

A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR

Project Report

Submitted by

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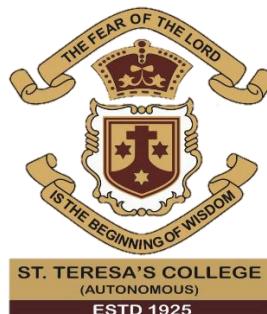
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Under the guidance of

Ms. MANEESHA T M

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Commerce



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-accredited at “A++” Level (Fourth Cycle)

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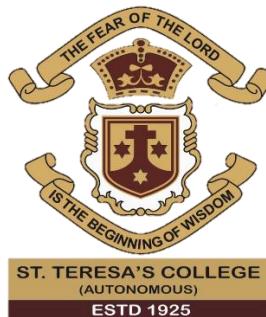
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CERTIFICATE

This is to certify that the project report titled '**A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR**' submitted by **Dhanya Jose, Dhanya K, Farzana K.S** towards partial fulfillment of the requirements for the award of the Degree of **Bachelor of Commerce** is a record of bonafide work carried out by them during the academic year 2024 – 2025.

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Signature of External Examiner

DECLARATION

We, Dhanya Jose, Dhanya K, and Farzana K.S hereby declare that this project report entitled, **“A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR”** is a Genuine record of work done by us under the guidance and supervision of **Ms. Maneesha T M**, Assistant Professor, Department of Commerce Regular, St.Teresa’s College (Autonomous), Ernakulam. This work has not formed the basis for the award of any academic qualification, fellowship or any other similar title of any other University or Board.

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CONTENTS

SL. NO.	TITLE	PAGE NO.
1	List of Tables	
2	List of Figures	
3	Chapter 1: Introduction	1 - 5
4	Chapter 2: Literature Review	6 - 12
5	Chapter 3: Theoretical Framework	13 - 23
6	Chapter 4: Data Analysis and Interpretation	24 - 46
7	Chapter 5: Summary, Findings, Recommendations and Conclusion	47 - 52
8	Bibliography	
9	Appendix	

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1	Age wise classification	25
4.2	Educational qualification	26
4.3	Occupational status	27
4.4	Income range	28
4.5	Purchased after seeing social media ads	29
4.6	Preferred social media for purchases	30
4.7	Direct purchases via social media	31
4.8	Social media review influence	32
4.9	Trust in social ads	33
4.10	Effective social media marketing	34
4.11	Bulding trust on social media	35
4.12	Impact of deals on ads	36
4.13	Accuracy of social media marketing	37

4.14	Authenticity of brand ads	38
4.15	Impact of social media on shopping	39
4.16	Trustworthiness of social media ads	40
4.17	Impact of social media on brand loyalty	41
4.18	Social media influenced by brand choice	42
4.19	Most purchased products after seeing from ads	43
4.20	Social media influences brand perception	44
4.21	Visibility level of social media ads	45
4.22	Significance of company in responding to customers on social media ads	46

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
4.1	Age wise classification	25
4.2	Educational qualification	26
4.3	Occupational status	27
4.4	Income range	28
4.5	Purchased after seeing social media ads	29
4.6	Preferred social media for purchases	30
4.7	Direct purchases via social media	31
4.8	Social media review influence	32
4.9	Trust in social ads	33
4.10	Effective social media marketing	34
4.11	Bulding trust on social media	35
4.12	Impact of deals on ads	36
4.13	Accuracy of social media marketing	37

4.14	Authenticity of brand ads	38
4.15	Impact of social media on shopping	39
4.16	Trustworthiness of social media ads	40
4.17	Impact of social media on brand loyalty	41
4.18	Social media influenced by brand choice	42
4.19	Most purchased products after seeing from ads	43
4.20	Social media influences brand perception	44
4.21	Visibility level of social media ads	45
4.22	Significance of company in responding to customers on social media ads	46

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION

Social media marketing is the use of social media platforms to promote a product, service or brand and interact with consumers to achieve business goals. To increase brand awareness, promote customer loyalty and sales, activities can include writing and sharing valuable content, running ads etc on social media. Business can target the specific segment by customizing its strategy, influencer marketing, choosing appropriate social media, and analysing the data.

Social media marketing fairly influences consumer behaviour. It builds a level of awareness of the brand within the consumers that guides them in making purchase decisions. With social media posts and influencer marketing, it allows customers to discover new goods and services. Social proof, which consists of reviews and user-generated content, builds trust and helps recommend purchases.

The advertisements offer consumers an emotional linkage with the brand. Scarcity effects, such as those offered through limited-time promotions or trending products, can create a sense of absence in the minds of consumers. It leads to increased sales. Besides, the shop-able features on social media encourage impulse shopping, making them an extremely potent force influencing consumer behaviour.

With over a billion users each over social media platforms, including Twitter, Facebook, WhatsApp, Instagram, TikTok and other platforms, companies now have direct access to enormous, diverse audiences. Understanding how social media impacts consumers will enable a company to appropriately adjust its marketing mix, user-specific content and effective means of communicating with the public.

Research into the business impact of these evolving trends of social media is vital in ensuring competitiveness and social-media marketing strategies. As the channel of consumer behaviour continues to shift towards online and social media, knowledge gained will offer solid grounds for a business to leverage sales and derivatives of brand loyalty. The current study is of utmost importance for practical marketing, helping educators understand the psyche and social factors manipulating their marketing strategies and decisions, peer pressure, social proof, and emotional appeals in various contexts.

So, through this study, we intend to analyse the influence of social media marketing on consumer behaviour.

1.2 SIGNIFICANCE OF THE STUDY

A study on the consumer behaviour influenced by social media is highly significant in today's time as there is a major shift from traditional shopping methods to online shopping. Social media has become increasingly influential in guiding consumers towards making decisions about purchasing products in the present way of life. Social media has been the most effective mechanism to provide information on products and a way to engage with brands while making choices.

A study on the influence of social media will help the business sector in determining how to create their marketing mix so as to reach their targeted audiences better. They also have the option to remarket any kind of engagement through the content they create around it. The effect of influencers has significantly transformed traditional marketing. Endorsements and partnership with brands executed via social media would create a good perception of a product hence fostering brand loyalty.

Notably, social media platforms are becoming more popular with engine platforms such as TikTok, YouTube, and Instagram. As a result, consumers are becoming increasingly aware of the existence of brands, through social media and influencers. They pave the way for the users to put forth their unprocessed opinion on their experience with those brands.

This research will economically serve a wider potential market trend forecast for e-commerce and retail cuts. Moreover, it will inform businesses which could lead to significant improvements in developing their marketing strategies and gives a broader perspective on the psychological factors influencing consumer behaviour in this current digital age.

1.3 STATEMENT OF THE PROBLEM

The increasing importance of the media raises questions on the part of the consumer behaviour regarding the nature and forms of various media's influence on consumer choices. Most companies are already using social media to do marketing; however, there is limited research on answering what it is that dictates consumer behaviour in these spaces, specifically the psychological, emotional, and social factors inside those digital environments. This has led to some questions surrounding how it influences the buying experience in terms of consumer purchase decision-making, perceived brand image, and customer loyalty, as Facebook and other social media face an onslaught of product recommendations reviews and targeted advertising. This study, therefore, aims to fill the gap by coming up with a thorough understanding of how

consumer trust, purchase intentions, and consumer behaviour mediation are shaped through social media content, from influencer recommendations to peer reviews, thereby enabling the businesses to realign their strategies in a fast-transforming digital environment.

1.4 OBJECTIVES

- To analyse the effect of social media marketing on consumer behaviour.
- To identify the factors that influence the effectiveness of social media marketing.
- To analyse the impact of social media marketing on consumer loyalty.
- To provide recommendations for businesses and marketers.

1.5 RESEARCH METHODOLOGY

Research Design

The type of research chosen here is Descriptive research, to measure the customer satisfaction level based on respondents' feedback. Descriptive research involves collecting data to address research questions about the study's current status.

Collection of Data

It is primarily based on primary data gathered through scientifically designed questionnaire which was framed following literature review and initial investigation. Secondary sources of data collection are also employed from internet, research papers, books etc.

Sampling Design

A sample size of 110 customers is collected from population using sampling method.

Tools of Analysis

These collected data are rightfully categorised, evaluated and interpreted by the study objective. They are displayed using bar diagrams, pie charts and tables thus facilitating an easy inference draw.

1.6 SCOPE OF THE STUDY

The scope of this study is to analyse the influence of social media marketing on consumer behaviour within India. The scope of this study impacts on consumer's purchase decisions,

attitude formation, brand loyalty and retention towards products and services. The study will focus on Facebook, Instagram, Youtube, Twitter and also employ online surveys, social media analytics and content analysis.

1.7 LIMITATIONS OF THE STUDY

- The sample may not be representative of the larger population.
- Respondents may provide answers that are socially acceptable rather than their true opinions.
- The study may not capture the long-term effects of social media marketing on consumer behaviour.
- The study may focus solely on online influences, neglecting the impact of offline factors on consumer behaviour.
- The study may be limited by time constraints, which can impact the depth and breadth of the research.

1.8 KEY WORDS

1. **Brand Awareness** - Brand awareness is defined by the degree by which a consumer recognizes or remembers the brand after seeing social media content connected with it. It marks a consumer's attention to a certain product or service.
2. **Consumer Behaviour**- Consumer behaviour is the behaviour and decision making involved while choosing, buying, using, or disposing of a product or services. It is determined by emotions, attitudes, perceptions, preferences, and social influences.
3. **Engagement**- Engagement in social media marketing is the interactions and activities that consumers have with social media content, such as likes, comments, shares, clicks, and time spent on a brand's social media content.
4. **Purchase Intention**- It is defined as a consumer's willingness or intention to acquire a product or service after seeing social media marketing contents. This is a vital concept in marketing because it makes easier for businesses to know what and how to influences the consumer behaviour.
5. **Consumer Trust**- Consumer Trust is the belief and confidence consumers have in a company, brand or product upon its social media marketing efforts. It is built when the company provides good quality product or services and act in the best interest of the consumers.

1.9 CHAPTERISATION

Chapter 1- Introduction

This chapter gives a brief introduction about this topic, its significance in the research area, problem statement, methodology adopted, objectives to be achieved and limitations of the study.

Chapter 2- Literature review

This chapter deals with the literature relating to the topic under study. It includes analysis of secondary data relating to the topic under study.

Chapter 3- Theoretical framework

This chapter introduces the theory of the research.

Chapter 4- Data analysis and interpretation

It includes analysis and interpretation of primary data and secondary data collected based on variables related to the study.

Chapter 5- Summary, finding, recommendation and conclusion

It deals with a brief summary of what the researcher has found out from study and recommendation and the final conclusion.

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION

In the last few years, social media marketing has become one of the most effective mediums of communication used by brands and businesses around the world to alter the purchasing behaviour of a consumer. With tremendous popularity, social media has provided an unprecedented platform for real-time commercial interaction with potential clients. Therefore, it becomes more relevant for marketers to know how social media marketing influences consumer behaviour to better direct their strategies towards the creation of brand loyalty. This literature review attempts to discuss the contemporary knowledge relating to the influence of social media marketing on consumer behaviour. The study will finally shed light on the significance of social media marketing in a larger framework and its effect-related behaviour in the long run.

Evans, N. J, Phua, J, Lim, J, & Jun, H (2017) studied social media ads outperform traditional advertising due to advanced targeting capabilities. This study found that personalized ads based on consumer behaviour and preferences have higher click-through and conversion rates. Facebook and Instagram ads, powered by AI, optimize engagement by reaching users most likely to purchase.

Goud S (2016) expressed that social media is a way to socialize and it can be used to connect with prospective buyers. It can help companies to increase the possibility of revenue generation by persuading the customers on social media platforms. After analysing the growth of social media, many companies are increasing their social media marketing budget. Social media enables the marketers to reach to their customers at nearly zero cost as compared to traditional methods. It allows them to listen and respond customers 'grievances. In addition to this, companies can identify various peer groups or influencers who can become their brand evangelist on such platforms.

Kotler & Keller (2016) conducted a research on consumer decision-making process, this research explains that the consumer decision-making process consists of five stages:

Problem Recognition – Consumers identify a need, often triggered by social media advertisements or influencer promotions.

Information Search – Social media provides instant access to product information, reviews, and brand comparisons.

Evaluation of Alternatives – Consumers rely on user-generated content, influencer opinions, and brand credibility to make decisions.

Purchase Decision – Personalized ads and social proof increase purchase likelihood.

Post-Purchase Behaviour – Social media plays a role in after-sales service, feedback, and brand loyalty through engagement.

Nima Barhemmati (2015) analysed and found that Social Network Marketing as one of the most effective marketing models. This research is focused on how Social Network Marketing affects the purchasing behaviour of consumers who shop on social networking websites. The research also examines the relationship between customer engagement, social media sales activities and shopper buying behaviour. A survey conducted among fifty Malaysian National University students revealed a link between social media engagement and consumer purchasing patterns.

Alireza Mohammadpour (2014) aims to assess the influence of social media marketing on customers online purchasing behaviour with regard to brand equity through path analysis. A sample of one hundred sixty respondents from the University of Tehran were surveyed regarding their opinions on social media marketing, brand equity, and online shopping behaviour of consumers. The results highlighted that social media considerably impacted brand name. Social media marketing had significant indirect positive Effect on consumer's online shopping behaviour. The findings confirmed the role of brand marketing in synergy with both the media and consumers' online purchasing behaviour.

Marta Zembik (2014) analysed social media which includes blogs, public forums and social media websites, for communication of information's. The data on these platforms benefits both organizations and customers. Customers gain valuable insights from product information and recommendations shared by others, while companies benefit from customer-shared data regarding their products. This includes feedback on market performance, insights into potential customers, and an understanding of customer needs and demographic attributes.

This article focuses on how information's on social media is vital to companies and their customers when making decisions.

Dr Garima Gupta (2013) analysed the influence of social media on product buying. The results proved that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on purchase intentions of consumer's in respect of social media. The author infers that, because the product is sold through online, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

According to Rakuten (2013) Third of Brits 'recommend products via social media', consumers were getting highly interested in social shopping and 45% of respondents posted their recommendations about products on social media websites. 36% British shared product information (11% growth from 2012) whereas in the United States 39% of the shoppers shared product information on various social media platforms (20% growth since 2012). The studies showed that Brits spend so much on online purchases. Rakuten 'play.com witnessed direct sales of £1.8 million from social media platforms in 2012. 14% Indonesians accepted that they shop online using their mobile/smart phones followed by 12% Brits, 10% Americans and 9% Spanish consumers.

Bapna (2012) presented an article in Brand Equity, The Economic Times that organizations are realizing the power of digital media and shifting their advertisements to digital medium with great creativity. Flipkart, an ecommerce player, got the feedback of its 5million users prior to launching its TV commercial. These digital advertisements have pull appeal and have significant engagement levels. The retail brand Shopper Stop took the advantage of social media and launched a series of 12 commercials on YouTube. Marketers need to focus on providing experiences to their customers at right time & right place which would be helping to mature this digital medium.

Nagendra & Shubha (2012) sought to examine the role of social networking sites as a tool for marketing and promotional activities in different sectors of business. The research showed that 94% of marketers find social media useful in marketing their business activity. 85% of total marketers responded that their business has got more exposure with social media efforts. Companies are getting the benefits of blogging also such as B2C companies got 88% increase in median monthly leads whereas B2B companies saw 67% increase in leads by blogging. According to authors, the two main benefits of social media marketing are increasing exposure and traffic. Out of total 30 million Indian social media users, 20 million users visit social media on daily basis. 40 million Indians go through the online reviews for purchasing decisions and 60% of Indian social media users are willing to be approached by the brands. The use of social media by marketers had increased to 90% from 89% in 2011. Facebook has a daily login of 500 million users who collectively post 3.2 billion Likes and comments.

Shameem (2012) conducted a descriptive study on 250 respondents of different age group, income level and occupations through a structured questionnaire. He stated that social shopping is a method of e-commerce where the friends of actual buyer get involved in the experience of shopping. 108 Social media and social networks are altering the manner of shopping and online retail sales is going to increase drastically by the year 2015. The author, in this research paper, explored the mind-set and consumer motivation of online purchase and social shopping explosion. He found that 47% of the total respondents reviewed a product or service over the internet in the past month and 37% of the respondents used email or instant messaging or social media for recommending a product to their friends. There was a classification of online shoppers into two categories. First category online shoppers are Hunters (50% of the total respondents), who seek to get best prices or discounts and second category online shoppers are Gatherers (37% of the total respondents), who make online research for getting detailed information about a product or company. There exists a third category called as Collaborators (6% of the total respondents) who search for ideas and advice from customers. With the help of social media, online shoppers have an opportunity of public conversation. The objective of this paper was to find out how, when and why consumers are buying products online and influence of consumer reviews in their behaviour & expectation. The evolution of social communities is enabling the buyer to collect product information from actual buyers. 37% of the respondents initiated online review after making online purchases. The author concluded that the retailers have to understand the online touch points which drive

online purchases because the communication on social networking sites has created a world of audience. 73% of the online shoppers expected some rewards for reviewing the products of a company whereas 65% of them sought of getting an invitation for private shopping days with discounts.

Kim, A .J, Ko, E (2012) conducted a research on social media engagement fosters brand loyalty. This research found that luxury brands using interactive campaigns on Instagram and Facebook experience stronger customer retention. Personalized responses, loyalty programs, and behind-the-scenes content enhance trust and emotional connection.

Miller & Christakis (2011) conducted a study of social network and peer influence in the pharmaceutical industry and analysed that doctors were also prescribing medicines after yielding relevant information from interconnected physicians on social networks. The use of social networks has great potential for the managers to analyse the information flow, identify prospective customers, encourage employee collaboration, manage online advertising and boost consumer loyalty.

Davis (2011) opined that nowadays consumers have gained increased & easy access to social networks and online stores. Therefore, consumer based brands must incorporate online strategies in their marketing communications so that consumers can browse and shop through a brand 's social media profile. According to a research conducted by Zmags, more than 80% of connected consumers are active on Facebook and they follow or shop their brand on it. In addition to this, 22% of customers share about good deals with their online friends over the social networks.

Nowadays, many of the consumers are interacting with their favourite brands on online platforms. The brands can implement a Facebook tab on their online shop which would allow the users not only shop on it but making it a popular website for others also. The incorporation of plug-ins such as "Like" or "Share" button on brand 's page makes the interaction easier and appealing to the connected members. The brands must maintain an equal level of social elements and online shopping so that they can meet the rapidly changing online consumer demands.

Kane, Fichman, Gallaugher & Glaser (2009) stated that companies must have a dedicated social media team so that they can manage the brave new world of online communities. This social media team must be accountable for developing the firm's social presence among the users. The team members must adhere to the legal and professional framework which regulates firm's behaviour. Social media platforms are able to enhance the power of online communities by promoting deep relationships, allowing fast organization, improving the creation & synthesis of knowledge and permitting better filtering of information. There is a need of developing a compelling social media voice such as Facebook fan page, corporate blogs, online forums, etc. to keep the customers stuck with the company.

Cheung, C. M, Lee, M. K, & Rabjohn, N (2009) states that consumer trust in traditional advertising has declined, while reliance on peer-generated content has increased. This research found that online reviews are one of the most persuasive factors in purchase decisions. Positive reviews create social proof, influencing potential buyers. Negative reviews or complaints on platforms like Twitter and Facebook can damage brand reputation but also provide opportunities for brands to showcase responsive customer service.

Manju Ahuja (2003) focused on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researcher also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the most effective factors that influence buying behaviour of customer's.

Ajzen (1991) explains a theory of planned behaviour of consumers, that consumer behaviour is influenced by attitudes, subjective norms, and perceived behavioural control. Social media marketing leverages these factors through peer recommendations, influencer endorsements, and brand engagement.

Katz et al (1973) conducted a study on uses and gratifications theory, this study explains that consumers engage with social media for entertainment, information, and social interaction, which in turn influences brand engagement.

CHAPTER 3

THEORETICAL FRAMEWORK

INTRODUCTION

In the current competitive business environment, there is a requirement to develop a strong brand image to become a business success. These theories explain fundamental marketing concepts of brand awareness, brand image, brand interaction, and consumer behaviour. It focuses on social media as influencing consumer attitudes, buying behaviours, and brand loyalty. Additionally, it demonstrates customer reviews influence market success. With this knowledge, businesses can create effective marketing campaigns to generate brand name awareness, authenticity, and consumer engagement.

Since the advent of social media and internet marketing, consumer interaction with brands has been a whole new thing. With understanding of how consumers shop, think about, and experience brands, organizations can tailor their strategy to meet the needs of the consumers in an effective and efficient manner.

3.1 Social Media

Social media are those websites from which one can create, communicate, share and interact with the content and other users. It is an integral part of marketing, networking, entertainment and communication. Not only people but businesses also use social media to promote their products, their company and interact with customers. The most popularly used social media websites are Instagram, Facebook, Youtube, Tiktok, Twitter.

3.1.1 Social Media Types

i) Social networking sites

Sites through which one can build profiles, link with other people, share stuff, and converse. Examples: Facebook, Instagram, LinkedIn, Twitter.

ii) Visual Platforms

Platforms that focus on visual content, such as pictures and videos. They enable people to share, engage, and communicate with visual content. Examples: Instagram, TikTok, Pinterest.

iii) Discussion Forums

Discussion forum is a web page on which users can post information and discuss a subject. Discussion forums can be used for community building, feedback gathering, and knowledge dissemination.

iv) Review and Rating Sites

Web sites where users can write reviews and ratings of products, services, or organizations.

Examples: Google Reviews, TripAdvisor.

v) Social shopping sites

Online shopping can be conducted by the users through social networking websites. Examples: Instagram, Youtube, Facebook.

3.2 Marketing

Marketing is selling, promoting, and distributing a product or service to customers. It is customer needs identification and customer needs satisfaction, value creation, and utilizing various strategies to reach and communicate with target markets. Advertising, branding, social media are some of them.

3.2.1 Concepts of Marketing

- Segmentation: Some customer groups with similar needs.
- Targeting: The most appropriate segments to target.
- Positioning: Creating a product or brand image or identity.
- Brand Awareness: Establishing awareness and recognition of a brand.

3.2.2 Types of Marketing

a) Digital Marketing: Internet promotional activities using websites like Instagram, Facebook for branding and Email marketing for the promotion of emailing to gain customers.

b) Traditional Marketing: Offline promotion through putting ads on newspapers, magazines and brochures, television and radio adverts, billboards on roads and buildings.

- c) **Content Marketing:** The strategy of developing and disseminating valuable content in an attempt to attract and retain clearly defined and typically specific audience.
- d) **Influencer Marketing:** Working with social media influencers in order to promote a product or service to their followers.
- e) **Experiential Marketing:** Engaging customers with events, pop-ups, and live moments. Creating compelling experiences for customers to interact with brands.

3.3 Social Media Marketing

Social Media Marketing is the act of marketing through social media websites with the intention of reaching product, service, or brand. It is posting and sharing content, engaging with followers for brand recognition, creating sales and using paid advertisement mediums for reaching a wider set of audiences.

3.3.1 Social Media Marketing Goals

- Brand Awareness: Create awareness and recognition of a brand, product, or service.
- Lead Generation: Encourage prospective buyers to express interest in a service or product, often as lead magnets or calls-to-action.
- Sales and Conversions: Turn customers into buyers, creating sales and revenue.
- Customer Engagement: Create loyalty and advocacy among current customers through social media interaction.
- Community Building: Build and establish online communities for a brand, service, or product.
- Customer Service: Fix and answer customer problems through social media.
- Market Research: Collect followers' and customers' feedback and input to assist in guiding marketing efforts.
- Reputation Management: Monitor and maintain online reputation by responding to reviews, comments, and mentions.
- Influencer Partnerships: Collaborate with influencers to promote products or services to their followers.

- Promoting events: Promote events, webinars, and conferences on social media platforms.

3.3.2 Advantages of Social Media Marketing

- Social media sites are of extremely large users, hence it increases brand awareness, brand visibility and reaches many people.
- Social media sites provide targeting tools, through which companies can target specific interests, demographic, and behaviours.
- Social media marketing is far less expensive than other traditional forms of marketing, hence appealing to small businesses and new start-ups. It is the cost-effective marketing strategy.
- It enables organizations to connect with customers, receive feedback, and create brand equity.
- It enables organizations to monitor the competition's work, identify loopholes, and rework promotional initiatives accordingly.
- It has the potential to induce sales by making brand equity, creating leads, and turning followers into buyers. It can raise sales.
- It encourages companies to provide customer support, provide answers, and resolve issues on the fly.
- It can turn a brand into an expert in a business niche and thus it will be more authentic and trustworthy to customers.

3.3.3 Limitations of Social Media Marketing

- There is a time delay in developing and implementing a social media marketing plan, especially for small businesses or sole owners.
- Because every business is present on social media platforms, there will be stiff competition for visibility and interaction. There will be stiff competition.
- Social media is fertile soil for criticism that would harm the reputation of a brand if left unchecked.
- Social media algorithms have a tendency to shift frequently, impacting the visibility and reach of a brand's content.

- Spam and duplicative accounts could potentially be an issue on social media, hurting the reputation of a brand.
- There can be security breaches on social media websites, exposing a brand's confidential information.
- With so many businesses on social media, audiences can become saturated with marketing messages and fatigue can kick in.
- Once content is out on social media, it can be difficult to control how it is being shared, interpreted or utilized.
- It is distracting and addictive, which decreases productivity and increases stress.
- Marketing on social media is technology-reliant, and technology can be glitch, error-prone, or offline.
- It must comply with legislation, such as data protection and advertising law.

3.4 Advertising

Advertising refers to promoting a product or a service through various media platforms like television, radio, print, digital, or social media. The primary goal of advertisement is to make people buy, try, or invest in a specific product or service.

3.5 Social Media Influencers

Social media influencers are people who have gained a good reputation and following base on social media sites like Instagram, YouTube, TikTok, Twitter or Facebook. They have gained credibility and trust with their followers through providing information, experience and knowledge in a certain industry or area.

3.6 Endorsements

Endorsement is a public display of approval or endorsement of a product or a brand by a person, celebrity or group normally in order to market or sell it. It is very much beneficial in business and marketing if a celebrity or influencer promotes a brand or a product.

3.6.1 Brand Endorsements

Brand endorsements is the practice of a public figure like celebrity, influencer or expert publicly supporting or endorsing a product or service or brand. Such endorsement is mainly carried out through advertising, social media, interviews or appearances. The goal of such endorsement is to gain trust, credibility and revenue by endorsing the brand with someone that the target market respects or likes. Endorsements can either be paid or unpaid.

3.6.2 Brand Endorsement Impact

Brand endorsement is at the core of influencing consumer behaviour, brand image, influencing consumer purchasing decisions, creating brand recognition as well as general business achievement.

- Increased brand recognition

Celebrity, influencer or expert endorsement allows brands to gain greater visibility. Consumers will be more likely to be aware and recall a brand when endorsed by a famous celebrity.

- Increased credibility and trust

The public has a better chance of accepting endorsements from a person they perceive to be an authority. This makes the brand believable and desirable.

- Increased Sales & Revenue

Proper endorsement choice can have enormous sales peaks. Purchasers are bound to associate the prosperity or qualities of the endorser with the brand and proceed to make a buying decision.

- Influence to Target Market

Endorsements can help brands reach specific group of individuals. Example: sporting brand endorsed by sporting personality will reach sporting enthusiasts and health enthusiasts.

- Competitive Advantage

Effective endorsement contract can give a brand competitive edge, and thus attract the consumer.

- High Costs

Celebrity endorsements might be expensive and if not handled properly, may not yield a quality dividend for the investment.

3.7 Promotional activities

Promotional activities are varied marketing activities used by businesses to acquire customers, encourage sales of an item or product and establish an image for the brand. Advertising, promotions, sales, competitions, giveaways, promotions, promotions through social networks, sponsorship fall under these types of activities. The purpose is to get prospective buyers' notice, encourage spending and make a business more conspicuous in the marketplace.

3.7.1 Offer

Offer is a promise by a company to customers usually as an inducement to encourage buying or interaction. Offers can be a discount offer, special offer, free trial offer, or special privileges. Example: Discount offer, Buy One Get One offer, Cashback offer, Free trial or sample.

3.7.2 Discount

Discount means the reduction in the initial price of a service or product by firms in a bid to attract customers and promote sales. Discounts can be in different forms such as percentage discount, amount discount, seasonal discounts, bulk buying or offer discounts.

3.7.3 Voucher

A voucher is a document, coupon or electronic code with a discount, free service or promotion. It can be redeemed for goods or services typically within a specified period. It has a specific monetary value and typically expires after a specified period. It is a promotional incentive or credit for customers. Example: Discount voucher, Cashback voucher, Gift voucher, Free product or service voucher.

3.8 Brand Awareness

Brand awareness is the degree to which consumers know a brand and can easily identify it. It indicates the level to which a brand is remembered and recognised by potential consumers. In today's digital age, social media plays a pivotal role in enhancing brand awareness. High brand awareness means that consumers can recall and recognize a brand effortlessly, influencing their

purchasing decisions. Brand awareness is important as it helps to build trust and credibility and it influences the consumer decisions. It also creates competitive advantage to a brand to stand out in the market and increases consumer loyalty. They will stay loyal to that brand as they are more familiar with that brand. Through social media, brand awareness can be improved by engaging with audiences through regular and interactive content.

3.9 Brand Image

Customer's perceptions of a brand are shaped by their interactions, associations, and experiences. This is known as brand image. It is an emotional and psychological bond that people form with a brand over time. A brand's image, credibility, and trustworthiness can be greatly impacted by how it engages with its customers, reacts to criticism, and presents itself on social media sites like Instagram, Facebook, YouTube and Twitter. Social media enables brands to establish a unique personality through tone, visuals, and messaging

3.10 Brand Engagement

The emotional and psychological bonding that consumers share with a brand is called Brand engagement. These attachments between brand and customers help to improve brand loyalty. This strengthens the brand and helps to improve the customer experience. It includes the interactions and perceptions of customers towards a brand on social media, advertising, customer support, and product experience. Stronger customer loyalty, advocacy, and long-term relationships can be earned through high brand engagement. Brand engagement is important in shaping the effectiveness of social media marketing. When consumers actively interact, connect, and engage with a brand, it boosts exposure and trust with the brand.

3.10.1 Advantages of Brand engagement

- a) Builds Customer Loyalty & Retention -
 - Engaged customers tend to have a stronger bond with the brand.
 - The customers will become repeat buyers and stay loyal over time.
- b) Enhances Customer Trust & Credibility -

- Positive brand engagement helps to reduce negative reviews and increases the brand reputation.
- Authentic interactions strengthen trust.

c) Increases Brand Awareness & Reach -

- Social media interaction helps in the faster spreading of Word-of-mouth marketing.
- Likes, shares, comment increases customer reach.

3.10.2 Disadvantages of Brand engagement

a) High Resource & Time Investment -

- To sustain engagement regular content creation, community management, and responsiveness are necessary.
- Small businesses may find it challenging to find the money, employees, or time necessary for continuous involvement.

b) Negative Publicity Spreads Quickly -

- A brand's reputation can be damaged by a boycott movement.
- Negative reviews, complaints, and negative reviews can be spread by viewers.

c) Challenges in Crisis Management -

- A PR crisis might be caused by a one wrong post, inappropriate campaign, or customer complaint.
- Quick responses are required by users on a daily basis, which makes crisis management difficult.

3.11 Consumer Behaviour

The study of how individuals, groups, or organizations select, purchase, use, and discard goods, services, concepts, or experiences to fulfil their needs and desires is known as consumer behaviour. In marketing, consumer behaviour is the study of how customers act, think, and feel when they are making decisions about what to buy. Consumer behaviour studies economic, social, cultural, and psychological factors that affect purchasing decisions. It helps marketers to know their target audience and create effective marketing plans.

3.12 Consumer Purchasing Decision

A consumer purchasing decision is the process a buyer goes through when choosing whether to buy a product or service. This decision is influenced by various factors such as personal needs, emotions, social influences, marketing efforts, and economic conditions. The consumer decision-making process involves five basic steps. The 5 steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation.

3.12.1 Stages of the Consumer Purchasing Decision Process

- a) Problem Identification – The consumer identifies they have a need or problem.
- b) Information Search – They collect information on possible solutions.
- c) Evaluation of Alternatives – They compare alternatives on the basis of price, quality, brand reputation, and features.
- d) Purchase Decision – The buyer chooses a product and decides where and how to buy it. Discounts, warranties, and customer service influences the buyers to purchase the product.
- e) Post-Purchase Behaviour – After buying, the consumer evaluates their satisfaction with the product. A good experience creates brand loyalty, while dissatisfaction can lead to returns or negative reviews.

3.13 Consumer perception

Consumer perception is the way customers perceive and understand a brand, product, or service based on their experiences, beliefs, and outside influences. Positive consumer perception results in brand loyalty and increased sales, while negative perception can damage the reputation of a company. Companies manage consumer perception actively with branding, marketing, and customer interaction strategies. Therefore, consumer perception of a brand or products is very important for marketing.

3.14 Consumer loyalty

Consumer loyalty is a phenomenon where the customers tend to keep buying the same brand or company or product repeatedly, usually because they have had some good experiences, like being satisfied or have intense emotional attachment. It is an important aspect of business since repeat sales are created by loyal customers, marketing expenditures are minimized, and they mostly promote the brand through word- of- mouth.

3.15 Customer reviews

Customer reviews are comments made by customers based on their own experiences with a business, service, or product. Social media, e-commerce websites, and sites like Instagram, YouTube, Twitter, and Amazon are common places to find these reviews. When purchasing a product, customer reviews are extremely important since they impact decisions, build trust, and offer practical insights.

3.16 Customer recommendation

The act of a customer recommending a brand, product, or service to others based on their personal experience is called as Customer recommendation. They are very beneficial to businesses because they build trust and influence potential buyers more effectively than traditional advertising. Word of mouth, online reviews, social media mentions, referral programs, testimonials are the various types of customer recommendation.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

Data analysis is important for any research as it provides an explanation of various concepts, theories, frameworks, and methods used. It eventually helps in arriving at conclusions and providing the hypothesis. Data analysis is a process used to inspect, clean, transform and remodel data with a view to reach a certain conclusion for a given situation.

The information which is required for this study has been collected from 110 respondents by way of a questionnaire which was sent as google forms. This chapter gives an in-depth analysis of the data collected to determine the influence of social media marketing on consumer behaviour. The primary objective of this analysis is to identify patterns, trends, and important insights that show how these interactions affect the purchasing decisions of the consumer.

Analysis has been done based on quantitative data collected through the survey which measure various aspects such as trust in social media advertisements, the effectiveness of different marketing strategies, and the role of online reviews in consumer decision-making. To obtain meaningful conclusions, data are presented in tabular and graphical presentation along with a detailed interpretation. Through the analysis of these determinants, this study aims to highlight the importance of authenticity, transparency, and engagement in social media marketing.

The questionnaire was divided into 5 sections. Section-1 represents the demographic profile of the respondents. Section-2 comprises of questions to understand the effect of social media marketing on consumer behaviour. Section-3 comprises of questions to identify the factors that influence the effectiveness of social media marketing. Section-4 consists of questions which helped to analyse the impact of social media marketing on consumer loyalty. Section-5 represents questions to help provide recommendations for businesses and marketers. Each question was designed in a manner such that the information required for meeting the objectives of this study is obtained.

TABLE 4.1: AGE WISE CLASSIFICATION

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Below 18	2	1.8%
2	18-24	80	72.7%
3	25-34	10	9.1%
4	35-44	3	2.7%
5	45-54	14	12.7%
6	55 and above	1	0.9%
TOTAL		110	100

Source: Primary data

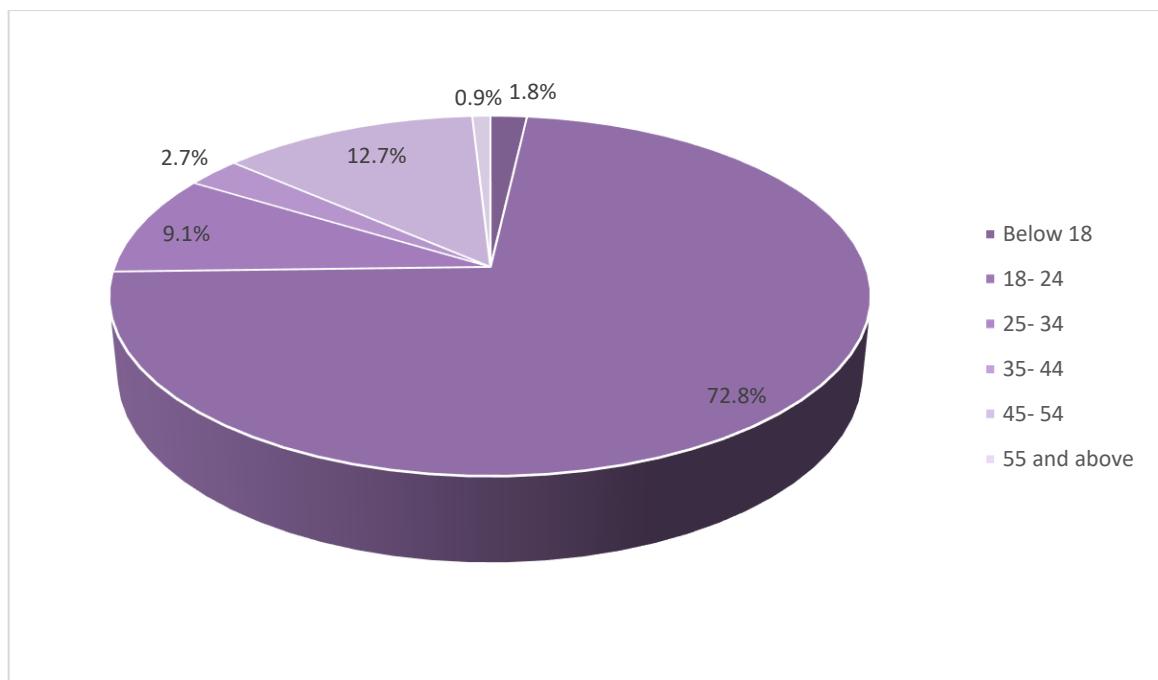


FIGURE 4.1 AGE WISE CLASSIFICATION

INTERPRETATION

This is a representation of the age wise classification of the respondents. The majority of the respondents are in the age group 18-24 that accounts for 72.7%. The others are respondents aged 45-54 which is 12.7%. Those in smaller percentages are 25-34 with 9.1%, 35-44 with 2.7%, and those Below 18 with 1.8%, still witnessing fewer participations from other ages. The fewest responses came from those 55 and older, with only one person (0.9%). So, it looks like most of the feedback came from young adults, especially those in the 18-24 range. After that, not as many people participated as they got older.

TABLE 4.2: EDUCATIONAL QUALIFICATION

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	High school	36	32.7%
2	Bachelor's degree	63	57.3%
3	Master's degree	5	4.5%
4	Doctorate	0	0%
5	Professional degree	6	5.5%
TOTAL		110	100

Source: Primary data

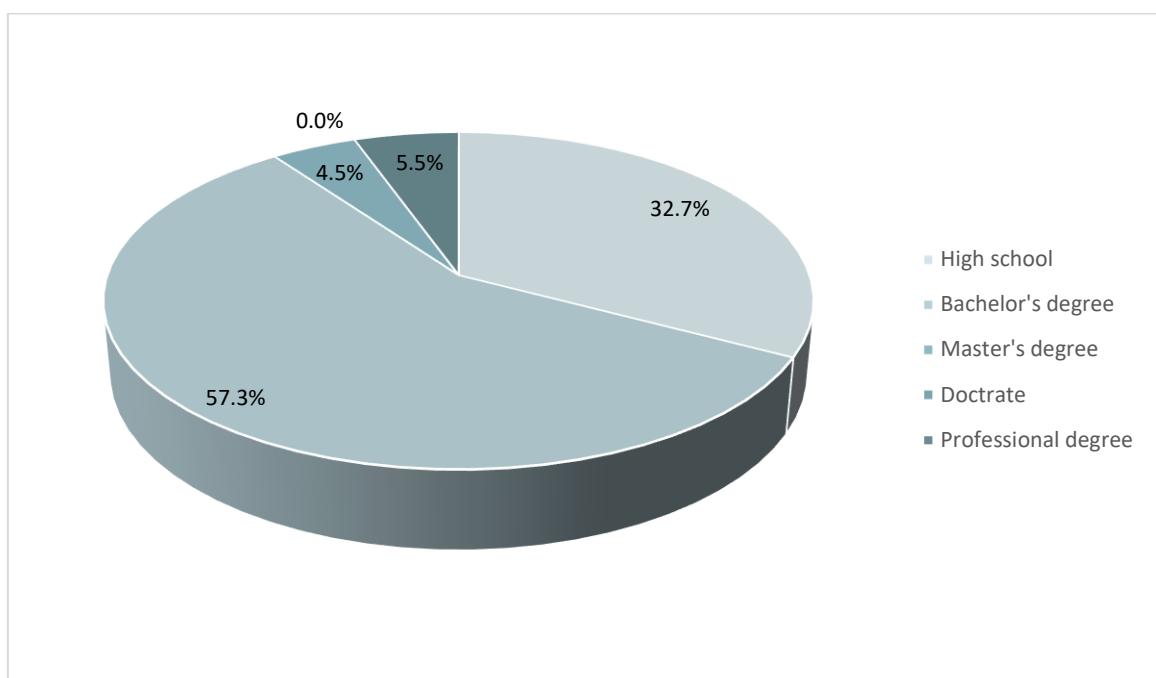


FIGURE 4.2 EDUCATIONAL QUALIFICATION

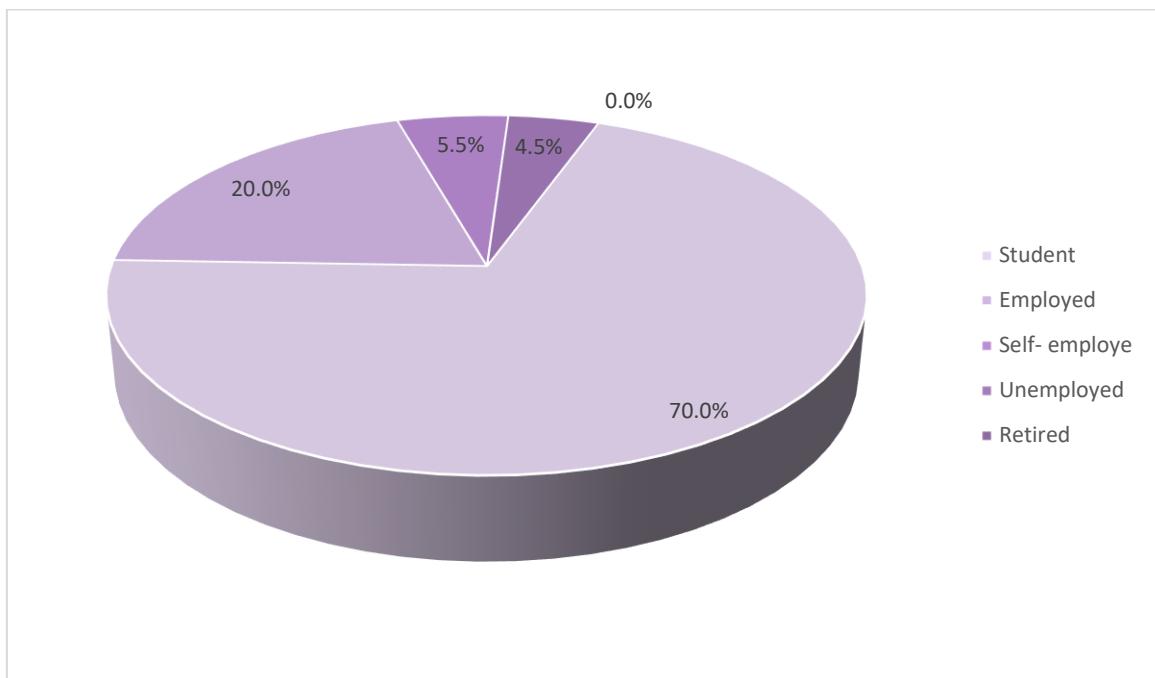
INTERPRETATION

The table and chart displays that, among all educational qualifications, the bulk was within the Bachelor's degree, constituting 57.3%, representing 63 individuals. High school-level education accounts for 32.7% of the total. With only 5.5%, there is less representation of the people who studied for Professional degrees. On the other hand, 4.5% are said to have gone to graduate-level school for a Master's degree in their studies while none studied for a Doctorate degree. Thus, the information suggests that more than most of the respondents either had a Bachelor's degree or a High school qualification, whereas far fewer continued their education to pursue higher or specialized studies.

TABLE 4.3: OCCUPATIONAL STATUS

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Student	77	70.0%
2	Employed	22	20.0%
3	Self- employed	6	5.5%
4	Unemployed	5	4.5%
5	Retired	0	0.0%
TOTAL		110	100

Source: Primary data

**FIGURE 4.3 OCCUPATIONAL STATUS**

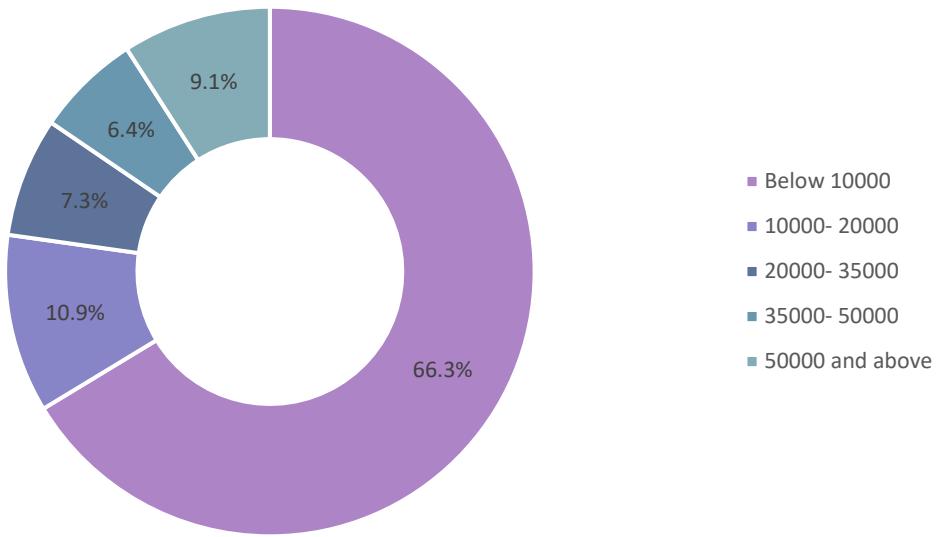
INTERPRETATION

The table and chart indicates the employment status of the respondents, with students representing the largest group at 70.0%. The next biggest group comprises employed people with 22 respondents. The other 5.5% are self-employed, and 4.5% are unemployed. As we can, more than half of the responders are students and less than a half are employed or self-employed.

TABLE 4.4: INCOME RANGE

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Below 10000	73	66.4%
2	10000- 20000	12	10.9%
3	20000- 35000	8	7.3%
4	35000- 50000	7	6.4%
5	Above 50000	10	9.1%
TOTAL		110	100

Source: Primary data

**FIGURE 4.4 INCOME RANGE**

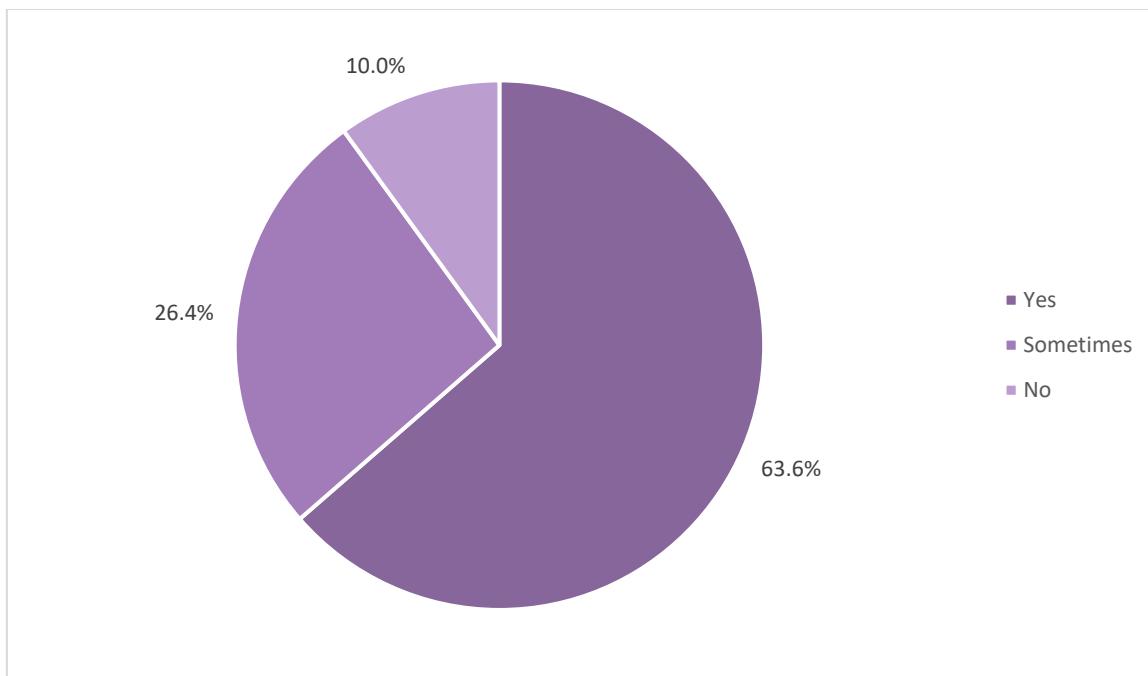
INTERPRETATION

The table and chart reports the income distribution of 110 respondents, including a prevalent group of respondents earning less than 10,000 which is 66.4%. The second-largest group are those who earn 10,000 to 20,000 with a 10.9%. A lesser proportion of the respondents earn 20,000 to 35,000 which is 8 respondents and 35,000 to 50,000 is earned by 7 respondents. Lastly, 9.1% make over 50,000. In general, there are very few people with high incomes, and the majority of the people are low income.

TABLE 4.5: PURCHASED AFTER SEEING SOCIAL MEDIA ADS

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Yes	70	63.6%
2	Sometimes	29	26.4%
3	No	11	10.0%
TOTAL		110	100

Source: Primary data

**FIGURE 4.5 PURCHASED AFTER SEEING SOCIAL MEDIA ADS**

INTERPRETATION

The table and chart shows the respondent's purchasing behaviour after viewing advertisements on social media platforms. Most respondents, 63.6% which makes 70 individuals, have stated that they purchase something after looking at ads on social media. A decent-sized portion, 26.4% or 29 respondents, said they might purchase something after looking at ads on social media. However, 10.0% or 11 respondents said they have never purchased anything due to ads on social media. Overall, the data suggest that most people take social media ads into consideration when making purchase decisions, while a few act on them from time to time.

TABLE 4.6: PREFERRED SOCIAL MEDIA FOR PURCHASES

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Instagram	54	49.1%
2	Facebook	4	3.6%
3	LinkedIn	0	0.0%
4	Twitter	0	0.0%
5	Youtube	9	8.2%
6	Others	43	39.1%
TOTAL		110	100

Source: Primary data

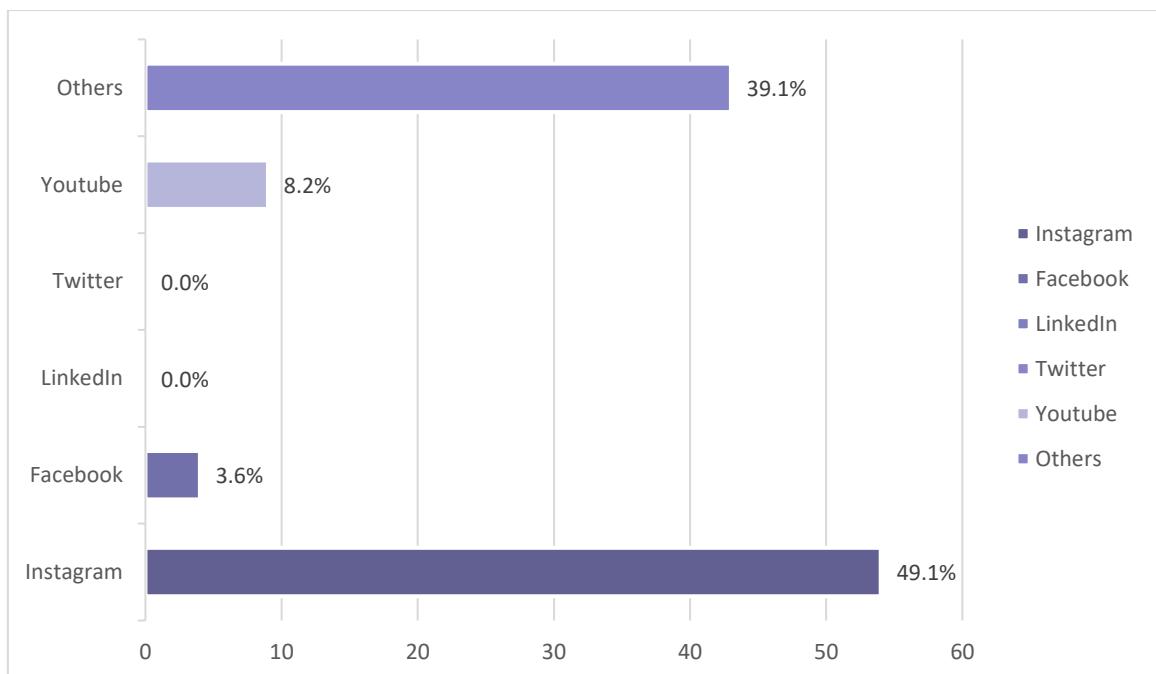


FIGURE 4.6 PREFERRED SOCIAL MEDIA FOR PURCHASES

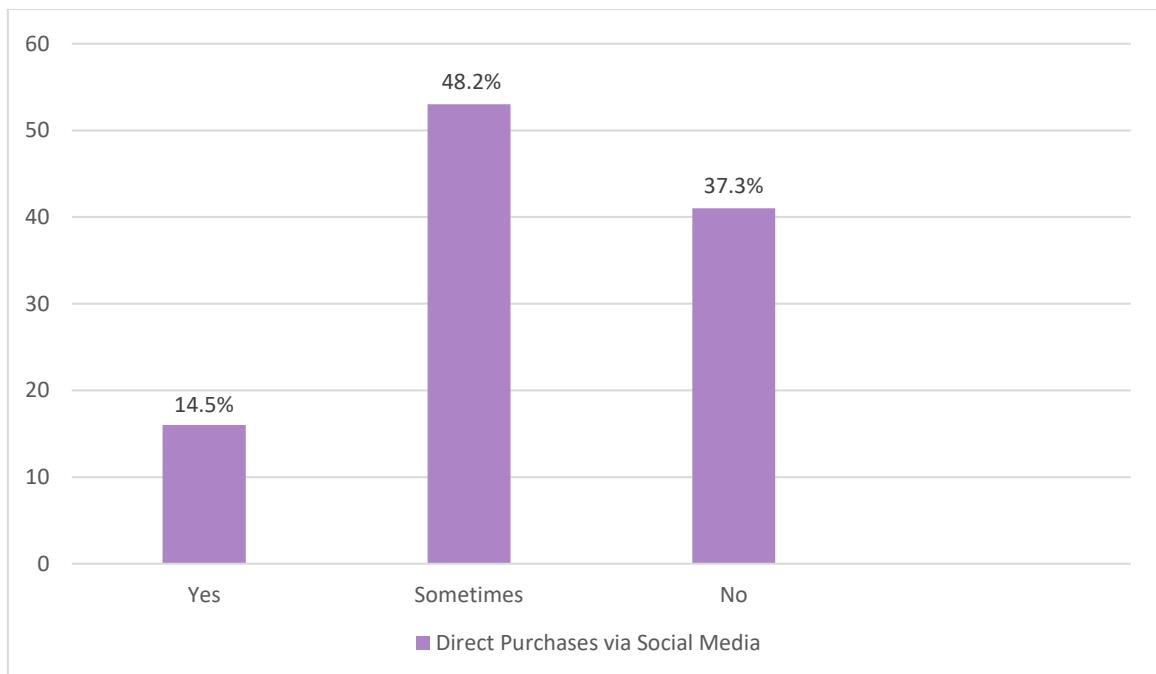
INTERPRETATION

This is a representation that shows the preferred social media platforms for making purchases. The majority of participants seem to prefer Instagram for purchases, with a total of 49.1%. Next in line comes Other platforms, with 39.1%. YouTube made it to the level of 8.2% while Facebook was selected by 3.6% of respondents. Interestingly, no respondent selected LinkedIn and Twitter, making it 0.0% for purchase choices. Considering these observations, Instagram becomes obviously general in purchasing, while other channels attracted little preference.

TABLE 4.7: DIRECT PURCHASES VIA SOCIAL MEDIA

SL. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Yes	16	14.5%
2	Sometimes	53	48.2%
5	No	41	37.3%
TOTAL		110	100

Source: Primary data

**FIGURE 4.7 DIRECT PURCHASES VIA SOCIAL MEDIA**

INTERPRETATION

The table and chart shows the preference choice of respondents if they like to place orders directly from social media. Of the total respondents, 48.2% said they would sometimes make direct purchases on social media, while 14.5% indicated that they like to make direct purchases via social media. On the other hand, 37.3%, said they don't prefer to use these platforms to make direct transactions. Overall, the data indicates that although a significant percentage of respondents do not prefer to make direct purchases through social media, a sizable portion prefer to do so on occasion.

TABLE 4.8: SOCIAL MEDIA REVIEW INFLUENCE

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Always	48	43.6%
2	Frequently	29	26.4%
3	Sometimes	20	18.2%
4	Rarely	9	8.2%
5	Never	4	3.6%
TOTAL		110	100

Source: Primary data

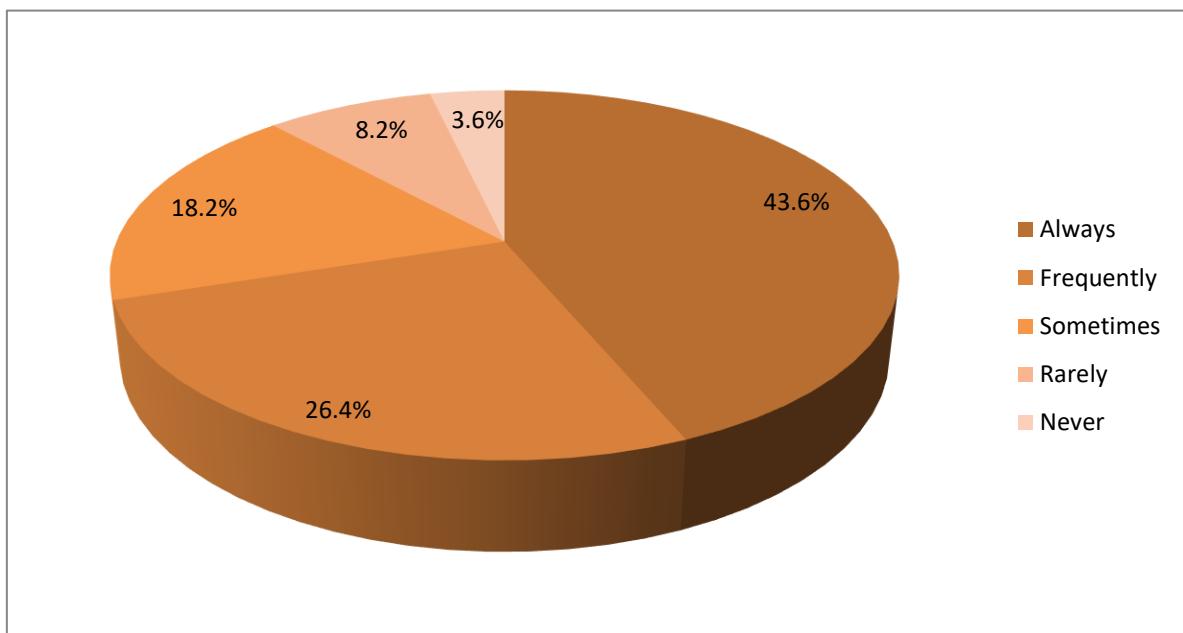


FIGURE 4.8 SOCIAL MEDIA REVIEW INFLUENCE

INTERPRETATION

The table indicates that social media reviews significantly influence consumer decisions, with 70% of respondents ("Always" and "Frequently") relying on them, while only 11.8% ("Rarely" and "Never") are minimally affected. This highlights the importance of online reviews in shaping perceptions and purchasing behaviour. Businesses and influencers can leverage this trend to build trust and engagement, as a strong social media presence can directly impact consumer choices.

TABLE 4.9: TRUST IN SOCIAL ADS

SL.NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Much likely	14	12.7%
2	Somewhat likely	42	38.2%
3	Neutral	42	38.2%
4	Somewhat less likely	9	8.2%
5	Much less likely	3	2.7%
TOTAL		110	100

Source: Primary data

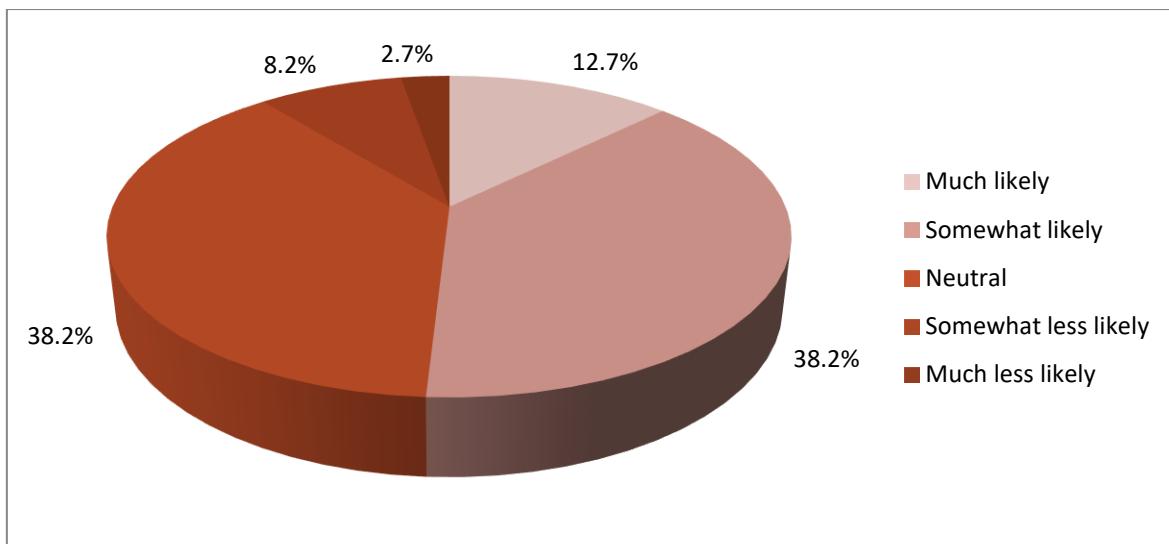


FIGURE 4.9 TRUST IN SOCIAL ADS

INTERPRETATION

The table shows that trust in social media ads is moderate, with 38.2% being somewhat likely to trust them and an equal percentage remaining neutral. Only 12.7% have strong trust, while 10.9% are sceptical. This suggests that while social media ads are somewhat credible, brands need to enhance trust through transparency and authenticity.

TABLE 4.10: EFFECTIVE SOCIAL MEDIA MARKETING

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Influencer endorsements	14	12.7%
2	Customer reviews	64	58.2%
3	Sponsored posts by influencers	7	6.4%
4	Sales and deals	19	17.3%
5	Viral content	6	5.5%
TOTAL		110	100

Source: Primary data

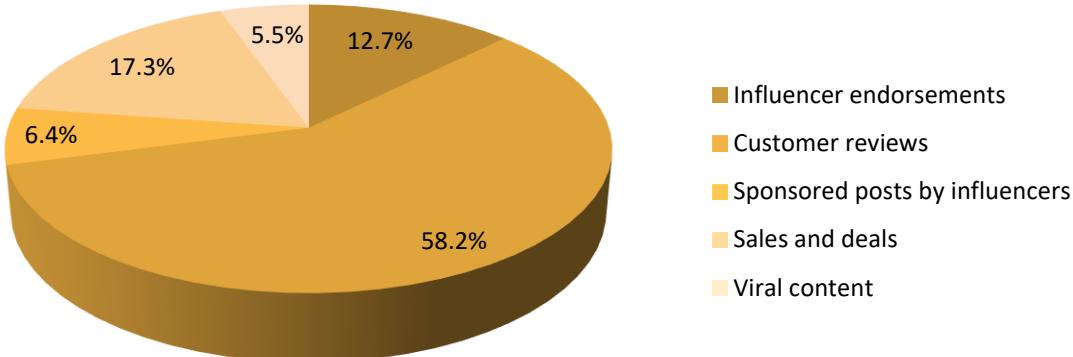


FIGURE 4.10 EFFECTIVE SOCIAL MEDIA MARKETING

INTERPRETATION

The table reveals that customer reviews (58.2%) are the most effective social media marketing strategy, highlighting the importance of user feedback in influencing consumer decisions. Sales and deals (17.3%) and influencer endorsements (12.7%) also play a role, while sponsored posts (6.4%) and viral content (5.5%) have the least impact. This suggests that authenticity and real customer experiences are key drivers of successful social media marketing.

TABLE 4.11: BUILDING TRUST ON SOCIAL MEDIA

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Verified profiles	19	17.3%
2	Interactive posts by brands	6	5.5%
3	Influencer recommendations	11	10%
4	Clear advertising	10	9.1%
5	Honest customer reviews	64	58.2%
TOTAL		110	100

Source: Primary data

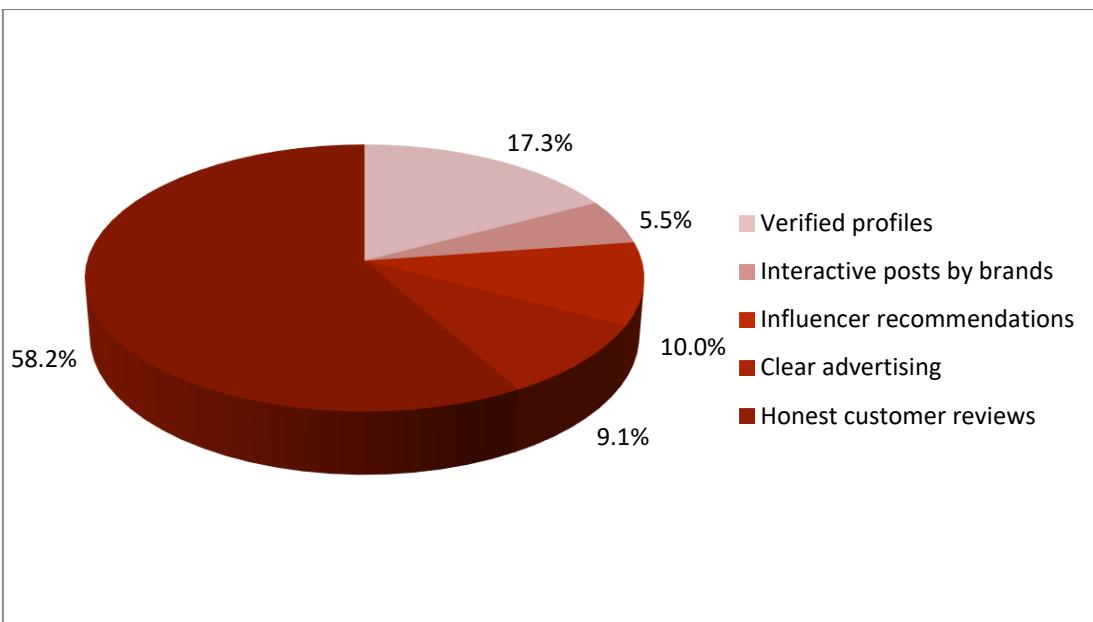


FIGURE 4.11 BUILDING TRUST ON SOCIAL MEDIA

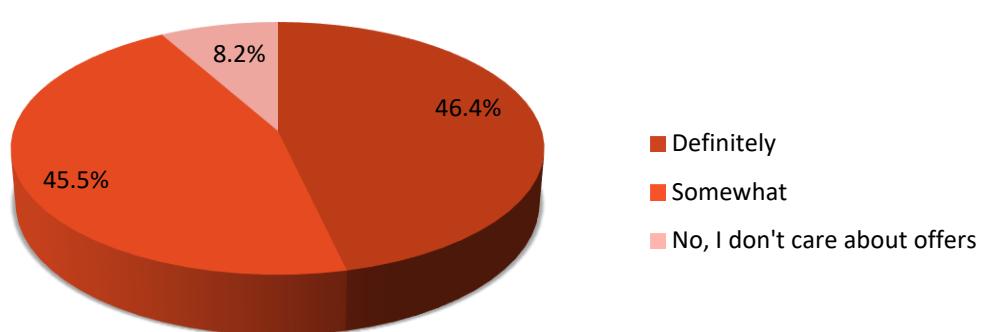
INTERPRETATION

The table shows that honest customer reviews (58.2%) are the most trusted factor in building credibility on social media, followed by verified profiles (17.3%). Influencer recommendations (10%), clear advertising (9.1%), and interactive posts (5.5%) have less impact. This highlights that consumers rely more on real user experiences than branded content or influencer promotions.

TABLE 4.12: IMPACT OF DEALS ON ADS

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Definitely	51	46.4%
2	Somewhat	50	45.5%
3	No, I don't care about offers	9	8.2%
TOTAL		110	100

Source: Primary data

**FIGURE 4.12 IMPACT OF DEALS ON ADS**

INTERPRETATION

The table indicates that 91.9% of consumers (Definitely + Somewhat) are influenced by deals in ads, showing that promotions significantly impact engagement. Only 8.2% are indifferent to offers, suggesting that discounts and special deals remain a strong marketing tool in attracting customers.

TABLE 4.13: ACCURACY OF SOCIAL MEDIA MARKETING

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Strongly Agree	4	3.6%
2	Agree	26	23.6%
3	Neutral	65	59.1%
4	Disagree	12	10.9%
5	Strongly disagree	3	2.7%
TOTAL		110	100

Source: Primary data

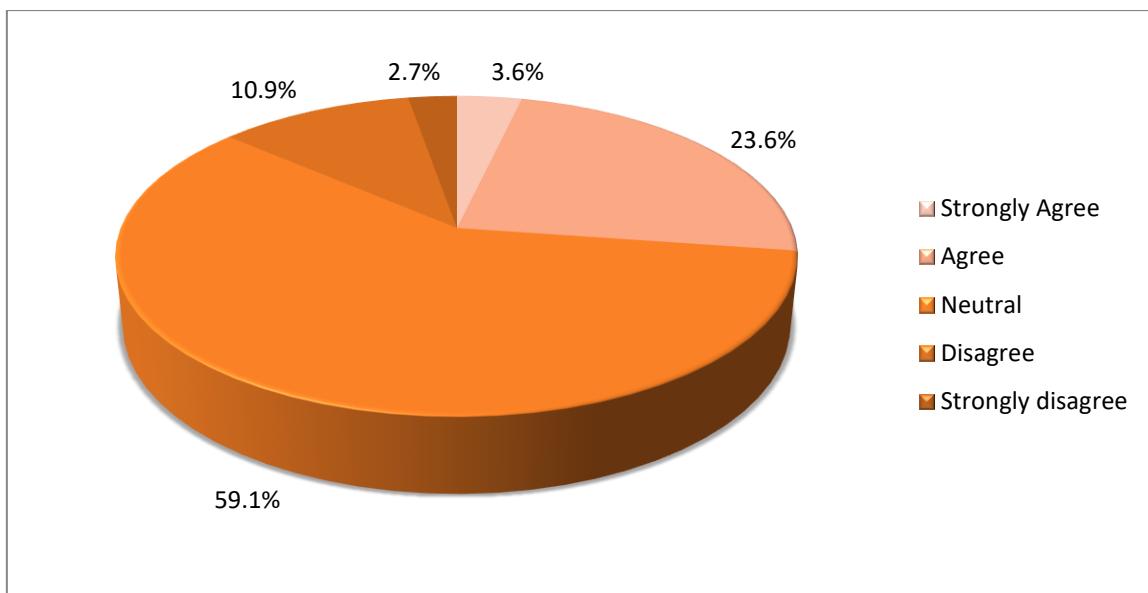


FIGURE 4.13 ACCURACY OF SOCIAL MEDIA MARKETING

INTERPRETATION

The table shows that most respondents (59.1%) are neutral about the accuracy of social media marketing, while 27.2% consider it accurate and 13.6% doubt its reliability. This suggests that social media marketing's effectiveness is recognized but not universally trusted, highlighting the need for more transparency and credibility.

TABLE 4.14 AUTHENTICITY OF BRAND ADS

SL.NO	RESPONSE	FREQUENCY	PERCENTAGE
1	Highly authentic	5	4.5%
2	Mostly authentic	38	34.5%
3	Neutral	59	53.6%
4	Inauthentic	7	6.4%
5	Somewhat authentic	1	0.9%
TOTAL		110	100

Source: Primary data

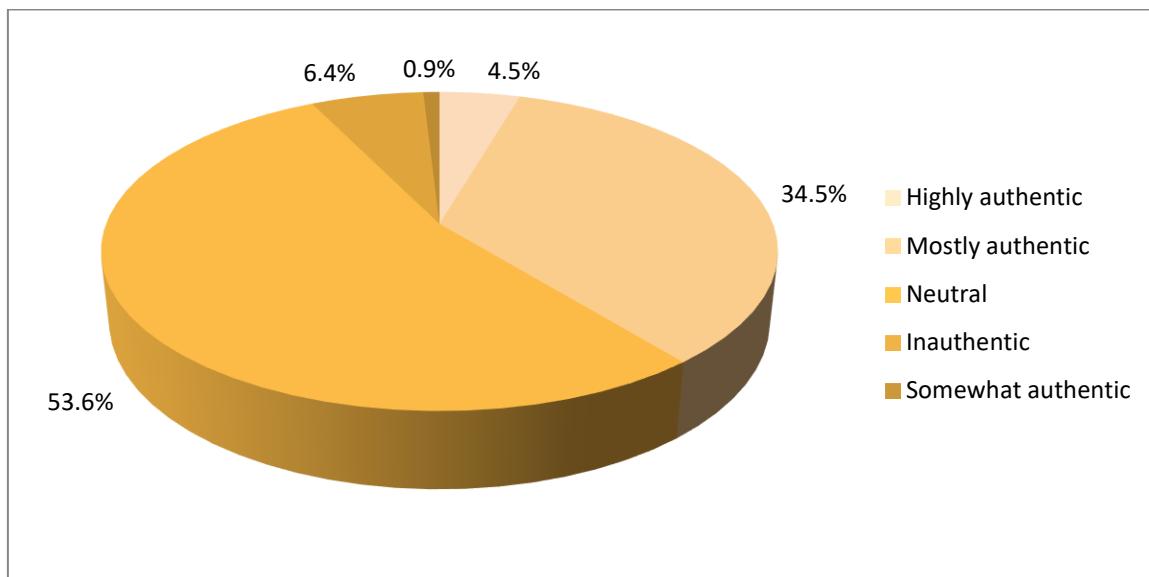


FIGURE 4.14 AUTHENTICITY OF BRAND ADS

INTERPRETATION

The table indicates that a majority of respondents (53.6%) are neutral about the authenticity of brand ads, suggesting uncertainty about their credibility. However, 39% perceive them as mostly or highly authentic, while 7.3% view them as inauthentic. This suggests that while many consumers trust brand ads to some extent, there is still skepticism, highlighting the need for brands to enhance transparency and build stronger consumer trust.

TABLE 4.15 IMPACT OF SOCIAL MEDIA ON SHOPPING

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	A lot	34	30.9%
2	A little	57	51.8%
3	Not at all	17	15.5%
4	It's made me want to shop less	2	1.8%
TOTAL		110	100

Source: Primary data

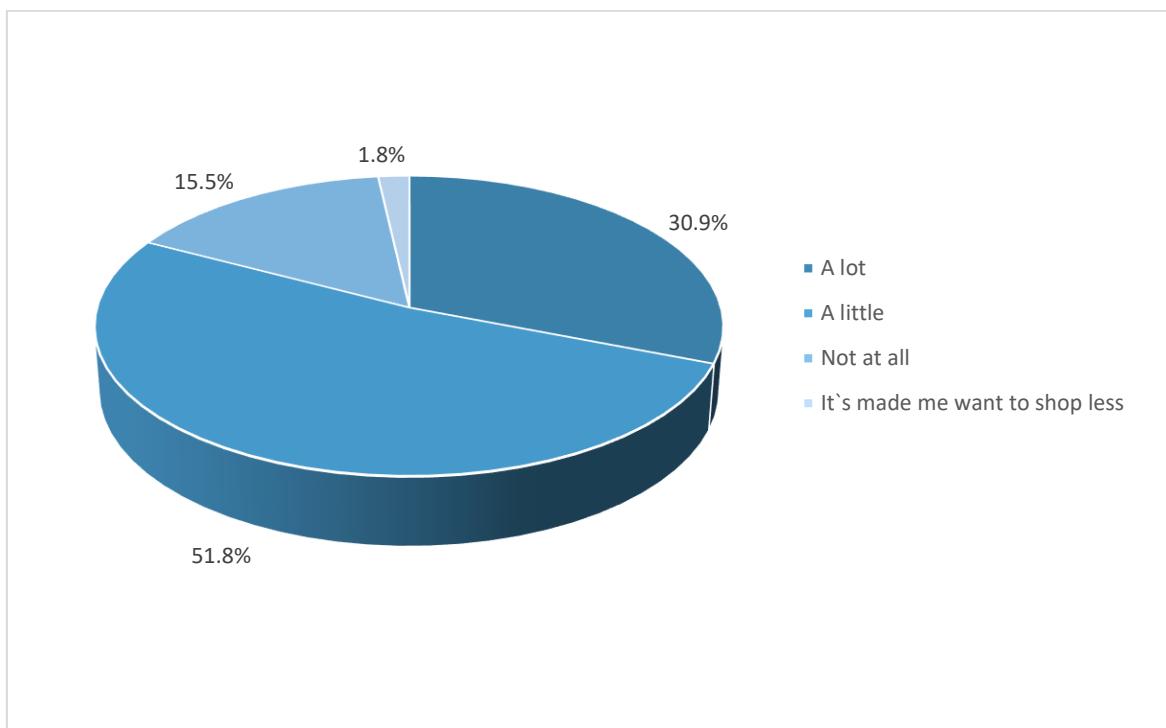


FIGURE 4.15 IMPACT OF SOCIAL MEDIA ON SHOPPING

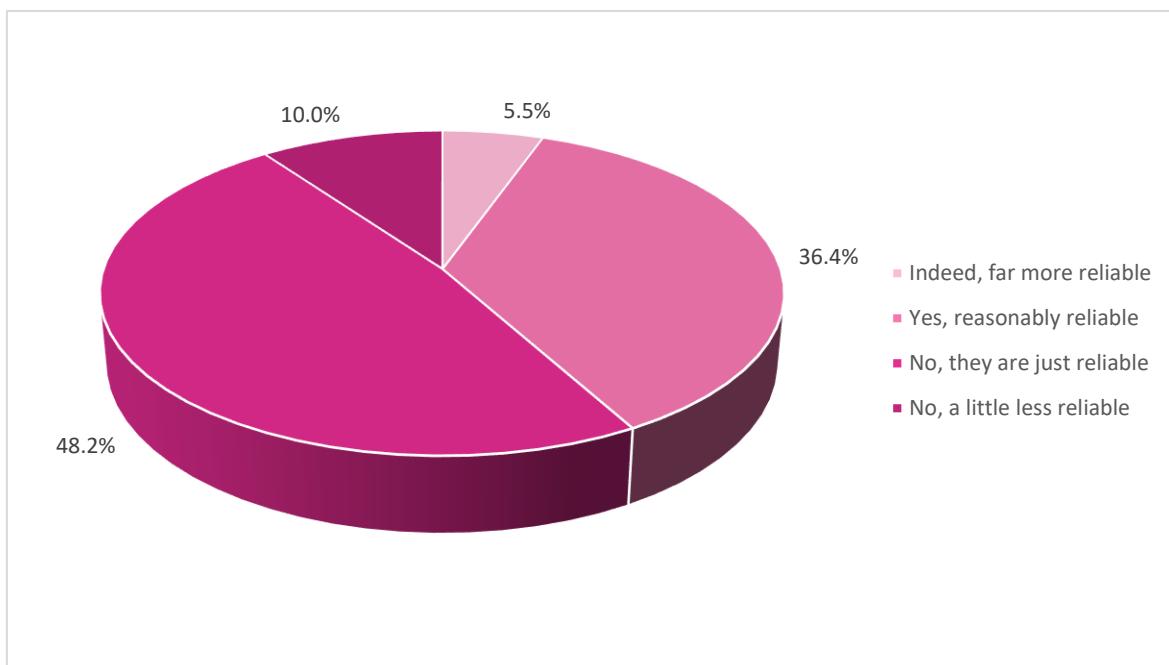
INTERPRETATION

The table and figure represents the impact of social media on shopping, out of 110 respondents, a significant portion of 34 and 57 respondents believes that social media a lot or as a little influenced their shopping habits. A small group of 17 respondents indicates that it doesn't affect their shopping behaviour and 2 of the respondent's states that social media reduce their shopping behaviour. This suggests that businesses should leverage social media as a marketing tool since most consumers are affected by it to some extent.

TABLE 4.16 TRUSTWORTHINESS OF SOCIAL MEDIA ADS

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Indeed, far more reliable	6	5.5%
2	Yes, reasonably reliable	40	36.4%
3	No, they are just as reliable	53	48.2%
4	No, a little less reliable	11	10.0%
TOTAL		110	100

Source: Primary data

**FIGURE 4.16 TRUSTWORTHINESS OF SOCIAL MEDIA ADS**

INTERPRETATION

The table and figure provides data for different levels of trust in social media advertisements. Out of 110 respondents, only a small percentage (5.5%) of respondents find social media ads highly trustworthy. A significant portion (36.4%) 40 respondents considers social media ads somewhat reliable. A group of 53 respondents perceives these ads as somewhat trustworthy but not highly reliable. 11 respondents find social media ads as unreliable.

TABLE 4.17 IMPACT OF SOCIAL MEDIA ON BRAND LOYALTY

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Indeed in a major way	18	16.4%
2	A little bit	56	50.9%
3	Neutral	23	20.9%
4	Not at all	13	11.8%
TOTAL		110	100

Source: Primary data

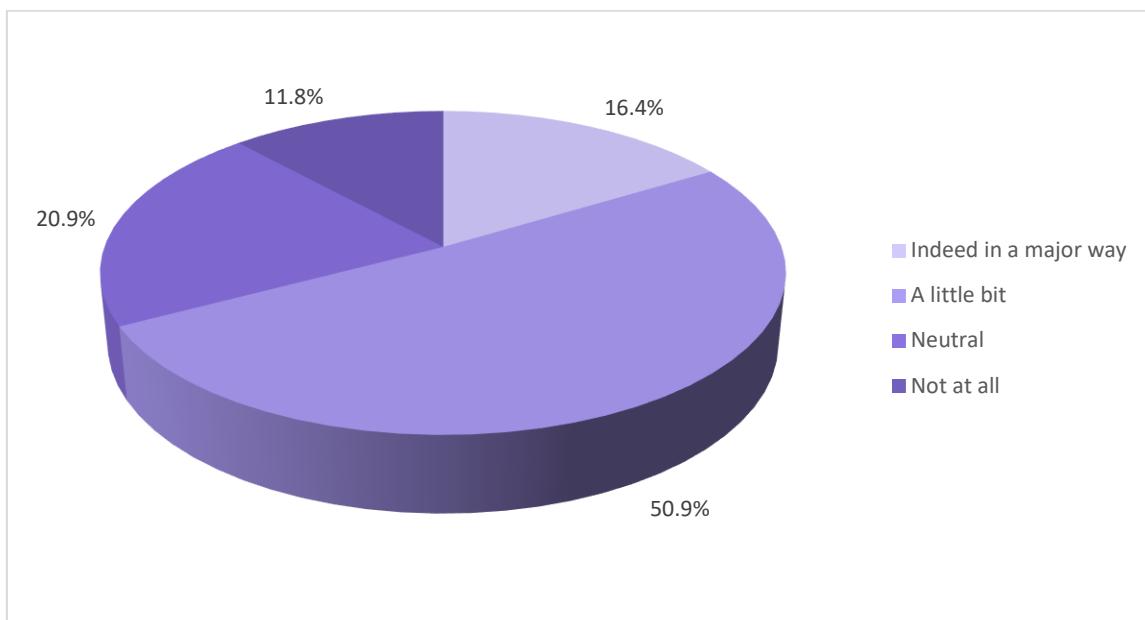


FIGURE 4.17 IMPACT OF SOCIAL MEDIA ON BRAND LOYALTY

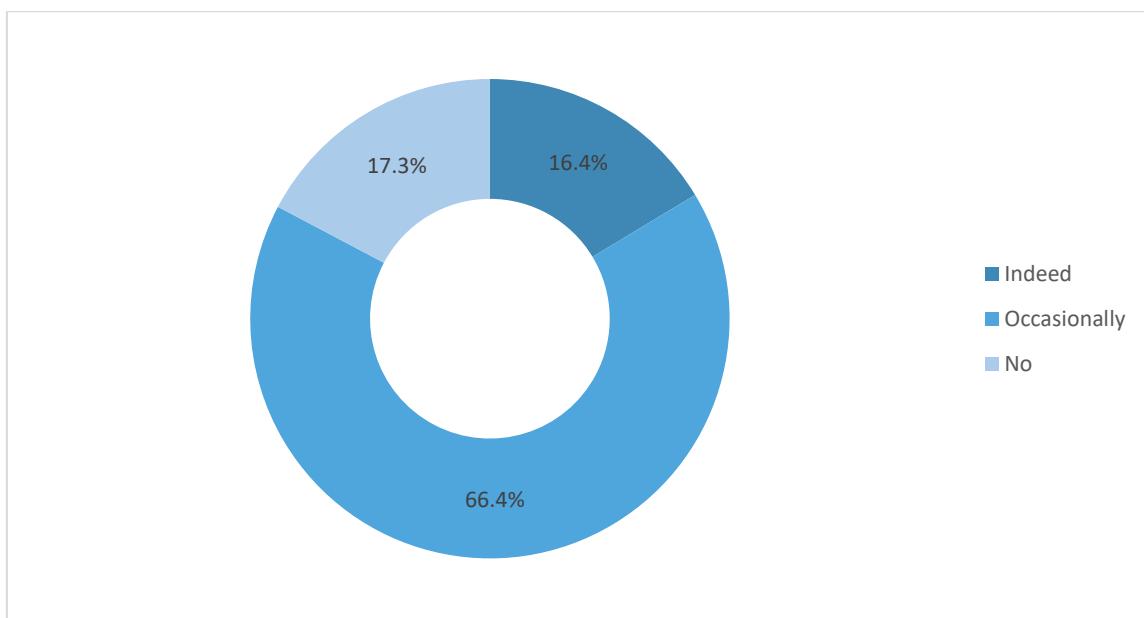
INTERPRETATION

The table and figure represents data on how social media influences brand loyalty. Out of 110 respondents, a small portion (16.4%) 18 of them believes social media significantly strengthens brand loyalty. The majority (50.9%) 56 of them agree that social media has some influence on brand loyalty but not in a strong way. 23 respondents' states social media neither increases nor decreases their loyalty to brands. 13 of them feels that social media has no impact on their brand loyalty. Since a majority see at least some impact, businesses can optimize their social media strategies to create stronger emotional connections with consumers.

TABLE 4.18 SOCIAL MEDIA INFLUENCED BY BRAND CHOICE

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Indeed	18	16.4%
2	Occasionally	73	66.4%
3	No	19	17.3%
TOTAL		110	100

Source: Primary data

**FIGURE 4.18 SOCIAL MEDIA INFLUENCED BY BRAND CHOICE**

INTERPRETATION

The table and figure indicates data on how social media influences consumer brand choices. Out of 110 respondents, majority (66.4%) admit that social media sometimes influences their brand choices. A small portion (16.4%) states that social media significantly impacts their brand choices. 19 of them believes social media does not affect their brand choices at all. Brands should maintain a strong social media presence, as a large proportion of consumers are at least occasionally influenced.

TABLE 4.19 MOST PURCHASED PRODUCTS AFTER SEEING FROM ADS

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Beauty & skincare	34	30.9%
2	Fashion & clothing	38	34.5%
3	Electronic gadgets	12	10.9%
4	Food & Beverages	13	11.8%
5	Home & lifestyle products	10	9.1%
6	Fitness & healthcare products	3	2.7%
TOTAL		110	100

Source: Primary data

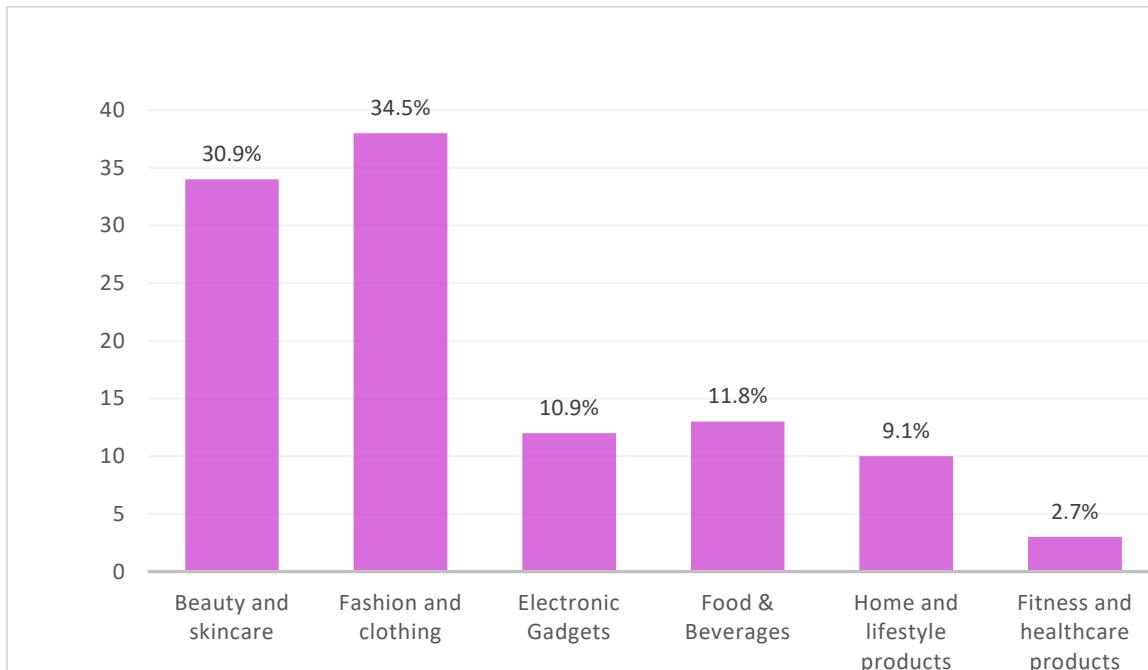


FIGURE 4.19 MOST PURCHASED PRODUCTS AFTER SEEING FROM ADS

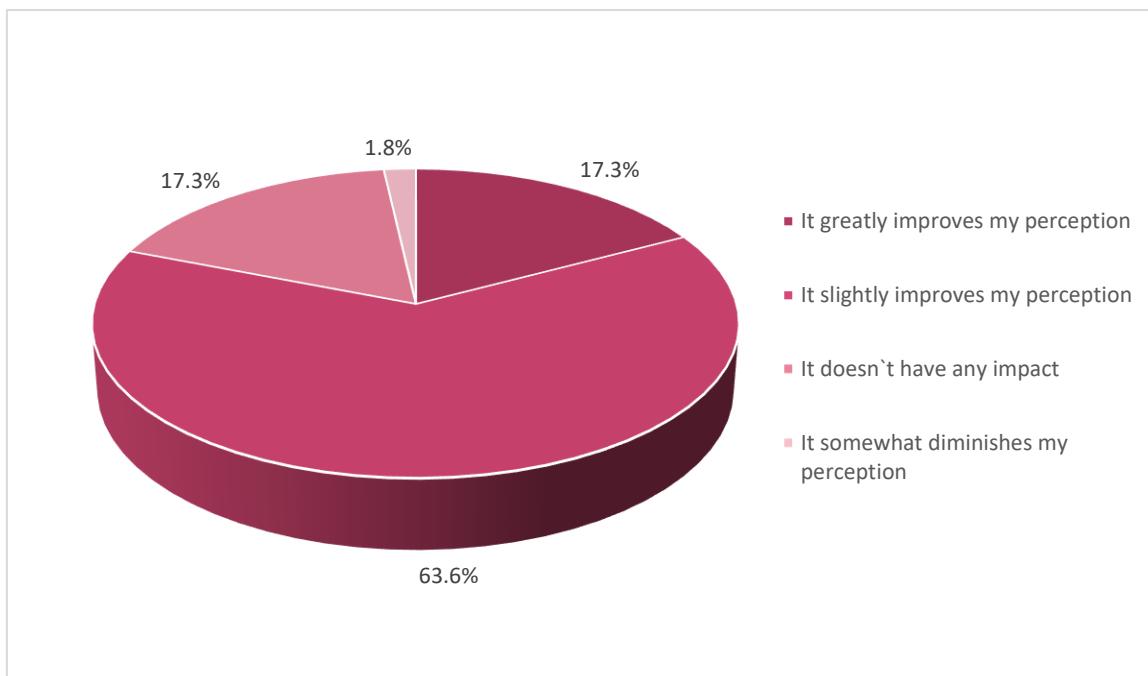
INTERPRETATION

The table and figure presents data on the types of products consumers tend to buy as a result of advertisements. The most purchased category, indicates that clothing and fashion items promoted through ads are highly effective. The second most popular category is beauty and skincare products promoted through ads. Food and Beverages have moderate influence, meaning ads for these products have some success in driving purchases. A smaller but notable percentage of consumers buy Home and lifestyle products based on advertisements. The least influenced category is fitness and healthcare products.

TABLE 4.20 SOCIAL MEDIA INFLUENCES BRAND PERCEPTION

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	It greatly improves my perception	19	17.3%
2	It slightly improves my perception	70	63.6%
3	It doesn't have any impact	19	17.3%
4	It somewhat diminishes my perception	2	1.8%
TOTAL		110	100

Source: Primary data

**FIGURE 4.20 SOCIAL MEDIA INFLUENCES BRAND PERCEPTION**

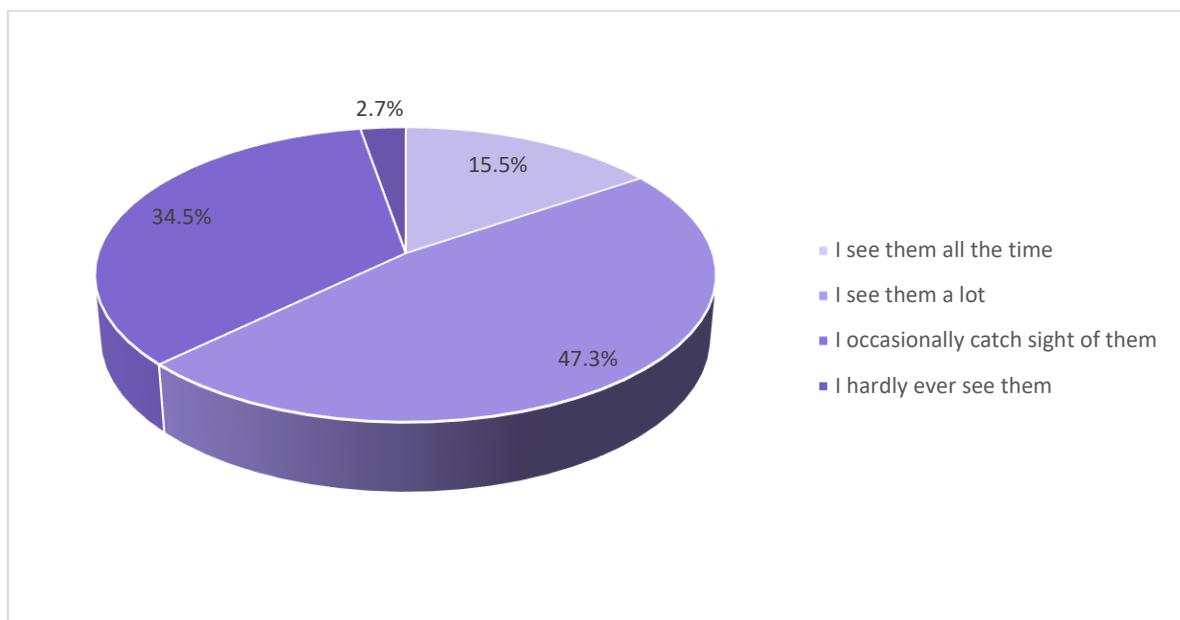
INTERPRETATION

The table and figure shows how social media impacts the perception of brands. Out of 110 respondents, 70 of them believe social media has a mildly positive impact on brand perception. 19 respondents see a significant positive impact, suggesting that while social media is influential, it may not always create a strong brand shift. Some respondents believe social media doesn't affect their perception of brands. A very small percentage of 2 feels social media negatively impacts brand perception.

TABLE 4.21 VISIBILITY LEVEL OF SOCIAL MEDIA ADS

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	I see them all the time	17	15.5%
2	I see them a lot	52	47.3%
3	I occasionally catch sight of them	38	34.5%
4	I hardly ever see them	3	2.7%
TOTAL		110	100

Source: Primary data

**FIGURE 4.21 VISIBILITY LEVEL OF SOCIAL MEDIA ADS**

INTERPRETATION

The table and figure shows how frequently users notice advertisements on social media platforms. Out of 110 respondents, nearly half of them see social media ads often. A significant percentage (34.5%) sometimes notices these ads, but not always. A smaller group of 17 perceives ads as being constantly present in their social media experience. A 2.7% of respondents rarely notice ads. Most users (62.8%) either frequently or always see social media ads, meaning that these advertisements have a high visibility rate. Overall, social media advertising proves to be a highly visible and effective marketing channel, though brands should continue optimizing strategies to maintain user engagement and avoid ad fatigue.

TABLE 4.22 SIGNIFICANCE OF COMPANY IN RESPONDING TO CUSTOMERS ON SOCIAL MEDIA ADS

SL NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	Extremely significant	59	53.6%
2	A little significant	37	33.6%
3	Neutral	11	10.0%
4	Not significant	3	2.7%
TOTAL		110	100

Source: Primary data

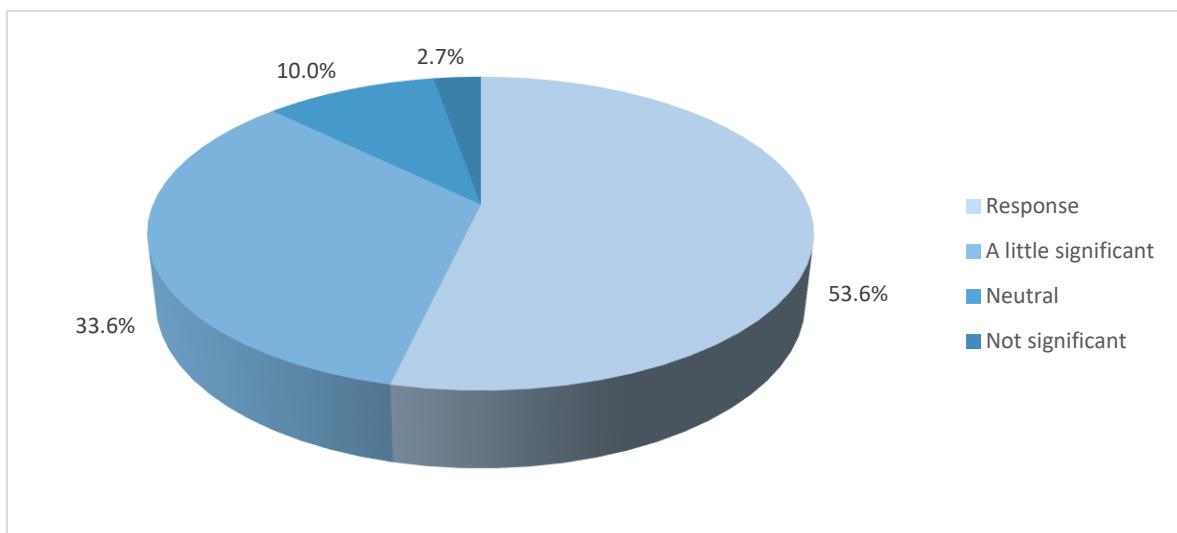


FIGURE 4.22 SIGNIFICANCE OF COMPANY IN RESPONDING TO CUSTOMERS ON SOCIAL MEDIA ADS

INTERPRETATION

The table and figure illustrate the significance of a company responding to customers on social media ads. Out of 110 respondents, more than half of the respondents believe that a company's response on social media is highly important. 37 of them also consider responses somewhat important. A smaller group of 11 is indifferent to whether a company responds or not. A 2.7% finds company responses to be insignificant. This suggests that most consumers expect some level of interaction from brands, companies that do not actively engage with customers on social media ads risk losing credibility and potential customers. Companies should prioritize timely responses to customer inquiries, comments, and feedback on their advertisements to maintain a positive brand image and build customer trust.

CHAPTER 5

SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 SUMMARY

The research studies advertising, brand interaction, and customer reviews have a high impact on influencing consumer's decisions to buy a product or service. It also analyses how consumer decisions, consumer engagement, and brand loyalty are impacted by social media marketing strategies. Authentic interactions, transparency, and trust building are crucial elements for building strong customer relationships for the long-term, even when social media indirectly affects brand loyalty. The quality of content, influencer marketing, personalized ads, and consumer trust are very important for successful social media campaigns. The findings showed that social media interactions have a significant impact on consumer purchasing decisions, with businesses that engage with consumers through relevant content and interactive marketing seeing higher brand loyalty. The study comes to the conclusion that social media marketing is essential for modern companies with the importance of authenticity, audience engagement as ways to compete. For the improvement of marketing, companies must make use of influencer partnerships, targeted advertisements, and analytics-based insights. Ultimately, social media marketing is a powerful tool, but credibility and engagement are keys to maximizing its effectiveness.

5.2 FINDINGS

1. The majority of the respondents are in the age group 18-24 that accounts for 72.7%. The others are respondents aged 45-54 which is 12.7%. The fewest responses came from those 55 and older, with only one person (0.9%).
2. It is clear that more than most of the respondents either had a Bachelor's degree or a High school qualification, whereas far fewer continued their education to pursue higher or specialized studies.
3. A major portion of the respondents are students, followed with employed people and self-employed people.
4. Among the respondents few people are with high incomes and the majority of the people are low income earning between Rs.10000 – Rs.20000.
5. It is clear that most people take social media ads into consideration when making purchase decisions, while a few act on them from time to time.
6. Considering the observations, Instagram is the most preferred social media in making purchases, while other channels attracted little preference. No respondent selected LinkedIn and Twitter, making it 0.0% for purchase choices.
7. It was understood that although a significant percentage of respondents do not prefer to make direct purchases through social media, a sizable portion prefer to do so on occasion.
8. The majority of respondents 43.6% indicated that social media reviews always influence them, followed by 26.4% who are frequently influenced. This suggests that social media reviews play a significant role in shaping consumer decisions.
9. Mixed opinions are evident from the majority of respondents, who are either neutral or somewhat likely to trust social media advertisements. Only a small portion is significantly less likely to trust them, indicating that although trust is still there, it is not strong enough.

10. Most 58.2% of the respondents consider customer reviews as the most effective social media marketing tactic, highlighting the strong influence of user-generated feedback over influencer advertising, sponsorship, sales, and viral content.
11. Most of the respondents agree that genuine customer reviews are the best means to gain trust on social media.
12. The majority of respondents are influenced by deals in ads, with 46.4% definitely impacted and 45.5% somewhat impacted.
13. The majority 59.1% of respondents remain neutral about the accuracy of social media marketing.
14. The majority 53.6% of respondents remain neutral about the authenticity of brand ads.
15. Most individuals are influenced by social media when they shop, either a lot or to some extent. There are individuals who are not influenced at all by social media when shopping. Social media in general has a strong influence on shopping, mainly encouraging purchases.
16. Most of the people view social media advertisements as “just reliable,” meaning they trust them to some extent but not entirely. Very few view them as “far more reliable,” meaning very high trust is rare. Some of them use them as “less reliable,” meaning they do not trust social media advertisements at all.
17. Most of the respondents say that social media has a minimal impact on brand loyalty in the sense that it has an impact but is not the sole factor. Others believe that it impacts brand loyalty to a very large extent, reflecting a strong correlation between social media and brand trust. Overall, social media has a moderate influence on brand loyalty with the majority of people agreeing that it has some influence but few that it has a strong influence.
18. Majority indicate that social media affects their brand decision, it influences their decision at times but not always. Few people report that social media does not affect their brand decision, they use other factors when selecting brands.

19. Fashion and beauty products are the most bought from advertisements, and home and fitness are less in demand.
20. 63.6% report social media somewhat enhances brand perception; it has a positive but moderate effect. Social media tends to enhance brand perception, but for most individuals, the impact is slight and not strong. Few report that it negatively affects their perception.
21. Social media advertisement has high visibility, with many users viewing the ads often or sometimes. Admittedly few users perceive advertisements as rarely noticeable.
22. Most of the participants consider it is very important for a company to respond to customers through social media advertisements, with a focus on engagement. Customer engagement through responses to social media advertisements is significant, with most participants considering it to be so. Companies should interact with customers actively in order to build trust and improve brand perception.

5.3 RECOMMENDATIONS

- Customer reviews are the most effective marketing strategy; brands may take notice of genuine customer perspectives. Actively engage with both positive and negative reviews to create authenticity and credibility.
- Most customers consider advertisements as "just reliable" but perhaps not trustworthy. Brands may increase transparency in marketing by using real life testimonials instead of influencer endorsements, avoiding misleading promotions and exaggerated claims.
- Customers prefer brands on social media, companies may ensure active engagement through quick replies to customer inquiries, feedback and encourage them to share their experiences.
- Since 91.9% of customers would prefer to be influenced by promotions, the firms can use special offers, which are time limited, discounts, customized promotion based on previous interactions.
- Fashion and Beauty products are best bought through social media, brands in this industry may use high quality image content such as short video content, reels and collaboration with influencers to reach the business.
- Constantly staring at ads in doubt of their genuineness, brands may have to be frank in communications, employ straightforward, concise, and factual information.

5.4 CONCLUSION

Social media plays a crucial role in influencing consumer behaviour, particularly in shaping their purchasing decisions. The majority of respondents agree with the statement that social media affects them through customer review, and review is the most used marketing approach. Moderately, brand loyalty affects through social media with a middle influence level, influencing brand attitudes partially but possibly not an overall influencer.

The main objective is that of customer engagement, as most participant's value brand interaction through social media. Companies should actively engage with their audience, respond to inquiries, and build trust to strengthen their brand perception and loyalty. Businesses should leverage authentic customer reviews, ensure transparency in advertising and enhance engagement strategies to maximize the benefits of social media marketing.

Overall, social media marketing plays an important role in influencing consumer behaviour, but brands must focus on authenticity, transparency and engagement to maximize its effectiveness and build long term customer relationships.

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APPENDIX

QUESTIONNAIRE

Section 1: Demographic Information

1. Which age range do you belong to?
 - Below 18
 - 18-24
 - 25-34
 - 35-44
 - 45-55
 - 55 and above

2. What is your highest educational qualification?
 - High School
 - Bachelor's Degree
 - Master's Degree
 - Doctorate
 - Professional degree

3. What is your current occupation status?
 - Student
 - Employed
 - Self- employed
 - Unemployed
 - Retired

4. What is your approximate income range on monthly basis?
 - Below 10000
 - 10000-20000
 - 20000-35000
 - 35000-50000
 - Above 50000

Section 2: To understand the effect of social media marketing on consumer behaviour.

5. Have you ever bought a product or service after seeing it advertised on social media?
 - Yes
 - Sometimes
 - No

6. Which social media platform do you often use to make purchases?
 - Instagram
 - Facebook
 - LinkedIn
 - Twitter
 - YouTube
 - Others

7. Do you prefer purchasing directly from social media platforms (e. g., Instagram, Facebook, Twitter)?
 - Yes
 - Sometimes
 - No

8. How often do you consult social media reviews before buying a product?
 - Always
 - Frequently
 - Sometimes
 - Rarely
 - Never

9. How likely are you to trust a brand that advertises on social media compared to one that does not?
 - Much likely
 - Somewhat likely
 - Neutral
 - Somewhat less likely

- Much less likely

Section 3: To identify the factors that influence the effectiveness of social media marketing.

10. What kind of social media marketing gets your attention the most?

- Influencer endorsements
- Customer reviews
- Sponsored posts by influencers
- Sales and deals
- Viral content

11. What makes you trust a brand on social media?

- Verified profiles
- Interactive posts by brands
- Influencer recommendations
- Clear advertising
- Honest customer reviews

12. Are you more inclined to look at a brand's ad if it includes a deal or discount?

- Definitely
- Somewhat
- No, I don't care about offers

13. Do you believe social media marketing provides an accurate portrayal of products?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. What are your thoughts on the authenticity of advertisements and posts from brands on social media?

- Highly authentic
- Mostly authentic
- Neutral
- Inauthentic
- Somewhat authentic

Section 4: To analyse the impact of social media marketing on consumer loyalty.

15. Has social media changed how you shop these days?

- A lot
- A little
- Not at all
- It's made me want to shop less

16. Do you think social media ads are more trustworthy than traditional ones?

- Indeed, far more reliable
- Yes, reasonably reliable
- No, they are just as reliable.
- No, a little less reliable

17. Is your loyalty to a brand impacted by its active social media presence?

- Indeed, in a major way
- A little bit
- Neutral
- Not at all

18. Has social media ever caused you to switch to a different brand?

- Indeed
- Occasionally
- No

Section 5: To help provide recommendations for businesses and marketers.

19. Which type of product do you buy the most after seeing an ad on social media?

- Beauty and skincare
- Fashion and clothing
- Electronic Gadgets
- Food & beverages
- Home and lifestyle products
- Fitness and healthcare products

20. What impact does social media marketing have on how you view a brand?

- It greatly improves my perception
- It slightly improves my perception.
- It doesn't have any impact.
- It somewhat diminishes my perception

21. To what extent do advertisements stand out in your social media feed?

- I see them all the time
- I see them a lot
- I occasionally catch sight of them
- I hardly ever see them.

22. How crucial is it for a company to respond to consumer comments or grievances on social media?

- Extremely significant
- A little significant
- Neutral
- Not significant