



## **EXPLORING THE IMPACT OF SOCIAL MEDIA MARKETING ON THE CONSUMER BEHAVIOR IN FEMALE: A REVIEW ANALYSIS**

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### **Abstract:**

Marketing strategies in the modern era have been fundamentally transformed by social media marketing (SMM) in recent years. The traditional marketing framework has developed into a combination of traditional and SMM, which has resulted in a rising change in the buying decisions and/or behaviors of consumers across all age groups and genders within the market. It is for this reason that SMM and its possible connections to the buying behavior of consumers have piqued the attention of a great number of academics and entrepreneurs. As a result, the objective of this exploratory study is to conduct a comprehensive analysis of the past research that has been conducted on the concept of social media marketing, various aspects of it and the influence it has on the behavior of customers. There is a discussion of the relationships between SMM and consumer behavior in general, between SMM and the behavior of young consumers and between SMM and female consumers. In addition to providing a general overview of social media, social networking sites, social media marketing and consumer behavior, the review also discusses the relationships between SMM and female consumers. Despite the fact that it is exploratory in nature, this study has the potential to offer significant insights into the manner in which social media marketing is currently exerting a significant influence on consumers. This is especially true for owners of small and medium-sized businesses, who frequently lack the financial resources to employ traditional marketing methods and stand to benefit more from these methods.

The use of social networking websites by consumers has grown significantly in the current day and these users are affected in a number of ways by their usages. Numerous social networking sites have an impact on customer behavior. Numerous elements on social media platforms, such as Facebook, Instagram, YouTube and others influence and draw large numbers of users. Social media has developed into a powerful instrument that consumers utilize to inform their purchasing choices in the modern world. In the realm of all forms of advertising, social media marketing is one of the most effective tools and strategies. It is also highly significant. The primary goal of every businessman is, as is previously known, to grow the number of selling articles via the use of different marketing tools and approaches. The primary objectives of this study are to ascertain the anticipated connections that exist between multiple social media marketing activities, customer activities and consumer behavior and to investigate the ways in which social media marketing will ultimately influence the behavior of individuals who are most frequently engaged in the use of social media websites.

**Key Words:** Consumer Buying Behavior, Facebook, Female Consumers, Social Media Marketing, Social Networking Sites.

### **Introduction:**

The marketing strategy that is most successful for companies that are trying to interact with their prospective customers and clients is social media marketing, which is now widely regarded to be the most effective way. The old techniques of marketing have been displaced by social media, which has made accessible to companies a new set of opportunities to engage consumers in social engagement on the internet. consumers may now participate in social engagement on the internet. As a consequence of the Internet, particularly the influence of social media, the medium of communication that exists between customers and companies has been transformed [1]. As a result of the proliferation of social media websites and the internet, modern-day businesspeople are able to meet customers from all over the world with the simple press of a button. This is made possible by the internet. Due to the technology that the internet gives, consumers are able to search for items on the internet, read reviews and rankings of other people who have previously bought the product and do all of these things before making a purchase for the product. Social media platforms have the potential to transform the modes of communication that are used by buyers and sellers when interacting with one another. When it comes to making decisions regarding purchases, consumers are impacted by the experiences they have with e-commerce. The communication that takes place via the various social media platforms is a new platform

that enables the dissemination of information on various goods and services being offered. As a result of the fact that the vast majority of consumers make use of the internet and several other online social media platforms, the study of consumer behavior is the most essential activity for the marketing of goods and services [2]. Social media platforms are rapidly being used for a variety of purposes, including the introduction and promotion of products, as well as the administration of surveys. In today's world, social media has evolved into an indispensable marketing tool that can be used for a variety of different sorts of promotional activities. Due to the fact that this is the case, it is of the utmost importance to have a grasp of the ways in which social media will influence the behavior of customers.

Individuals were nevertheless able to interact with one another despite the fact that there was no language in use during that time period. Within the context of the modern world, there has been a substantial change in the manner in which individuals interact with one another. The advent of social media has made it possible for people of all ages to have access to a convenient form of communication [3]. As a consequence of the Internet, particularly the influence of social media, the medium of communication that exists between customers and companies has been transformed. In addition to the fact that it is possible to store huge amounts of data at a low cost in a variety of locations, the Internet has powerful search engines, the capacity to organize and distribute data, the capability to function as a physical distribution medium as software and very inexpensive pricing. Just a few of the many benefits that the Internet offers are listed below. People who are in business today have the ability to meet customers from all over the world with just the click of a button, all due to the internet and the availability of a range of social media websites [4]. The consumer is able to search for the product on the internet, see reviews and rankings of other customers who have previously purchased the items and accomplish all of this owing to the technology that the internet offers. This is all possible before the consumer makes a purchase. In today's world, customers are too reliant on technology and because the majority of consumers utilize computers, internet marketing is becoming more popular. The choice of consumers to make a purchase is impacted by social media via the processes of group communication. One of the new approaches to the development of the company is the web platform development. The communication techniques that vendors and purchasers communicate with one another are altered by social media [5]. Consumers are influenced in their decision-making process about purchases via e-commerce. Social media platforms facilitate the exchange of information about goods and services via communication channels. Given the prevalence of internet use and online social media platforms among consumers, the primary focus for marketing goods and services is studying consumer behavior. Social media platforms are now widely used for the promotion and advertising of products, as well as for conducting surveys. Social media has become a crucial marketing tool for many promotional activities in the modern day. Given this circumstance, it is vital to possess a comprehension of how social media is impacting customer behavior. [6].

#### **Concept of Social Media:**

Several experts in the field of Social networking platforms provide lexical meanings of words. "social media" and also provide definitions on the following points: A social communication platform that operates online and is powered by the internet's infrastructure.

- A two-way communication medium.
- A medium that permits creation and exchange of information.
- A medium that is supported by web technology services.
- Are platforms like Twitter, Facebook, Instagram, Youtube, Social Gaming, Blogs, Social Bookmarking, etc.

#### **The Proliferation of Online Social Networking Sites:**

As stated in the research published by Wikipedia ([www.en.wikipedia.org](http://www.en.wikipedia.org)), in the realm of social media, over 300 sites exist. Additionally, there are around 150 crore users all over the globe [7]. The most fundamental definition of a social network is an online community in which individuals go via profiles that are used to represent themselves to other people. One of the primary motivations for people to visit these websites in today's world is the profound shift in thinking that has taken place among millions of individuals due to the emergence of social media platforms. Social networking sites facilitate the effortless formation of friendships and the creation of groups centered on diverse hobbies, companies and other domains of fascination. The dissemination of images, as well as the interchange of viewpoints on subjects related to culture, cinema, sports, education and daily occurrences, needs little exertion. Social networking services facilitate the reconnection of former friends and aid in the restoration of shattered connections [8]. Social networking sites facilitate the dissemination of information, so fostering the growth of knowledge in the domains of culture, society and the economy. A significant catalyst for the proliferation of online social networks is their high level of user-friendliness. Anyone is able to create an account and communicate with anyone else. Most of the material that is posted on social networking sites is personal information, photographs, interests and other such things. In spite of the fact that social networking sites are still in the early stages of development, they already have a large number of software applications that are used all over the globe. When the industry reaches the maturity level, new applications will be developed. By facilitating the exchange of information and interests among users, social media platforms

place an emphasis on developing relationships with those who use them. There are a great number of social networking sites that are available all over the globe. Some examples of these sites are Facebook, MySpace, Orkut, Cyworld and LinkedIn [9]. With over 300 million active users from all over the world, Facebook easily surpasses all other social media platforms. This makes it the leader among the continually expanding list of social networking sites.

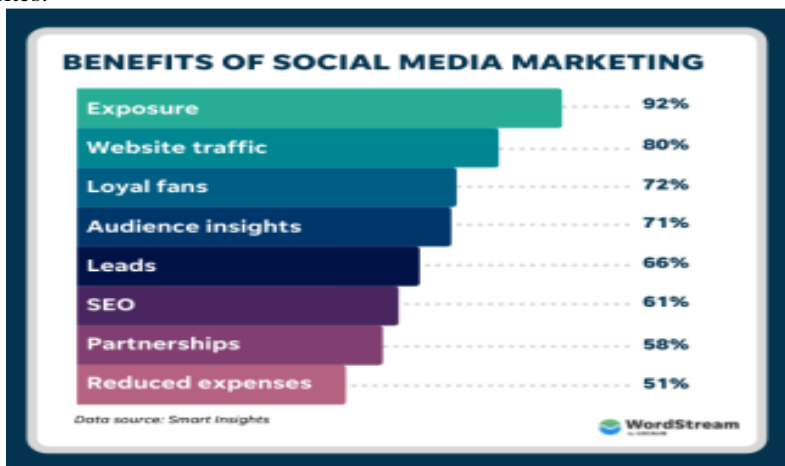


Figure 1: Benefits of Social Media Marketing

### Consumer Behavior:

The discipline of consumer buying behavior investigates the manner in which individuals and entities choose and integrate services and goods into their daily routines. Primarily, this focuses on psychology, motivations and actions, such as people' decision-making process when choosing between organizations, their approach to research and buy and how marketing efforts may be improved to effectively sway customers [10]. Consumer behavior is influenced by a variety of elements, including personal, psychological and societal influences. Individuals' hobbies and beliefs, which are influenced by their demography, are at the center of personal variables. The capacity to grasp information and the manner in which people see their own requirements are examples of psychological elements that are founded on the perceptions and attitudes of someone. Peer groups, financial status and the impact of online platforms are all instances of social influences that may shape an individual's behavior and choices.

### Stages in Consumer Buying Process:

- **Need Recognition:** Consumers reach to the point, when they become aware that they have a need for something and that satisfying that need via a purchase would fulfill that need [11]. For companies, this is a chance to use additional marketing methods in order to assist potential customers in recognizing a need or reevaluating a demand that already exists.
- **Information Search:** Prospects are now seeking for further information on the product that they are interested in purchasing at this point. Product reviews, websites, blog articles and advertisements on search engines may all be helpful in situations like these [12].
- **Evaluation of Alternatives:** Customers often use assessment criteria according to their priorities due to the availability of several things that may meet their needs. Currently, it is necessary to develop marketing strategies that aim to convince prospective clients that the product's features align with their needs.

## The Consumer Buying Process



Figure 2: The Consumer Buying Process

- Purchase Decision: The customer has examined a number of different products and compared them according to the criteria that they use to evaluate them. At this point, the customer has made the decision to go forward and commit to making the purchase.
- Post Purchase Behavior: There is more to the buying process than just making a purchase. The manner in which the client interacted with the goods would determine whether or not they were pleased with the products they had purchased [13]. It is typical for buyers to provide either good or negative feedback about the product, depending on whether they are happy or unsatisfied with the purchasing experience. Word of mouth, social media networks and online evaluations are all potential avenues for distribution of this information.

#### **Social Media Marketing and Female Consumer Behavior:**

An obstacle arose throughout the ongoing investigation when it aimed to build equivalent connections in reference to female clients. It was a challenging task since the research delved into the specific nature and extent of the influence that social networking marketing had on customer behavior. The female customers have not been the subject of any academic inquiry with the purpose of determining how various social media marketing strategies affect them. Consequently, the purpose of this study is to, in particular, provide some light on the subject at hand [14]. Numerous studies that have been conducted to far concentrate on the ways in which male and female customers behave differently when it comes to making purchases. Examining this information is very pertinent, especially for marketers seeking to develop targeted social media platforms marketing strategies and initiatives tailored to female customers. Research has shown that women exhibit higher levels of shopping activity compared to men and they also tend to have a more pronounced inclination towards pleasure-seeking purchases, as revealed by a study examining the purchasing behavior of urban women. Males and females possess different brain structures, which contributes to the higher likelihood of males being goal-oriented and task-oriented consumers, whereas females tend to be more inclined towards exploratory shopping. This is one of the reasons why this phenomenon occurs. This has been taken into serious consideration by a number of online companies that have social media profiles and they have attempted to capitalize on this by building various user interfaces for their websites and different content for their social media accounts specific to men and women. Two distinct versions of Zappos' landing page have been developed for the company's male and female customers, respectively. Zappos is an American online shop that specializes in selling shoes and clothes. The version that is geared toward males provides a straightforward navigation system based on product categories, but the one that is geared toward women places an emphasis on selling a feeling. During its Halloween ads, the company Asos, which is based in the United Kingdom and sells cosmetics and clothing online, employs distinct layouts? Men are able to browse individual goods, while women are able to see how the things would appear on them thanks to these gender-specific layouts. The shopping experiences of women are notably different from those of males in terms of their pleasure of shopping, their awareness of brands and fashions, their awareness of prices, their purchasing confidence and their awareness of convenience and time. According to a notable study conducted by Erasmus University, male consumers exhibit greater brand loyalty towards products like automobiles, home electronics, fashion and financial services that cater to their specific needs. On the other hand, female consumers display higher brand loyalty towards brands that provide exceptional service. In addition, the findings of this research shown that in order for companies to successfully market their goods, services, and/or brands to female customers, it is essential for them to establish and maintain personal connections with those consumers. Utilizing these observations to create content that is focused on female customers on social networking sites may provide advantages for these organizations. On social media, brands have the ability to place an emphasis on developing better and more personal connections with their customers. Consequently, when it comes to the development of their social media marketing strategy, firms may find these distinctions to be important [15]. Several marketing strategists have recommended incorporating online chat options, discussion groups, high-resolution visuals, customer-written product or service reviews, video clips and slide shows for apparel items to enhance the chances of attracting customers. This is particularly appropriate when targeting female consumers. Creating websites that are easy to use and that allow customers to simply return to things that they have previously seen and flip between categories that are relevant will also result in increased sales. When it comes to acquiring female customers, the most effective method is to make it social.

#### **Social Media & Consumer Behaviour: Challenges & Development**

The effect of social media plays an essential element in the process of consumer decision-making about purchases. When a consumer has made the decision to make a purchase, he will subsequently compile a list of available alternatives in order to choose the appropriate product. Nevertheless, despite the array of features offered by e-commerce websites such as browsing, product search and detailed product descriptions, the customer still perceives the process as arduous. People are actively seeking reviews, comments and rankings from both past customers and trusted persons, such as colleagues, family members, relatives and friends. [16]. Through the use of the internet, social media sites not only make it possible for users to read and access postings and comments in a more convenient manner, but they also give users with instant access to their friends,



families and other trusted individuals. By using this method, the customer is able to get knowledge on the product information that has been shared and uploaded by other individuals on social media.

**Social Media Factors that Influence Consumer Buying Behaviour:**

- Reviews from Influencers: Individuals that have a substantial following on social media are referred to as "social influencers" using the phrase. These organizations have a large reach over certain groups since influencers are social media aware and most of the time tag the shop or brand of the things that they are using [17]. There is a possibility that their followers will be swayed to make a purchase, regardless of whether or not the content they share are sponsored.
- Reviews from Social Media Connections: Initially, the objective of social media was to facilitate the connection of individuals and the exchange of information between them. User feedback on a product or brand may now be communicated more quickly and to a wider audience via the usage of social media, which has become a strong tool for people to employ. Due to the fact that the majority of customers are contemplating making purchases based on the recommendations of their friends, there is no disputing the effect that it has on your target market.
- Brand's Social Media Presence: Offering goods and services for sale on the internet is not sufficient. The brand must differentiate itself from the abundance of information available to social media users and possess a distinct and recognizable identity. Consistently maintaining a distinct voice and regularly updating the social network of choice can improve the business's image and build trust among existing followers and potential customers, thereby increasing the chances of conversions.
- Social Media Advertising: Through the use of social media advertising, hyper-focused targeting and retargeting have become feasible as social media continues to expand its consumer base. Advertising on social media platforms brings to a rise in brand awareness as well as an improvement in brand loyalty.
- "Trending" & "Popular" Algorithms: Recently, social media sites like Facebook, Twitter and Instagram have changed the way they display information in their newsfeeds. Instead of showing posts in the order they were posted, they now prioritize the ones that have had the most interactions. [18]. These algorithms are being used by businesses in order to increase the number of likes, comments and shares that are generated by their content. This action has the potential to affect the overall image of the company as well as to encourage interactions between businesses and their customers.

**Literature Review:**

Nadia Afroze Disha et. al. (2023) [19] In the present-day context, SMM has revolutionized the strategies used in contemporary marketing operations. Consumers of various age groups and genders are exhibiting shifts in their buying decisions and behaviors due to the integration of conventional and social media marketing, which has replaced the previous marketing framework. SMM and its potential impact on consumer buying behavior have been the focus of extensive research conducted by several researchers and industry professionals. Hence, the objective of this preliminary investigation is to conduct a thorough assessment of prior studies about the concept of social media marketing, including its many elements and the influence it has on customer behaviors. The research includes a comprehensive examination of social media, social networking sites, social media marketing and consumer behavior as part of the evaluation. In addition, the research examines the correlations between SMM and consumer behavior in a broader sense, as well as the correlations between SMM and the behavior of young consumers and female customers. The target audience for this study is small and medium business owners who often lack the financial means to use traditional marketing tools. These business owners are more likely to benefit from social media marketing. Despite being exploratory, this study has the potential to provide valuable insights into how consumers are strongly influenced by SMM at present.

Voramontri & Klieb (2018) [20] Explores the impact of social media on customer buying habits and demonstrates that individuals who use social media regard choice-making to be less challenging and get more satisfaction from the process compared to those who rely on conventional information sources like television, radio and newspapers. Marketing professionals are now able to access and monitor the thoughts of customers on a continuous and instantaneous basis thanks to social media, which allows them to monitor and engage in virtual conversations.

Putter (2017) [21] It is evident that marketers are placing a growing emphasis on the use of user-generated material, which refers to content created by customers in response to certain brands and influences the perception of other consumers. Among the elements that play a role in determining how consumers perceive a brand and their desire to make a purchase are things like the opinions of other people expressed in social media postings.

Gulzar & Maqbool (2018) [22] draws attention to the benefits that businesses get as a result of their successful use of marketing using social media. They concluded that using social media for commercial purposes is primarily concerned with the production of high-quality content that is relevant to the target audience and, as a result, is more centered on the establishment of connections between businesses and their customers. Using social media marketing has provided customers with an extraordinary level of accessibility

and openness of information that is pertinent to their needs. The attitudes of consumers and their intentions to make purchases are influenced by social media. To have a deeper understanding of the impact that marketing via social sites has on the purchasing decisions of consumers, a research that was carried out by Kirti (2019) [23] found that a variety of commodities and items, including recently launched brands, are shown on social networking sites. They also provide details on the many brands of goods that are offered there. The social media websites provide a large number of comments and feedback on the things that are sought. As a consequence of this, customers are provided with the information they want on the various items offered by the various businesses.

Chitranshi Verma (2018) [24] Our investigation focused on the impact of social media on consumer behavior in the Indian environment. It concludes that consumers want businesses to operate in a way that is both socially and individually responsible. Additionally, customers like it when businesses engage in direct communication with them and social media makes this process much simpler. Since consumers these days mostly rely on online social networks for customer care and service, businesses should be present in the digital realm in order to assist them.

Rob Fitzgerald (2019) [25] The research he performed on the impact of social media on consumer buying behavior revealed that 475 percent of purchases done by young people are influenced by social media and that consumers are 71% more likely to make a purchase based on recommendations from social media. Additionally, they are 1.6 times more likely to utilize digital channels in order to get information on new items.

#### **Conclusion:**

In order to provide a comprehensive analysis of the available research on social media marketing and the ways in which it affects the purchasing decisions of consumers, this review paper was written. The vast amount of study that has been done on various aspects of social media marketing indicates that an increasing amount of academics, researchers and professionals are becoming interested in this modern marketing strategy. This has led to the development of the concept of social media marketing by several academics in numerous unique methods. Even though many scholars have differing opinions on the conceptualizations and other crucial elements of social media marketing, all academics agree that there is a connection between social media marketing and consumer behavior. Conversely, scholars have examined the use of social media marketing and its influence on consumer behavior from a range of angles and historical periods. The categories of variables that are most commonly used to assess how much social media marketing influences consumer behavior are perceived usefulness, trust, word-of-mouth, knowledge about social media marketing, reliability, reaction against social media marketing, access and other usage variables, including demographic variables like age, gender, area and population growth. Numerous studies of this kind have shown that companies who recognize that their clientele is becoming more and more visible on various social media platforms maximize the potential of social media marketing via customer-focused content creation. Following that, users spread this material online, helping eWOM support users in making judgments about what to buy. Since more and more consumers are turning to social media instead of traditional marketing channels to read reviews of goods or services before deciding whether or not to buy, it is evident that social media marketing has a big influence on consumer behavior. Although the initial studies focused on this correlation, there has been a lot of interest in recent years in research that examines the purchasing patterns of particular consumer groups (e.g., teenage, young, urban and so on) and how those patterns can be affected through different social media marketing factors. Based on the results of these studies, different consumer groups are influenced to act in different ways by a range of factors, such as recommendations for online products or services from friends and/or family, the ease with which information about the product or service can be gathered, online groups, Facebook advertisements, brand fan pages and online shopping on social media platforms. However, a dearth of scholarly research has been done to examine the possibility of a relationship between modern marketing tactics and female consumers' buying behaviors. Furthermore, more studies must be carried out in the future to compare and examine the relationship between social media marketing and the purchase habits of certain categories of female customers. Customers who are female and belong to different age groups, work in different professions, reside in urban, suburban, or rural locations and so forth are some examples of this. The present study set out to look at this specific field of inquiry.

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