


Chapter 6

The Impact of Social Media Marketing on Consumer Behavior in the E-Commerce Industry

Swati Chawla

 <https://orcid.org/0000-0001-5543-9764>

Amity School of Business, Amity University, Noida, India

Kirti Tanwar

Amity Business School, Amity University, Noida, India

Puja Sareen

 <https://orcid.org/0000-0002-4927-5641>

Amity Business School, Amity University, Noida, India

ABSTRACT

This study investigates the impact of social media marketing activities on brand awareness and purchase intention in the e-commerce sector. Utilizing a quantitative survey approach, data was collected from social media users aged 18-35 who engage in online shopping. The findings indicate that activities such as content marketing, influencer marketing, social media advertising, and brand-consumer engagement significantly enhance brand awareness. Furthermore, brand awareness positively influences purchase intention, highlighting its mediating role in the relationship between social media marketing and purchasing behavior. The implications suggest that e-commerce brands should prioritize developing targeted, personalized content, leveraging influencer partnerships, and increasing interactive opportunities. Utilizing advanced analytics is also crucial for optimizing social media marketing strategies. As the digital landscape evolves, brands must remain agile and responsive to shifts in consumer behavior to maximize their return on investment in social media marketing.

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1. INTRODUCTION

In recent years, social media has transformed the landscape of digital communication, revolutionizing the way businesses interact with their target audiences. The exponential growth of platforms such as Facebook, Instagram, Twitter, and LinkedIn has created unprecedented opportunities for companies to engage with consumers, build brand awareness, and drive sales. As a result, social media marketing has emerged as a vital component of modern marketing strategies, capturing the attention of both academics and industry professionals. With the rapid proliferation of social media platforms, businesses are leveraging these channels to engage with consumers and build their brand presence. Social Media Marketing (SMMAs) have become a cornerstone of modern marketing strategies, encompassing various tactics such as content marketing, influencer partnerships, targeted advertising and interactive engagement (Moslehpour et al., 2021; Yadav & Rahman, 2018). In this study, the relationship between SMMAs and purchase intention is examined, emphasizing the mediation role of brand awareness. Social Media tools largely influence consumer behaviour, offering valuable insights for e-commerce businesses seeking to enhance their market effectiveness.

Social media's ability to facilitate dynamic, pervasive, and frequently real-time contact drastically alters the field of brand management. A thorough comprehension of this shift is essential since it could have a significant impact on a brand's success. The body of research on social media's effects on brands is growing, but it does not systematically identify the main obstacles to brand management in this new setting (Gensler et al., 2013). Social media thrives on its ability to foster direct and meaningful interactions between businesses and customers. With mobile phones becoming ubiquitous, businesses can deliver targeted advertisements, interact via influencer campaigns, and engage customers through interactive content such as polls, live polls, user-generated-content (UGC). This has made traditional, one-way communication methods such as print or television advertising seem less engaging to a growing segment of tech-savvy consumers. Moreover, unlike traditional marketing, social media platforms such as Facebook, Twitter offer analytics that enable businesses to monitor their marketing efforts. Therefore, the flexibility, cost efficiency and immediacy of social media marketing has made it an indispensable tool in today's digital era. However, social media has huge benefits over traditional marketing but its relationship with traditional marketing is complex (Kohli et al., 2015). Many studies argue that consumers are the brand ambassadors, therefore there is a need to craft a social media strategy that enhance consumer awareness.

Many believe that social media has the tendency to disrupt traditional marketing. Since the landscape is changing, as mobile platforms have expanded, businesses are changing the way they are operating. With the advent of technology, certainly social media is definitely going to stay for long and businesses need to revamp their marketing strategies with the changing preferences of the customers. Many studies have argued that social media marketing will completely replace traditional marketing. However, there are studies pointing that social media marketing can amplify the efforts of traditional marketing instead of replacing it. Undoubtedly, the synergy between these two approaches can significantly enhance a brand's visibility and effectiveness. Businesses can adopt integrated approach, whereby designing social media strategies and implementing Social Media Activities (SMMAs) that can drive traffic to traditional marketing effort. For example, a hashtag campaign tied to a TV advertisement can spark a viral trend, increasing the reach and impact of the original ad. Hence, e-commerce companies can extensively utilize SMMAs by adopting an omnichannel strategy. For example, a newspaper advertisement carrying a QR Code linking to their social media platform will combine the trustworthiness of traditional media with

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