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# IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE BEHAVIOUR

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## ABSTRACT

*Consumer buying behavior has been hugely influenced by the revolution in the marketing model due to the phenomenal growth of social media. Based on brand awareness, interaction, confidence, and enticing content, the present study investigates how social media marketing influences customers' buying decisions. For measuring how social media channels influence customer interests and buying behaviors, the research employs a mixed-method study design, validating data from surveys and secondary data. Based on the findings of the research, good social media marketing promotes customer affinity, impulsive buying, and loyalty. The research also identifies some drawbacks, including information overload and issues regarding privacy, that could undermine customer confidence. The research presents good insights for companies that want to enhance their social media efforts to enhance customer conduct.*

**KEYWORDS:** *Digital Strategy, User Engagement, Influencer Marketing, Social Media Marketing, Consumer Behavior, And Purchase Intention*

## 1. INTRODUCTION

Social media has transformed the way companies engage with their customers in today's digital age, redesigning advertising campaigns and purchasing behaviors. With billions of active accounts on platforms such as Facebook, Instagram, Twitter, and TikTok, social media has evolved into a formidable tool that enables marketers to engage with their target market, establish relationships, and shape purchasing decisions. Social media's power to influence customer behavior has only increased with the advent of engagement content, influencer marketing, and targeted advertising.

Consumer buying decisions are now influenced more by internet reviews, word-of-mouth, and social media trends than by advertising per se. By targeted and engaging campaigns, companies leverage social media marketing (SMM) to promote their brands, build trust, and boost sales. But the key area of study is the extent to which social media marketing influences consumer choice through skepticism, brand loyalty, or impulse buying.

Focusing on major aspects of engagement mechanisms, influencer suggestions, consumer-created content, and consumer confidence, this research delves into how social media marketing can influence consumer buying behavior. Companies can modify their advertisement strategy to better interact and influence the audience using the data collected from the above interactions. Moreover, the research explains how the perceptions of customers can be affected by incorrect information and advertising fatigue.

The research findings will be helpful to marketers, businesspeople, and policymakers who would like to apply social media to enhance customer interaction and sales within a rapidly changing online marketplace.

## 2. LITERATURE REVIEW

### 1. Consumer Purchase Behavior and Social Media Marketing (SMM)

In the modern era of the digital economy, social media marketing (SMM) is an industry-leading force that is transforming the way customers engage with brands as well as the way they eventually make decisions on what to purchase. Highly targeted social media promotions that supply content according to user interests and actions are increasingly displacing or complementing other forms of advertising. From various studies such as Impact of Social Media Marketing on Consumer Buying Behavior, Impact of Social Media on Consumer Buying Behavior, and The Impact of Social Media on Consumer Buying Behavior, social media websites provide a setting where consumers are influenced by their peers, comments from the public, and beautiful images. Such interactions can generate intense psychological and emotional reactions that drive consumer purchasing decisions.

Since digital channels such as Facebook, Instagram, TikTok, and YouTube are so pervasive, marketers can reach customers at various stages of the decision-making process, ranging from awareness to consideration to purchase. The effects of digital marketing on consumer consumption behavior and an empirical examination of the effects of digital marketing on consumer consumption behavior are two reports that emphasize the significance of trust, information satisfaction, and the simplicity with which shoppers can shop on these sites significantly improves their overall experience. Analyzing how digital resources such as email marketing, search engine optimization (SEO), and artificial intelligence (AI) algorithms are integrated within social media to personalize user experiences and improve conversion rates, Antczak (2024)

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extends this practice. These findings affirm social media marketing as a vital element of modern marketing strategies instead of a supplement.

**2. Customer Engagement, Trust & Emotional Connection**

Successful social media marketing depends upon trust and emotional bonding. Unlike traditional media, social media enables customers and brands to converse back and forth, fostering bonds based upon responsiveness, receptivity, and sincerity. Peer-to-peer and word-of-mouth (WOM) marketing thrive in social networks, as witnessed by the study Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement. The effect of direct brand communication is often superseded by the enhanced consumer confidence introduced by these emotionally rich interactions.

In The Relationships of Social Media Marketing, Consumer interaction and Purchase Intention, Nguyen et al. (2020) explore how the want to purchase of a consumer is boosted through more engagement, such as sharing, commenting, and emotional connection with material. Long-term retention of consumers and brand loyalty have been proven to be significantly predicted by emotional engagement. Likewise, Lim et al. investigate the impact of perceived brand and trustworthiness on consumer sentiments in their paper The Impact of Social Media Influencers on Purchase Intention. influencer fit. Perceived credibility and actual brand congruence exert more enduring impacts on purchasing, even as qualities such as physical beauty and similarity enhance influence.

Also, the value of offering value-oriented information is underscored by The Impact of Media Advertising on Consumers' Purchasing Behavior and Digital Marketing on Purchase Intention. Modern-day consumers want stories, usefulness, and authenticity besides attractive images. Brands that offer value to their followers in the form of interesting, informative, and entertaining content normally witness an increase in follower allegiance and purchasing intent.

**3. Influence of Social Media Platforms and Generational Behaviour**

SMM effectiveness also depends on the platform that is utilized and on the audience demographics. Consumer responses are inconsistent and varies significantly across age groups, ethnicities, and local situations. According to their paper, The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y, Balakrishnan, Dahnil, and Yi (2014) learned that e-WOM, web-based reviews, and interactive ads are particularly successful at shaping the buying intentions of Generation Y.

They are likely to engage with companies that maintain a dynamic and approachable social media presence due to their high tech and mobile-centric lifestyle.

This complexity is aggravated by regional differences. Al-Mukhaini et al. (2014), for example, categorized social media users in Oman into two primary behavior clusters: Social Clickers, who are less active but still influenced by trends, and Online Insiders, who are highly active in online interactions. Ramsunder (2011) underscores the significance of localized online marketing in his thesis on the South African tire industry. initiatives that drive sales and brand loyalty when they align with consumer culture and preferences.

Equally so, a study in Saudi Arabia and Sri Lanka found that aspects such as platform trust, interactivity, and simplicity greatly influenced customer purchasing decisions. Post-purchase support and user sense of authenticity are pivotal in fostering brand advocacy, states Khatib (2016) as well as in the study Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka. Students indicated that while social media fashion trends did play a role, their actual buying decisions were based on cultural norms and budget constraints, even in educational settings such as Karachi.

**4. Impulse Buying and Purchase Intention through Social Media**

The design of social media provides an environment that fosters impulsive buying. Repetitive scrolling, algorithmic suggestions, and embedded "Buy Now" buttons tend to invite impulsive buying. The Impact of Social Media Marketing on Online Impulse Buying Behavior research examines how motivational factors such as enthusiasm, curiosity, and belief in the platform's quality are inducers of impulsive purchases. Peer endorsement, real-time engagement, and visual storytelling all enhance these factors.

The hypothesis that informativeness, relevance, and ad interaction are significant factors that drive purchase intent when it comes to social media is supported by empirical evidence presented by Alalwan (2018). Stressing the prominence of personalization, Mehta and Kulkarni (2020) take the discourse forward. Though while assessing personalized content as something through which seen and perceived consumers are most likely to buy, there is always an overexposure risk, and privacy issues can lead to exhaustion and disengagement.

Bakshi and Gupta (2013) conduct research in the Indian market and find that recommendations from peers matter more to customers than traditional advertisement. In the same vein, Brahim (2016) highlights the importance of how credible, informative, and funny advertisements matter more to Tunisian customers. The conclusion is simple: context, trustworthiness, and emotional appeal are the key elements that drive spontaneous purchases on social media, and not merely captivating ads.

**5. Role of Influencers and Video Marketing**

Especially in the era of live streaming and short video, influencer marketing has emerged as a powerful element of social media marketing. Influencers bring relatability, expertise, and entertainment, filling the gap between customers and brands. In the study of the effect of social media influencers' video marketing, Sun (2021) centers on The impact of YouTube on the purchase of cosmetic items. Celebrity endorsements were found to be less effective than trust, honesty, and continued engagement.

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Drawing on this, Dr. Fred Chan's 2022 UK study examines influencer traits such as approachability and interactivity. Micro-influencers who remain in constant communication with their followers, he says, have more influence on customer loyalty than celebrities or macro-influencers. The idea that brand fit and emotional transfer from influencer to product are key success factors is also substantiated by Lim et al. Their study also indicates that consumers are becoming increasingly discerning and skeptical, thus influencer reputation alone does not guarantee buy intention. Since the popularity of video marketing on platforms such as YouTube Shorts, TikTok, and Instagram Reels has increased, brands now have to create stimulating and attention-grabbing content. Videos offering testimonials, tutorials, and behind-the-scenes information that give a human touch to the firm are performing better than static images.

**6. Regional & Sector-Specific Studies**

Local studies illustrate that SMM's impact is not uniform across the globe. Ramsunder's (2011) research informs us that the South African tire industry is shifting strategically toward community-oriented and personalized content in an attempt to attract local sensitivities. Qtaishat (2022) underscores the importance of digital marketing among small and medium enterprises (SMEs) in Jordan, emphasizing how social media can even the playing field if utilized in the right way. Focusing on Turkey's tourism sector, Martínez Quintana et al. (2018) illustrate how social media could influence travel decisions and support cultural heritage. Users will be more inclined to share and discover stories that are significant to their culture and values. Sigar et al. (2021) found that while digital marketing in isolation did not impact GrabFood sales in Indonesia, when integrated with behavior analysis and tailored campaigns, it enhanced customer happiness and retention.

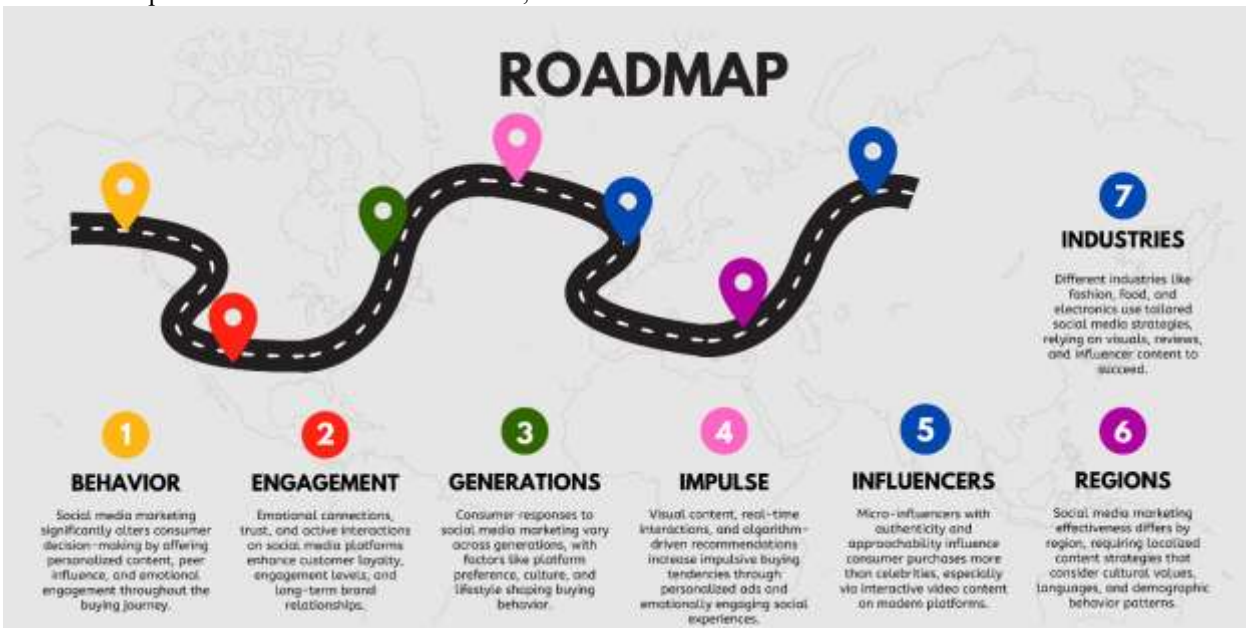
As per Sun (2021), with the increase in internet penetration in rural India, there is greater receptiveness to digital advertising. In such a situation, a message that is understandable and local influencers with regional language content perform better compared to good-looking, generic ads.

**7. Product-Specific and Industry-Specific Insights**

Last but not the least, several studies consider specific product categories and how social media influences their sales. Salvation and Sorooshian (2021) demonstrate the direct influence of social media marketing (SMM) on buying decisions for smartphones, particularly when advertisements are aligned with the level of user engagement. Peer reviews, comparative features, and video demos were instrumental in this case.

As per the Karachi survey, social influencer endorsements on Facebook and Instagram play a great role in determining fashion trends, particularly among younger generations. Meanwhile, Manado's Grab Food study highlights how purchases of quick-service food are driven by visual appeal of promotions, speed, and ease of purchase.

The consumer interest in the cosmetics industry is strongly boosted by video-based reviews and unboxing experiences on platforms such as YouTube. Repeated, trustful, and catchy content by influencers builds consumer trust, which leads to higher sales, Sun (2021) states.




**Research Gap: The Impact of Adverse Interactions**

Few studies examine how negative interactions—like critical comments, unfavorable reviews, or false information—affect purchasing decisions, despite the fact that a large body of research demonstrates the beneficial effects of social media marketing on customer behavior. Because of this gap, our knowledge of how unfavorable user-generated content might affect customer trust, brand impression, and ultimately purchasing behavior is lacking.

## 3. OBJECTIVE

1. Identify the determinants of the purchase decision of a particular social media platform.

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2. To determine the relationships among the factors that determine the selection of a given social media platform.

## 4. RESEARCH METHODOLOGY

### 4.1 Variables

i. **Independent Variables (IVs):**
- Perceived Informativeness of Microvideos
- Influencer Credibility

ii. **Dependent Variable (DV):** Purchase Intention

iii. **Mediator Variable (MV):** Brand Attitude / Brand Trust

iv. **Moderator Variable (ModV):** Negative User-Generated Content (UGC)

### 4. 2 Hypothesis

i. H1: Consumer purchase decisions are strongly affected by social media marketing.

ii. H2: Customer purchasing decisions are influenced by the quality of social media content (entertaining, educational, and persuasive).

iii. H3: Purchase intention is positively influenced by trust in brand pages or social media influencers.

iv. H4: There is a positive relationship between actual purchase behavior and user engagement (likes, shares, and comments) with branded content.

v. H5: Social media advertising affects consumer awareness and brand perception, which in turn influence purchasing decisions.

vi. H6: Demographic variables (age, gender, and income) moderate the relationship between social media marketing and consumer purchasing behavior.

### 4.3 Research Design

To understand customer attitudes and behavior towards social media advertising and its role in driving purchase decisions, this research employs a quantitative descriptive design. It also examines the impact of social media content, positive and negative, on customers' word of mouth potential.

### 4.4 Sampling Design

i. Population: Social media users viewing brand content and web advertisements.

ii. Sampling Method: In order to select participants who were easily accessible to the researcher, convenience sampling was used.

iii. Sample Size: A total of 211 responses were collected. However, as per rules of listwise elimination, 210 entries were valid.

### 4.5 Data Collection Method

Primary data was collected through a structured online questionnaire, and its items were:

i. Demographic details (Age, Gender, Occupation)

ii. Usage patterns (e.g., the duration spent on social media and the platforms used)

iii. Questions regarding attitudes towards influencer marketing, social media advertisements, trust, negative experiences, and brand engagement.

iv. A 5-point Likert scale, from Strongly Disagree to Strongly Agree, was employed to capture responses to attitudinal questions.

### 4.6 Instrument Reliability

To assess internal consistency, Cronbach's Alpha was calculated and determined to be $\alpha = 0.879$, which demonstrates high reliability for the scale being utilized. Twenty-six items representing various attitudes and opinions of social media marketing were analyzed.

## 5. DATA ANALYSIS TOOLS AND TECHNIQUES

SPSS was utilized in analyzing the data. Of the major methods utilized are:

### 5.1 Characteristic Data

i. To understand better the central tendency and variability among participant responses, the mean and standard deviation were computed.

**5.2 Reliability Analysis:** Cronbach's Alpha was utilized in order to determine scale consistency.

**5.3 Decision Tree Analysis (CHAID):** The CHAID growth method was employed to develop a classification and regression tree (CART).

i. The dependent variable: "Would you recommend a product to others if you had a good experience because of social media influence?"

ii. "I have bought products after I've seen them advertised on social media" was found to be the best predictor of the behavior by the analysis.

### 5.4 Validation and Model Testing

i. The CHAID model's stability was examined using cross-validation.

ii. With an 81% classification accuracy, the model's risk estimate of 0.190 and standard error of 0.027 indicated that it was a dependable model.

### 5.5 Ethical Considerations

i. Respondents were guaranteed privacy and secrecy, and participation was entirely voluntary. For social research, the study adhered to general ethical standards.

### 5.6 Case Processing Summary

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 210 | 99.5 |
| | Excluded[a] | 1 | .5 |
| | Total | 211 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Of the 211 returns constituting the data set, 210 were legitimate and only one was disqualified for containing missing values. A validity rate of 99.5% implies good data quality. Listwise deletion handled the exclusion so that only thorough responses were investigated. Such completeness enhances the robustness and reliability of statistical analysis.

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### 5.7 Reliability Statistics

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| **.879** | **.868** | **26** |

The 26 items of the questionnaire are highly internally consistent, as reflected by the Cronbach's Alpha of 0.879. This suggests that one underlying construct—presumably consumers' attitudes and behaviors regarding social media marketing—is being measured by the items collectively. The instrument's high dependability suggests that it is reliable and suitable for making inferences regarding consumer opinions.

### 5.8 Item Statistics

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| AGE | 2.43 | .817 | 210 |
| GENDER | 1.46 | .509 | 210 |
| OCCUPATION | 2.18 | .996 | 210 |
| SM platforms used | 2.70 | 1.258 | 210 |
| Daily SM hours | 2.59 | .838 | 210 |
| Ad exposure freq. | 2.63 | .826 | 210 |
| Ads influence interest | 3.96 | 1.050 | 210 |
| Influencer promos | 3.90 | 1.003 | 210 |
| Reviews/comments help | 4.11 | .989 | 210 |
| SM as main discovery | 4.05 | .977 | 210 |
| Purchased via SM ad | 4.02 | .983 | 210 |
| Trust active brands | 4.03 | 1.042 | 210 |
| Discounts/offers influence | 4.02 | .948 | 210 |
| Follow brands for updates | 4.11 | .962 | 210 |
| SM impact stage | 1.85 | .848 | 210 |
| Recommend if positive SM experience | 1.34 | .730 | 210 |
| Neg. reviews reduce trust | 3.36 | 1.439 | 210 |
| Neg. comments affect decision | 3.33 | 1.317 | 210 |
| Misinformation causes hesitation | 3.38 | 1.426 | 210 |
| No brand response lowers purchase intent | 3.41 | 1.433 | 210 |
| Avoided purchase after negative content | 1.30 | .672 | 210 |
| Ads more engaging than traditional | 3.94 | 1.049 | 210 |
| SM marketing personalized | 3.90 | 1.058 | 210 |
| Annoyed by excess promo | 4.13 | 1.063 | 210 |
| Prefer video ads | 3.87 | 1.106 | 210 |
| Easy brand interaction | 4.00 | 1.089 | 210 |

The variability and mean response per item are displayed in detail here. Having a mean of 4.11, the highest mean score statements "I follow brands on social media to stay updated" and "Reviews and comments on social media help me decide whether to purchase a product" ranked highest. This means that respondents have a strong consensus that social media plays an important role in their buying decisions. The effects of influencer marketing, product discovery, and brand engagement on social media are also emphasized by other top-scoring items.

### 5.9 Summary Item Statistics

**Summary Item Statistics**

| | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|---|---|---|---|---|---|---|---|
| Item Means | 3.232 | 1.305 | 4.133 | 2.829 | 3.168 | .922 | 26 |
| Item Variances | 1.083 | .259 | 2.069 | 1.810 | 7.980 | .225 | 26 |
| Inter-Item Covariances | .237 | -.369 | 1.720 | 2.089 | -4.659 | .134 | 26 |
| Inter-Item Correlations | .202 | -.478 | .838 | 1.316 | -1.754 | .099 | 26 |

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With a mean of 3.23 across all items, the majority of the statements had an overall tendency of agreement. Although some areas had high agreement, others were neutral or less applicable to participants, as reflected by the item means, which varied from 1.305 to 4.133. The reliability results are corroborated by the average item variance (1.083) and inter-item correlation (0.202), which reflect moderate but consistent correlations between questionnaire items.

**5.10 Scale Statistics**

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 84.03 | 182.248 | 13.500 | 26 |

The average of the summed scale, encompassing all items, was 84.03, and the standard deviation was 13.5. This is evidence that respondents generally held a positive view of social media marketing, especially as it relates to how it affects their buying decisions. The total score gives a reliable measure for summarizing general feelings about social media marketing because it always reflects trends in perceptions.

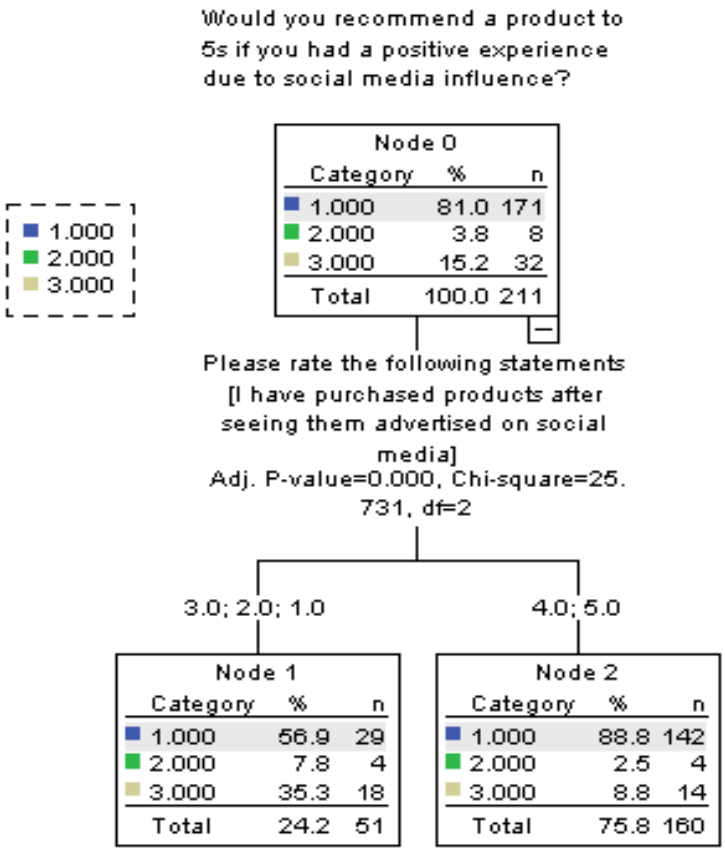
**5.11 Classification (CHAID Decision Tree Analysis)**

**Model Summary**

| | | |
|---|---|---|
| Specifications | Growing Method | CHAID |
| | Dependent Variable | Recommend if positive SM experience |
| | Independent Variables | Ads influence interest, Influencer promos, Reviews, Purchased via SM, Brand trust, Follow brands, SM discounts, SM discovery |
| | Validation | Cross Validation |
| | Maximum Tree Depth | 3 |
| | Minimum Cases in Parent Node | 100 |
| | Minimum Cases in Child Node | 50 |
| Results | Independent Variables Included | Please rate the following statements [I have purchased products after seeing them advertised on social media] |
| | Number of Nodes | 3 |
| | Number of Terminal Nodes | 2 |
| | Depth | 1 |

In order to identify what factors influence an individual to endorse a product after a friendly social media interaction, a CHAID (Chi-squared Automatic Interaction Detector) model was employed. The most useful predictor was the statement "I have bought products after seeing them advertised on social media.". Having only three nodes and two terminal nodes, the shallow structure of the decision tree showed that this single variable was adequate to accurately classify responders, its high predictive value being evidenced.

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### 5.12 Risk Estimates

**Risk**

| Method | Estimate |
|---|---|
| Resubstitution | .190 |
| Cross-Validation | .190 |

Growing Method: CHAID
Dependent Variable: Would you recommend a product to 5s if you had a positive experience due to social media influence?

In both resubstitution and cross-validation methods, the model had a risk estimate of 0.190 with a standard error of 0.027. In application to new data, these low figures indicate that predictions made by the model are relatively accurate, consistent, and error-free. It confirms the effectiveness of the model in classifying social media activity associated with product recommendations and the strength of the identified predictor.

### 5.13 Classification Table

**Classification**

| Observed | Predicted | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | Percent Correct |
| 1 | 171 | 0 | 0 | 100.0% |
| 2 | 8 | 0 | 0 | 0.0% |
| 3 | 32 | 0 | 0 | 0.0% |
| Overall Percentage | 100.0% | 0.0% | 0.0% | 81.0% |

Growing Method: CHAID
Dependent Variable: Would you recommend a product to 5s if you had a positive experience due to social media influence?

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Based on the classification results, 100% of respondents who would recommend a product were correctly identified (Category 1). However, due to data imbalance, the model struggled with Categories 2 and 3. It effectively identifies strong positive respondents influenced by social media, achieving an impressive 81% overall prediction accuracy.

## 6. FINDINGS

- Strong Social Media Marketing Engagement: As indicated by the figures, customers strongly engage with social media marketing materials. Most of the participants admitted utilizing social media platforms such as Facebook, YouTube, and Instagram to search and purchase items. Sentences like "I follow brands on social media to stay updated" and "Reviews and comments help me decide whether to purchase" reported strong means.
- Impact of Interaction and Trust: Purchase decisions by consumers were strongly predicted by trust in brand pages and influencers. Purchase behavior and engagement metrics such as likes, shares, and comments had a positive correlation, affirming the role of interactive content in decision-making and brand loyalty.
- Negative Interactions Effect: Consumer confidence is significantly affected by negative material, including complaints or negative feedback. Reputation management is evinced in the fact that respondents were averse to performing a transaction where there was falsity or negative sentiment.
- Past Behavior's Potential to Predict:Past behavior can predict customers' propensity to recommend much better if they have a history of purchasing items after clicking on social media advertisements, found the CHAID decision tree study. The strongest predictor of intent to recommend was past behavior.
- Demographic Insights: While occupation and age had a minimal effect on engagement rates, overall findings suggest that younger audiences are more susceptible to social media influence, particularly when the content is visual and tailored (e.g., influencer narratives, video advertisements).
- Ad Fatigue and Overexposure: While the participants were positive in their views towards social media marketing, they were also irritated with over-promotional posts. This highlights the risk of ad fatigue that occurs when marketing is not balanced by organic or value content.

### 6.1 Discussions

- Create Authentic and Value-Based content: Instead of prioritizing overly promotional content, brands need to prioritize informational, relevant, and emotionally engaging content. User-generated reviews, behind-the-scenes content, and storytelling can all foster greater engagement and trust.
- Employ Strategic Influencer Marketing: It may not always be effective for celebrity endorsements when compared to involving micro-influencers, individuals with niche populations and higher involvement rates. Influence and influencer-brand fit should be significant screening criteria.
- Use Data-Driven Personalization: Utilize analysis to personalize content based on demographics, interests, and behavior. Personalization can enhance client loyalty and increase the likelihood of conversion.
- Actively Deal with Negative Content: Businesses have to monitor customers' complaints closely and address those complaints, unfacts, and negative reviews about them on social media. Credibility and trust build through open communications and quick reaction.
- Promotional Frequency Balance: Maintain a good balance of entertaining, educational, and promotional materials to avoid audience burnout. Over-advertising can result in disinterest or damage the reputation of the brand.
- Improve Your Video Marketing: Video content must be a major focus of digital strategies, including influencer feedback, customer testimonials, and tutorial. YouTube Shorts and Instagram Reels are two channels that are well-suited for increasing audience reach and engagement.

## 7. CONCLUSION

This research highlights the role social media marketing plays in having a major influence on purchasing decisions of customers. Social media has evolved into an interactive environment where peer endorsement, trust, and engagement drive purchasing decisions instead of being used merely as a promotion tool. As per the report, while consumers are making purchasing judgments, they are increasingly being driven by dynamic content, influencer authenticity, and word-of-mouth. Most importantly, past consumer behavior—such as purchasing off social media—predicts strongly intentions to recommend and endorse products in the future.

The findings do also, however, at the same time point to problems such as ad weariness and the negative impacts of content, so marketers will need to focus on relationship building, transparency, and relevance. Marketers will need to develop a more integrated strategy that emphasizes community engagement, credibility, and genuineness in place of more traditional push practices.

In essence, true, value-driven interaction that yields long-term customer relationships and brand loyalty is far more critical for social media marketing success than awareness alone.

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