitude towards a brand, etc

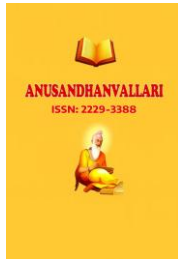
Social media marketing promotes businesses using online platforms and user interactions. It creates viral content, engages consumers, and enhances brand awareness. Companies use platforms like Facebook and Twitter to generate sales leads, foster brand loyalty, and reduce customer care costs. Social media marketing is cost-effective but requires time, effort, and strategic planning. Tools like Hoot Suite help streamline management. Despite misconceptions, it's an enduring, impactful method across all demographics, benefiting businesses of all sizes by driving engagement and sales through word-of-mouth marketing and online conversations.(Ravi et al., 2021)

Benefits of Social Media Marketing

- i. **Increased Exposure:** Social media provides massive visibility (92% exposure).
- ii. **Increased Traffic:** Social media usage boosts traffic by 80%.
- iii. **Loyal Fans:** Enhances brand loyalty as happy customers stick to brands.
- iv. **Marketplace Insight:** Offers key product information; 72% of users gain marketing insights.
- v. **Lead Generation:** Platforms like Facebook generate valuable leads.
- vi. **Improved Search Rankings:** Engaging content improves SEO.
- vii. **Business Partnerships:** Social media fosters new business collaborations.
- viii. **Lower Marketing Costs:** Affordable and accessible social media ads.
- ix. **Increased Sales:** Social media drives consistent growth in online sales.(Tiago & Verissimo, 2013)

Prominent Social Media Platforms

- i. **Facebook:** Launched in 2004, it remains a top social media platform with 2.32 billion users, allowing photo/video sharing, group formation, and community engagement. Popular for personal and business use, with targeted ads for monetization.
- ii. **WhatsApp:** Launched in 2009, acquired by Facebook in 2014. Used for text, voice/video calls, media sharing, and documents, accessible via mobile and desktop.
- iii. **Instagram:** A favorite among youth, known for photo/video sharing and filters. Features include Stories and chat options. It has over a billion active users.(Murtaza, 2021)
- iv. **YouTube:** A video-sharing platform founded in 2005 and purchased by Google in 2006. It boasts over 1.9 billion users and supports a wide variety of media formats, including trailers and live broadcasts.
- v. **Snapchat:** Popular among teens, it pioneered time-limited photo and video sharing, with 188 million daily users.
- vi. **Google+:** Launched in 2011 by Google, focused on shared interests.



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- vii. **Twitter:** Microblogging site, launched in 2006, known for political and news announcements with 280-character tweets. It has 326 million active users.(UNDP, 2019)

Consumer behavior

Consumer behavior examines how people choose, use, and dispose of goods and services. It includes emotional, cognitive, and behavioral aspects that influence decisions. Businesses must understand consumer behavior to develop effective marketing strategies. Individual preferences, societal norms, cultural influences, and economic factors shape buying choices. Social factors, like peer recommendations and cultural standards, affect decisions, while income impacts purchasing power. Psychological, biological, and economic factors also play roles, helping companies predict trends and adjust strategies. By comprehensively understanding consumer behavior, businesses can create tailored marketing efforts that enhance customer engagement, brand loyalty, and market success. (Abdulkareem & Vasani, 2022)

Importance of consumer behavior

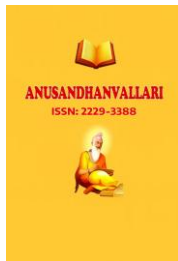
Comprehending customer behavior is crucial for corporate success. Even precisely crafted goods or services may fail if they do not correspond with consumer desires. Market research enables companies to understand the factors influencing purchase choices and adjust their products appropriately. Tools like surveys, focus groups, and data analytics help companies shape products, improve features, and develop effective marketing strategies. Additionally, focusing on customer retention fosters brand loyalty, reducing costs associated with acquiring new clients. By adapting to trends and lifestyle changes, businesses can refine their strategies to boost sales, enhance customer satisfaction, and ensure long-term success.(Kumar, 2022)

Social media affects consumer behavior

Social media has transformed shopping, research, and business interactions. Facebook, Instagram, and TikTok assist people decide with quick reviews, comparisons, and user-generated content. This shift from traditional advertising to interactive marketing has changed the dynamics, with consumers trusting peer reviews and influencer recommendations more. Brands now engage directly with customers, fostering trust and loyalty through personalized interactions. However, they face challenges in reputation management, as social media's visibility can quickly amplify both positive and negative feedback, necessitating vigilant monitoring and timely responses.(Gupta & Chopra, 2020)

Behaviors of today's digital consumer

Digital shoppers often research extensively before making purchases, comparing products, reading reviews, and seeking social media feedback. With abundant online information, informed decisions are easier, making SEO essential for business visibility. Optimized content enhances search rankings and influences customer choices. Good ratings increase trust, while Instagram and TikTok promote goods. Businesses must integrate social media and SEO strategies, ensuring mobile-friendly websites, engaging content, and influencer collaborations.



Consistent branding across devices and personalization through data analysis further enhance user experience, leading to higher engagement and conversions in today's competitive digital market.

Influencer Marketing's Impact on Indian Consumers

Influencer marketing in India has grown, linking companies with customers via social media popularity. Unlike traditional advertising, this method emphasizes trust and authenticity, resonating with India's culturally diverse and tech-savvy population. Influencers, whether celebrities or ordinary individuals, create relatable content, enhancing brand perception and driving purchasing decisions. As consumers increasingly trust influencers over conventional ads, brands are shifting focus to influencer partnerships. This approach, deeply tied to cultural and regional dynamics, strengthens consumer engagement, brand loyalty, and ultimately, business outcomes. (Et. all, 2023)

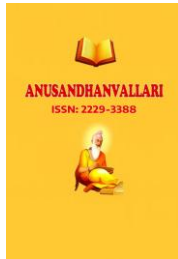
Consumer Engagement with Brands on Social Media

Customer engagement on social media is a key element of modern marketing. Users interact with brands by liking, sharing, commenting, and following, which boosts brand visibility. Social media also acts as a sales platform, allowing direct purchases through integrated shopping features. Customer reviews and inquiries on these platforms influence public perception and build connections. Additionally, mentions of brands, whether tagged or not, increase recognition and organic interaction. By analyzing these engagements, companies can gain insights into consumer preferences, refine their marketing strategies, and foster a more loyal and engaged customer base. (Eslami et al., 2022)

Literature review

(Bhattarai et al., 2023) Social media has an outsized impact on consumers' choices when they purchase online. This shift is causing a shift in the way marketing affects people. This research examined the impact of Pokhara Valley social media stars on customers' purchases. Fifteen hundred people living in the Pokhara Valley of Nepal filled out this survey. This quantitative study used a descriptive research strategy. A self-administered survey questionnaire was used to gather the main data. We examined how independent factors influenced the dependent variable using descriptive statistics and PLS-SEM. The 2023 academic year was January–April. A research indicated that online communities strongly affected customers' purchasing choices ($\beta = 0.202$, $p = 0.006$). Purchase choices are impacted by perceived usefulness ($\beta = 0.172$, $p = 0.019$), ratings and reviews ($\beta = 0.234$, $p = 0.002$), and trust ($\beta = 0.140$, $p = 0.035$). On the other hand, consumers are unmoved by personal recommendations. From what we can see, members of online groups are more prone to trust social media recommendations, read reviews and ratings, have a positive impression of the platform, and utilize it as a purchasing basis. By grasping the importance of these elements, businesses and marketers may strengthen their connections with customers and influence their purchase decisions.

(Zailskaite-Jakste & Kuvykaite, 2012) The significance of online customer engagement in establishing a competitive advantage is becoming more and more acknowledged by companies. Through two-way communication and dynamic content, social media platforms allow brands to communicate with customers, which in turn improve brand qualities, increases consumer engagement, and strengthens brand loyalty. Several studies have investigated what motivates people to participate in virtual worlds and how businesses might

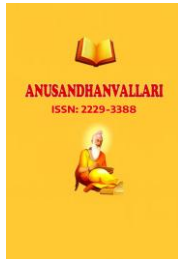


improve their connections with customers. However, there is currently a lack of a structured method for involving consumers in the process of constructing online brand equity. This article takes a look at how social media has affected consumer involvement from the viewpoints of both businesses and their customers, drawing attention to the fact that innovative incentives and motivations are needed to increase brand recognition and devotion.

(Kaiser et al., 2023) Social lockdowns and distance brought on by the COVID-19 epidemic have altered consumer behaviors. The rules and methods that govern purchasing habits will evolve throughout time, even while some old behaviors may make a comeback. These changes are being propelled by factors including shifting demographics, new technologies, and digital marketing. Using gender and generational age as moderators, a research examined a framework that aimed to demonstrate the impact of the marketing mix and lifestyle changes on consumer behaviors during COVID-19. The results showed that changes in marketing and lifestyle had an effect on behavior, with gender having an effect on just location and delivery and age moderating all changes (with the exception of promotions). Further study might investigate how customers adapt throughout various crises or across nations; these findings are beneficial for politicians and retail management.

(Gaurav & Suraj Ray, 2020) The last 20 years have seen a dramatic shift in marketing tactics, with digital marketing increasingly taking the lead over more traditional forms of advertising. The advent of the internet and its exponential growth in popularity over the last two decades has been the single most consequential change to the marketing industry. At this very moment, a digital revolution is taking place. The impact of digital marketing on the market is growing by the second. Over time, there has been a marked shift in the way consumers shop. Consumers nowadays are knowledgeable, tech-savvy, and have several platforms at their fingertips to instantly access a variety of product information. Businesses have swiftly realized the critical requirement of having an online presence to boost brand awareness, create revenue, and survive in this fiercely competitive industry. Social media advertising influences consumers at every stage of the buying process, beginning when they become aware of a need and continuing through their post-purchase behavior. Improving post-purchase behavior is a top priority for organizations looking to boost customer happiness and, therefore, the quality of their customer experience. Because of the widespread use of social media, this study aims to determine if and how ads shown on these sites influence users' likelihood to buy.

(Konga Subba Reddy & BAbdul Azeem, 2022) Impulsive or motivated buying is when a person decides to purchase something at the last minute without giving it any thought. Online retailers are in a league of their own when it comes to constantly engaging consumers via social media, content, email, and show promos. Any store that wants to persuade customers to buy more needs a good online presence. Now that consumers are on an equal footing with businesses because to technology, the sky's the limit in terms of what they can find, label, and chastise. These days, a lot of companies have social media sites to supplement their data, customer feedback, and the likelihood that people would feel more connected to them after reading surveys. The focus of this piece is on how different facets of social media advertising relate to the phenomenon of impulsive buys. A quantitative approach was required for this research because to its emphasis on customer behavior; regression was used to analyze the interaction between different elements. Another option is to use one-way ANOVA to compare means. We were able to get some strong statistical conclusions from both bivariate and univariate analysis using 112 persons in the sample. Analysis of the study's elements allows for the creation of a social media user profile. The online platform provides tools and analysis that the host of the structured questionnaire must use to do in-depth statistical analysis. The findings demonstrate that factors associated with social media



marketing influence today's impulsive buys. Impulsive buying, encouraged by social media ads, may increase expenditure by 40%.

Problem of the statement

The fast growth of social media has changed customer behavior, with most brand interactions happening online. Although social media marketing is widely used, little is known about how its multiple components affect customer behavior. Whether specific platforms drive sales is unclear, as is the relationship between buying behavior and platform preferences. Marketing affects brand impression differently per platform, but little is known. Corporations employ videos and photos to advertise, but it's unclear whether medium has the most impact on customer behavior and brand perceptions. User-generated content affects brand loyalty and trust, yet consumer behavior is ambiguous. This study examines the relationship between social media platforms and consumer purchasing behavior, influencer marketing and brand perception, diverse advertising formats, and user-generated content and brand loyalty and trust to improve social media marketing strategies.

Objectives

- i. To compare the difference in usage of social media platforms (Facebook, You tube, Instagram) on consumer behaviour.
- ii. To investigate the effect of social media advertising formats (e.g., videos, images, stories) on consumer behaviour.

Hypothesis

- i. There is no significant difference in usage of social media platforms (Facebook, WhatsApp, and Instagram) on consumer behaviour.
- ii. There is no significant effect of social media advertising formats (e.g., videos, images, stories) on consumer behaviour.

Research Methodology

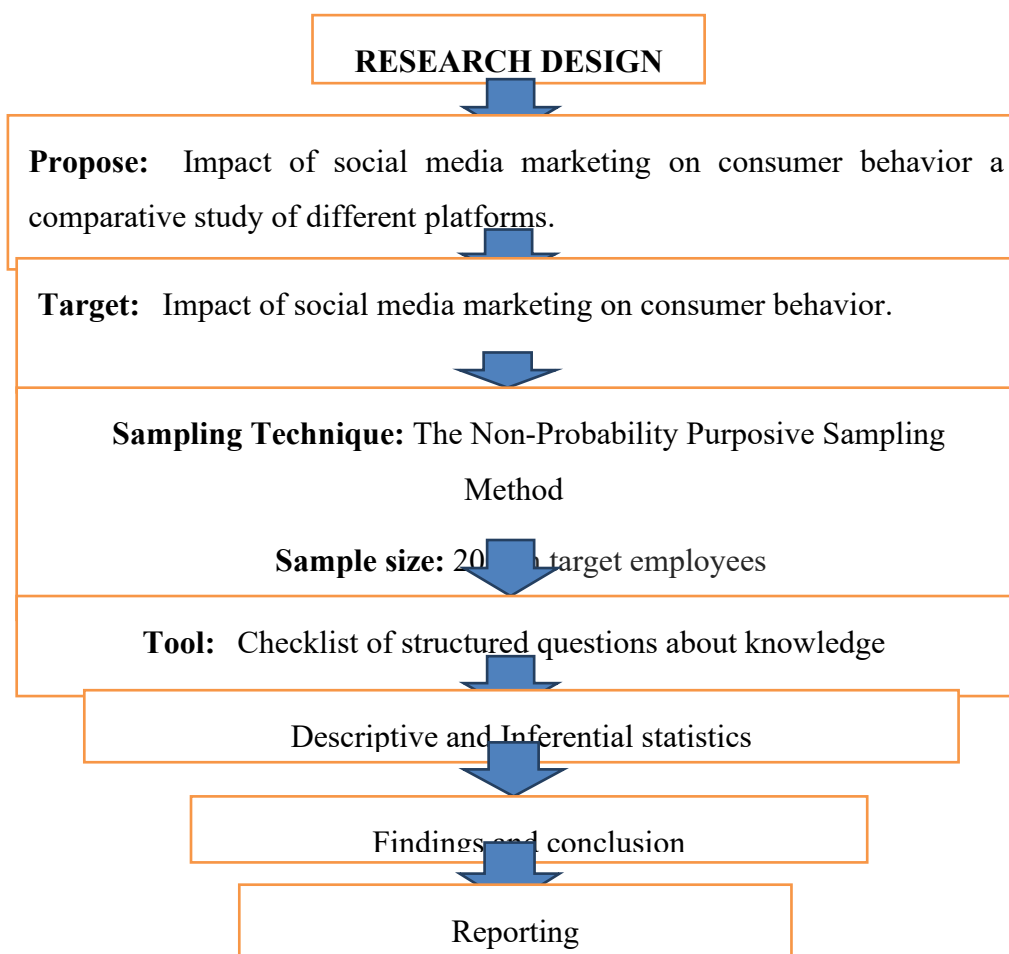
This study delves into the study's measurements and techniques, including topics such as ethical issues, data collection, and analysis. Research is a way for academics to learn and grow. According to researchers, questions are defined and expanded upon, hypotheses are developed about possible answers, data is collected, conclusions are drawn, and then the results are checked to see whether they match up with the original ideas.

Research design

Finding the best approach for a particular study's questions and setting is possible with the help of a study design. Starting with the research questions given at the start of the project might help build a systematic strategy to gathering and analyzing data. This descriptive research aims to determine the impact of social media marketing on consumer behavior a comparative study of different platforms. It is possible to do descriptive

research using either qualitative or quantitative approaches. The study used both quantitative and qualitative methodologies. The process makes use of a variety of methods. Outlining the study's aims and collecting and analyzing participant data are critical components of every research project. This study aims impact of social media marketing on consumer behavior a comparative study of different platforms. As a visual aid, this image depicts the study strategy.

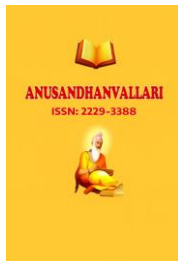
Figure 3.1: Design of a Study in Schematic Form



Proposed methodology

Research technique encompasses any organized strategy for resolving a research question or problem. Researchers might find helpful information on the benefits and drawbacks of different methodologies in this study. In order to accomplish the goals of the study, the research method is presented as a vital outline for arranging the data collection procedure.

This chapter provides a comprehensive analysis of research technique and its processes. Data collection effectively covers research methodologies, variables, samples, and sampling criteria. All of the study's methodology, samples, and sampling techniques are included inside this. Researchers use both qualitative and quantitative methods to elucidate the challenges they face. Triangulation, which comprises looking at two



different sets of data, adds credence to the findings. Mixed methods research often incorporates new findings to explain the outcomes of an earlier strategy. The potential for one approach to advance another is one of the benefits of mixed methods research. Consequently, the research may be enhanced and broadened by integrating additional methods into various aspects of the investigation. Understanding the impact of social media marketing on consumer behavior a comparative study of different platforms will need a multi-method approach.

The need of setting priorities and carrying out data collection correctly is further underscored by the usage of mixed methods. To make sense of the mountain of data collected, this study used a mixed-approaches approach that leaned more heavily on quantitative than qualitative methods. Qualitative research is essential for data collection before moving on to quantitative research. At first, we were going to figure out what the problem was, gather quantitative data to analyze a big sample, and then use the approach we made. The need of setting priorities and carrying out data collection correctly is further underscored by the usage of mixed methods. To make sense of the mountain of data collected, this study used a mixed-approaches approach that leaned more heavily on quantitative than qualitative methods.

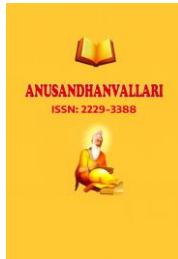
Qualitative research is essential for data collection before moving on to quantitative research. It had always been intended to look into the issue and gather quantitative data so that a wide sample could be examined. The original intent was to use the same approach to address the impact of social media marketing on consumer behavior a comparative study of different platforms. Integrating qualitative and quantitative data strengthens the study and facilitates future research efforts.

Learning how impact of social media marketing on consumer behavior a comparative study of different platforms is one of the primary motivations for doing this research. Potentially more useful suggestions for the design and execution of the quantitative investigation can be gleaned from qualitative research. Employing a qualitative methodology yields compelling evidence regarding the impact of social media marketing on consumer behavior a comparative study of different platforms. This research relies on a limited sample size, which is a limitation because of the nature of the method. The study is enhanced and future research endeavors are made easier by combining qualitative and quantitative data. The qualitative section of this research will seek to understand the participants' points of view and the variables that shape them. Exploring the impact of social media marketing on consumer behavior a comparative study of different platforms. Qualitative research will assist in the conceptualization and development of the quantitative investigation.

After data is collected and processed using SPSS software, a numerical value is assigned to the topic of the inquiry. Using these figures, we may Impact of social media marketing on consumer behavior. Since it reduces the likelihood of dishonesty, the quantitative technique provides advantages. Quantitative studies rely on statistical analysis to provide more solid results with less room for estimation mistakes.

Research Approach

Crucial to the success of the undertaking is the study's methodology. Finding the most effective research approach is reliant on the knowledge gained from this study looks at how impact of social media marketing on consumer behavior a comparative study of different platforms by using survey research techniques. Data may be collected by making use of pre-existing surveys. Over the course of the survey, participants will have the option to choose between multiple-choice and free-form items.



Research variables

The characteristics, or variables, of each research subject are distinct from one another. A suggestion would be to place a number on it. In this context, a "variable" is anything that may be defined as changing or fluctuating from one research on the impact of social media marketing on consumer behavior a comparative study of different platforms.

Independent Variable

Social media marketing

Dependent Variable

Consumer behaviour

Sample and sample technique

Researcher determined how stress affected performance on the job by selecting a subset of a larger population using a sampling technique. Both probability and non-probability sampling are widely used in the field of statistics. This method is referred to as "probability sampling" since it involves selecting workers at random from a pre-established pool of possible responses. How stress influenced performance the workplace was investigated in a qualitative research that used a purposive sample technique.

Sources of the sample

This paper's study relies on a major data collection. The following list provides a concise overview:

Primary data

An online form application is required since the only people who can provide primary data are those working for the firm. The main data for this study came from questionnaires.

Secondary data

One definition of a secondary data set is a data set that is built from a main data set. This class contains a number of records. Primary sources include things like books and journals, whereas secondary sources include things like the internet and official government publications.

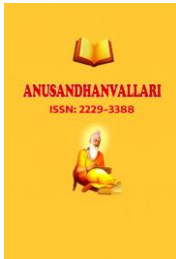
Methods and Tools used

Data was collected by way of an online survey. In corporate settings, surveys are a typical way to get information from teachers. A comprehensive evaluation was carried out using a checklist to ascertain on the impact of social media marketing on consumer behavior a comparative study of different platforms. We have selected 200 respondents.

Statistical analysis

Data Analysis

Data analysis allows one to derive conclusions from unstructured data. Data entry, editing, and coding are all part of an initial data analysis that must be finished before data preparation can begin. Accurate and efficient data analysis tools are essential for their usefulness. A spreadsheet was used for the examination of the study



data. A numerical score was given to each participant's response before it was recorded into a spreadsheet. We used SPSS for effective data analysis and modeling. In order to examine the data in this research, the statistical program SPSS 22.0 was used. Using methods like analysis of variance and percentage-based processes, we examined the crucial data. The major topics of the research could be better comprehended with the use of percentage analysis. One easy way to compare and evaluate statistics is using percentages. This is a foolproof method of getting your message out to a certain population. Gathering data allows for a more accurate depiction of the current state of affairs. One way to make percentage studies more visually appealing is to use graphs.

Significance level: There was a predetermined statistical significance threshold. To begin with, the value of 0.05 is used .

Result

The results section analyzes the distribution of respondents by age, gender, occupation, preferred social media platform, and the impact of social media advertising on consumer behavior. Additionally, hypothesis testing is performed to evaluate the influence of different social media platforms and advertising formats on consumer behavior.

Table 1: Age wise distribution of respondents

Age		
	Frequency	Percent
Below 25 years	51	25.5
25 to 30 years	68	34.0
31 to 35 years	24	12.0
36 to 40 years	35	17.5
Above 40 years	22	11.0
Total	200	100.0

Age wise distribution is represented in table above. In below 25 years, frequency is 51 and percentage is 25.5%. In 25 to 30 years, frequency is 68 and percentage is 34%. In 31 to 35 years, frequency is 24 and percentage is 12%. In 36 to 40 years, frequency is 35 and percentage is 17.5%. In above 40 years, frequency is 22 and percentage is 11%.

Graph 1: Graphical representation of age wise distribution of respondents

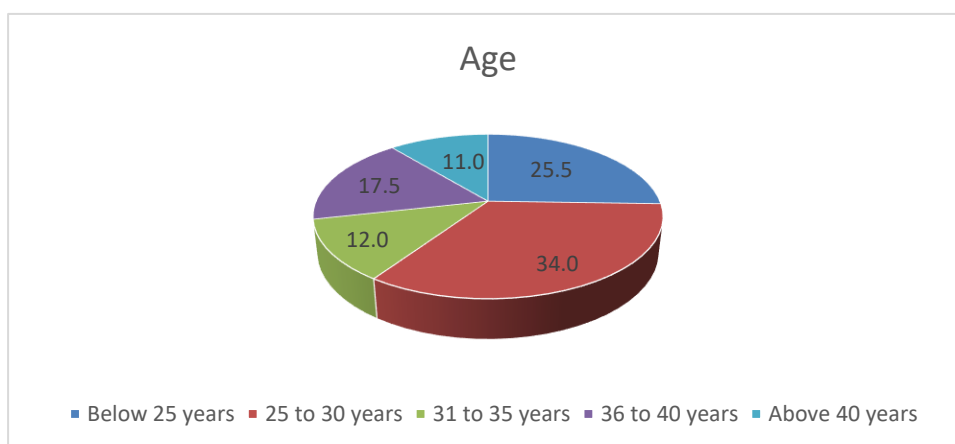


Table 2: Gender wise distribution of respondents

Gender		
	Frequency	Percent
Male	122	61
Female	78	39
Total	200	100

The above table discusses gender wise distribution of respondents. There are 122 males and 78 females are included in this study, whose percentage are 61% and 39% respectively.

Graph 2: Graphical representation of gender wise distribution of respondents

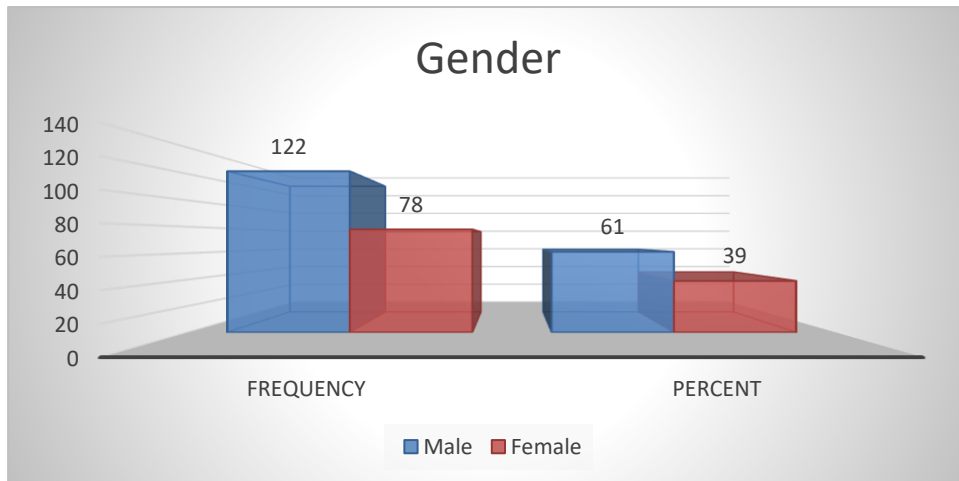


Table 3: Occupation wise distribution of respondents

Occupation		
	Frequency	Percent
Student	50	25.0
Private Job	67	33.5
Govt. Job	47	23.5
Business	36	18.0
Total	200	100.0

The above table discusses occupation wise distribution of respondents. There are 50 students participate in this study, whose percentage is 25%. In private job, frequency is 67 and percentage is 33.5%. In govt. job, frequency is 47 and percentage is 23.5%. In business, frequency is 36 and percentage is 18%.

Graph 3: Graphical representation of occupation wise distribution of respondents

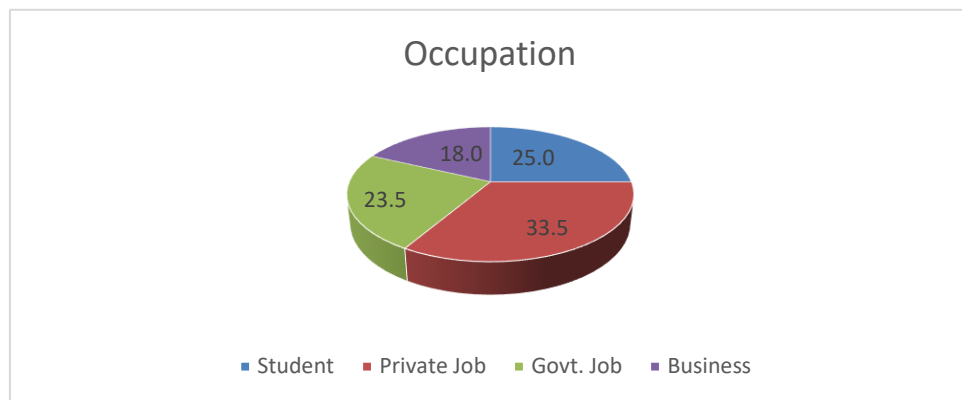


Table 4: Preferred Social Media Platform of respondents

Preferred Social Media Platform		
	Frequency	Percent
Instagram	59	29.5
You tube	75	37.5
Facebook	66	33.0
Total	200	100.0

The above table discusses Preferred Social Media Platform of respondents. There are 59 respondents prefer Instagram, 75 you tube and 66 prefer Facebook, whose percentage are 29.5%, 37.5% and 33% respectively.

Graph 4: Graphical representation of Preferred Social Media Platform of respondents

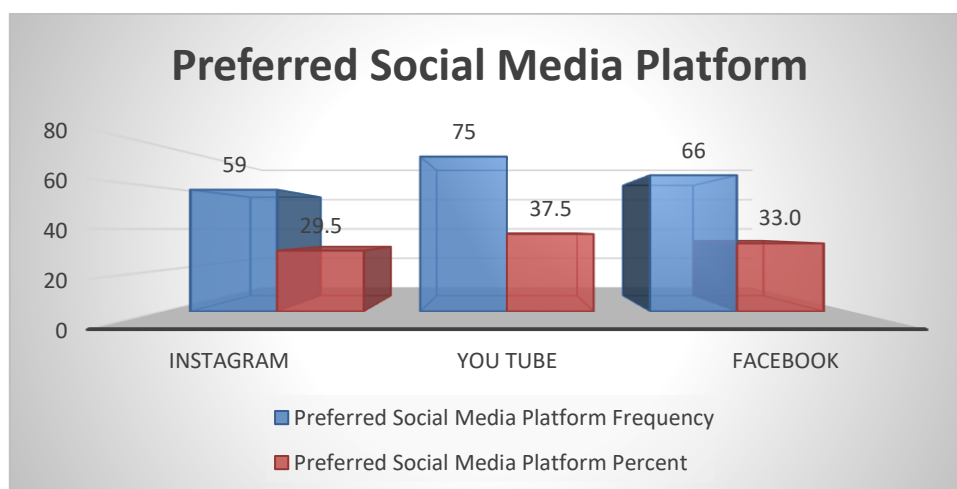
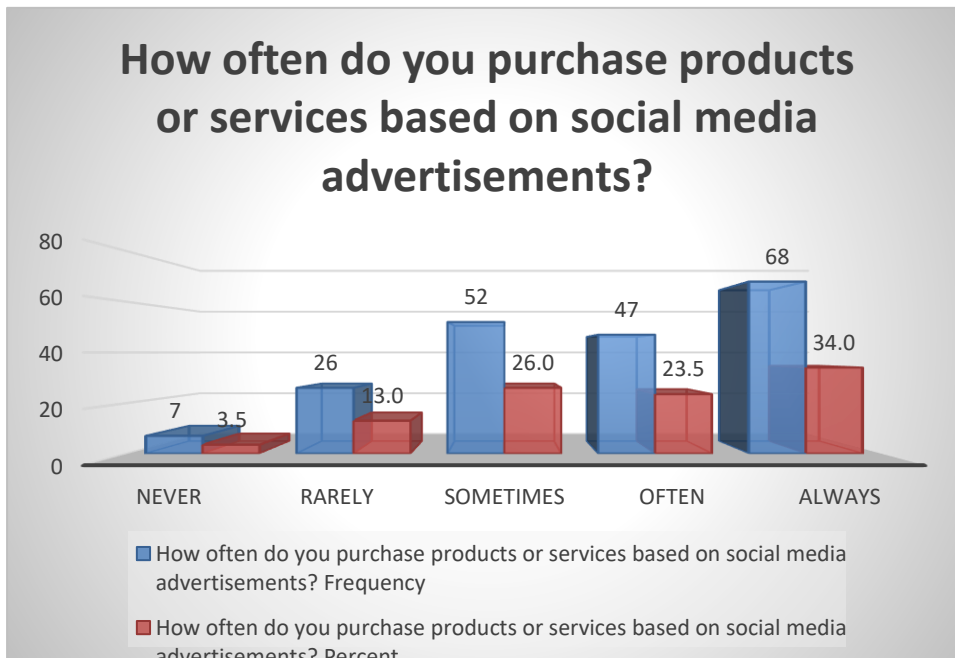


Table 5: Frequency and percentage of often do you purchase products or services based on social media advertisements

How often do you purchase products or services based on social media advertisements?		
	Frequency	Percent
Never	7	3.5
Rarely	26	13.0
Sometimes	52	26.0
Often	47	23.5
Always	68	34.0
Total	200	100.0

The above table discusses often do you purchase products or services based on social media advertisement. In never, frequency is 7 and percentage is 3.5%. In rarely, frequency is 26 and percentage is 13%. In sometimes, frequency is 52 and percentage is 26%. In often, frequency is 47 and percentage is 23.5%. In always, frequency is 68 and percentage is 34%.

Graph 5: Graphical representation of often do you purchase products or services based on social media advertisements



Hypothesis testing

Hypothesis 1: There is no significant difference in usage of social media platforms (Facebook, WhatsApp, Instagram) on consumer behaviour.

Ranks			
	Preferred Social Media Platform	N	Mean Rank
Consumer Behavior	Instagram	59	152.42
	You tube	75	98.53
	Facebook	66	56.33
	Total	200	

Test Statistics ^{a,b}	
	Consumer Behavior
Chi-Square	86.419
df	2
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: Preferred Social Media Platform	

The p-value (0.000) is below the standard significance level of 0.05, signifying that the test is statistically significant. Consequently, we reject the null hypothesis (H₀). This indicates a substantial difference in consumer behavior among users of various social media networks. Instagram: Mean rank = 152.42; YouTube: Mean rank = 98.53; Facebook: Mean rank = 56.33. According to the mean ranks, Instagram users demonstrate the greatest consumer behavior ratings, followed by YouTube users, while Facebook users display the lowest scores. Consumer behavior varies significantly according on the utilization of different social media sites. Instagram users exhibit the most involvement in consumer behavior, followed by YouTube users, whilst Facebook users have the lowest engagement in this regard.

Hypothesis 2: There is no significant effect of social media advertising formats (e.g., videos, images, stories) on consumer behavior.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 ^a	.416	.413	3.44890
a. Predictors: (Constant), Social media advertising				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1678.957	1	1678.957	141.149	.000 ^b
	Residual	2355.198	198	11.895		
	Total	4034.155	199			
a. Dependent Variable: Consumer Behavior						
b. Predictors: (Constant), Social media advertising						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.918	.979		1.959	.052
	Social media advertising	.262	.022	.645	11.881	.000
a. Dependent Variable: Consumer Behavior						

A linear regression analysis was conducted to examine the effect of social media advertising on consumer behavior. $R = 0.645$: This correlation value suggests a robust positive association between social media advertising and consumer behavior. $R^2 = 0.416$: This indicates that 41.6% of the variance in consumer behavior is attributable to the kind of social media advertising forms. F-statistic = 141.149: This measure evaluates the adequacy of the model in relation to the data. p-value = 0.000: The regression model is statistically significant since the p-value is below 0.05. Social media advertising strategies significantly influence customer behavior. The constant ($B = 1.918$, $p = 0.052$) signifies the anticipated value of consumer behavior in the absence of social media advertising influence. Despite this value not being statistically significant ($p > 0.05$), it approaches significance. Social Media Advertising ($B = 0.262$, $p < 0.001$): The unstandardized coefficient ($B = 0.262$) signifies that for every unit rise in social media advertising forms (e.g., transitioning from photographs to videos or tales), consumer behavior escalates by 0.262 units. The p-value (0.000) indicates that this impact is statistically significant. The regression model demonstrates statistical significance, with social media advertising forms accounting for 41.6% of the variance in consumer behavior. Social media advertising forms (videos, photos, tales) show a significant positive impact on consumer behavior ($p = 0.000$). With each escalation in the utilization of these forms, consumer behavior rises by a measurable degree.

Conclusion

This research investigated the influence of social media platforms and advertising forms on consumer behavior. The study indicated that Instagram users demonstrate the most involvement in consumer activity, succeeded by YouTube and Facebook users. The statistical significance ($p = 0.000$) indicates that consumer behavior varies



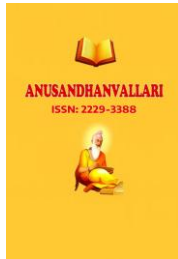
significantly according to the platform utilized, with Instagram users exhibiting the highest level of engagement in purchase decisions affected by social media. The regression study indicated that social media advertising formats (videos, photos, tales) had a substantial beneficial influence on customer behavior ($p < 0.001$). The R^2 score of 0.416 signifies that 41.6% of the variance in customer behavior is attributable to the type of social media advertising style employed. The research indicates that more interactive and visually stimulating material, such as films and narratives, substantially enhances customer engagement and purchase behavior. The age distribution indicates that the majority of responders are younger, predominantly within the 25 to 30-year range. The gender distribution is marginally biased towards male respondents (61%), with most respondents employed in private sectors or engaged in academic pursuits. This information might be advantageous for marketers aiming at particular groups via social media.

Suggestions

- To enhance the efficacy of social media advertising, businesses have to allocate greater resources towards dynamic and interactive material, such as videos and tales, which have had a significant impact on customer behavior. This method is more efficacious in motivating customers to finalize buying choices.
- Given the considerable variation in customer behavior across social media platforms, businesses have to tailor their advertising strategy for each site. Although Instagram fosters more connection, YouTube and Facebook must not be overlooked; tailored methods for each channel should be devised to improve customer involvement.
- The age distribution indicates that younger demographics exhibit greater activity on social media and heightened responsiveness to advertising. Marketers ought to craft campaigns that align with the interests and preferences of this generation, particularly individuals aged 25 to 30 years.
- Given that social media advertising profoundly impacts consumer behavior, businesses must consistently evaluate and analyze the efficacy of various advertising methods. This will facilitate the optimization of campaigns to guarantee maximum reach and engagement.

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