



IMPACT OF DIGITAL AND SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR: A LITERATURE REVIEW

TWINKLE SHARMA¹, DR. KRISHNA BEHARI SRIVASTAVA²

1. Research Scholar, Department of Commerce, Shyama Prasad Mukherjee Government Degree College,
University of Allahabad, Prayagraj (India)

2. Associate Professor & Head, Department of Commerce, Shyama Prasad Mukherjee Government Degree
College, University of Allahabad, Prayagraj (India)

ABSTRACT

In current scenario, people use the internet in their daily life for different purposes. They use the internet for banking transactions, to collect information, entertainment, online shopping and a lot of time they browse on social media. So, it becomes an opportunity for the companies to target their audience on different platforms. Digital marketing is the powerful tool for the businesses at present time and there are various digital marketing platforms used by the companies to attract the potential customers and to interact with them. Digital media platforms are used for advertising and promoting the brands, products and services. The growing popularity of social media creates a great opportunity for the businesses to advertise their products. Social media becomes a great marketing tool for the companies to build brand equity and promoting the products. The companies use different social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube for reaching and engaging with the customers. Even small and medium sized businesses can use the digital marketing as it is cost efficient. It is a two-way communication channel where companies promote their products as well as customers also share their experiences with the brand. The consumers take social media as electronic word of mouth and read reviews and consider product reference before buying. This paper reviews the influence of digital and social media marketing on consumer behaviour. This paper is based on the recent literature. The secondary data has been used, collected from various journals, articles, internet, books, etc.

Keywords: Digital Marketing, Social Media, Social Media Marketing, Consumer Behaviour

1. INTRODUCTION

Digital marketing is the marketing in which companies tries to attract the customers and customers can communicate with the brand. The products and services are promoted on different digital channels (Yasmin, Tasneem, & Fatema, 2015). Digital marketing includes social media marketing, search engine marketing, SMS on mobile phones, content marketing, e-mail marketing, etc. Digital Marketing helps the companies in maintaining customer relationship effectively and increases customer satisfaction (Veleva & Tsvetanova, 2020). It provides an opportunity for the business to gain competitive advantage.

In this era of high competition, if a company wants to earn more profit and to retain the customers, then it is very necessary for the companies to satisfy their customers. With the help of digital channels, organization can easily provide information about their brands, products and services and customers can also ask the questions about the products and clear their doubts. The customers can easily compare different brands and it becomes easy for them to take buying decision. There are no geographical boundaries for the companies and they can sell their products at global level by using digital media platforms.

Social media marketing refers to the process of promoting products, brand and companies on the different social media platforms and attracting the potential customers and interact with them. Facebook, Instagram, Twitter, YouTube etc. are some of the social media platforms which companies use to advertise their products. Almost everyone uses social media, every business whether it is small or big have started to do so for marketing and advertising purposes. Many large corporations use social media to show their presence and also maintain friendly relationship with the customers (Saravanakumar & SuganthaLakshmi, 2012).

Social media is one of the popular digital marketing tools for the businesses to reach out to the target audience and create brand equity. The companies advertise their products on different social media platforms, attract the wider audience to make purchases. The people like to read reviews of other consumers before buying any products.

According to Philip Kotler & Kevin Lane Keller, "Consumer behaviour is the study of how individuals, groups and organisations, select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants." It is important for an organization to know about their consumer needs and preferences so that they can satisfy their customers and stay relevant in the market.

2. OBJECTIVES OF THE STUDY

The objective of the study is to know the impact of digital and social media marketing on consumer behaviour.

3. RESEARCH METHODOLOGY

The paper is descriptive in nature and it is based on recent literature and secondary data has been used from various journals, articles, books, internet, etc.

4. DISCUSSION

4.1 Digital marketing and consumer behaviour

The results of the study shows that young people are more interested in buying online and they get relevant information about the products and services through online channel. The limitation of the study is that it did not target any specific sector, brand, products or services (PAL & SHUKLA, 2020). The study concluded that youth buying behaviour has a great influence on their family buying behaviour as well as on individual buying behaviour (Sivasankaran, 2017).

The findings revealed that websites are most commonly used by the people to get the information while buying a car. They get a proper amount of information on digital media, make comparison between different car brands and can know the experience of other buyers before purchasing (Charan & Dahiya, 2015). The study suggested that, if company wants to succeed in digital marketing, user needs should be given most priority and solves the problems and issues of the customers to make digital marketing more effective (Chheda, 2019).

It has been concluded that digital marketing has changed the consumer behaviour as they communicate, search and obtain information online but the consumers follow the same steps of consumer decision making process even after the digital media marketing (Unni, 2020). The study recommended that to increase brand value and make items more accessible, it is advised that successful digital advertising tactics should be developed and implemented (Zari, 2021).

The study concluded that Artificial Intelligence has the potential to enhance the impact of digital marketing on consumer behaviour. Based on the useful customer insights, companies can target potential customers and Artificial Intelligence also helps in increasing customer relationships with the brand. It may be quite powerful when used with digital marketing (Khatri, 2021). The study found that there is a great influence of digital marketing on consumer behaviour. The findings revealed that machine learning is used by many marketers to know about the customers database and loyalty (Sriram, et al., 2022).

4.2 Social Media and Consumer Behaviour

This study was conducted in New Delhi. The study found that people between the age group of 15-25 spend a lot of time on social media. The people take social media as electronic word of mouth and take their buying decision based on others people reference (Chopra, Gupta, & Manek, 2020). The study concluded that youth spend a lot of time on browsing social media, it becomes opportunity for the companies to easily persuade the young people to buy their products (Ramnarain & Govender, 2013).

According to the findings of the study, the classical Engel Blackwell Miniard (EBM) model of consumer decision making process was used and the consumers found social media to be helpful during the initial stages i.e information search and evaluation of alternatives but are not satisfied during buying decision and post purchase evaluation stage. Many consumers search information and evaluate alternatives online and purchase the products in the shop (Voramontri & Klieb, 2019).

The results of the study concluded that most of the young people buy the products online and social media influence the behaviour of consumers as they get to know about the new information and products in the digital environment (Ioană & Stoica, 2014). The study concluded that social media has an impact on

consumer behaviour as people interact and communicate with others regarding consumption of the products and services. Social media usage helps businesses to enhance brand perception, connect with customers, and gain consumer insights (Moustakas, 2015).

The study concluded that social media is the new way for the companies to reach out to the customers and can gain competitive edge. The reviews posted on social media of others influence the consumer buying intention. It also highlighted that User Generated Content is new growing strategy focused by brands to influence consumer behaviour (Pütter, 2017). The social media influences the fashion trends of the people by sharing, comment and shows the current trends in the fashion industry (Rathnayaka, 2018).

The results of the study concluded that social media helps consumers to get information about new products, and there are also variety of products and brands available to choose from. It was also found that information on social media spreads faster in comparison with other media (ALShaer, Hamdan, & Razzaque, 2020). The study concluded that many businesses recognise the significance of using social media in marketing since it will boost brand loyalty and companies can also regularly communicate with the potential customers (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019).

5. CONCLUSION

Digital and social media marketing both are integral part for the business at present time as they help the business in promoting their brands and products, attracting customers and maintain customer relationship effectively. The various studies show that digital and social media marketing influence the consumer behaviour and their buying decision. A small business can also do digital and social media marketing as it is cost effective. Social media is a two-way communication channel and it helps both companies as well as consumers. The companies use social media to provide information, interact with the customers and influence the buying behaviour of consumers. The consumers get the products information, read the reviews of the products before buying and make purchases online. Hence, as many people are using different social media sites now a days, social media becomes a good platform for the companies to promote their brand and products, and it also becomes a great tool to reach wider audience.

References

- ALShaer, D., Hamdan, A., & Razzaque, A. (2020). Social Media Enhances Consumer Behaviour During e-Transactions: An Empirical Evidence from Bahrain. *Journal of Information & Knowledge Management, Vol. 19, No. 1*.
- Charan, A., & Dahiya, R. (2015). Digital Marketing and Consumer Behaviour: An Empirical Study in Indian Car Market with Special Reference to Delhi and NCR. *Anveshak vol. 4, no. 2*, 60-83.
- Chheda, D. (2019). DIGITAL MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR. *International Journal of Advance and Innovative Research, Volume 6, Issue 1*, 254-257.
- Chopra, C., Gupta, S., & Manek, R. (2020). Impact Of Social Media On Consumer Behaviour. *International Journal of Creative Research Thoughts (IJCRT), vol. 8, issue 6*, 1943-1961.
- Ioană, E., & Stoica, I. (2014). Social Media and its Impact on Consumers Behavior. *International Journal of Economic Practices and Theories, Vol. 4, No. 2, Special issue on Marketing and Business Development*.
- Khatrī, D. (2021). How Digital Marketing along with Artificial Intelligence is Transforming Consumer Behaviour? *International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 9 Issue VII*.
- Kotler, P., & Keller, K. (2020). *Marketing Management 15e*. Pearson.
- Moustakas, E. (2015). The impact of Social Networking on consumer behaviour. *ERPBS, (Vol. 12, No. 1)*, (pp. 221-245).

PAL, A. K., & SHUKLA, D. (2020). Impact of Digital Marketing on Consumer Buying Behaviour. *ICONIC RESEARCH AND ENGINEERING JOURNALS, Volume 3 Issue 11*.

Pütter, M. (2017). The Impact of Social Media on Consumer Buying Intention . *Journal of International Business Research and Marketing, Vol. 3, Issue 1*, 7-13.

Ramnarain, Y., & Govender, K. (2013). Social media browsing and consumer behaviour: Exploring the youth market. *African Journal of Business Management, Vol. 7(18)*, 1885-1893.

Rathnayaka, U. (2018). Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice. *Journal of Accounting & Marketing, 7(02)*.

Saravanakumar, D., & SuganthaLakshmi, D. (2012). Social Media Marketing. *Life Science Journal; 9(4)*, 4444-4451.

Sivasankaran, D. (2017). Digital Marketing and Its Impact on Buying Behaviour of Youth (Special Reference to Kanyakumari District). *International Journal of Research in Management & Business Studies, Vol. 4 Issue 3 (SPL 1)*.

Sriram, V., Shaikh, A., Sumana, B., Kumar, A., Dhiman, V., & Mohd Naved. (2022). Consumer Behaviour on Digital Marketing Platforms—Specifically in Terms of Consumer Loyalty Using Machine Learning. *Proceedings of Second International Conference in Mechanical and Energy Technology, Smart Innovation, Systems and Technologies, ICMET 2021, INDIA* (pp. 377-386). Singapore: Springer Nature Singapore.

Unni, M. (2020). Does Digital and Social Media Marketing Play a Major Role in Consumer Behaviour? *International Journal of Research in Engineering, Science and Management, Volume-3, Issue-4*, 272-278.

Veleva, S., & Tsvetanova, A. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conf. Series: Materials Science and Engineering, (Vol.940, NO. 1, p. 012065)* IOP Publishing.

Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour . *International Journal of Information and Decision Sciences, Vol. 11, No. 3*, 209-233.

Yasmin, A., Tasneem, S., & Fatema , K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study . *International Journal of Management Science and Business Administration, Volume 1, Issue 5*, 69-80.

Zari, D. (2021). Digital advertising and its impact on Consumer Behaviour. *International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS), Volume 2, Issue 5*, 121-127.

Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., & Ilyas, A. (2019). The role of social media marketing in consumer behaviour. *E3S Web of Conferences, (Vol. 135, p. 04022)*. EDP Sciences.