

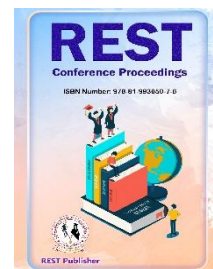


REST Conference Proceedings

Vol: 1(2), 2025

REST Publisher; ISBN: 978-81-993050-7-6

Website: <https://restpublisher.com/book-series/rcp/>



A Study of Impact of Social Media Marketing In Consumer on Behavior with Special Reference to Amravati City

Sham B. Mahajan, Poorva S. Godbole

SIPNA C.O.E.T., Amravati, Maharashtra, India.

Abstract: This study examined the impact of social media marketing on consumer behavior in Amravati City. Platforms like Facebook, Instagram, and Twitter were widely used by businesses to promote products and influence purchasing decisions. Data were collected from 100 respondents through structured questionnaires using random sampling. Descriptive and analytical methods, including Chi-square analysis, were applied. The findings showed that personalized ads, influencer marketing, and online reviews significantly affected consumer trust and buying behavior, especially among younger consumers. Fashion, clothing, and electronics were commonly purchased items. The study concluded that social media marketing enhanced brand visibility, engagement, and loyalty, though limited to the Amravati region.

Keywords: Social Media Marketing, Consumer Behavior, Influencer Marketing, Online Reviews, Purchase Intent

1. INTRODUCTION

The study focused on understanding the impact of social media marketing on consumer behavior, with special reference to Amravati city. Social media had become a powerful tool for businesses to connect with their customers. Platforms like Facebook, Instagram, and Twitter were widely used by companies to promote their products and services. Consumers in Amravati were also influenced by these online platforms in their daily buying decisions. This study tried to find out how social media marketing affected the way people in Amravati made choices about what to buy. It looked at the role of advertisements, online reviews, and influencers in shaping consumer behavior. The research was based on responses collected from people living in Amravati. It helped to understand whether social media marketing had a strong, weak, or moderate effect on their purchasing decisions. The findings gave useful insights for marketers who wanted to improve their strategies in this digital age.

Benefits:

- Social media marketing helped businesses reach a wider audience and increased brand visibility.
- It allowed companies to engage directly with consumers, creating a more personalized experience.
- The use of targeted ads on social media improved the effectiveness of marketing campaigns.
- It provided valuable insights into consumer preferences and behavior through analytics.
- Social media marketing enhanced customer loyalty by building stronger connections between brands and consumers.

Problem definition: The research aimed to investigate customer perceptions and satisfaction levels regarding social media products and services, focusing on the factors that influenced customer loyalty and engagement in social media marketing. Initially designed to promote interpersonal connections, social media had evolved into a powerful marketing tool, providing comprehensive support across various marketing strategies. Social media marketing (SMM) involved techniques and strategies used by marketers to analyze consumer behavior and gain insights into their preferences and interests on different platforms. Despite the growing use of social media for marketing purposes, there was limited research on its impact on consumer behavior in mid-sized cities like Amravati. The study sought to examine the influence of social media marketing strategies on consumer purchasing decisions, brand perceptions, and engagement in Amravati, aiming to provide valuable insights into the effectiveness of these strategies in local markets.

2. RESEARCH METHODOLOGY

The research methodology adopted for this study was both descriptive and analytical. Data was collected through structured questionnaires distributed among consumers in Amravati city to gather insights on their perceptions and behavior regarding social

media marketing. A sample size was selected based on random sampling to ensure diversity and representativeness. The study used both primary and secondary data sources, with primary data obtained from survey responses and secondary data sourced from existing literature and reports on social media marketing. Data analysis was performed using statistical tools to identify trends, correlations, and the overall impact of social media marketing on consumer behavior. The sample size for the study on the impact of social media marketing on consumer behavior in Amravati City was determined based on factors such as study objectives, target population, desired precision, and statistical significance, with a minimum of 100 respondents chosen for meaningful insights.

3. RESEARCH OBJECTIVE

- To identify the social media platforms most used by business to target specific audience.
- To determine the extent to which social media influences consumer purchase decisions.
- To understand how businesses use social media in their business processes to enhance relationship effectiveness with customers.
- To investigate consumer perception, attitude and satisfaction towards social media sites and effectiveness of communication through social media platforms.
- To identify the consumer awareness, extent of usage, degree of confidence and trust while purchasing products marketed via social media platforms.

Limitations: The study was limited to Amravati City, restricting the generalizability of the findings. The sample size and its representation may not have captured the diversity of opinions in Amravati. Rapid changes in social media platforms and marketing strategies may have reduced the relevance of the findings over time. The focus on specific social media platforms may have neglected others influencing consumer behavior in Amravati. The study may not have considered all factors affecting consumer behavior, limiting its depth.

4. REVIEW OF LITERATURE

Various studies have explored the impact of social media marketing (SMM) on business performance and consumer behavior. Husnaini & Rasyid (2022) found that small firms in underserved areas benefited from increased awareness, customer engagement, and global reach. Moon & Iacobucci (2022) examined how consumers' focus on positive or negative reviews influenced hotel room searches. Das (2022) revealed that social media activity did not significantly impact attendance or ticket sales in schools. Hanaysha (2021) highlighted the importance of brand trust in fast food consumers' purchasing decisions. Hanafizadeh et al. (2021) developed a framework showing the link between social media maturity and organizational performance outcomes.

Hypothesis testing:

Null Hypothesis (H₀): There is no impact of social media marketing on business performance.

Alternative Hypothesis (H₁): There is an impact of social media marketing on business performance.

TABLE 1. Observed Table

Perceived Value / Future Participation	Yes, definitely	Probably	Unlikely	No	Not sure	Row Total
Highly valuable	22	8	4	2	4	40
Moderately valuable	5	10	8	3	4	30
Slightly valuable	2	4	4	3	7	20
Not valuable	1	3	4	2	0	10
Column Total	30	25	20	10	15	100

TABLE 2. Expected Table

Perceived Value / Future Participation	Yes, definitely	Probably	Unlikely	No	Not sure
Highly valuable	12	10	8	4	6
Moderately valuable	9	7.5	6	3	4.5
Slightly valuable	6	5	4	2	3
Not valuable	3	2.5	2	1	1.5

TABLE 3. Chi Square Table

Observed Value (O)	Expected Value (E)	(O - E)	(O - E) ²	(O - E) ² / E
22	12	10	100	8.333
8	10	-2	4	0.4
4	8	-4	16	2
2	4	-2	4	1
4	6	-2	4	0.667
5	9	-4	16	1.778
10	7.5	2.5	6.25	0.833
8	6	2	4	0.667
3	3	0	0	0
4	4.5	-0.5	0.25	0.056
2	6	-4	16	2.667
4	5	-1	1	0.2
4	4	0	0	0
3	2	1	1	0.5
7	3	4	16	5.333
1	3	-2	4	1.333
3	2.5	0.5	0.25	0.1
4	2	2	4	2
2	1	1	1	1
0	1.5	-1.5	2.25	1.5
Total				30.367

Let us apply Chi Square Test to test the hypothesis and assume the significance level would be 5% 0.05.

Chi square test: The Chi Square statistic is calculated using the formula:

$$\chi^2 = \sum E (O-E)^2 / E$$

Degrees of Freedom (df) : $(r-1)(c-1) = (4-1)(5-1) = 12$

Level of Significance (α) : 0.05

Chi-square Critical Value ($\chi^2_{0.05, 12}$) : 21.026

Calculated Chi-square Value : 30.367

Calculated Value > Critical Value

$$30.367 > 21.026$$

Hence, calculated value is Greater than critical value so we rejected the null hypothesis at 5% or 0.05 level.

5. RESULT

- Reject the null hypothesis (H0)
- Accept the alternative hypothesis (H1)

There is an impact of social media marketing on business performance.

Findings: The survey revealed that the majority of respondents were aged 46 and above, with a slight male majority and a predominance of undergraduates. Most participants were students, and the income group was primarily middle-income, earning between ₹25,000 and ₹50,000 per month. Social media usage was widespread, particularly Instagram and Whats App, with most people engaging for 1 to 4 hours daily. Influencer promotions, product reviews, discounts, and offers were the most effective in influencing purchasing decisions, although the impact varied. While social media significantly influenced purchases, not all users made a purchase as a result. Clothing, fashion, and electronics were the most bought items, with online reviews and ratings playing a key role in consumer decisions. Social media marketing was viewed as more influential than traditional methods, and most businesses believed it positively impacted their strategies. Respondents expressed a desire for more informative, transparent, and engaging social media marketing.

Suggestion: The study evaluated the effectiveness of social media platforms like Facebook, Instagram, and Twitter in influencing consumer behavior in Amravati, focusing on engagement types such as likes, shares, and comments. It analyzed how social media marketing impacted purchasing decisions, particularly impulse buying, and highlighted the role of online reviews and ratings in

shaping consumer trust. The research also explored the effects of demographic factors, showing that younger consumers responded more to online promotions. Influencer marketing was found to significantly influence brand perception, while targeted ads increased engagement. Additionally, social media strategies boosted brand awareness and loyalty, and promotions effectively encouraged quicker purchase decisions. The study also noted the correlation between online engagement and offline store visits, along with varying levels of consumer trust in digital ads.

6. CONCLUSION

In conclusion, the study on the impact of social media marketing on consumer behavior in Amravati City revealed key insights into the growing influence of digital platforms. Social media marketing significantly influenced purchasing decisions, with platforms like Facebook, Instagram, and Twitter playing crucial roles in shaping consumer attitudes. Personalized ads and influencer endorsements were particularly effective in increasing brand awareness, trust, and engagement. Online reviews and ratings were also vital in guiding consumer decisions. The research highlighted that younger consumers in Amravati were more responsive to promotions, driving impulse buying and boosting sales. Furthermore, social media marketing led to higher online traffic and physical store visits, contributing to sales growth. However, the study also noted varying levels of trust in digital ads, with authenticity being a key factor in consumer receptiveness. Overall, the findings emphasized the importance of digital marketing strategies in enhancing brand presence and consumer loyalty in Amravati.

REFERENCES

- [1]. Husnaini, & Rasyid. (2022). the influence of social media marketing activities on small firms' performance in underserved regions: A case study approach. *Journal of Small Business and Entrepreneurship*, 34(2), 123-135.
- [2]. Moon, H., & Iacobucci, D. (2022). Regulatory focus and consumers' information search behavior in hotel room evaluations. *Journal of Consumer Research*, 49(4), 587-602.
- [3]. Das, A. (2022). The impact of social media engagement on revenue generation in U.S. schools. *Journal of Sports Marketing*, 30(2), 142-156.
- [4]. Hanaysha, J. (2021). The impact of social media marketing attributes on consumer purchasing decisions in the fast-food sector. *Journal of Marketing Research*, 58(3), 215-229.
- [5]. Hanafizadeh, P., Khedmatgozar, H. R., & Ebrahim, F. (2021). The impact of social media utilization on firm performance: A conceptual framework. *Journal of Business Research*, 122, 312-325.