Research Paper

The Impact of Social Media Marketing on Consumer Buying Behaviour: A Study in Sitamarhi Region

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ARTICLE DETAILS	ABSTRACT
Corresponding Author: Shivanjali Sinha *Key words:* Social Media, Consumer Behaviour, Sitamarhi	This study explores the impact of social media marketing on consumer buying behaviour with a specific focus on the Sitamarhi region. Social media platforms have emerged as powerful tools for influencing purchasing decisions through advertisements, influencer endorsements, and interactive engagement. The research examines how factors such as brand visibility, peer reviews, and promotional content affect consumer perceptions and choices. Using surveys and interviews, data is collected from local consumers to understand the extent of influence. The findings aim to highlight regional consumer patterns and provide insights for businesses to optimize their social media strategies in Sitamarhi.

1. Introduction

In the modern business environment, branding and customer engagement have become pivotal for organizational success, sustainability, and long-term profitability. As globalisation accelerates and digital technologies evolve, social media platforms have emerged as powerful tools for advertising and marketing across industries. These platforms not only enhance the visibility of products and services but also redefine consumer interaction, behavior, and decision-making processes.Social Media Marketing (SMM) leverages platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn to engage users through content sharing, product promotion, customer feedback, and community building. Unlike traditional marketing, SMM offers businesses a low-cost yet highly effective channel to reach and influence large audiences directly, enabling more personalized and interactive brand communication. In today's fast-paced world, where consumers seek convenience and instant access to information, social media bridges the gap between companies and end-users by offering real-time insights into both consumer preferences and brand performance. The dynamic nature of SMM has transformed marketing strategies from one-way promotional messages to two-way interactive dialogues, creating a ripple effect— brands influence consumers, consumers influence peers, and peer reviews impact future buying decisions. This interconnected digital ecosystem significantly contributes to brand authority, customer loyalty, lead generation, search engine optimization, and cost-effective promotion. Furthermore, platforms like Instagram and Facebook have become vital sources for product discovery, with user-generated content (e.g., reviews, recommendations) serving as digital word-of-mouth marketing. From a theoretical perspective, the impact of SMM on consumer behavior can be analyzed through frameworks such as Consumer Socialization Theory, which highlights the role of peer communication and environmental interaction in shaping consumer attitudes, preferences, and decision-making. Social media, as a communication environment, fosters active engagement that significantly influences consumer cognition and affect.

This paper aims to explore the impact of social media marketing on consumer behavior, focusing on the Sitamarhi region in Bihar, India. It analyzes how various social media platforms influence consumer decisions, foster brand engagement, and contribute to organizational marketing effectiveness.

2. Methodology

Research design
Descriptive Research design has been used which clearly indicates that the study is about the characteristics of individuals

or investors towards their investments.

Sampling technique
The sampling technique used in the project is Stratified Random Sampling. Stratified random sampling is the procedure of dividing the population into different strata and choosing one among them for analysis.

Sample Size
The survey will be conducted on the basis of sampling methods. The total population Is 200 customers. The researcher is going to develop sample design, the respondents will be collecting the information from 200 customers that is 1% of the population were selected for the present study in Sitamarhi city.

3.Results
Table 1. Demographic Profile of Respondents
a) Age of Respondents

Age Group	Number of Respondents	Percentage
Below 20	10	10%
21–30 years	55	55%
31–40 years	20	20%
41 and above	15	15%

The majority (55%) of respondents are from the 21–30 years age group, indicating that young adults are the most active users of social media platforms in the region.

b) Gender of Respondents

Gender	Number of Respondents	Percentage
Male	60	60%
Female	40	40%

There is a slightly higher participation from males (60%), but both genders are significantly represented in the study.

c) Occupation

Occupation	Number of Respondents	Percentage
Student	45	45%
Working Professional	30	30%
Business Owner	15	15%

Students form the largest respondent group, reflecting high engagement with social media and marketing content among the youth.

Table 2. Social Media Usage Patterns
Most Frequently Used Social Media Platforms

Platform	Number of Users	Percentage
Facebook	40	40%
Instagram	30	30%
WhatsApp	20	20%
YouTube	5	5%
Twitter/Other	5	5%

Facebook and Instagram are the most preferred platforms for both social interaction and marketing engagement in the Sitamarhi region.

Daily Time Spent on Social Media

Time Duration	Number of Respondents	Percentage
Less than 1 hour	10	10%
1–2 hours	35	35%
2–4 hours	40	40%

About 75% of respondents spend more than 1 hour daily on social media, reflecting the potential of these platforms for marketing and brand outreach.

Influence of Social Media on Consumer Behavior
a) Have You Purchased Any Product Seen on Social Media?

Response	Number of Respondents	Percentage
Yes	70	70%
No	30	30%

A significant 70% of respondents have purchased products after seeing them on social media, confirming its influence on

buying decisions.

What Type of Products Do You Usually Buy via Social Media Ads?

Product Type	Number of Respondents	Percentage
Clothing & Accessories	45	45%
Electronics	25	25%
Cosmetics & Personal Care	15	15%
Food & Grocery	10	10%
Other	5	5%

Fashion-related products dominate social media purchases, especially among younger users.

4. Conclusion

This study clearly indicates that social media marketing plays a significant role in influencing consumer behavior, particularly among the younger demographic in Sitamarhi, Bihar. Platforms like Facebook and Instagram have become essential tools for businesses to connect with consumers, build brand awareness, and drive sales. Most consumers are influenced by visual appeal, offers, and online reviews. While social media has proven effective in promoting consumer engagement and boosting purchases, the need for responsible marketing, transparency, and consumer awareness remains crucial. As social media continues to evolve, businesses and marketers must adapt to emerging trends, personalize content, and uphold ethical standards to remain competitive in the digital marketplace.

5. Suggestions

Based on the findings, the following suggestions are made:
1. For Marketers:
   - Invest more in visually appealing advertisements and influencer marketing to increase engagement.
   - Provide competitive discounts and offers to attract price-sensitive consumers.
   - Focus on building trust through customer testimonials and honest product reviews.
2. For Businesses:
   - Prioritize mobile-friendly and targeted marketing campaigns tailored for platforms like Facebook and Instagram.
   - Engage with young audiences through creative content strategies.
   - Ensure transparency in product descriptions, return policies, and pricing to increase consumer confidence.
3. For Consumers:
   - Always verify seller authenticity and review product feedback before purchasing via social media.
   - Be cautious of misleading advertisements and verify offers with official brand websites.
4. For Policymakers:
   - Strengthen digital marketing guidelines to ensure ethical advertising practices.
   - Promote digital literacy to help users make informed decisions on social media.

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