SOCIAL MEDIA STRATEGIES IN DIGITAL MARKETING INFLUENCING MODERN-DAY CONSUMERS

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Abstract:

Modern consumers who use digital technologies for shopping and entertainment are known as digital consumers. They cannot evade the influence of social media. Unavoidably, modern consumers are exposed to advertisements that indirectly raise their awareness of a product or service. The objectives of the strategies employed by social media marketers are to raise awareness and clarify the necessity of their products/services. Primarily, social media marketers utilize big data, which consists of various consumers' online activities collected from multiple sources, including search engines, e-commerce websites, and other online activities. These data are collected by marketers and analysed by artificial intelligence, which suggests the most effective individualised advertising strategies for each consumer segment. In this paper, the author explains how social media strategies enable digital marketers to influence and retain modern consumers for extended periods. The authors collect primary data from various modern consumers via Google forms and secondary data from previously published research articles, theses, blogs, and websites.

Keywords: *Social Media, Digital Marketing, Big-Data analysis, Artificial Intelligence, Modern-Consumers*

Introduction:

Earlier marketing was related to complete planning to acquire new consumers and retain them, but now things have changed because of technology. In this technical era, marketing must evolve to sustain itself and serve its consumers better. Though there are many types of modern marketing approaches for consumers, social media marketing has its significance; because of the pandemic, everyone started using Smartphones and came into the technological world, so marketing also planned to capture and use this opportunity to serve better their existing and prospective consumers, for that marketers believed social media marketing would be the right approach to capture more number of audience and turn them into consumers.

However, primarily it is essential to understand what is Social Media. "Social media" refers to websites and programs emphasizing communication, community input, engagement, content sharing, and user cooperation. People utilize social media to keep in touch with friends, family, and groups they care about. Businesses use social networking applications to market and promote products, track customer complaints, and address them. Websites that are directed at end users typically include social features, such as comment sections for users. Numerous tools are available to aid businesses in monitoring, evaluating, and analyzing the attention they receive via social media, including how their brand is perceived and the insights consumers provide. The use of social media is rapidly growing around the world. Mobile applications significantly improve the accessibility of these sites. Examples of well-known social media sites that can be used for various purposes are Twitter, Facebook, and LinkedIn.

Digital marketing types of approaching modern-day consumers:

Search Engine Marketing (SEM)

Search engine marketing, also known as SEM, is a technique used in digital marketing that aims to boost the visibility of a website in search engine results pages, also known as SERPs. Bringing in visitors for your internet site through engines like Google is not a clean undertaking, that's why search engine optimization and percent paintings to inspect bringing stated visitors in both paid and unpaid manner. Percent paid advertising, and search engine optimization, which works on bringing in natural traffic.

Search Engine Optimization (SEO)

We'll start with search engine optimization, which stands for SEO. Search engine optimization optimises your commercial enterprise for search engines like Google, and Bing. It's transferring you up the quest engine effects page ratings to have higher visibility for customers looking for your website. Many people don't have trouble scrolling to web page 2 of search engines like Google, so optimization is vital to paintings if you need to generate extra enterprise from online searches. Never is search engine optimization a quick repair. While our clients sign up for SEO, we usually tell them the system will take time to yield outcomes.

Pay-Per Click (PPC)

Pay-Per Click or PPC is a shape of advertising on search engines like Google and Bing. It's a way of shifting to the top of search engine outcomes pages using paid. It's referred to as PPC because your advert account is charged whenever considered one of your adverts is clicked. The price of every advert, or CPC (fee in line with a click), relies upon the excellent score of your internet site and the selected keyword's opposition. Campaigns may be a brief answer, and many use it to shift products or seasonal deals to boost revenue. There are around four spots for advertisements on Google, so getting your website for a particular keyword can be challenging. SEO work is set your rating being 'earned'; however, percent your rating on the primary web page is offered.

Social Media Advertising (SMA)

Social media advertising and marketing is the procedure of operating on marketing via, you guessed it, social media. With social platforms like Facebook, Twitter and Instagram (to call a few) -growing, corporations on-line want to invest in social media advertising to grow their following and attain an entirely

new pool of ability customers. Dependent on your business type, there's a social community accessible to you. All businesses might do well to be on Facebook, but LinkedIn is the one for you if you specialize in B2B. If you're a 'visible business', then Instagram is the right.

Content material marketing

This marketing fashion is more extraordinary than the previous ones we've noted. It's no longer a lot about at once marketing products and services to clients; however alternatively, growing enriching and treasured content material that complements client experience. Some of the world's largest manufacturers will actively submit blogs, photos and films referring to their commercial enterprise, which might be excellent and informative too. It establishes your business as a brand and essentially makes your clients more like you. It's like selling your emblem without the goal of an incentive to trade whatever is behind your posts.

Email Marketing

Every other form of advertising and marketing is electronic mail marketing; you've guessed it, it entails email. It's a shape of direct advertising which sends statistics, offers, blogs etc., immediately to your emailing list's inboxes via a sea of electronic mail, your advertising and marketing email will appear, but the trick is getting it read. Happily, there are email marketing tools and companies (like us), which could assist you. Email advertising and marketing is an exceptional way of reaching your clients, interacting with them after purchases or even sending them a newsletter. Be warned. Sending unsolicited emails will land you an area within the spam field. So, ensure you've collected your electronic mailing list with the aid of your very own way and no longer from a 3rd-birthday celebration corporation. They must be your customers or have opted into receiving your e-mail.

Mobile marketing

Mobile advertising and marketing spans all forms of digital advertising and marketing we've noted above. Whether or not it's cell social commercials, mobile search ads, cellular television and radio ads, each shape of digital marketing we've stated may be transferred to the cell. Businesses worldwide are moving extra of their advertising and marketing price range into mobile because consumers spend more time on their cell devices than any other device." – (Revive. Digital, 2018)

Objectives of the research:

1. To know about how consumers engage in social media
2. To find out how effective social media advertising is in a purchase decision
3. To analyse the various social media factors influencing consumers to decide on purchase
4. To find out the satisfaction level of consumers on post-purchase decisions using social media advertising

Literature Review:

1. *Gangadeep K Nagar & R Gopal (2014),* "In this text, the writer analyses the functions associated with the buying behaviour of digital consumers, purchaser shopping for behaviour in admire of virtual shopping changed into studied the use of one-of-a-kind socio-economic variables. The researchers explain the drivers of purchaser's mind set and goal to keep at the net and clients' beliefs concerning ease of use and value. End derived from the evaluation that assessment of customer buying behaviour can contribute to a higher expertise of purchaser buying behaviour in appreciate of digital buying".

2. *Kahlid Sheikh & Danish Khan (2021),* "advancement in era infrastructure, net penetration and get admission to with the aid of the agricultural and urban humans shows there is a wonderful opportunity for the on-line market in the destiny, it has been witnessed that the government help, FDI investment, fast net penetration and young age populace a majority of these elements favouring e-trade have wider scope inside the coming years".

3. *Tahir Salim Zari (2021),* "The researcher explores the significance of digital advertising and marketing in this aggressive generation; according to the researcher, clients prefer online purchasing that is secured thru virtual price. It is also concluded that the demographical factors are substantially correlated and influence the customers' purchase choices because of digital marketing".
4. *Boulouiz Abdelwafi, Allovi & Guettaf Abdellcader (2021),* "The researcher explains how the patron buying behaviour were converted in the light of latest trends in virtual advertising, it has prompted a thorough change inside the virtual world of each of the companies, this by using adapting them to a new way of doing commercial enterprise, which at once affected client behaviour".

5. *Man Lai Cheung, Guil Herme Pires, Philip J. Rosen Berger (2020),* "The researcher reveals that interplay, digital global-of-mouth and trendiness are the important elements without delay influencing patron logo engagement, then strengthening logo recognition and information."
6. *Blend Ibrahim, Ahmed Aljarah, Bashar Ababneh (2020),* "the author interpreted that there is a tremendous relationship among social media advertising sports and brand fairness, reflecting a big effect; furthermore, the outcomes show the context characteristics do no longer slight the relationship among social media advertising activities, brand equity and buy purpose".
7. *Fathima Shahina & Vilani Sachitra (2021),* "According to the author, the customers usually try and discover extra facts approximately various services and products interestingly to complete their wishes, the researcher concluded that cellular app advertising is the influencing medium for the purchaser attitudes and acts as a mediating thing for the relationship among mobile app advertising and consumer buying behaviour".
8. *Bin-yaw Shin, Chen-Yuan Chen, Zih-Siang Chen (2012),* "the writer concluded that a properly-designed search engine optimization approach with social networking can efficiently decorate the website's visibility and publicity. Any such method will sooner or later contribute to universal website online traffic and improve interplay with clients

Research Methodology:

An online survey was done using a Google Forms questionnaire, and 124 people responded. Respondents' questionnaires were gathered online and analysed using SPSS. Frequency Distribution and One-Sample T-Test analyses were performed on the data collected from the respondents..

TABLE 1 AGE OF THE RESPONDENTS

	No. of Respondents	Percentage
Less than 21	12	10
21 – 30	68	55
31 – 40	40	32
41 – 50	4	3

Above 50	0	0
Total	**124**	**100**

Source: Primary Data

TABLE 2 GENDER OF THE RESPONDENTS

	No. of Respondents	Percentage
Male	76	61
Female	48	39
Total	**124**	**100**

Source: Primary Data

TABLE 3 OCCUPATION OF THE RESPONDENTS

	No. of Respondents	Percentage
Student	36	29
Research Scholar	4	3
Govt. Employee	4	3
Pvt. Employee	52	42
Business	28	23
Unemployed	0	0
Total	**124**	**100**

Source: Primary Data

From the above tables, the majority of the respondents are aged between 21 – 30 (55%) and 31 – 40 (32%) (Table 1), Male respondents are holding 61% of the respondents (Table 2), 67% of the respondents are UG Graduates, 61% of the respondents are pursuing their PG Degree, 42% of the respondents are working as Pvt. Employee (Table 3)

TABLE 4 DEVICE PREFERENCE FOR E-COMMERCE

	No. of Respondents	Percentage
Smartphone	56	45
Laptop	48	39

Tablet	4	3
Desktop	16	13
Total	**124**	**100**

Source: **Primary Data**

TABLE 5 ADVERTISING ON SOCIAL MEDIA AFTER INTERNET SURFING

	No. of Respondents	Percentage
Yes	88	90
No	12	10
Total	**124**	**100**

From the above tables, the majority of the respondents use Smartphone as their prime device for E-Commerce (45%) (Table 4), 52% of the respondents using E-Commerce for more than one year and less than two years, 39% of the respondents using E-Commerce to purchase Electronic products, 45% of the respondents using social media between 1 to 2 years, and 32% of the respondents using social media for more than 2 years, YouTube is the most preferred social media platforms for respondents (58%), 87% of the respondents purchase products/services based on social media advertising, 90% of the respondents experienced their Internet searching appeared as an advertisement in their social media platforms (Table 6).

Table 6: T-Test for the social media features in digital marketing influencing purchase activity

	N	Mean	Std. Deviation	Std. Error Mean	T value	Sig.	Rank
Easy to Understand	**124**	1.42	.837	.075	18.881	.000	**4**
Enough Details to make a purchase decision	**124**	1.65	.701	.063	26.146	.000	**1**
Response after enquiry	**124**	1.71	.853	.077	22.313	.000	**2**
Effectiveness in Persuading at relevant time	**124**	1.94	1.110	.100	19.421	.000	**3**
Post-Purchase satisfaction level through social	**124**	1.81	1.208	.108	16.658	.000	**5**

media advertisement							

From the above t-Test analysis Mean ranges from 1.42 to 1.94, respondents influenced for "Enough details to make a purchase decision" as their prime satisfactory feature of social media marketing (T-Value = 26.146, **Rank 1**), "Response after Enquiry" is their second important feature (T-Value = 22.313, **Rank 2),** Third feature namely "Effectiveness in Persuading at relevant time" (T-Value = 19.421, **Rank 3),** followed by "Easy to Understand" (T-Value = 18.881, **Rank 4)**, and "Post-purchase satisfaction level through social media advertisement" (T-Value = 16.658, **Rank 5)** respectively.

Future Implication of the Research:

This research is based on respondents from Chennai City. The result might change based on the locality of the respondents. This research discusses how social media influences users for making a purchase decision using digital marketing tools. Future research can be carried over based on these results that help the researchers and academicians get an overview and in-depth characterization of respondents on how they behave for different social media approaches. Post-purchase behaviour of the respondents is the essential aspect of this research, and it is the paramount feature which shows absolute satisfaction with how social media advertisements use digital marketing approaches for making purchase decisions of consumers.

Discussion

The findings of this study shed light on the importance of social media as a tool for reaching modern-day consumers. The influence of social media on consumer behavior has become unavoidable due to the widespread use of digital technologies for shopping and entertainment. Social media platforms often present non-skippable advertisements that create awareness about products and services. This implies that social media marketers have a significant role in shaping consumer perceptions and generating interest in their offerings.

One key aspect highlighted in the abstract is social media marketers' use of big data analysis and artificial intelligence. By leveraging these technologies, marketers can collect and analyze online activities from various sources, such as search engines, shopping websites, and other online platforms. This data-driven approach enables marketers to develop tailored advertisement strategies for different consumer segments, enhancing their campaigns' effectiveness.

The discussion should delve into the implications of these findings and provide insights into the significance of social media strategies for digital marketers. Considering the potential benefits and challenges associated with leveraging big data analysis and artificial intelligence in shaping consumer perceptions is essential. For instance, while personalized advertising can enhance engagement and conversion rates, it raises privacy and data protection concerns.

Additionally, the discussion should address the limitations of the study. For example, relying on an online questionnaire may introduce sampling bias or limitations in generalizability. Furthermore, secondary data sources may introduce potential biases or outdated information.

Conclusion:

In this research, the authors conclude that, effectiveness of social media is very important now-a-days to attract more number of audience and to retain the existing customers, after pandemic many number of online users engaging in social media which ultimately creates a new platform for marketers to gain new consumers from audiences, SMM is very effective in persuade consumers because of the Unique content selling to those consumers according to their needs, consumers believed there is enough information about the product to make a purchase decision in social media marketing and this is the prime features influenced consumers for using SMM for purchasing, because of lot of review about the products in the comment section of social media platforms, it is easy for them to categorize and analyse the real product features according to their essentialities, overall the authors conclude SMM is highly effective in persuading consumers and post-purchase behaviour of SMM users also gave high satisfaction level to their users.

One key finding of this study is the persuasive power of unique content tailored to individual consumer needs. Social media marketing allows for personalized messaging and product promotion, significantly influencing consumer decision-making. Consumers perceive social media platforms as valuable information source, providing sufficient details to make informed purchase decisions. Additionally, the abundance of product reviews and comments on social media platforms enables consumers to analyze and categorize real product features according to their specific requirements.

The overall conclusion drawn from this research is that social media marketing is highly effective in persuading consumers. The ability to engage with personalized content and access extensive product information contributes to consumer satisfaction and increases the likelihood of making a purchase. The post-purchase behavior of social media users also indicates high satisfaction among consumers who engage with SMM.

These findings underscore the importance for businesses to leverage social media as a strategic marketing tool. Incorporating effective SMM strategies can help companies attract new consumers, engage with existing customers, and ultimately drive business growth. However, it is crucial to continuously monitor and adapt social media marketing efforts to meet evolving consumer expectations and address potential privacy concerns.

Further research in this field could explore additional dimensions of social media marketing, such as the impact of influencer marketing, the role of different social media platforms, and the long-term effects of consumer engagement through SMM. By gaining a deeper understanding of these aspects, marketers can refine their strategies and maximize the benefits derived from social media as a powerful marketing tool.

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