

Influence of Social Media Marketing on Consumer Behaviour

Cynthia David¹ and Ms. Surekha Gaikwad²

Student, SY BCOM¹

Research Guide²

MIT Arts, Commerce and Science College, Alandi (D), Pune, India

Abstract: Social media marketing plays a crucial role in shaping consumer behavior, with platforms like Instagram, Facebook, and WhatsApp influencing how people make purchasing decisions. This analysis looks at how different age groups interact with these platforms and the positive and negative effects on their behavior. Younger users (18-34) on Instagram are drawn to visually appealing content and follow influencers for product recommendations, but they can become overwhelmed by ads and question the authenticity of some posts. Twitter, popular with users aged 18-40, offers real-time interaction, but its fast-paced nature can make it hard for brands to hold attention, and public criticism can spread quickly. Millennials (25-40) on Facebook value the sense of community and appreciate detailed product information, though concerns about privacy and the sheer volume of ads can reduce engagement. For older users (40+) on WhatsApp, the direct, personal communication from brands is appealing, but too many marketing messages can feel intrusive. Overall, this study highlights the importance of brands adapting their strategies to fit the preferences and behaviors of different age groups on each platform. Additionally, the rise of social media activism has changed how consumers interact with brands. Many users now expect brands to take a stance on social issues and contribute positively to discussions around topics like diversity, environmental concerns, and social justice. This expectation can significantly influence purchasing decisions; consumers may choose to support brands that align with their beliefs and withdraw support from those that don't. Furthermore, the use of storytelling—where brands share their journey, challenges, and successes—can create an emotional connection with consumers. This narrative approach not only engages the audience but also builds trust, as consumers feel they are part of the brand's story..

Keywords: Social media