

Influence of Social Media Marketing On Consumer Purchase Intention

¹Dr. Pradeep Jangde, ²Nishit Sahu

¹Assistant Professor, ²Research Scholar,
Department of Commerce,
Govt. V.Y.T. PG Autonomous College, Durg, Chhattishgarh, India.

Abstract— Online platforms and websites that let people produce, distribute, engage with, and interact with material and contact with others are referred to as social media. Social media is essential for brand development, marketing, and communication. It enables companies to interact with clients, access a worldwide audience, and foster brand loyalty. It gives people a forum for networking, self-expression, and information exchange, which has a big impact on attitudes, fashions, and purchasing intention in the digital era. Study aims to examine obstacles for the social media, generation wise purchase intention and recent trends in social media in India. Study uses secondary data, collected from survey and online news articles within five years of time span. Findings shows millennials significantly influenced by social media advertisement and engage with brand content in social media, Instagram has highest user penetration among other social media platforms.

Index Terms— social media, purchasing intention & millennials.

I. INTRODUCTION

Social media was first used as a medium for communication between friends and family. Today, social media and the Internet allow one person to speak with millions of others worldwide. Social media is a summation of online tools that enable the production and disseminating of user-generated content. These tools build upon the technological underpinnings of websites like Facebook, YouTube, Telegram, SnapChat, Twitter, What's App, and LinkedIn.

Globally, 5.17 billion individuals are expected to use social media by 2024. An individual utilizes, on average, 6.7 different social networks every month. The amount of time that people spend on social media each day has decreased somewhat from the previous year to 143 minutes. TikTok is the platform with the quickest pace of growth, with a whopping 100% increase in users between 2020 and 2022. In Q3 2022–2023, TikTok's monthly active user count increased by 13%. Between January 2023 and January 2024, there was a 320 million increase in the global population using social media.

It is projected that \$219.8 billion would be spent overall on social media advertising by 2024. Current estimates state that by 2028, \$255.8 billion of social media ad expenditure will come from mobile devices. The estimated growth rate for overall advertising expenditure by 2024 is 6.1%. Social media advertisements account for 28.8% of all digital advertising spending. Approximately 8.7% of a company's total revenue is dedicated to advertising. Purchasing something you see on social media is not a novel idea. Social media's influence on customer behavior, from product suggestions to brand first impressions, has been extensively studied. Online purchases account for 56.1% of all internet users' weekly transactions. 29.9% of internet users use their tablets or smartphones to make a purchase at least once a week. 51.2% of buyers investigate brands online before making a purchase. Online shoppers of all ages are influenced by a few key features, such as free delivery, coupons and discounts, or an easy return policy.

Purchase intention quantifies the likelihood that consumers will plan to purchase a specific item or service in the future. Prior research has demonstrated a positive correlation between an increase in buying intention and a higher probability of actually making a purchase. Positive brand interactions will boost consumers' intentions to make positive purchases. According to research, confidence is a significant factor when assessing the intention to purchase and is one of the drivers of buying intention. When consumers are confident in their ability to evaluate a brand, they become more inclined to make a purchase.

Cultural values are among the aspects of culture that have been researched in relation to how they affect consumer behavior. Nonetheless, inconsistent findings have been found in the studies conducted thus far on how culture affects customer attitude and purchase intention. In the US, commercials that highlight individual benefits have a greater impact on consumers' brand attitudes and purchase intentions than those that highlight in-group or family benefits.

II. LITERATURE REVIEW

Through the company website and social media platforms, internet marketing communications—more especially, electronic word of mouth, online communities, and online advertisement—are helpful in promoting companies and products (Balakrishnan et al., 2014). The study showed that social media marketing and interactions with consumers had a favorable and significant impact on purchase intentions. Additionally, the association between social media advertisement and purchase intentions is mediated by customer relationships. Additionally, it has been demonstrated that, in the context of luxury fashion brands, customer connections play a critical role in determining consumers' purchase intentions (Vikas Gautam & Vikram Sharma, 2017). Social media marketing involves making use of social media's integrated endorsement mechanism and ad management feature, which are both engaging and dynamic, in order to increase audience size and entice customers to make purchases (Dewi et al., 2022). Product purchases made by SMEs are greatly influenced by social media marketing. In general, there is a good correlation among the determinants of purchase choices for SMEs items and the factors of social media marketing (Erlangga et al., 2021). Gen Z are more inclined towards social media advertisements over conventional ones, which enhances customer & business connection, brand loyalty, product perception, brand awareness, and purchase intention. Furthermore, it is shown that Gen Z's purchasing intentions are influenced by perception, brand loyalty, brand awareness, and customer-business contact through social media marketing (Ninan et al., 2020). Five characteristics were shown to have a substantial influence on the customer's purchasing intention: informativeness, performance expectations, instructiveness, hedonic motivation, and perceived relevance (Alalwan, 2018). Customers' intents to buy are greatly influenced by social media and trust. Through social media sites, social network marketing and social network elements impact a customer's trust and purchasing intents (Umair Manzoor et al., 2020). Social media marketing involves making use of social media's integrated endorsement mechanism and ad management feature, which are both engaging and dynamic, in order to increase audience size and entice customers to make purchases (Dewi et al., 2022).

III. RESEARCH OBJECTIVES

- To Analyze Buying Behaviors: Investigate how various generations use social media including engagement with brand content and the impact of social media advertisements to influence their purchase decisions.
- To Determine Major Obstacles in social media Buying: Examine the most common problems that customers encounter when using social media platforms to make purchases, such as unclear return policies, concerns about transaction security, or inaccurate product information.
- To Analyze the recent trends and current usage pattern on social media in India.

IV. RESEARCH DESIGN

Study employs a descriptive research design to investigate the influence of social media marketing on consumer purchase intention. The purpose of this design is to describe how various generations (Gen. X, Gen Z and millennials) use social media including engagement with brand content, To Know most common problems that customers encounter when using social media platforms to make purchases and to analyse the recent trends and current usage pattern on social media in India. The research uses secondary data collected from surveys and news articles that describes consumer behavior and usage pattern on social media platforms.

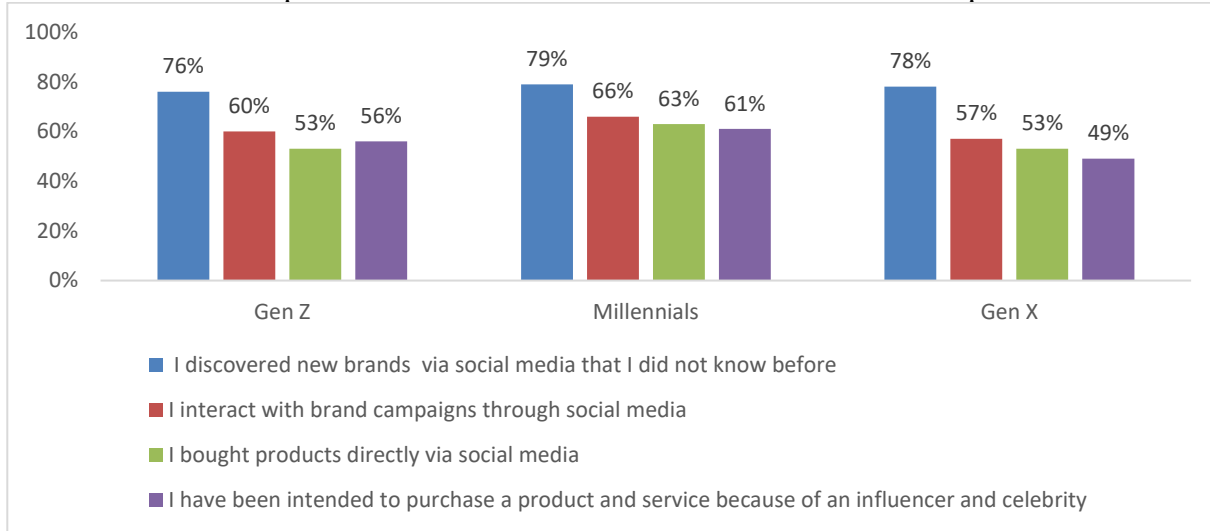
V. SAMPLING METHOD

Because this study uses secondary data, pertinent surveys and news items are chosen for inclusion based on predetermined criteria. In order for surveys to be considered relevant for this study, they must be focused on social media marketing and consumer purchasing behavior, done within the previous five years, and include data on a sizable sample size to guarantee the validity of the findings. Articles about social media marketing strategies and their effects on customer behavior have to be published by reliable sources and

should provide cases, trends, or analyses of these strategies. To guarantee that the data represents present-day market circumstances and consumer patterns, the articles chosen should also be within the previous five years.

VI. DATA ANALYSIS

- **Objectives I:** - Investigate how various generations use social media including engagement with brand content and the impact of social media advertisements to influence their purchase decisions.

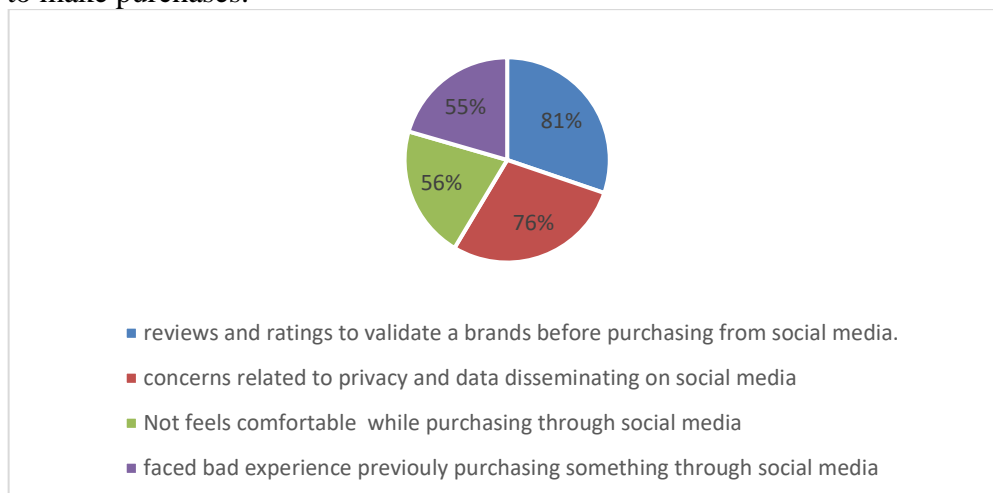


According to the study, a significant portion of the Millennial (79%), Gen Z (76%), and Gen X (78%), generations, find new businesses using social media. This indicates that all age groups can benefit from social media for brand discovery, with Millennials demonstrating the highest level of participation.

Social media interactions with brand campaigns are most common among millennials (66%) and Gen Z (60%) and Gen X (57%). This implies that while brand promotions are participated in by people of all generations, Millennials are the most involved. The least engaged demographic is Gen X, suggesting that various approaches may be necessary for brands to successfully reach this cohort.

Millennials (63%) are more inclined than Gen Z (53%) and Gen X (53%), to make direct product purchases via social media. This indicates that while Gen Z and Gen X exhibit comparable social media purchasing behavior, Millennials are far more likely to make direct transactions than previous generational cohorts, indicating their comfort level and level of trust in social commerce platforms. When it comes to making a purchase decision, millennials (61%) are most impacted by influencers and celebrities, followed by Gen Z (56%) and Gen X (49%). This suggests that because Millennials and Gen Z are more prone to be influenced by endorsements, influencer marketing works especially well for them. Influencers have less of an effect on Gen X, indicating that they may depend more on other variables when making purchase decision.

- **Objectives II:** - Examine the most common problems that customers encounter when using social media platforms to make purchases.

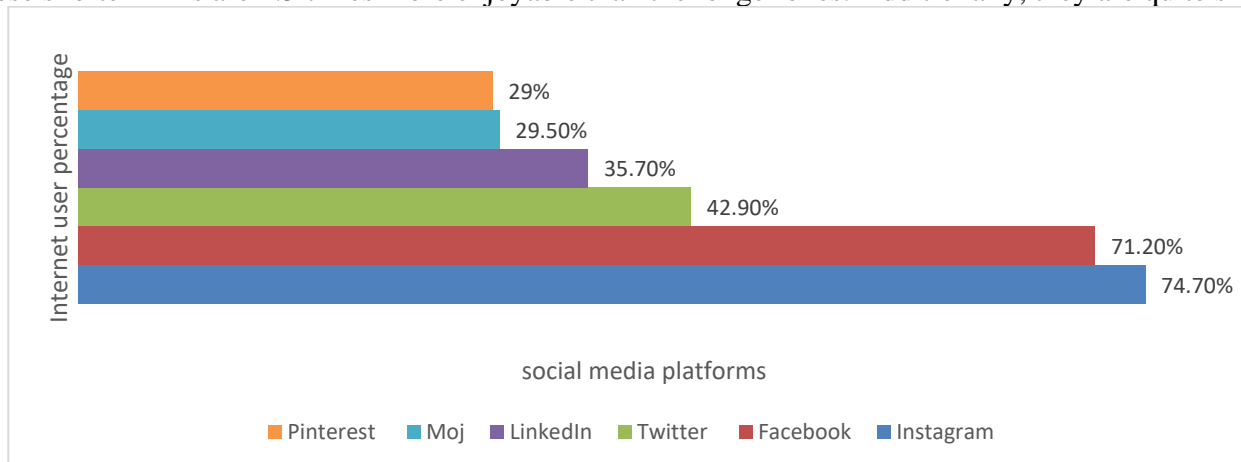


According to the data, a vast majority of consumers (81%) use social media reviews and ratings to verify a brand before making a purchase. In addition to highlighting the significance of favorable customer reviews and ratings in influencing purchase decisions, this also emphasizes the need for firms to uphold their credibility and reputation in order to draw in and convert social media users into customers. 76% of customers are worried about data sharing and privacy on social media. This highlights a major concern among consumers about the way social media platforms handle their personal information. It is imperative for brands and platforms to tackle privacy concerns in order to foster trust and promote more self-assured participation and purchasing behavior from their target consumers. The data indicates that 56% of consumers do not feel comfortable making purchases through social media. This suggests a significant portion of users lack confidence in social media platforms for secure transactions, possibly due to concerns over payment security, privacy, or the authenticity of products. Addressing these issues is crucial for increasing consumer comfort and boosting social commerce activity.

The data reveals that 55% of people reported having a negative experience with purchases made through social media platforms. This suggests a significant portion of consumers encounter issues such as poor product quality, misleading advertisements, or customer service problems when buying through social media channels. This highlights a need for improved consumer protection and transparency in social media commerce.

- **Objectives III:** - To analyse the recent trends and current usage pattern on social media in India.

In 2023, 4.9 billion people are expected to use social media worldwide. The number of people utilizing social media worldwide has increased to an astounding 4.9 billion. Moreover, it is anticipated that this number would rise to about 5.85 billion users by 2027. As to the data provided by the largest social media platforms, there were 398.0 million Indian users aged 18 years or above at the start of 2023, which equates to 40.2 percent of the nation's total population. Regardless of age, 67.5% of all Indian internet users as of January 2023 used not less than one social networking site. Short-form videos are the most captivating kind of material on social media. With short-form videos—which are usually under a minute long—66% of consumers are able to maintain their attention. 34% of viewers find the shorter version more sincere, and these shorter films are 2.5 times more enjoyable than the longer ones. Additionally, they are quite shareable.



In 2023, Instagram will have 74.70% of India's internet users as users, making it the country's most popular social media platform. India is home to 516.92 million active Instagram users. Teenagers in particular comprise a sizable component of Instagram's user base. The parent company Meta, which paid \$1 billion to buy Instagram. It's now a great way for businesses to reach new customers and a profitable source of income for producers. Facebook ranks second in popularity among internet users in India, where 71.20% of users have accounts on the social network, with 492.70 million active users.

For corporations, the political elite, and the general public in India, Facebook is the most preferred firm, and it will remain a significant force for many years to come. A few more popular social networking sites in India are Pinterest with 29% penetration, Moj with 29.50% penetration, LinkedIn - 35.7% penetration, and

Twitter - 42.90% penetration, a local short video community. Among the few arrivals is a brief video app named Moj Lite Plus (26.20% penetration).

VII. CONCLUSION

The research's conclusions demonstrate the substantial impact that social media marketing, especially for millennials, has on consumers' intentions to make purchases. Social media is an excellent tool for influencing customer behavior, as seen by the fact that 63% of millennials reported making direct product purchases from these platforms and a whopping 79% of them said they found new businesses on social media. On the other hand, Gen X is less affected by social media marketing; they are seldom persuaded by celebrity endorsements and are less inclined to engage with business efforts. These findings highlight how crucial it is to modify social media marketing tactics according to the needs of various generational groups in order to increase interaction and conversion rates. Study also reveals, majority of the respondent are agreed that reviews and ratings to validate a brand before purchasing from social media, followed by 76% are agreed upon privacy related concerns and minority of the respondents which is 55% are agreed that they faced bad experience previously purchasing something through social media. Furthermore, Instagram is the most popular and most used social media platforms considering 74.70% user penetration.

REFERENCES

- [1] Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>. Clerk Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68–73.
- [2] Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- [3] Dewi, Herlina, M. G., & Boetar, A. E. M. B. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*, 6(2), 355–362. <https://doi.org/10.5267/j.ijdns.2022.1.002>
- [4] Erlangga, H., Sunarsi, D., Pratama, A., Sintesa, N., & Hindarsah, I. (2021). Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- [5] Ninan, N., Chacko Roy, J., & Cheriyan, N. K. (2020). Influence of Social Media Marketing on the Purchase Intention of Gen Z. *International Journal of Advanced Science and Technology*, 29(1), 1692–1702. <https://www.researchgate.net/publication/339164968>
- [6] Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>