

Influence of Social Media Marketing on Consumer Buying Behavior

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Abstract: *Social media marketing has emerged as one of the most effective tools for businesses to reach and engage with consumers. This research paper explores the influence of social media marketing on consumer buying behavior. It aims to identify the key factors driving consumer decisions in an era dominated by social media platforms. By analyzing both qualitative and quantitative data, this study provides insights into the effectiveness of social media strategies, the role of influencers, customer engagement, and online reviews. The findings demonstrate that social media marketing significantly shapes consumer behavior, particularly through trust-building, personalization.*

Keywords: Social media marketing