

Influence of Social Media Marketing on Consumer Buying Behaviour

Dr. Chetna Verma

Assistant Professor, Department of Management

Pandit Neki Ram Sharma Govt. College, Rohtak, Haryana, India

Abstract: *Social media has become a formidable instrument for contesting traditional marketing assumptions and shaping customer behavior. This study examines the effect of social media marketing on customer buying behavior, focusing specifically on the role of platforms like Instagram, Facebook, YouTube, Twitter, and LinkedIn in decision-making processes. Social media enables firms to engage with consumers more directly and persuasively via user-generated content, influencer partnerships, targeted advertisements, and interactive functionalities. Research indicates that social pressure, visual appeal, and real-time communication significantly influence client preferences and purchasing choices. Furthermore, it delineates the varying levels of influence on the primary platforms, with Facebook and Instagram exhibiting the most effect. The research offers insights for firms aiming to enhance consumer engagement and conversion rates via digital channels by emphasizing the ethical considerations and opportunities associated with social media marketing*

Keywords: Social Media Marketing, Consumer Buying Behaviour, Decision-Making