

# A Study on Customer Perception Towards Added Features in Social Media Marketing such as Whatsapp Pay, Video Marketing & Instagram Stores

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**Abstract:** *In recent years, the technology is so advanced especially after pandemic the technology growth has skyrocketed. This study aims to investigate the consumer perception of these added features in social marketing. The research will adopt a quantitative approach and collect data from a 110 sample of respondents using an online survey. The study will explore the effect of these added features on consumer trust, purchase intention, and satisfaction with the brand. The findings of the study will reveal the extent to which these added features influence consumer perception and provide insights into their effectiveness as a marketing tool. The results of this study will benefit marketers and businesses by providing them with a better understanding of how these added features can be utilized to enhance consumer engagement, trust, and loyalty.*

**Keywords:** WhatsApp pay, Social Media Marketing ,Technology Advancement, Instagram stores, Video marketing..

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