

# Impact of Social Media Marketing on Online Impulse Buying Behaviour

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**Abstract:** *The use of social media platforms to connect with your target audience in order to build your brand, increase sales, and drive traffic to your website is known as social media marketing. This enables you to share great content on social media profiles while maintaining two-way communication with your followers. Listening to and engaging with them, analysing your findings, and managing your social media accounts advertisements. The most popular social media platforms in the current climate are Social media platforms include Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. An impulse purchase, also known as a motivation buy, is a simple purchase in which the decision to purchase an item is made only a split second before the genuine purchase is made and is not planned ahead of time. Online retailers are in an advantageous position because they can communicate with customers at any time through content, email, show promotions, and web-based social networking. One of the most important factors that a retailer can use to influence customers and increase their purchasing motivation is web-based life. Customers can use technology to explore items, name them, and reprimand them in level with measure, and the possibilities are endless. One of the most important factors that a retailer can use to influence customers and increase their purchasing motivation is web-based life. Customers can use technology to explore items, name them, and reprimand them in level with measure, and the possibilities are endless. As a result, many organisations now have pages on interpersonal organisations to supplement the data held about items, held by buyer input about items, and have a tendency to relate more to an organisation after perusing various surveys. The goal of this paper is to talk about the role of social media marketing factors and how they affect impulse buying behaviour. A quantitative study was conducted as a result of the consumer behaviour, and regression was used as a tool to assess the impact of one factor on another. The sample consisted of 112 respondents, and the statistical conclusions were established using univariate and bivariate analysis. We can create a consumer profile that uses social networks after analysing the research variables. Similarly, after performing complex statistical analysis with tools and analysis provided by the online platform the host of structured questionnaire. According to the findings, social media marketing factors have a direct impact on impulse buying these days. Unplanned purchases rise as a result of social media marketing, and extra expenses rise by up to 40% as a result of social media factors.*

**Keywords:** Marketing, Social media marketing, Consumer Behaviour, Impulsive Buying, Social media marketing & Impulsive Buying

