

Impact Of Social Media Marketing On Brand Awareness And Consumer Buying Behaviors

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ABSTRACT: -

The aim of this study is to improve knowledge of the factors that precede social media marketing, how they impact purchase intention, and how local and nonlocal firms can moderate these connections. Most of the proposed direct and moderating effects are supported with the findings. Purchase intention was discovered to be determined by brand awareness, trust, community, and interaction. The correlations between brand trust and interaction with purchase intention were moderated by brand origin. By integrating the contingent influence of brand localness and non-localness, the recommended framework enhances branding research and social media marketing. The research model was empirically tested using structural equation modelling. The findings support most of the proposed direct and moderating effects. Brand trust, brand community, brand awareness and interaction were found to influence purchase intention. The report highlights the influence of social networks on brand communications and offers consumer insights that assist businesses in creating successful SMM strategies by utilising the parallels and divergences in emerging economies. Given the varying degrees of CBE and their varying effects on purchase intention, attention must be paid to the reasons behind brand participation on social media as well as the kinds of content that consumers in each nation like. Our investigation of how social media marketing affects consumer behaviour in five developing nations is what makes our study unique. We are investigating into the ways that social media marketing, brand awareness, consumer behaviour, and purchase intention relate to the country of origin in various nations.

KEY WORD: - social media marketing, brand awareness, consumer buying behaviors, purchase intention, Innovative Marketing Strategies.

INTRODUCTION: -

This study focusses on how views of social media marketing (SMM) operations connect to the kind of material shared, social media use, engagement reasons, consumer brand engagement, brand awareness, and inclination to buy (Zeqiri et.al.,2021). Social media's impact on customer behaviour encompasses a broad range of actions, such as educating, exchanging opinions and ideas to gain knowledge and comprehension, and showing post-purchase behaviour without acquiring (Tatar and Erdoğan, 2016). By using social media marketing (SMM) to encourage consumers to engage with a brand online through activities such as consuming, contributing, and creating content (Muntinga et al., 2011). In social media marketing To improve knowledge of the factors that precede social media helps brands access a wider audience, reaching millions of people and authority is established through consistent, excellent content. Social media highlights a brand's mission, values, and personality. Consumer brand engagement (CBE) reflects how consumers interact with engaging organizations (Beckers et al., 2018).

Social media has completely changed how companies communicate with their target market in today's digital environment. With more than 4.2 billion people using social media globally, sites including LinkedIn, Facebook, and Instagram provide entities with unmatched chances to connect with, interact with, and win over customers. Businesses now use social media marketing as a key tactic to increase customer involvement, raise brand awareness, and affect purchasing decisions.

RATIONAL OF THE STUDY: -

Social media's broad use has revolutionised marketing by providing companies with previously unheard-of chances to engage with their target market. With more than 4.2 billion people using social media globally, sites like Facebook, Instagram, Twitter, and LinkedIn have emerged as crucial avenues for brands looking to increase sales, engage consumers, and raise awareness.

LITERATURE REVIEW

Yong & Hassan (2019) identified social media advertising as a procedure that enables people to reach a much wider audience and advertise their goods or services via online social networks. Social media marketing was used in a variety of ways, including individual scope, but also having an impact on the industry overall.

Jin et al., (2019) claimed that the basis of digital marketing is the notion of communication among the brand and its customers, with the goal of hearing their insightful opinions so that the experience may be improved. In addition, they stated that the use of social as one of the marketing tools, media platforms (like Instagram) can help them effectively

and efficiently convey the advantages of brands. Social media's growing popularity has altered how businesses interact with their target audience. This phenomenon made it necessary for this study to investigate further how SMMA affects purchase intention (PI), brand equity (BE), and social brand engagement (SBE).

Tenzin & Young (2020). Therefore, the goal of this study is to define the constituents of SMMA that are and examine how these components affect consumers' intentions to buy, brand equity, and social brand involvement. This study offers three distinct contributions. First, it will serve as a manual for marketers and managers to comprehend the elements that are crucial to social media marketing. Second, it offers insightful information about how social media marketing shapes consumers' intentions to make purchases. Thirdly, we investigated the factors that affect consumers' intentions to buy using brand equity and social brand engagement.

Bilgin (2018) As a result of the analysis, social media marketing activities have been found as effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness. In addition, it has been found out that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in the research, it has been achieved that the brand awareness has a limited effect on the brand image.

SIGNIFICANCE OF THE RESEARCH: -

The study will be helpful in Global marketplace, market performance and benefit society. Educate companies on social media marketing tactics that increase brand recognition and encourage customer interaction. Give marketers information to help them allocate resources and maximize social media marketing expenditures. Assist small firms and entrepreneurs in using online marketing to take on bigger companies.

OBJECTIVES: -

This study aims to explore the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. Increased awareness will have a favourable impact on the choices made by customers. Few research, therefore, concentrate on how brand awareness functions as a mediating factor in choices to buy. Thus, the purpose of this study is to investigate how brand knowledge influences the relationship between social media marketing and purchasing decisions.

- To investigate how brand recognition and social media marketing are related.
- To investigate how social media marketing affects the purchasing habits of customers.
- To determine the main social media marketing tactics affecting consumer purchasing patterns and brand awareness.
- To compare the effectiveness of different social media marketing strategies (content marketing, influencer marketing, paid advertising) on brand awareness and consumer buying behaviour.
- To determine the role of social media engagement (likes, comments, shares) on brand awareness and consumer buying behaviour.

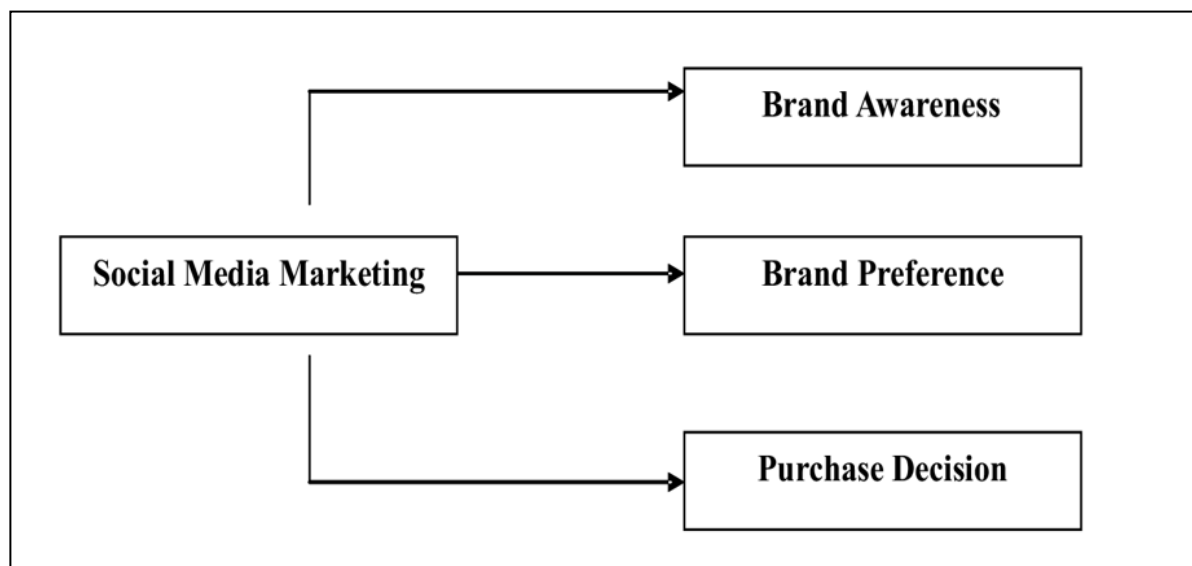
HYPOTHESIS: -

H1: Brand Awareness and social media marketing have a strong positive correlation.

H2: Consumer purchasing behaviour is significantly influenced by social media marketing.

H3: The best social media site for raising brand recognition is Facebook.

H4: Social media marketing has a significant influence on consumer attitudes towards brands.



METHODOLOGY: -

This study is based on comprehensive framework for investigating the impact of social media marketing on brand awareness and consumer buying behaviour.

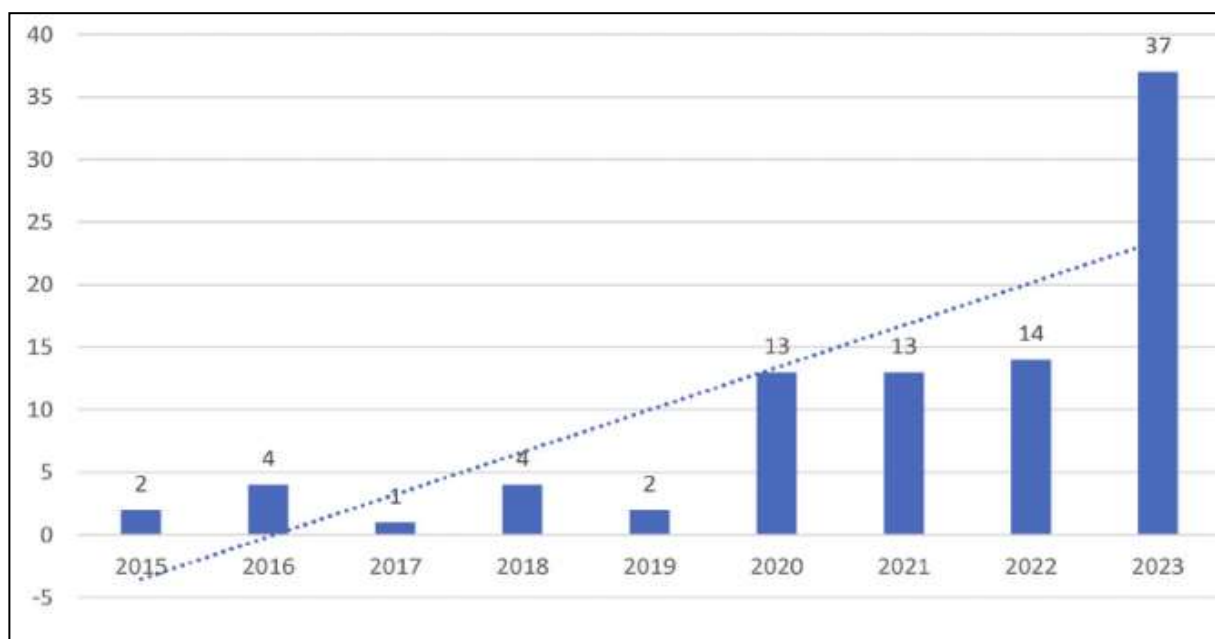
DATA COLLECTION: -

The data collection method used is primary as well as secondary. We used the Google Forms platform, a free online survey tool, questionnaire, to gather the core data through surveys. For secondary data, we reviewed other research articles on related issues and spoke with some people about their purchasing decisions. Exploratory research is defined as an investigation that looks at a challenging topic that isn't easily described. It claims to have a better understanding of the current problem, but it won't produce results that are compelling. Usually, this kind of analysis is carried out when the problem is still in its early stages. In sampling techniques used random sampling, snowball sampling, convenience sampling method. The prepared questionnaire form has been sent to 500 users (population of the research) who follow five brands. Besides, the questionnaire has been applied to 25 brand followers in face-to-face form to test the validity of the measurement tool in addition to its reliability.

DATA ANALYSIS AND INTERPRETATION: -

1. Structural Equation Modelling (SEM) (to examine relationships between variables)
2. Inferential Statistics (regression analysis, correlation analysis, ANOVA)
3. Factor Analysis (to identify underlying factors influencing brand awareness and consumer buying behaviour)

This study aims to explore the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. Brand recognition and customer purchasing behaviour are greatly impacted by social media marketing. Engagement, influencer marketing, and content marketing are all successful tactics. Social media presence should be a top priority for brands looking to boost sales, loyalty and recognition.

**DISCUSSION AND CONCLUSION: -**

The study's conclusions highlight how important social media marketing is for establishing brand awareness and affecting customer purchasing decisions. The findings show that social media marketing significantly affects customer loyalty, reputation, and brand awareness. Digital marketing techniques that increase brand exposure include influencer and content marketing. Social media interaction encourages retention of customers and loyalty. Social media marketing and customer purchasing behaviour are positively correlated. A key element of contemporary marketing techniques is social media marketing. To boost sales, loyalty, and awareness, brands need to give social media presence top priority. A complex strategy that includes engagement, influencer, and content tactics is necessary for effective social media marketing.

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