

The Influence of Social Media Marketing on Consumer

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Abstract: *This master's thesis explores how social media marketing affects customer behavior in the modern digital environment. Businesses looking to succeed in the digital marketplace must now comprehend social media's impact on consumer behavior due to its widespread use and crucial position in marketing tactics. Using a mixed-method approach, this study explores the intricate relationships between social media marketing initiatives and customer decision-making processes through the use of both quantitative surveys and qualitative interviews. The study looks into a number of topics, such as the usefulness of various social media platforms, the importance of user-generated content, the influence of influencers, and the effects of targeted advertising on customer perceptions and purchase intentions. This thesis aims to offer useful insights for companies looking to improve their understanding of consumer behavior in the digital era and optimize their social media marketing strategies through a thorough analysis of empirical data and theoretical frameworks drawn from marketing, psychology, and sociology literature.*

Keywords: marketing, psychology, sociology literature, quantitative surveys and qualitative interviews