



## STUDY ON CONSUMER VIEWS ON IMPACT OF SOCIAL MEDIA MARKETING AND COMMUNICATION.

Sagnik Chowdhury

Research scholar Venkateshwara open university

Dr sk bhogal

Deen department of commerce and Management Venkateshwara open University

**DECLARATION:** I AS AN AUTHOR OF THIS PAPER / ARTICLE, HEREBY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT/ OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE/UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE)

### ABSTRACT

*The principle point of this investigation is to analyze expected to look at how social media marketing will influence the last consumer behavior among individual who for the most part utilize social media sites and furthermore to discover the anticipated connections among different social media marketing exercises, client exercises and behavior of the consumer The execution of Digital sites is developing persistently to give the fulfillment of the social needs of sites clients, at the mean while time it has additionally expanded the open doors for corporate to publicized their items and administrations in a customized manner. The past record shows that social media has contributed altogether in changing the considering clients in purchasing process. Associations can't under gauge the developing significance of social Networking locales concerning consumer behavior and how its affecting to consumer behavior. The Digital have changed the power structure at the spot of the where great sold and obtained on the web. It depict their disposition and conceivable pretending as a component of organization marketing arranging and recognizes distinctive method for overseeing them as marketing devices and system.*

**Keywords:** Social, Media, consumer

### INTRODUCTION

On account of the web innovation, which encourages the consumer to look through the item on the web, see the survey and positioning of existing clients for the item before he acquired the item. Consumers utilize the innovation now a days a lot as PC is utilized by numerous consumers so utilization of web based marketing. Consumer buy choice is affected by social media through gathering correspondence. The web stage is another technique for building up the business. Social media adjusts the specialized techniques among venders and purchasers. Online business impacts the consumer in their buy choice. Correspondence through social media is another stage to trade data about item and administrations. The examination of consumer behavior is the center action for selling item and administration since most



consumers are utilizing the web and on-line social media devices. Social media become a significant media to present and market items and furthermore to do studies. These days Social media is a significant marketing device for limited time exercises. Subsequently it gets important to see how Social media is influencing consumer behavior.

## **EVOLUTION OF SOCIAL MEDIA**

The above all else reason for social media is to impart; People were collaborating even before specialized instruments were liked. Dialogs have consistently existed anyway the speed to that the associations happened changed in the end that offered ascend to social media stages. Customarily these talks used to unfurl through Word of Mouth. Digital has become part life, contemplations, culture and business world any place people have begun misuse computerized innovations for systems administration, socializing, data assembling and spreading. Social media, in some structure has been nearness since the 1970,s. The look and feel has changed significantly since the good 'ol days, the correspondence idea continues as before. Today innovation licenses for a bigger connection and time of correspondence anyway like its underlying foundations; social media enables individuals to communicate to the parts.

The announcement board framework started as a virtual impersonation of release sheets found in schools, network corridors and markets. Fundamentally utilized by gamers, programmers and other net clients, Bulletin Boards were among the first on-line networks. Clients could impart by email, dial-up talk rooms and network message sheets. Wonder brought the principal mechanical announcement board framework, yanking social media up from the underground and making it extra idea. It was propelled in 1990 it increased mass intrigue because of its shading interface. The web existed since the late Sixties, as a system, however the World Wide web turned out to be publically out there on 6th August 1991.

Friendster was propelled in 2002. It allows the clients to set up profiles, contact different individuals and offer information with them. In 2003, Myspace was propelled, and it held the title of most far reaching social systems administration site for a couple of years. It is as yet a helpful site for craftsmen and artists to push their work. In the year 2004, the most well known site Face book was set up by, Mark Zuckerberg. The stage has been fundamental in carrying social media into the idea and these days sees more than a huge number of dynamic clients. Twitter was propelled in 2006 and is a prevalent small scale blogging site. As of now social systems exist for every enthusiasm, leisure activity, intrigue, industry and bunch. Enterprises in a wide range of ventures are creating assortment of specialty social systems administration destinations. Social media isn't simply limited alone, it incorporates sending photographs, multimedia message substance and so forth. With the development of social media, the social media sites began focusing on creating innovation for sharing of data in different structures like photographs, sound and video. Photobucket was set up in 2003 for sharing of photographs through site. In 2005, YouTube was propelled which was the as a matter of first importance video sharing and facilitating site. The approach of social news and bookmarking locales like Delicious, Digg, and Reddit, inside the mid-2000's caused a whole better approach for trading



of data on the planet. Social media has developed itself step by step from the time of release loads up and by and by there were isolated social systems administration destinations for looking, monetary arrangements, motion picture surveys, book audits, sharing and forming of individual objectives, sharing business thoughts and so forth.

## **SOCIAL MEDIA MARKETING**

It is a technique by utilizing social media site to achieve the consideration of individuals. These projects focus on building up a substance which will pull in the consideration of the peruses in social media and make them to share the substance in their social systems administration site.

Any explanation that is partaken in the social systems, which included short messages, data about an item or administration, brand or an organization is named as electronic verbal. At the point when the data about an item/administration/brand/organization is partaken in a social media by a client, it is reshared by numerous clients in other social systems and when the data is shared by a reliable source, it becomes apposite advancement for the item than the advancement done through paid sources. This shows the intensity of social media marketing.

What the significant web indexes look for as far as social media signals are the source's legitimacy and trust. Legitimacy is not the same as Authorship. Creation is a capacity discharged by Google in 2011, which licenses creators and distributors to include fluctuated parts, including photographs, appraisals and more subtleties to internet searcher results pages. Trust is key to social sign being perused by the web crawlers. Those individuals, whose social media profiles have a trust score, are called as influencers.

According to consumer socialization hypothesis, correspondence with clients assumes a significant job and its impact the mental element of client. It additionally has an effect of frame of mind of the client. Social media organizing locales gives a domain that empowers the consumers to impart in the web which will importantly affect consumer socialization idea.

## **BENEFITS OF SOCIAL MEDIA MARKETING**

In the above diagram which is showing information about Social Media Report and it is clearly showing various benefits which are as follows:

### **Increased exposure:**

Presently days the significance of Social Media have expanded. Consumers and Marketers are utilizing the Social Networking excessively. The presentation expanded now a day's which is indicating 92%.

### **Increased Traffic**

With the presentation of online marketing the clients are expanding step by step. The



exploration says that consumers and even advertisers utilizing social systems administration locales to an extreme and because of that destinations the traffic has expanded step by step which is showing the examination that traffic expanded up to 80%.

### **Develops Loyal Fans:**

Brand Loyalty is the another is most significant bit of leeway of social systems administration destinations. Taking a model if a consumer is happy with any item the person in question will never go to some other organization to purchase the item. This makes brand dependability.

### **Provided Marketplace insight:**

Social networking sites provide information about product and is available clearly. That means its Features, Functions, and Price etc. Consumers will get full information about product only on websites and customers don't have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.

### **Generated Leads**

There are different various approaches to lead age. The majority of the social systems administration locales create leads for item and administrations. For instance A blog give as center point for clients commitment. Most likely Face Book is additionally significant source, so in short it is created leads.

### **Improved Search Rankings:**

A large portion of the clients are currently going through hours significantly more than staring at the TV as well. Also, what interest they get as social systems administration locales are the web crawlers. With the assistance of social systems administration the positions is given to items based on criticism given by the client on the web.

### **Growing Business Partnerships**

As a Trading form of selling and purchasing is now replacing with Digital in the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them.

Now a days growing partnership are also important advantage of social networking sites too.

### **Reduced Marketing Expenditure**



Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site very cheaply.

### **Improved Sales:**

In the present situation where 4600 photographs are shared, 600 sites are made each day. 1,00,000 tweets are sent. Presently a days diverse social systems administration locales are made so contrastingly as clients can buy the products online whenever. Most likely now a day's income has increment online as contrast with prior days.

### **EFFECTS OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR**

Day by day more than one lacs various kinds of tweets are sent, about Seven lakhs substance are posted on face book, a great many data are looked in google, a huge number of photographs are sent through integral, 600 sites are facilitated. There were part of business openings because of improvement and progression of social media. In the business condition, consumers become the point of convergence in view of the incredible nearness of social media. A few examinations were led to discover the impact of social media and aftereffects of these investigations encourages the organizations to keep up a decent position in the market with the assistance of social media.

### **SOCIAL MEDIA PLATFORMS 1 SOCIAL NETWORKING WEBSITES**

Social media encourages the individuals to set up correspondence with one another and manufacture a decent association with others. It empowers the organizations to straightforwardly speak with their clients. This technique makes the consumers to feel more superior to the customary strategies for selling and publicizing. Social media allows the clients to share data, post remarks on items which others can see and repost them to other people. At the point when a message is shared by numerous clients of social media it contacts more people. At the point when a data about item/administration are shared progressively through social media sites it carries tremendous traffic to the item/administration. In the event that the data retreated is certain and from a unique source, at that point there are more possibilities that the clients of social media turns into a planned client for that item.

### **Mobile phones**

Mobiles telephones with social systems administration office are an amazing stage for selling items. With the assistance of cell phones individuals came to think about the ongoing changes, happenings and discourses in the social media. Mobiles telephones empower consistent association with social systems administration locales and firms are utilizing this opportunity





to refresh their item and administrations to their clients through social destinations. Firms are utilizing QR codes to make effectively accessible to their clients about their sites and different administrations. Advanced cells are empowered with QR code coherence with encourages the client to know the data in a simpler and faster manner.

### **Engagement**

At the point when the clients of the item become the member in social media for advancement of the item, at that point it is named as commitment. With the assistance of social media, client can post or remark on an item or administration. With the idea of commitment, the customer of the organization advances the item by method for posting a remark, while the watchers will see the remark. By connecting with the current clients for marketing the item through social media, selling turns out to be progressively fruitful.

### **Twitter**

Twitter permits the users to post one hundred forty characters to advertise and promote about their product or service. This message can be a text, website link, photo etc...

### **Face book**

It helps to post information about a product and enables to post comment on the post. It facilitates the user to like the page or post and also share the page or post to other users in the facebook. The information posted includes text, audio, video and website links. Facebook is designed in such a way it will connect with twitter page.

### **Google+**

Google + contains some of the features of facebook and is associated with google adwords and maps. Google + includes location based search, navigation services, location based selling etc.. Google+ helps in marketing activities.

### **LinkedIn**

It is a social networking site which enables the firms to develop for professional and business profiles to network with people. Twitter can be merged with linkedin page. It helps the users by providing opportunity by way of generating leads. The pages are similar to face book pages which can be used to promote their product and services.

### **YouTube**

You tube allows the clients to transfer recordings. You tube is utilized to transfer notices for focus on their clients by firms. The taste and style of the clients can be reflected in the business



ad's created by the organizations and it very well may be utilized as medium to showcase the items by method for notices. You tube recordings cabn be downloaded whenever on demand. Supporting of video is conceivable on you tube.

### **Delicious, Digg and Reddit**

These are well liked social sites used for marketing activities. These sites are the targets of social media marketers to advertise their websites and to share the links to their customers.

### **Blogs**

Sites are website pages created by organizations that contains data about items and permits consumers, workers to post remarks, view and offer data to other people.

There are some positive effects just as some negative effects are there of social sites which are carrying out the responsibility of marketing. Some of them are as per the following:-

#### **Positive Impacts:-**

1. Social media which is doing the marketing serving to agents to comprehend their clients
2. by understanding their preferences.
3. It encourages different firms to see how various kinds of exercises should be possible.
4. Social sites are making not exclusively to old clients yet additionally to numerous new clients to draw in them.
5. it builds mindfulness for consumers how to utilize marked products and ventures.

#### **Negative Impacts:-**

1. Social sites are not completely ensured. Anyone can abuse the sites data like Face book anyone can take the picture of any individual can make issue for consumers.
2. Social sites are sending numerous promotions sends, messages to clients because of those clients are thinking as unsought merchandise.
3. Wrong sort of brand promotion can make a major issue for the organization.
4. Many organizations are not getting input from the clients however it is a free of cost. Yet at the same time consumers are hesitant to share thoughts and considerations.



**Figure 1.1 - Key Social Platforms**

## **SOCIAL MEDIA MARKETING TECHNIQUES**

The primary reason for social media marketing is imparting about the item to the consumer and makes them available to individuals who doesn't think about the item. Social media is utilized by organizations to elevate the item to the forthcoming clients. Social media marketing helps the consumers at different phases of purchasing process.

An examination demonstrates that of thee ten elements for powerful marketing , Social media is one among them , which shows in the event that any brand is in usable on social media, at that point the outcome will be less odds of the brand to be available on google look.

There are enormous no of clients in face book, Twitter and Google and there is tremendous trade of data which made the business firms t utilize the social media to cooperate with planned clients.

Instagram has hundred thirty million clients month to month and twitter has 200 ten million month to month clients and the normal correspondence rate ranges from 1.46 percent on





Instagram and 6.03% on account of twitter.. The cost engaged with social media marketing is less when contrasted with old methods of commercials utilizing TV/Radio/Print channels. In fact there is no value included when utilizing social systems administration site, it additionally covers wide scope of individuals.

Numerous organizations are presently changing their methodology for collaboration with clients they are utilizing on the web stages for better customer connection and deceivability. Social media are utilized as a stage by clients to post surveys, proposals, appraisals, raise inquiries to the organizations.

Organizations are utilizing individuals to deal with social media correspondence with the clients and they are filling in as online network directors. The activity of these supervisors are to deal with social media correspondences in a successful way and win the trust of client. Firms are finding a way to oversee customer issue, distinguish different methods of social media marketing, and draw in the clients to impact the new and imminent clients to showcase their item/administration.

## **SOCIAL MEDIA AND CONSUMER BEHAVIOR**

Over the most recent 5 years, social media develop significantly and become a significant stage for correspondence among individuals. The social media instruments likewise progressed because of mechanical improvement. Social destinations are participating in constant research to improve specialized techniques in social media locales. Numerous sites are giving different devices to publicize and offer items to the clients; yet social media give selling instruments as well as gives apparatuses to organize the individuals. A days social media organize turns into the significant marketing apparatus for organizations.

Social media is a spot for association and correspondence where a great many people meet day by day and it turned into a significant commercial center for firms to publicize and sell their item and administrations. Social media is the best spot for posting marketing data, publicizing the item, outlining the item and so forth.,

Numerous experts and little retailers and goliaths' retailer and huge business houses disregard the significance of social marketing. They not see how social marketing are builds its way in a wide range of kinds of business and administrations as well. Taking a model Linked In which was begun in the year Two thousand and three a present there are numerous clients of this sites more than one hundred and twenty million are there. Linkdin gives you a refreshed proficient character on the web. Another method for changing perspective is Face book. These days everybody finds out about Face book.

Business class individuals and consumers as well as numerous undergrads are utilizing the Face book marketing. Face book is an additional common method for doing the marketing and can draw in the same number of as clients. Face book has open the entryway of numerous kindsof



experts, understudies and even housewives. The essential job for doing marketing on Face book is increment your system. Each individual can make Face book for page and can do the marketing over that. Every single advertiser must urge to do network collaboration over that. There are numerous basic missteps are doing by numerous individuals on Face book like telecom, don't put greater commercial as though you don't have numerous social associations. Doing notice on Face book doesn't implies simply post it. You need to give the opportunity to your social contacts. Another significant mix-up individuals are doing that is approving paces of Face book and immediately your page will be blocked. Do that sort of work that not you but rather Face book do work for you.

Twitter can be utilized for business reason. Twitter is additionally a significant social systems administration locales like different sites. State model YouTube, Whatsapp and some more. The greatest furthest reaches of character of Twitter are around each hundred and forty qualities in turn and not more than that. Twitter enables you to impart your considerations to numerous individuals around you or the individuals who are far away from you. In SMS the word SMS implies Short Message Service is a similar path in Twitter the message what you sent is known as tweet. Twitter can be utilized to build up a business just as association with numerous individuals as you need it.

Another sort of business online administrations can be utilized is Google in addition to. In the year Two thousand and four the Google organization extended its exercises to Google in addition to. This is another road made by the organization to may online clients. In the event that anybody can utilize Google in addition to in legitimate route with appropriate rule it will change the method for doing the business. Presumably Google is organizer of Google in addition to so anybody can utilize the advantage which is giving by this sort of associations to numerous clients. To do the business on this site is damn simple as contrast with conventional way like the commercial, flags for divider and some more. Numerous social sites are doing ad and acquiring parcel of cash over that. Social media is utilizing the assistance of web and is exceptionally versatile just as available to anybody mean people specifically and open by and large.

## **OBJECTIVES OF RESEARCH STUDY**

1. To study the influence of brands in consumer behavior of consumers.
2. To create visualization about many possibilities & ways to develop about social media marketing for consumer brands.

## **CONCLUSION**

These days the life has changed in light of web. In the previous days it was hard to pass on message to numerous individuals of Society. Be that as it may, web has changed the advanced strategy for Communication as a rule and Social sites specifically. The web and especially Social sites have changed correspondence framework among and clients and merchants. One



significant favorable position of correspondence that it enable business to succeed is an overall customer populace with the goal that buyers have scope for study, select and buy items and even arrangement as well.

In straightforward manner the Social sites changed the considering clients. In conventional mechanism of advertising clients were having options as restricted yet because of presentation of social sites that doing promoting clients have gigantic assortment of decision. So in the examination the specialists evaluated the effect of Social site that doing Marketing as Consumer basic leadership. It says that there are in excess of 300 Social Networking Sites. One hundred and fifty crores everywhere throughout the world are there.

## REFERENCES

1. Koesler K and Pookulangaran S. ., (2011), Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions ,Journal of Retailing and Consumer Services, 18, pp.348–354.
2. Kok, G. Lehmann, B.A., Ruiters, R.C., (2013),“A qualitative study of the coverage of influenza vaccination on Dutch news sites and social media websites ,BMC Public Health, 13(1), pp.1-13. doi:10.1186/1471-2458-13- 547
3. L. Drell. (2011), “Social consumers and the science of sharing”, Retrieved from <http://mashable.com/2011/10/25/social-consumer-sharing-infographic/>
4. Lammas, N. and Miller, R. (2010). Social media and its implications for viral marketing”, Asia Pacific Public Relations Journal, eleven, pp.1-9.
5. Madni Ghulam Rasool (2014), Consumer’s Behavior and Effectiveness of Digital, Global Journal of Management and Business Research: E Marketing ,Volume 14 Issue 8 Online ISSN number: 2249-4588 and Printable ISSN: 0975-5853, pp. 57-62
6. Mahmood Hajli, (2014) "A study of the impact of social media on consumers." International Journal of Market Research 56 (3) : pp. 387-404.
7. Mardjo, A. Leerapong, A., (2013). Applying Diffusion of Innovation in Online Purchase Intention through Social Network: A Focus Group Study of Facebook in Thailand. Information Management and Business Review, 5(3), pp.144-154.
8. Marie-Odile Richard, Michel Laroche, Mohammad Reza Habibi, ( 2013)
9. ,“To be or not to be in social media : How brand loyalty is affected by social media?”, International Journal of Information Management, Elsevier B. V., Volume number. 33, Issue no. 1. pp. 76-82
10. Marta Zembik, .(2014) "Social media as a source of knowledge for customers and enterprises." Online Journal of Applied Knowledge Management 2.2 :pp 132-148.
11. Martinka, Leslie ,(2012) “How Digital Communities Impact Consumer Behavior” Master of Arts dissertation, Gonzaga University.



## Author's Declaration

I as an author of the above research paper/article, hereby, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct I shall always be legally responsible. With my whole responsibility legally and formally I have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and the entire content is genuinely mine. If any issue arise related to Plagiarism / Guide Name / Educational Qualification / Designation/Address of my university/college/institution/ Structure or Formatting/ Resubmission / Submission /Copyright / Patent/ Submission for any higher degree or Job/ Primary Data/ Secondary Data Issues, I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the data base due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Aadhar/Driving License/Any Identity Proof and Address Proof and Photo) in spite of demand from the publisher then my paper may be rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds any complication or error or anything hidden or implemented otherwise, my paper may be removed from the website or the watermark of remark/actuality may be mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me.

**SagnikChowdry**  
**Dr SK bhogal**