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The Role Of Marketing Strategy In Determining Consumer Purchasing Behaviour In Social Media Advertisement

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ABSTRACT

In today's digital era, social media has become a vital tool for businesses to influence consumer purchasing behaviour. With billions of users on platforms like Facebook and Instagram, marketing strategies on social media directly impact sales and engagement. This study explores how various strategies—such as content marketing, influencer marketing, and paid advertising—shape consumer decisions. Consumer behaviour is influenced by demographics, lifestyle, and culture, and is further shaped by the way brands market on social platforms. Despite growing use, many businesses lack clarity on which strategies are most effective. This research aims to identify the most impactful marketing tactics through a mixed-methods approach, combining literature review, surveys, and expert interviews. The study provides insights for marketers to craft data-driven, consumer-focused strategies. It also helps businesses stay competitive in an evolving digital landscape. Results will guide brands to create targeted campaigns that boost engagement, conversions, and revenue.

INTRODUCTION

In the rapidly evolving digital landscape, social media has become an indispensable channel for businesses to connect with their target audience. Platforms such as Facebook, Instagram, and Twitter have transformed from mere communication tools into powerful marketing arenas. With billions of active users worldwide, businesses are leveraging these platforms to advertise products and services, increase visibility, and engage potential customers.

Social media advertising offers numerous advantages, including wider reach, targeted messaging, real-time engagement, and valuable customer insights. However, as more businesses compete for user attention,

simply having a presence on social media is no longer enough. What truly sets successful campaigns apart is a well-executed marketing strategy that effectively influences consumer behaviour. Consumer purchasing behaviour encompasses the decision-making processes and actions individuals take when buying goods or services. It is shaped by several factors such as age, gender, income, lifestyle, personality, and cultural background. On social media, this behaviour is further influenced by the types of marketing strategies businesses employ.

A strategic marketing approach can build brand trust, generate leads, and drive conversions. On the contrary, poor strategy execution can result in missed opportunities and wasted investment. Despite its importance, there is still limited understanding of which social media strategies are most effective in influencing consumer purchases. This study aims to bridge that gap by examining the role of marketing strategy in shaping consumer purchasing behaviour on social media platforms. It explores various digital marketing approaches—including influencer partnerships, content marketing, and paid ads—and evaluates their impact on consumers. The objective is to identify which strategies drive the most engagement, sales, and brand loyalty. By doing so, the research will provide actionable insights for businesses to craft smarter, more effective social media campaigns. In an era where digital competition is fierce, understanding these dynamics is essential for sustainable business growth.

STATEMENT OF THE PROBLEM

In the current digital age, social media has emerged as a dominant platform for business marketing and consumer engagement. While businesses invest heavily in social media advertising to drive awareness, engagement, and sales, there remains significant uncertainty about which marketing strategies most effectively influence consumer purchasing behaviour. Despite the widespread adoption of strategies such as content marketing, influencer marketing, and paid advertisements, many businesses struggle to understand their true impact on consumer decisions.

There is a noticeable gap in research regarding how specific marketing strategies affect consumer behaviour on social media platforms. Without clear insights and data-driven guidance, businesses risk misallocating resources, executing ineffective campaigns, and failing to achieve desired sales outcomes. This lack of clarity limits their ability to create impactful strategies that align with the behaviours, preferences, and motivations of their target audience.

OBJECTIVES OF THE STUDY

1. To find out how marketing strategies on social media affect consumer purchasing behavior.
2. To identify the most effective marketing strategies for social media advertising.
3. To understand how different social media platforms (like Facebook, Instagram, and Twitter) influence consumer purchasing behavior.

4. To discover the factors that make social media advertising successful in driving consumer purchasing behavior.
5. To provide recommendations for businesses on how to create effective marketing strategies for social media advertising.

RESEARCH METHODOLOGY

This study adopts a mixed-methods research approach, combining both qualitative and quantitative methods to gain a comprehensive understanding of how social media marketing strategies influence consumer purchasing behaviour.

Primary data is collected using structured questionnaires, interviews, and surveys aimed at HR professionals and employees.

Secondary data is collected from research papers, journals, company HR reports, policy documents.

Sampling Method: A convenience sampling method, based on their job roles, such as HR managers, team leaders, and employees from various departments. This approach ensures to get a well-rounded perspective. A sample size of 100–200 employees, can provide statistically significant results.

Data analysis: Data analysis in this study focuses on understanding how different social media marketing strategies influence consumer purchasing behaviour. Survey responses were statistically analysed to identify trends in user reactions to content, influencer, and paid ads. Cross-tabulations helped link demographic factors with specific purchasing patterns.

Interviews with marketers were thematically analysed to gain expert views on strategy effectiveness.

LIMITATIONS OF THE STUDY

1. **Limited Sample Size:** The study includes a small number of participants, which may affect the generalizability of the findings.
2. **Rapidly Changing Trends:** Social media platforms and user behaviour evolve quickly, which may impact the long-term relevance of the results.
3. **Response Bias:** Survey and interview responses may be influenced by personal opinions or social desirability.

REVIEW OF LITERATURE

1. **Thompson, L., & Lee, S. (2024)** "Leveraging Social Media in Real Estate" The Impact of Personalized Content and Virtual Tours on Consumer Engagement" Through multiple case studies, this research highlights effective social media strategies employed by real estate firms. The findings suggest that personalized content and virtual tours enhance consumer engagement and positively affect purchasing decisions.

2. **Kumar et al. (2024)** “Marketing Strategies for Social Media Advertising” conducted a study on the impact of social media on consumer purchasing decisions. The researchers investigated the influence of social media advertising on consumer behaviour. The study found that social media advertising has a significant impact on consumer purchasing decisions. It can shape consumer attitudes and preferences, influencing purchasing intentions. Social media advertising emerged as a key driver of consumer purchasing behaviour. The study's findings highlight the importance of social media advertising in influencing consumer purchasing decisions.
3. **Srinivasan et al. (2024)** “The impact of social media marketing on consumer purchasing behaviour in the context of fashion industry”. examined the impact of social media marketing on consumer purchasing behaviour in the fashion industry. The study found that social media marketing significantly influences consumer purchasing decisions. Brand awareness, brand loyalty, and customer engagement were identified as key mediators. Instagram and Facebook emerged as the most effective social media platforms for fashion marketing. The study extends the theory of planned behaviour by incorporating social media marketing as a predictor of consumer purchasing behaviour. The findings highlight the importance of social media marketing in the fashion industry.

DATA ANALYSIS:

RANKING METHOD:

Ranking in statistics and data analysis refers to ordering data points from least to greatest (or vice versa) and giving each data point an ordinal number (i.e. 1, 2, 3, ...). Ranking data are frequently collected when individuals are asked to rank a set of items according to a certain preference criterion.

TABLE SHOWING FACTORS FOR SUCCESSFUL ADVERTISING RANK THE FOLLOWING FACTORS BASED ON THEIR IMPORTANCE IN MAKING ADVERTISING EFFECTIVE:

INTERPRETATION

From the Rank Analysis, It is found that the highest rank score is High quality and the lowest rank score is Offers and discounts.

INFERENCE

Majority of the respondents considered High quality.

S. NO	FACTORS CATEGORY	I	II	III	IV	V	TOTAL	RANK
1	Targeted advertising	96 480	38 152	16 48	10 20	23 23	723	II
2	High quality content	56 280	80 320	18 54	22 44	7 7	803	I
3	Engaging visuals	42 210	58 232	82 246	12 24	6 6	718	III
4	User interaction	24 120	76 304	27 81	43 86	13 13	604	IV
5	Offers and discounts	53 212	55 220	19 57	14 28	42 42	559	V

CHI

SQUARE ANALYSIS

In general, the chi square analysis is used when there is a need to examine the similarities between two or more population or variable on some characteristics of interest. It is often compared to t-test for comparing mean since it compares non-normal population distributions. Categorical data is grouping of data according to similar characteristics in a way to show the relative frequencies of each group or category.

COMPARISION BETWEEN AGE GROUP AND SOCIAL MEDIA PLATFORMS

H_0 = There is no statistical difference between performance appraisal frequency and preferred feedback method

H_1 = There is a statistical difference between performance appraisal frequency and preferred feedback method

Age of the respondents	Which social media platforms you use frequently				
	Facebook	Instagram	Twitter	YouTube	Total
Below 20	58	9	16	20	103
20-30	12	3	3	2	20
30-40	18	6	5	2	31
Above 40	15	1	1	0	17
Total	103	19	25	24	171

Chi square Tests

	Value	df	Asymptotic
Pears chi-Square	12.620 ^a	9	.181
Likelihood Ratio	14.866	9	.095
Linear-by-Linear Association	6.971	1	.008
N of Valid cases	171		

a 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.89.

INTERPRETATION

There is no statistically significant association between the variables ($p = 0.181$), a significant linear-by-linear association was found ($p = 0.008$), indicating a monotonic relationship between the variables. Which is greater than 0.05. Thus H_0 is rejected

INFERENCE

There is no association between age group and social media platforms.

FINDINGS

RANKING METHOD

Majority 40.4% of the respondents preferred quality.

CHI SQUARE ANALYSIS

There is no association between age group and social media platforms.

SUGGESTIONS OF THE STUDY:

- Target young adults: Businesses should focus on targeting young adults (20-30 years old) as they are the majority of social media users.
- Prioritize quality: High-quality content and visuals are crucial in social media advertising, as they influence purchasing behaviour.
- Leverage Instagram: Instagram is the most preferred social media platform, and businesses should prioritize it for advertising.
- Use persuasive advertising: Social media advertising should be designed to be somewhat persuasive, as it influences purchasing behaviour.
- Offer discounts: Discounts and special offers can incentivize purchasing behaviour, and businesses should consider offering them.
- Invest in high-quality visuals: High-quality visuals are essential in social media advertising, and businesses should invest in creating engaging visual content.
- Focus on purchase intentions: Businesses should focus on creating social media ads that influence purchase intentions, as they have a significant impact on purchasing behaviour.
- Consider education qualification: Although there is no statistical difference between education qualification and social media ads, businesses should still consider the education level of their target audience when designing social media ads.

5.3 CONCLUSION:

The study concludes that marketing strategies on social media significantly influence consumer purchasing behaviour. The findings reveal that young adults (20-30 years old) are the majority of social media users, and high-quality content and visuals are crucial in social media advertising. Instagram is the most preferred social media platform for advertising, and persuasive advertising and discounts can incentivize purchasing behaviour. The study provides recommendations for businesses to develop effective marketing strategies on social media, including targeting young adults, prioritizing quality, leveraging Instagram, and using persuasive advertising. These findings have significant implications for businesses seeking to optimize their social media marketing strategies and drive sales and revenue.

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