

## SOCIAL MEDIA MARKETING & CONSUMER BEHAVIOR: A REVIEW AND ANALYSIS OF LITERATURE

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### ABSTRACT

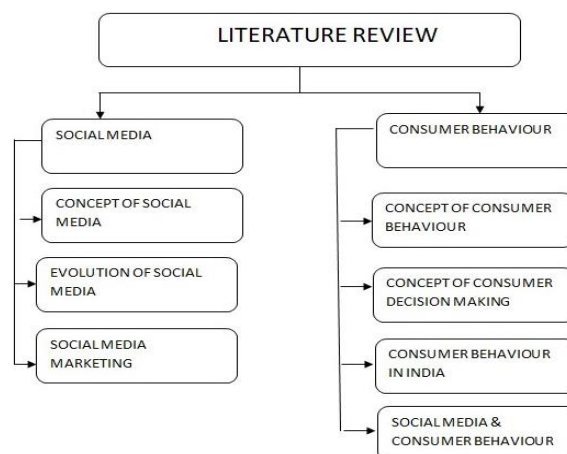
People all across the world are deeply interested in social media platforms. Hence, businesses are beginning to see such technology as useful ways to communicate with customers more. Researchers have also focused their emphasis on expanding the field of existing knowledge of similar events in the marketing field. As a result, the primary goal of this research is to assess and evaluate the most recent research in the allied fields of social media and marketing. The research paper present an overview of the main issues and trends covered by the relevant literature by evaluating around 138 publications, including the role of social media marketing, consumer behaviour and consumer decision making. In addition, the most common research methodologies used to investigate the relevant concerns of social media marketing have been examined in this review.

**Keywords:** Social Media Marketing, Social Networks, Consumer Behaviour, User Generated Content.

### Introduction

Social media marketing presents communication opportunities and necessitates fresh and unusual thinking (Kaplan and Haenlein, 2010; Kweskin, 2007) to ensure that consumers feel brand orientation and product orientation (Xiaofen and Yiling, 2009). The importance of social engagement and digital communication in today's corporate strategy cannot be overstated. As businesses become more globally competitive, marketing strategies must become more creative and engaging in order to attract greater pools of customers (Rockendorf, 2011).

Marketers are constantly under pressure to improve social media effectiveness because, as Brown and Hayes put it, "social media allows consumers to share content and ideas with one another, write recommendations, reviews, and opinions about a company's performance, and tell about their own positive or negative experience with them."



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### Social Media

**Cavazza (2008)** categorized social media into seven categories namely, online publication of opinions or information, content sharing sites, sites allowing real time discussions, tools for micro blogging, tools for social networking, virtual networking platforms and network games sites.

**Safko and Brake (2009)** expressed social media as the activities and behaviour adopted by consumers using online media such as web- based applications to share information, views and knowledge. These applications facilitate creation and sharing of information appearing as pictures, audios and videos.

**Xiang and Gretzel (2010)** described social media as mostly internet-based applications to share user generated content that includes information created by consumers using the products for access by other potential customers.

**Evans and McKee (2010); Trimble (2010);** Trusov, Buckling, and Pauwles (2009) have done intensive research to examine numerous platforms of social media as evolving communication channel that is transforming consumer behaviour and expectations and strategies adopted by marketers. They have explored the scope of using social media platforms as an effective marketing tool.

**Zarella (2010)** completed this list by adding Virtual worlds (e.g. Second Life) as Social Media types. Solis (2011) sketched a map for the Social Landscape classifying Social Media platforms and tools in a lot more categories called The Conversion Prism.

**Parker (2011)** broke down Social Media into 8 different categories: Blogging, Microblogging, Social Networking, Social Bookmarking, Multimedia Sharing, Wikis, Forums and Reviews and Opinions.

**McKinsey's social media model (2012)** proposed four elements to demystify the enigma around social media. The four elements, namely, monitor-respond-amplify-lead facilitate marketers to align social media marketing activities along the decision making process undertaken by consumers. The report described various opportunities for marketers to tap the potential of social media during. Social media can implore consumer response after the purchase of product. This advantage to obtain insights about product-development from the actual consumers is one of social media's most significant advantages.

**Hoffman et al. (2013)** described social media as the mobile and web-based tools which facilitate connection building by creating and sharing information. Social media includes websites or applications that facilitate consumers to engage in social networking by creating and sharing information.

**Solis (2012)** developed a model to depict basic classification of social media consisting of SNS like Facebook, LinkedIn along with other applications and methods (Hajji, 2014), including blogging platforms and media sharing platforms (Smith, 2009), also including collaborative websites like wikipedia (Mangold & Faulds, 2009)

**Carr and Hayes (2015)** described and defined social network sites and social media as Internet-based, disintegrated, and continuing tools of communication to facilitate better and constant interactions among marketers, consumers and all other users to derive value majorly from UGC (user generated content).

**Li (2021)** defined social media marketing (SMM) strategies by integrating social media and marketing strategies perspective. The development of SMM strategies comprising of four main components (inputs, drivers, outputs and throughputs) is described in detail.

**Aichner et. al (2021)** extensively studied the literature with an objective to recognize and analyze the definitions and concept developed by various researchers and experts during time period of 1994- 2019. The researcher has highlighted the similarities and dissimilarity among the definitions for better comprehension of researchers and managers. The journey of evolution of social media tools over the years and its implications for the managers and consumers are described in detail.

### Social Media Marketing

**Tamar (2009)** studied social web to explore the role of diverse social media platforms as tools for marketing products and services. The study presented numerous ways available for marketers to gain advantage of these novel and untapped marketing platforms provided by social media. The study described social media marketing as a process where marketers promote goods and services through various social media platforms and also empower customers by changing the traditional ways of communication.

**Dahiya (2012)** On-line shopping is an ongoing wonder in the domain of E-Business and will be the possibilities of shopping on the planet. Online advertisers are running their online entrances to sell their items/administrations on the web. Despite the fact that web based shopping is pervasive outside India, its development in the Indian Market, which is an enormous and the arranged customer showcase, is as yet not in accordance with the worldwide market. The feasible development of internet shopping has set off directing an examination on web based shopping in India.

**Yadav (2012)** studied the importance of various social networks as media for advertising. The study also analysed the present methods of advertising using case study method. It was found during the research that social websites do not only provide media to interact but are also important platforms to reach potential customers.

**Vij and Sharma (2013)** analyzed consumers and marketers experience using social media. The research concluded that for formulating effective SMM strategies, content should be informative, interactive, interesting and reliable. Also, marketers should consider tastes and preferences of consumers while devising strategies for SMM.

**Hutter et. al (2013)** analyzed the impact of the activities performed on social media, particularly Facebook account of manufacturer of car, on consumer perception and purchase decisions. Online survey of users of company's fanpage revealed positive impact on brand awareness, word of mouth and purchase decision.

**Kohli, Suri and Kapoor (2014)** explain that Social media has great potential to overturn conventional branding concepts. Tremendous growth in use of mobile phones is resulting in evolution of use of SMM by companies. Social media is evolving as an effective and powerful tool that can both strengthen or kill a brand.

**Appel et. al (2019)** in their study have consider nine themes namely, omnipresence of SM, rise of influence, concerns for privacy on SM, use for combating loneliness, integrated customer support etc. to analyse the effect of social media. The research has focused on studying the social media in present scenario and has predicted its future implications on both marketers and consumers.

**Wibowo et. al (2021)** stated the importance of social media platforms in marketing strategies developed by marketers. Social media marketing activity and customer experience were considered by the researchers to evaluate consumer's relationship quality that impacts consumer behaviour in terms of loyalty, participation and purchase intention. The results suggested that social media marketing activities and customer experience significantly influence consumer behaviour.

**Attar, Shanmugam and Hajli (2021)** stated that consumers trust and satisfaction are influenced by social media usage which can therefore impact purchase decisions. The research focused on exploring the relationship between purchase decisions on social commerce and various social constructs (ratings and reviews), design constructs (credibility and features) and behavioural constructs (trust, motivation and satisfaction) in food and beverage industry. The study concluded that trust and credibility significantly influence purchase decision on social commerce.

### **Consumer Behaviour**

**Kenning (2008)** compared the effect of general trust which is related to personal trait with the effect of specific trust which is related with a particular retailer on consumer buying behavior. The study conducted with 331 individuals in German food retailing market reported that both specific and general trust positively affect buying behavior and also general trust and specific trust remain unrelated to each other.

**Bashar, Ahmad and Wasiq (2012)** conducted empirical research to study social media marketing effectiveness and its impact on consumer decision making. The study resulted in determining huge growth potential offered by SMM and that SMM will go a long way in future times. Marketers should formulate effective strategies to tap the potential of social media and focus on their proper execution.in India.

**Thangasamy and Patikar (2014)** analyzed buying behavior of consumers during purchase of the chosen durable products in Nagaland by examining the factors influencing buying behavior. Consumer buying behavior greatly vary with the complexity and cost of the product, degree of involvement of consumer increases as the process becomes complex and also during purchase of high price products. Various other buying factors like, advertisement, prior experience, recommendations from retailers impact consumer buying behavior.

**Durmaz (2014)** studied the impact of psychological factors on consumers in Turkey. The researcher collected data from 1400 participants using random sampling method. Researcher concluded that most of Turkish consumers are fond of shopping and shop to feel happy. Also, consumers are not much affected by sellers as their own considerations are more important to them. The study also found that majority of consumers is aware of the law and rights of consumers.

**Haider and Shakib (2017)** researched the effect of advertisement on buying behavior of consumers. They considered four independent variables, Familiarity of Advertisement, Entertainment in Advertisement, Advertisement Spending and Social Imaging in Advertisement to study the impact. Based on the research it was concluded that consumer buying behavior is significantly impacted by advertisement.

**Lavuri (2018)** explained the role of media strategies on consumer behavior. The research studied the role of media exposure, ad appeals on media and different media vehicles on consumer behavior during purchase of FMCG products. Data was collected from 857 respondents, which was tested using various statistical tools like, ANOVA, correlation etc. using SPSS 20.0. The results showed that media play an important role and is an effective tool used by marketers to influence consumer buying behavior.

**Chukwu, Kanu and Ezeabogu (2019)** explored the effect of promotion on purchase behavior of consumers in Enugu State Nigeria. The research findings depict a positive and significant relation between consumer purchase behavior and other factors like, brand awareness, sensory stimulating advertising and emotional response towards advertisement. The researchers recommended that extensive research of target customers should be conducted to identify their behavior and consumption pattern for effectively advertising the products or services.

According to a report by Deloitte and Retailers Association of India (2017), the growth in retail sector in India is attributed to mainly increased internet usage and investment by international retailers. Total share of organized retail market was 12% in 2017 and was expected to increase to 22-25% by 2021. The report also cited other factors contributing towards growth include spread of ecommerce across nation and transformation in buying pattern and frequency of consumers in India. According to the report, 28% Indian millennials buy products influenced by recommendations on social media and 63% Indian millennials used social media platforms to stay updated about brands.

**Daroch et al. (2021)** conducted a study to explore consumer behaviour regarding online shopping and to investigate the difficulties faced by consumers while making online purchase. The study found that the respondents had both negative and positive experiences during online purchase. Major six factors were identified which refrained the consumers from buying online. The six factors were experience, insecurity, convenience of shopping traditionally over online platforms, lack of faith while making online payments, lack of product information and reputation and services.

#### **Consumer Behaviour in India**

**Badgaiyan and Verma (2014)** explored the relation between impulsive buying behavior and five intrinsic factors namely, culture, materialism, personality of consumer, impulsive buying tendency and shopping enjoyment tendency. Data was collected from 508 respondents across National Capital Region in India. Using PLS- SEM, structural equation modeling, it was established that materialism, impulsive buying tendency and shopping enjoyment had significantly positive impact on impulsive purchase behavior of consumers.

**Khan, Rana and Singh (2014)** studied the factors involved during purchase process in organized retail sector and their relationship with consumer satisfaction and loyalty. The research concluded that demographic factors of consumers (age, income, occupation) greatly influence purchase decision. Also, marketing strategies adopted by retailers play a huge role in enhancing retail business values and sales.

**Jain (2015)** studied the alteration in consumer behavior brought about by emerging trends in India. Retail Industry in India is experiencing a revolution as the preferences of consumers are changing. To study the changes in recent shopping trends, data was collected from respondents residing in Gurgaon to recognize the factors that impact the choice of urban consumers while buying from an organized retail store. The study declared lifestyle, motivation, personality, convenience and value delivered as important factors that influence urban consumer purchase decisions in organized retail stores in India.

**Jadhav and Khanna (2016)** online retailing in India has demonstrated dynamite development lately. All things considered, when contrasted with different nations generally significant in web based retailing, India is still in its underlying period of advancement. The major impacting factors for web based shopping distinguished as the accessibility of the items, reasonable cost, special exercises, examination, comfort, and quality client care, saw convenience, demeanor, time cognizance, trust, and assortment chasing.

**Pawar and Naranje (2016)** explained various factors that influence behavior of consumers during purchase of automobile in their descriptive study with 265 customers in Pune. Social and economic variables are the dominating factors among demographic, cultural and psychological factors that consumers considered while buying automobile. With a tremendous shift in the way organizations and customers interact with each other, buying behaviour has become more complex.

**Dey (2017)** explained complexity of consumer behavior in India which vary consumers personalities based on their class, status, income and other behavioral and geographic factors. Another important factor impacting consumer behavior in India is price sensitivity of market. Indian consumers show more involvement in purchase of products involving

**Chaudhary (2018)** examined the factors during green buying behavior exhibited by young educated buyers in India. The researcher adopted theory of planned behavior framework to comprehend the relevance of factors like, perceived value and readiness to pay among millennial in India.

#### **Social Media and Consumer Buying Behaviour**

**Rustogi (2010)** analyzed the buying behavior of consumers purchasing products on online platforms. Various socio-economic variables were considered to explore consumer behavior. Ease of use, product distinctiveness and usefulness, trust and situational factors are the important drivers which significantly impact consumer attitude and perception during online shopping.

**Thamizhvanan and Xavier (2013)** recognized the determinants of the online buy expectation among youth in the Indian setting. The study identified various factors directing the purchase intention of consumers online. The factors like current trend, brand reputation, product quality, trust of online consumers and prior purchase experience.

**Mishra and Mathew (2013)** explored the conduct of online buyer in India with respect to the use of web office, related dangers, and the impacting traits of sites. A sorted out poll was managed to 600 online buyers utilizing in the field and online overview mediums. Results show that Indian online clients had an elevated level of apparent dangers, the most extreme dread being identified with the conveyance of the distinctive kind of items bought on the web.

**Ethel (2013)** stated the impact made by social media platforms on consumer behavior during the five decision making stages while buying a product. The study found that social media greatly impacts information search by consumers and the buying process is impacted by others opinions on social media, though, social media did not significantly impacted the purchase decision. Social media plays a great role in engaging the customers and building relationships with them.

**Mehta and Funde (2014)** in their study explained the transformation brought about by social media in traditional ways of communication and information sharing between marketers and consumers. Social media platforms are providing wide plethora of avenues to oth marketers as well as customers to engage with each other during purchase process. The study explored the highest effect of social media on searching information and also during purchase decision.

**Vaidehi (2014)** explored the growth of online shopping in India. With web entrance improving in the nation, cell phones getting cheap and ways of life getting energized, the manner in which individuals used to shop are shifting. Research results to show that both male and female are progressively keen on buying products, for example, apparels, gadgets, books.

**Galan et. al (2015)** conducted a study to explore social media use in education related decision making by post graduate students intending to study internationally. During decision making journey, the students mostly used social media platforms for information search and evaluation purposes. Only one student agreed on using social media for expressing post purchase behaviour, thus, social media is not widely used by respondents during post purchase stage.

**Goswami and Khan (2015)** the Internet has become a most loved channel through the most recent decade for shopping and is adding worth to the retailing scene. India's web based business advertisement is likewise developing in all kind of item classifications. This examination explains the relationship between every choice style gathering and web based shopping utilization in the Indian setting with observational verification to improve the writing.

**Reddy and Srinivas (2015)** point out that the web based shopping is the most recent pattern in the arena of online business and will be the possibility of shopping on the planet. The advertisers are running their online gateways to advance their items/administrations on the web. The exploration results uncovered that web based shopping in India is altogether impacted by different individual qualities like age, sexual orientation, conjugal status, family size, instruction, and salary.

**Barhemmati and Ahmad (2015)** studied the effect of SMM on buying behavior of consumers using social networking sites (SNS). The study explored the relationship between consumer buying behavior and SNS marketing activities. The study concluded that the consumers spending more time on social media are more emotionally attached and engaged with brands. Such consumers also have positive attitude towards products and brands.

**Jashari and Rrustemi (2017)** presented an overview of social media usage during decision making process and various factors which influence consumer behavior. A research was conducted with 120 individuals in the city of Pristina to explore the level to which individuals are impacted by social media usage. The study concluded that young nonworking individuals are the prime users of social media in Pristina. Social media is used by consumers to express their post purchase behavior by commenting or sharing pictures or videos.

**Grover and Mandan (2017)** stated that individuals use social media platforms majorly for seeking information, communicating and sharing feedback. The study found that social media is used by consumers till evaluation of alternatives, but prefer to buy offline. Consumers are attracted by online advertisements and rewards and discounts offered by marketers on social media platforms.

**Sethi, Kaur and Wadera (2018)** focuses on deciding the impact of online surveys and an assortment of items on buy expectation of recent college grads in India.. It was clear that web based promoting is the route to the future; it is basic that the chiefs of online store observe the components which layout the future online clients' buy goals.

**Voramontri and Klieb (2019)** conducted an empirical research to study social media role on consumer decision making process during purchase of complex products involving substantial brand distinction, high involvement, costly and risky. he study concluded that social media usage enhanced satisfaction for consumers during the initial stages of need recognition, search for information and evaluation of alternative but purchase stage and post purchase stages were not impacted by use of social media by the consumers.

**Gupta (2019)** revealed significance of various social media platforms as important tools considered by consumers while making decision for booking hotels. The research found that consumers refer to social media platforms for collecting information regarding products and services, evaluate alternatives and making their final selection Thus, marketers should carefully use these platforms considering the accuracy and relevance of information posted on various social media platforms to develop trust among consumers.

**Król and Zdonek (2021)** studied use of social media and how it impacts intrinsic motivation of Generation Z users i.e individuals born between 1994 and 2002. The research was conducted among 427 students of a university in Poland. Data was analysed using one-dimensional and two-dimensional statistical tools. A few respondents were motivated by using social media, while most of them exhibited passive approach in using social media. Valuable information was expected by the respondents but they hesitated from providing their own opinions on social media.

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