

**A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING ON FACE
BOOK**

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Abstract

Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, social media marketing is the most cost effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, any one can greatly maximise and increase conversion rate and get high return on investment for the money invested in advertising. The main aim of this study is to examine how social media marketing will affect the final decisions and behaviour of the consumer who spend their maximum time on social networking platforms and forecast relationships among various consumer activities, marketing activities and choice with the behaviour of the consumer. Social media marketing is emerging continuously to satisfy the basic needs of website users and on the other side it also has increased the opportunities for companies to advertise their products and services in personalised way. The previous record shows that social media has contributed greatly in changing consumer behavior and organisations got to know about the customer

behaviour. Social media marketing has changed the marketing structure of the place where the goods are sold and purchased online. Social media marketing has significantly changed the way of thinking of the consumer and the organisations should not ignore the social media marketing. Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

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LINTRODUCTION

Recruitment and selection are For any Organisation, the most valuable as it is it's brand and the modern organisation should realise that capitalising on brand can help achieve growth, profitability objective and sustainability. Along with incessant globalisation social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products.

For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to examine how social media marketing will affect the final consumer behaviour among persons who mostly use social media

websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer.

The Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognising various marketing tools and techniques. Not only that social media is changing the mind of consumer behaviour but also to a great extent used for direct marketing and as a tool for personalized goods. Social media like Facebook, Twitter, YouTube and Instagram are dynamic

tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organisations to engage direct and end-user contact. The choice of social media marketing organisation creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organisation and long-term organisational sustainability.

In this fast growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labour. And social media marketing is not only useful for customers, in that it provides information about the company but also provides information of the customer's choice to the company. Every social media tool tries to build an image of the company's brands and goods. So we can say that consumers can change their mind for purchasing any good or service by social media marketing and taking the goods or services online.

Definition

It is a method by using social media sites to attain the attention of people. These programs concentrate on developing content which will attract the attention of the readers in social media and make them share the contents in their social networking site.

Any statement that is shared in the social networks, which includes short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes a positive promotion for the product than the promotion done through paid sources. This shows the power of social media marketing.

What the major search engines seek for in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines.

Those people, whose social media profiles have a trust score, are called influencers.

As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of the customer. It also has an impact on the attitude of the customer. Social media networking sites provide an environment that enables the consumers to communicate on the web which will have an important impact on consumer socialization concepts.

Research Methodology

Social marketing is an approach used to develop activities aimed at changing or Social media marketing offers numerous benefits, including increased brand awareness, cost-effective advertising, improved customer engagement, and enhanced insights. It also leads to higher conversion rates, better search engine rankings, and allows for targeted advertising and competitive analysis. By leveraging platforms like Facebook, Instagram, and LinkedIn, businesses can reach a wider audience, build relationships, and drive measurable results.

Here's a more detailed look at the key advantages:

1. **Increased Brand Awareness and Visibility:** Social media platforms

provide a vast audience, allowing businesses to reach potential customers who may not be aware of their brand. This increased visibility can lead to greater recognition and recall for the brand.

2. **Cost-Effective Advertising:** Compared to traditional marketing methods, social media marketing can be a more affordable option. Many platforms offer free tools for basic marketing and engagement, and even paid advertising can be more budget-friendly with targeted options.

3. **Improved Customer Engagement and Communication:** Social media facilitates direct interaction between businesses and their customers. This two-way communication allows for building relationships, addressing customer concerns, and fostering a sense of community.

4. **Enhanced Audience Targeting and Segmentation:** Social media platforms allow businesses to target specific demographics, interests, and behaviors. This enables them to tailor their content and messaging to reach the most relevant audience segments, leading to higher engagement and conversion rates.

5. **Increased Website Traffic and Lead Generation:** Social media can be a

powerful tool for driving traffic to a business's website. By sharing engaging content and providing clear calls to action, businesses can encourage users to visit their website and learn more about their products or services.

6. **Competitive Advantage and Insights:** Social media allows businesses to monitor their competitors' activities and learn from their strategies. Analyzing competitor performance and audience engagement can provide valuable insights for optimizing their own social media efforts.

7. **Measurable Results and Data-Driven Decisions:** Social media platforms provide valuable analytics and data that allow businesses to track the performance of their campaigns. This data-driven approach enables them to make informed decisions, optimize their strategies, and improve their overall marketing effectiveness.

II. LITERATURE REVIEW

Literature review is among the most important steps in the process of any research work. Literature review is to find out and understand the main objective of a particular subject or research which has been taken by the researcher. It is a record which shows what has been done in this regard in the recent past. Thus, it is the current trend

in the selected subject when the review of literature is made by the researcher. He/she will become an expert in his/her subject and eventually become a master. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicates what type of methodology should be adopted by various experts and researchers.

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003)

In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been

conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the most effective factor that influences buying behaviour of customers.

Muhammad Shafiqul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customers. The study involved the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media. Their study says that shoppers' decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

Raghuram Iyengar et al., (2012)

Investigated in Korea, how friends influence shopping through Social

Network. Their study concentrates on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media networks", the second question is "if there is such influence which consumers are affected ". To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and non buying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behaviour.

Mir et al., (2012)

Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Dhegiha et al., (2013)

Their study analyses the knowledge inheritance on customer's action and brand reputation. Knowledge inheritance on social media happens once a person observes the behaviour of others and

makes a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand. The study aims at customers who have trust on brand image. These kinds of customers are influenced by decisions taken by others.

TeenaBagga et al., (2013)

The study analyses the inner and outer factors of consumer's online buying behaviour. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behaviour. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Garima Gupta (2013)

In her paper analysed the influence of social media on product buying. The results proved the actual fact that social

media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

GeetanjaliNaidu et al., (2013)

Their study analyses the influence of social media in purchasing behaviour of customers in Raipur. According to the survey result 75% of Indian youth use the internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding products.

Balakrishnan., (2014)

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75%. 3

hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers. Social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

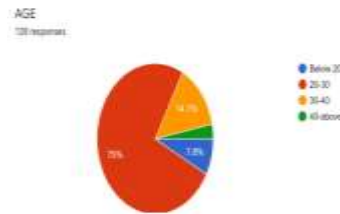
Aindrila Biswas et al., (2014)

In her paper, aims to look at the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. An equation modeling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

III.DATA ANALYSIS AND INTERPRETATION

3.1 Below are the analysis done during the research study

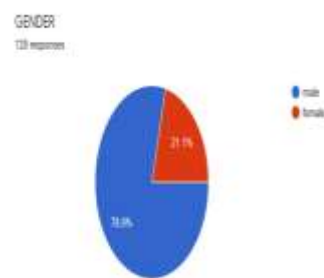
Particulars	No. of Respondents	Percentage of Respondents
Below - 20	10	7.8%
20 - 30	96	75%
30 - 40	18	14.1%
40 - Above	04	3.1%
Total	128	100%



From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

3.2 Gender profile

Particulars	No. of Respondents	Percentage of Respondents
Male	101	78.9%
Female	27	21.1%
Total	128	100%

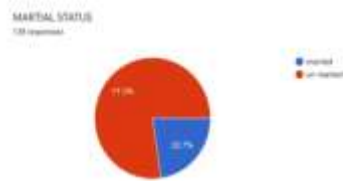


Interpretation

From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

3.3 Marital Status

Particulars	No. of Respondents	Percentage of Respondents
Married	99	77.3%
Un Married	29	22.7%
Total	128	100%



Interpretation

From the above data total respondents are 128 from which 77.3% are the Respondents are Married & 22.7% are Un Married

IV.FINDINGS

The study revealed that 93% of marketers indicated their social media efforts generated greater business exposure, while 87% reported increased traffic as the second major benefit. Among respondents, the majority were between 20–30 years old (75%), male (78.9%), unmarried (77.3%), and postgraduates (45.3%), with a large proportion being students (43.8%). In terms of income, most fell below ₹2,00,000 annually (60.2%). Online shopping was found to be a common practice, with 98.4% engaging in it, most frequently once a month (31.7%), and many having shopped online for over 2–5 years (39.8%). The key motivators for online shopping were convenience and time savings (55.5%), yet 64.1% reported facing problems,

with the most common being cheap product quality (44.5%). In terms of internet usage, 40.6% used it more than 4 hours a day, while 55.5% described their internet proficiency as intermediate. Online shopping was reported to be done occasionally (40.6%), with 36.7% moderately involved in family decision-making for purchases. Furthermore, 53.9% had shopped online for reasons other than necessity, and 37.5% sometimes relied on social media information when uncertain about purchases. Additionally, 47.7% admitted to changing their initial decisions after reviewing relevant information on social media.

V.CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing

to Digital advertisements of businesses and their products.

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