

## The Impact of Social Media Marketing on Customer Behavior

**Netra Bahadur Budhathoki**

Department of Management

Damak Multiple Campus

*E-mail: netrabudhathoki14@gmail.com*

### **Abstract**

Social media is used by billions of people around the world and has quickly become one of the defining technologies of our time. Social media marketing has become one of the increasingly important aspects of customer behavior. Social media marketing is the practice of using social media platforms and tools to promote a business and connect with existing potential customers. The impact of social media marketing on customer behavior is a topic of paramount importance in today's digital age. This article aims to shed light on the ways in which social media marketing shapes customer behavior, providing valuable insights for businesses and marketers. The purpose of this article is to focus on where to believe the future of social media when considering customer behavior.

**Keywords:** Social media, Social media marketing, Customer behavior, Platform, Strategies.

### **Introduction**

In recent years, the marketing scenario has been significantly reshaped by the emergence and extensive adoption of social media platforms. The influence of social media marketing on customer behavior has become a focal point of interest for both academics and marketing professionals. This article delves into the dynamic relationship between social media marketing strategies and customer purchasing decision making, seeking to answer the basics about the extent to which digital advertisement strategy impacts customer behavior. In the modern digital age, understanding customer behavior is central to business success. It directly shapes decisions, from setting organizational goals to marketing strategies. This understanding is dynamic and ever-changing with the increasing interaction of customers on social media. Social media is something that most people on the planet use on a daily basis. In fact, on a global

scenario social media is used by general public. While primarily many people around the world use social media as a medium for communication or just to talk with their friends and relatives. In this blog, we'll explore the complex link between social media and customer behavior, providing detail tips and valuable tools for navigating the evolving landscape. So, let's first start by unpacking the meaning of today's topic. The major crux of this article is to explore and provide the insights on the role and impact of social media in making purchasing decision by both the organization and by individual customer. A quantitative study investigates the degree to which social media use has changed experiences. The views of consumers about products and services and entire brand's offerings are currently becoming increasingly dominated by competitors and other external factors in the predominant areas, which has an effect on closure in the unrelated space. Since advertisers and marketers have no control over the timing, content, or recurrence of online exchanges between marketers, a web-based social media platforms aids more in attracting and engaging the customer.

According to the study, social media use affects the satisfaction and drive of customers when they are seeking product and service information and weighing their options; as they proceed through the purchase decision making process, their level of satisfaction arises. In addition to approaching your target audience directly, social media marketing let you track the success of each post, remark, and advertisement in order to meet your objectives. Additionally, this article illustrates how to integrate social media marketing with other digital marketing strategies including mobile marketing, discussion boards, and video streaming, displays, Search Engine Optimization and media boost.

Social media marketing is a powerful and often used tool for any business, especially for profit oriented organizations of the time required to successfully manage it. Further, Social media marketing campaign and its activities includes the following:

### **Planning for Media content and Creation**

The most noticeable aspect of social media marketing is content creation and planning. the skill of producing content that is appropriate for each platform in order to engage its target audience.

### **Scheduling of Content and Publishing**

It is simply an issue of getting your media content on the perfect stages at the ideal time. Social media evaluation report proceeds the developments while monitoring the effectiveness of the content with the use analytics tools. Set social media objectives and make plans to enhance overall response in general.

### **Social and Community Listening (Empathy)**

Social listening is the process of using social media platforms to virtually listen to what others are saying about your company and your sector

### **Management of Social Community (customer relationship management)**

Community management is establishing an online relationship with followers, reacting to messages, and providing chances for continued participation in order to maintain the community's vitality.

### **Social Media Marketing and Advertisement**

Social media advertising is the practice of promoting your content to a wider audience on social networks through the use of paid promotion tools and technologies. This can entail collaborating with secondary content creators and campaigners or any other sort of external marketing influencers.

Nowadays, social media has become an essential component of every person's life; over 2.5 billion people make use of social media platforms like Facebook, Instagram, Tiktok, videos, blogs, forums, Reels, comments, and messages. In nutshell, We generate and share content on a social media platform leading in appealing the customer mindset and their brand positioning.

### **Review of Literature**

A new precise survey investigation discovered that informal communities are Web based channels that empower clients to cooperate with enormous or explicit networks that get esteem from client produced content and a feeling of association with others, whether continuously or no concurrently (Carr, C.T.; Hayes R.A. 2015.)The content created by a company, organization, or individual as well as the relationships or exchanges with other users are what makes utilizing social media so important. The term "social media marketing strategy" describes an organization's coordinated efforts that transform social media interactions and communications (platforms) into practical, strategic tools for achieving targeted marketing goals( Li. F.; Larimo, J. Leonidou; L.C.; 2020). The scope of social media marketing is the use of social media as a means of interacting with one or a few stakeholders as an essential tool for communication. The Social Media Marketing Association (SMMA) developed a construct that will have a different appeal when using social media as a marketing tool compared to traditional marketing platforms such as printed advertisements, billboards, etc( Kim, A. J.; Ko. E, 2012).

Social media offers the following advantages as a marketing tool: First, the company's free marketing materials will amuse customers more and spark social media activity. Second, users can personalize information search by utilizing the enterprise's direct

custom search services, hash tags, or SNS default search tools. Third, social media is quick and real-time, giving clients access to the most recent details and industry trends about the goods and services the company offers. Fourth, social network marketing initiatives enable direct user interactions that may result in fifth-order effects, or customers' readiness to tell others about information they have seen on the business's social network. The five constructs blocks that make up SMMA are: Entertainment, interaction, trend, adaption, and word-of-mouth.

It has been proven that SMMA significantly affects purchasing intention, brand equity, etc. In addition, numerous more investigations have examined SMMA in various settings and validated numerous findings (Kim, A. J.; Ko. E, 2012). SMMA proposes that social identity and enjoyment are indirectly impacted by perceived worth. At the same time, satisfaction is directly impacted by social identity and perceived value, which in turn influences intentional stability, purposeful involvement, and purchase intention (Chen, S. C.; Lin, C. P. 2019). SMMA serves as an illustration of how SMMA enhances brand equity through improving brand awareness and image. Brand image as well as awareness, in turn, positively impacted e-word-of-mouth and commitment (Seo and Park, 2018).

According to the previously mentioned and defined literature and research, the relationship between social media marketing and construct indicators (entertainment, engagement, trend, adaption, and word-of-mouth) is thought to be second-degree reflective. (Park, J. W.; Seo, E. J.; 2018). According to recent research, a customer's experience is a multifaceted construct that captures their reactions to a company's goods and services on a cognitive, emotional, behavioral, sensory, and social level throughout their purchasing process (Lemon, K.N.; Verhoef, P.C. 2016). Because there is no personal interaction and no means of communication with service staff, internet products and services are thought to deliver a rather unsatisfactory experience (McLean, G.; Wilson, A. 2016).

Marketers and Managers must take note of the customer experience framework in order to recognize and take advantage of possibilities to strengthen an organization's competitive position (Keiningham, T.; Aksoy, L.; Bruce, H.L.; Cadet, F.; Clennell, N.; Hodgkinson, I.R.; Kearney, T. 2020). According to the study, social support and website quality have an impact on social commerce and users' intentions to keep using social networking sites, but their relationship with the sites also plays a mediating role (Yadav, M.; Rahman, Z.; 2018). Due to the good ideals that the company and its customers share, customers choose to identify with the business.

Customers are also eager to aid and support the business; rather than doing business or any other purchase decision with another company or competitors, they prefer to

communicate about any weaknesses or issues in the quality of the services they receive or any suggestions for growth and development with regard to the organization and brand. Consumer decisions are influenced by tailored recommendations, user-generated content, and compelling advertising, underscoring the value of real and personalized marketing tactics. An age-based analysis that shows younger participants to be more receptive highlights the significance of taking demographic factors into account when developing marketing strategies. But it also suggests that different age groups require distinct adaptive methods (Benslimane et al., 2021; Kangwa et al., 2021).

### **Materials and Methods**

The methodology employed for this articles involves a mixed-methods approach designed to provide a comprehensive understanding of the research topic.

The quantitative aspect entails the administration of structured surveys to a representative sample of participants selected through stratified random sampling. The combination of both quantitative and qualitative data allows for a robust, nuanced understanding of the article topic, offering a more holistic and in-depth perspective. The article aimed to assess the participants' social media usage, their response to various marketing strategies, and the influence of social media on their recent purchasing decisions. Additionally, the article adheres to ethical article guidelines, ensuring informed consent, privacy protection, and data confidentiality throughout the data collection process.

### **Result and Discussion**

The article suggests that social media marketing plays an important role in shaping customer behavior. The highly targeted and personalized nature of digital advertising on platforms like Facebook and Instagram enables businesses to connect with customers on a more personal level. The highly targeted and personalized nature of digital advertising on platforms like Facebook and Instagram enables businesses to connect with customers on a more personal level. User-generated content, including reviews and recommendations, also has a substantial impact on purchasing decisions.

Moreover, compared to consumers of various sources of information and Marketing Intelligence System, social media users perceived the decision-making process to be simpler, easier more enjoyable leading to more engagement. Throughout the involvement process, they also exhibited a lot of confidence and satisfaction in purchase decision. In general, customers who perceived and emphasized that social media provided more and better-quality information than they had anticipated were satisfied in the long run. According to this article, customers' pleasure with social media is unaffected by information overload. Lastly, the paper makes the case that while social media use increased consumer happiness during the early phases of information search

and alternative evaluation, it had no discernible effect on satisfaction throughout the stage of making a purchase decision or during the post-purchase evaluation.

In nutshell, responding to and participating in online conversations and exchange relationship, as well as by observing what people are talking about in blogs, forums, and online communities, social media has made it possible for marketers to continuously and making real-time access and monitoring customer thoughts, opinions, product attitude and buying attributes. Hence, Businesses hubs, marketers and companies must make good use of the intelligence from both internal and external sources and with access to digital tool and social media and integrate in making marketing strategies, campaigns and product and service offerings and building proper Customer Relationship Management and profitability in the long run.

### **Conclusion**

Summing up, this article reflects that social media marketing significantly affects customer behavior. The power of personalized advertising, user-generated content, and engagement strategies cannot be understated. Businesses and marketers should recognize the potential of social media platforms as an effective tool for building brand awareness and increasing consumer engagement. As social media continues to evolve, understanding its impact on customer behavior is vital to creating effective marketing campaigns that resonate with today's digitally-connected consumers. This article contributes to the growing body of knowledge in the field and provides practical insights for businesses looking to leverage social media marketing effectively.

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