

"Influence of Social Media Marketing on Consumer Behavior: An Extensive Review of Literature"

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Abstract

Organizations must use the most up-to-date marketing tools to position their products and services in the top-of-mind recall category and increase their productivity in this competitive era. Numerous marketers use "digital networks" to cultivate consumer engagement and brand loyalty, as social media facilitates two-way connections between organizations and their customers. Social Media Marketing (SMM) is a channel for connecting with and reaching the target market. This paper explores the meaning, significance, and role of social media marketing on consumer purchasing behavior with comprehensive literature reviews and the purchase funnel concept.

Keywords: *Social Media, social media marketing, Consumer Behavior, Relationship Marketing / CRM - Customer Relationship Management, customer, touch points, digital connect*

1. Introduction

The phenomenon that is presently dominating the world is social media. In response to societal demand, numerous organizations have developed mobile websites and applications. This demand was made to allow individuals, organizations, and society to interact based on their individual requirements and interests and actively partake in the media by contributing content. Specifically, this demand was made to facilitate interactions between individuals based on their individual requirements and interests. Online applications including social media, social networking sites, blogs, wikis, podcasts, content aggregators, and content communities are built on the World Wide Web. Other uses include podcasts, blogs, and wikis. The most significant growth has been observed in social networking sites (SNS) and blogs, among the various forms of online communication technologies that have been mentioned up to this point. Most of these internet-based software applications are referred to as "social media" The phrase "social media" refers to an assortment of Internet-based communication tools. These tools enable individuals to interact with one another and promote this interaction by facilitating the dissemination and consumption of information. Most internet users communicate with their loved ones and other acquaintances via the internet. Because marketers don't want to fall behind in their industry, they regard social media as a more effective and profitable way to maintain relationships with existing consumers and acquire new ones. Consequently, a novel marketing strategy known as social media marketing has emerged as a viable option. Due to advancements in communication technology, inventions, and the dynamics of numerous modalities of communication, new communication instruments have emerged. Social media is one of these new communication instruments. One of these new communication techniques is the utilization of social media. Individuals now have an easier time meeting new people, engaging in conversation, exchanging information, and being active and visible on social networking sites because of the proliferation of social networking sites and the expanding prevalence of these sites. Communication between people and corporations is simpler. Today's youth use social media like Facebook, Twitter, Instagram, and others to find friends, connect with them, interact with them, exchange information, publish videos, photos, and comments, etc. Social media users discuss mutual interests and ambitions. Online firms must compete to sell

and wow customers in today's highly competitive industry. Social media helps brand-building efforts by developing brand awareness and customer trust. Online retailers advertise their products on Facebook, LinkedIn, Twitter, and YouTube. Social networking sites have expanded web-based technology usage as the internet has grown. These websites help companies increase brand awareness online, boost profitability, expand operations, and satisfy customers. Online companies may immediately interact with their target market, particularly internet users, to learn about their likes, dislikes, and product preferences. Several online shopping platforms provide one-on-one conversation. Positive word-of-mouth marketing boosts customer satisfaction. Happy customers are more loyal to the brand, which boosts earnings, market share, and brand awareness. These three occurrences may assist e-commerce companies' brand, build, and improve customer service. Social media platforms aim to provide real-time interactions and material that encourages and connects customers throughout the purchase decision process. Digital technologies now enable global networking, socializing, information collecting, and distribution. Social media is now part of daily life, embracing ideas, culture, and commerce. Modern technology allows people to broadcast to an extremely huge number of people, even while it allows them to make more connections and stay in touch longer. Community message boards, dial-up chat rooms, and email allowed users to interact. Prodigy created the first industrial bulletin board. This tragedy brought social media into the spotlight and demanded more study. A color graphical user interface helped it ascend quickly following its 1990 launch. Internet access was prohibited before that date. Friendster debuted worldwide in 2002. Myspace, created in 2003, was the most popular social network for years. The website still showcases bands and other artists. Facebook was founded by Mark Zuckerberg in 2004. The website popularized social media with millions of users. It indicates this endeavor succeeded. Twitter became public in 2006. It started in 2006. Every interest, industry, 19 hobbies, and grouping has social networks. Every industry has specific social networking sites. Sending photos and other multimedia on social networking. Due to the rise of social media, websites dedicated to it have started developing technologies for sharing photos, music, and video. This is because the prevalence of social media has skyrocketed in recent years. In 2003, the website Photobucket was created to facilitate the sharing of images by users. In 2005, the video-sharing and hosting website that is now known worldwide as YouTube debuted on the Internet. It was the first service of its kind, so it was considered revolutionary at the time. Numerous large businesses have integrated social media technologies into their marketing strategies. Social media platforms also contribute to the growth of small and medium-sized enterprises ¹(Kumar & Ayedee, Social Media instruments for SME business growth, 2018). Social news and bookmarking sites such as Delicious, Digg, and Reddit became popular, which encouraged an entirely new method for people to share and exchange information ²(The History and Evolution of social media | Webdesigner Depot, 2009). Since the introduction of bulletin boards, the development of social media has been gradual but steady.

2. Social media marketing (SMM)

The term "social media" refers to the numerous internet tools and activities individuals use to share ideas, information, and perspectives. It is available as text, audio, video, and still photographs. Online businesses must fight to sell their products and wow potential customers in today's highly competitive industry. Social networking sites boost brand visibility and consumer trust, resulting in effective brand building. Television, print, and outdoor media are still used by businesses, but they don't reach the intended demographic.

The most recent trend is the usage of social networking sites for marketing purposes. Social media platforms give a platform for enterprises and consumers to establish two-way communication ³(Kumar & Pandey, 2018). The development of numerous social media platforms Communication is the primary goal of social media; nevertheless, people have been communicating long before communication technologies were invented. Social media platforms have accelerated human interaction, even if talks have existed from the beginning. This age was dominated by word-of-mouth. Social media is omnipresent in daily life, thinking, society, and the global economy, thus more people are utilizing it for networking, socializing, information collecting, and distribution. Since the 1970s, social media has evolved. The communication foundation has remained consistent despite major style and feel modifications. Social media began because it allowed vast audiences to broadcast. The bulletin board system was a parody of school, community, and grocery store bulletin boards. ⁴"Caplan and Haenlein (2010)" defines social media as a "community of internet-based apps built on the ideological and technical foundation of Web 2.0."According to ⁵ImaniaImtiyaz et al (2020), "Social media advertising or marketing is the utilization of an internet-based website's seven helpful squares (individuality, conversation,

allocation, existence, connection, reputé, and gatherings) to advance a brand, association, ideological group, viewpoint, or event.. "The website should have user accounts, forum content, a way for users to interact and make updates on their sites, and social communities, such as fashion and politics, to join. "Social media allows participants to invite friends and colleagues while also gaining access to permitted profiles" (Kaplan and Haenlein 2010).

3. The Purchase Decision Journey of a Consumer

Brands are the primary differentiators between products; hence they must be properly maintained ⁶(Wood, 2000). Marketers were aware of a change in the way customers studied brands and purchased items. Thus, marketers must change their strategies to provide customers with accurate information and assistance throughout the purchase decision process to help them make good purchases. The customer funnel describes the emotional journey that a client takes from beginning to end ⁷(Powell, Groves, and Dimos, 2011). Powell et al. (2011) explain that the journey of a consumer buying a decision begins with initial product awareness, familiarization with the product (information search), consideration of the purchase (product assessment), purchasing a product (determination), and then developing and maintaining loyalty to the product. These are the cognitive processes that consumers use to make purchase choices ⁸(Sheehan, 2010). The contemporary consumer participates in market research and could gather information to educate himself about businesses (Sheenan, 2010). Touch points are media channels that allow consumers to interact with businesses ⁹(Vollmer and Precourt, 2008).

3.1 THE PURCHASE FUNNEL



Source: Court et al. (2009)

4. LITERATURE REVIEW

Social media has become the normal operating procedure in the twenty-first century. Social networking applications based on Web 2.0 have permitted an unprecedented expansion in modern human interaction ¹⁰(Balakrishnan et al., 2014). Currently, so-called social media marketing is an important component of e-marketing efforts. It is owing to the increasing importance of social media platforms throughout the world. The term "social media" is only used in two academic fields: communication sciences and sociology. Media are the techniques of storing or sharing information or data in the context of communication. Sociology describes social networks as societal systems comprised of a collection of social entities (individuals, groups, and organizations) and the networks that link them. Social media are characterized by their direct and multidirectional information flow, as well as their speed and vitality ¹¹(Kaplan & Haenlein, 2010), ¹²(Dutot & Bergeron, 2016) and ¹³(Kim & Ko, 2012) has described social media as a collection of online tools for public discussion, information generation and editing, and connection-building via interaction and cooperation. Social media marketing uses easily accessible internet-based applications to exchange user-generated content, connect brands and consumers, and empower individuals and communities to promote websites, products, and company services ¹⁴(Sri, 2018). Social media has developed into a crucial online marketing tool as the Internet has grown in popularity. Companies, in addition to individual users, have created fan pages on digital platforms and investigated income opportunities via social media ¹⁵(Chen & Lin, 2019). Social media marketing refers to commercial marketing events or processes that employ social media platforms to impact clients' buying behavior in a positive way ¹⁶(Dann, 2010). ¹⁷Boyd. (2015) shares a similar perspective of social media marketing; he sees it as a phenomenon exclusively linked with attracting attention and driving traffic to websites through social media. Because social media may be readily accessed by a huge number of potential recipients, the mentioned technology has grown in significance in the context of many businesses' marketing endeavors. Social media

marketing reduces marketing expenditures and targets a specific audience. Consumer activity creates similar impressions of a community and strengthens relationships among its members, strengthening it. This process combines user and community concepts ¹⁸(Hennig-Thurau et al., 2004). For marketing purposes, several channels such as Twitter, Facebook, YouTube, LinkedIn, and a variety of blogs are employed. Multiple platforms in the digital age enhance user traffic. There is a fight to get and retain the message receiver. Various firms are trying to attract Internet users and gather personal information about them, their interests, and their preferences. The data is used to make more money. Understanding consumer wants allows designers to create products that meet their needs. Internet access has enabled social media to promote communication without in-person gatherings. Social media is becoming a crucial part of a company's marketing strategy, not merely for socializing. Social media marketing lets companies promote on social media. Electronic word of mouth is social media-based knowledge sharing. Information and product education on new products may help companies expand, keep, and engage customers. When it comes to marketing efforts, many companies, especially those in the creative sectors, rely heavily on social media. Their owners and management aim to make the most of applications like YouTube, Facebook and Twitter etc ¹⁹(Kaplan & Haenlein, 2010). ²⁰(Dorenda-Zaborowicz, 2020) is of the opinion that it can be challenging to define social media marketing properly, but it may be characterized as the intentional use of new technology and social networks to carry out certain marketing activities. Social media marketing is the promotion of a product or service across several platforms to maximize possible exposure. The fundamental goals of social media marketing are to increase brand awareness among users, promote products, improve customer service quality, and maintain appropriate levels of consumer loyalty. Social media marketing lowers client acquisition costs and allows for the collecting of prospective clients' contact information, such as e-mail addresses and phone numbers. A secondary goal of projects is to encourage Internet users to share their newly gained information with their peers, therefore boosting the trustworthiness of published content. Using highly appropriate materials and making such information available to mobile customers may assist in application design ²¹(Seyyedamiri & Tajrobehkar, 2019). Thus, social media marketing may supplement traditional marketing efforts for various firms and organizations while allowing their representatives to employ a range of communication-based strategies. Blogs, microblogging (e.g., Twitter), social bookmarking (e.g., StumbleUpon), forums and discussion boards (e.g., Google Groups), product evaluations (e.g., Amazon), and video and picture sharing (e.g., Flickr, YouTube) are among the most popular social media marketing tools ²²(Kaplan & Haenlein, 2010), ²³(Yerby et al., 2019). Other tools that effect social media marketing include a company's website, which is like a business card and provides basic information, applications, and connections to other data. Marketing websites are used by many companies and organizations ²⁴(Peters et al., 2013). Social media allows people to share or exchange information, ideas, images, videos, and other material across a specified network. The advent of social media has changed the way of communication, and all companies, regardless of size, have a presence on social media ²⁵(Sakshi, 2017). Email is a dynamic medium for direct marketing, promotional communication, and information dissemination. Digital messaging is the way of communication in this case. The construction of communication systems to personalize and effectively adapt e-mail messages to specific recipient groups is a critical part of e-mail marketing ²⁶(Ellis Chadwick & Doherty, 2012). According to ²⁷(Arafah & Hasyim, 2022), Online media has replaced offline media in the digital age. Smartphones help people to keep updated regardless of time or place. Thanks to advances in information technology, internet users may now receive, discuss, and trade information. Online information is current on social media. Brand/company fans use social media fan sites to interact and share information ²⁸(Pavlov et al., 2008). The organization's weblog serves as a venue for posting information that can be commented on and tagged by readers. A blog is an excellent medium for sharing the principles of a company or brand to a bigger audience. A well-managed blog may not only provide brand-related information, but it can also alleviate client concerns and urge them to buy a product or service. Blogs may also inform readers of possible problems they may experience while utilizing a certain company's goods ²⁹(Farquhar & Rowley, 2006). Marketing-themed games are intended to promote certain products or services. Gamers are a huge, diversified, and appealing part of the global advertising market. Marketing communication using computer games is a relatively new phenomenon ³⁰(Nelson et al., 2004). The technique of establishing conditions that drive customers to distribute material is known as viral marketing. A subcategory of viral marketing is word-of-mouth marketing ³¹(Ellis-Chadwick & Doherty, 2012). Viral marketing is also described as a set of advertising-specific strategies used to encourage individuals to disseminate a certain piece of content in order to boost brand

awareness or sales³²(Toubia et al., 25 2009). Another benefit of social media marketing is the capacity to reach specific target groups, which is critical for creative businesses, as well as the ability to provide a specific piece of content to a big audience. For example, adverts may be shown based on the user's location (province, city). One may manage large social media campaigns, organize competitions, and provide products at reasonable, competitive prices³³(Wiyeh et al., 2019).³⁴(Wong et al., 2020): social media is increasingly used for healthcare professional communication and education, and its pros and cons have been intensively examined in recent years with mixed findings. During the COVID-19 epidemic, social media usage became vital to current healthcare systems. Any medical gadget must be weighed for risks and benefits. Social media usage during the epidemic is examined in this article. We will demonstrate this with examples from big medical organizations and identify common hazards. Social media is the latest information source online. Customers (or brand/company enthusiasts) utilize social media fan pages to connect and exchange information.³⁵(Wu, 2020), claimed that by surveying 115 social media marketing professionals from 17 various countries and regions, the study improves Technology Acceptance Model (TAM) and digital divide research at the corporate level in a cross-cultural scenario. Three significant discoveries have been made. To begin, there are significant differences in organizational kinds in terms of perceived ease of use (PEU), perceived usefulness (PU), and behavioral intention (BI) (US vs. Non-US and global vs. domestic). Cultural convergence and cultural diversity may be complementary rather than contradictory. Finally, there may be a second-level digital divide between domestic organizations headquartered outside of the United States and the other three types of organizations. As stated,³⁶(Yadav, 2017), The proliferation of Internet technologies and web-based applications has been seen to steadily grow. In the contemporary day, the focus of technology has shifted towards facilitating connections among individuals rather than only catering to consumer needs. In recent times, there has been a notable surge in the use of social media platforms, facilitating enhanced connectivity between businesses, customers, and their social circles, while also enabling effective communication with a wide-ranging audience. According to³⁷(Yang & Wang, 2015), The use of social media platforms, such as social networking sites and microblogging websites, presents both opportunities and challenges for destination marketing organizations (DMOs). Destination marketing organizations (DMOs) are required to develop comprehensive social media marketing strategies to enhance their marketing efficacy and meet the expectations of their stakeholders. Situated within the geographical boundaries of mainland China, this study examines the social media marketing tactics and outcomes used by Destination Marketing Organizations (DMOs) via an analysis of their utilization and implementation of various social media platforms. The following analysis and evaluation pertain to various social media marketing strategies used by international destination marketing organizations (DMOs).³⁸(Abiola-Oke & Aina, 2019), Information and Communication Technologies (ICTs) have a significant impact on tourism development and marketing, as was discussed. The research concentrates on Online Travel Booking in Nigeria's tourism industry, which includes numerous tourist destinations. This study utilized both primary and secondary data. The primary data questionnaire has been developed. The survey was completed by 222 Redeemer's University students of both sexes selected at random. Analysis of data using Chi-square. 200 surveys out of 222 were completed. Online flight and hotel reservations aid in reducing or eliminating the time-consuming procedures of the previous system. Adopting it is essential for obtaining these benefits and ensuring the sustainability of tourism.. As per³⁹(Ahmad et al., 2020). The focus of the study was the impact of social media on self-reported mental health and COVID-19 distress in the Kurdistan Region of Iraq. 516 social media users in Iraqi Kurdistan were surveyed using an online questionnaire. Content analysis was used for this data analysis. SPSS was used to analyze the data.⁴⁰(AL-Hawari et al., 2021), stated that the future of online grocery shopping in Oman is promising, especially given the increase in online consumers caused by Covid-19. The findings suggested that COVID-19 altered consumers' purchasing patterns. Participants suggested that Omani electronic supermarkets improve the efficacy of their services in order to attract more customers. Additionally, they recommended offering and incorporating a variety of customer-desired items in all Omani cities, as opposed to just a few. As per the study by⁴¹(Alves et al., 2016), Forty-four papers were evaluated using a synthesis- and interpretation-based evaluation method that is a variant of the systematic review method. The findings indicate that most of the included research has a consumer-centric perspective on social media use, sharing, and impact on consumer choices and perspectives. From the company's perspective, research frequently examines not only how social media is utilized, but also how it is utilized, how it is optimized, and how its effects are measured.⁴²(Ansari & Khan, 2020). According to⁴³(Ansari et al., 2019), social media content marketing has a moderate

positive significant relationship with the consumer purchase decision.⁴⁴(Ashley & Tuten, 2015) Past research has demonstrated that brands should prioritize maintaining a social presence on all social channels with content that is fresh, frequently updated, and offers incentives for consumers to participate. According to⁴⁵(Assimakopoulos et al., 2017), Facebook can also be utilized as an effective marketing instrument to enhance university marketing campaigns. Facebook was originally conceived as a social network for college students, but in the current digital era, almost everyone with an internet connection uses Facebook. It has become the largest social network on the planet, with billions of daily users. Facebook's capabilities include Facebook Groups, Facebook Pages, and Facebook Advertising and Publicity. This can be used to promote, among other things, products, services, organizations, and events. Depending on the circumstances, each of these instruments may be employed for a distinct purpose, or they may all be employed concurrently for optimal results. Facebook marketing is the creation and active use of a Facebook account for marketing and promotional purposes, as well as for communicating with and attracting customers.⁴⁶(B, 2020). The introduction of social media has transformed the business practices of FMCG companies. With approximately 45 million users in India and a robust growth rate, businesses are compelled to join social media in order to interact with their customers and boost sales. Currently, social networking accounts for forty percent of the time Indians spend online, according to some estimates. Approximately one in ten Internet visits leads to a social network, and nearly one in four page views occur on social networking sites, making social 30 networking a profitable choice for brand managers seeking to express and establish their brand identity⁴⁷(Banerjee & Ashwini Kumar BJ, 2013). According to⁴⁸(Bansal & Kumar, 2018), An impulsive purchase, also known as a motivated buy, is a purchase in which the choice to acquire an item is created at the time of the actual purchase and is not pre-planned. Online retailers have a competitive edge since they can contact consumers at any time via content, email, promotional events, and web-based social media. One of the most essential ways for a merchant to influence clients and enhance their purchasing incentive is via web-based social networking. Customers may analyze things using technology to identify and condemn them based on their dimensions, and the sky is the limit from there.⁴⁹(Bansal & Bansal, 2018), Facebook and other social media platforms have grown much too popular and misused by people and businesses. Advertisers attempt to discover the most efficient strategy to market their products on Facebook in order to interact with customers and engage them with the brand. Facebook touts itself as the ideal advertising platform because its engineers have developed a system that enables companies to target advertisements based on the data of each Facebook user. Marketers use Facebook to showcase their products and businesses while also connecting with their customers in order to engage them and develop a favorable brand image.

Furthermore,⁵⁰(Barijan et al., 2021) believes that technological advancement in the vehicle sector has been fairly rapid in recent years. As a result, automobile companies in Indonesia must compete for market share. Companies that compete in the marketplace supply goods and services that consumers need and want.

⁵¹(Chusnaini & Rasyid, 2022) conducted a quantitative research with 150 participants by distributing a questionnaire. According to the study's results, social media marketing, social media content, brand image, and brand awareness all have a positive and statistically significant influence on purchase intentions.

⁵²(Hasouneh & Abu Alzeat, 2020) studied how the aspects of e-marketing impact the opinions of tourists toward tourism in Jordan via research employing a series of questions and an open-ended approach. A total of 48 visitors were questioned, and their comments were content evaluated. The results indicated that the components of the marketing mix had a substantial influence on customer perceptions. The accuracy of information, price, online payment, website, and individual preferences all influence tourist patterns. The statistics show that demographic considerations do not explain any disparities in these attitudes.

Consumers may be motivated by digitalization, but digital marketing tactics alone will not result in purchase decisions, according to⁵³(Kanapathipillai & Kumaran, 2022), and hence relationship marketing strategies are an extra influential component in consumers' purchasing decisions.

According to⁵⁴(T, 2020), digital marketing is quickly expanding in India. Many Indian enterprises are using automated advertising to get an edge. Efforts to market a product or service cannot be accomplished merely via advanced advertising. Alternatively, for a successful marketing effort, it may be required to combine the qualities of both classic and contemporary advertising approaches.⁵⁵(Wawrowski & Otolá, 2020), almost every business now has at least one social media account. This is equally true for businesses in the creative sectors.

Social media make it possible to execute widely recognized marketing efforts. They enable the free exhibition of a company's history, products, and achievements, as well as the encouragement of prospective customers to visit the company's website. Social media marketing is critical for the effective promotion of innovative brands, businesses, and products.

5. Conclusion

To conclude, analysis shows that social media marketing can improve their brand visibility. Social networking platforms such as Facebook are different than other advertisement avenues, according to Curran et al. (2011), because they collect information for all consumers, and content meets the same target demographic. "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, Myspace, YouTube, and Twitter to voice their opinions-both positive and negative" (Sinclair and Vogus 2011, 293). New technologies allow for more intimate, targeted communications, as well as increased consumer interest in the development of marketing and brand specific details. Social networking platforms are being used to improve a company's brand appeal and expand their target market. Mangold and Faulds (2009) underline those typical examples of communication, based on the classic promotional blend, must give way to a modern model that incorporates all types of social media in terms of possible platforms for the creation and implementation of integrated marketing communication strategies. Consumer feedback has always been crucial in the growth of products, brands, and business models. It is because most studies have looked at social media marketing in terms of how to integrate it into a business strategy and how to gauge customer reactions, more research into which tactics succeed is needed. In addition, there is little study focusing on the experience of a small store. How have smaller companies used their market models in social media? How well has social media improved user base, market recognition and sales? As big business advertisers introduce a new product or name, they consider both conventional and untraditional channels to advertise, to ensure the demand is reached (Cheong and Morrison 2008). More analysis is required to evaluate the most effective methods for social media marketing in small enterprises. Further studies might investigate the long term positive or negative impacts of social media marketing on a small company. As a result, research looking at how factors influence a small business's social media strategy would be useful. Organizations should use social media ads to build and retain consumers and influence positive buying behavior.

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