

Consumer Perception of Brands Towards Social Media Marketing

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Abstract- This study examines the evolving relationship between social media marketing and consumer behavior, focusing on how digital connectivity influences the modern decision-making process. As social media platforms transition from mere communication tools to sophisticated marketing landscapes, organizations are increasingly leveraging these channels to engage directly with end-users. This research adopts a dual quantitative and qualitative approach to evaluate consumer perceptions, the role of social media as a brand-building tool, and the impact of online peer-to-peer conversations on purchasing intent. Utilizing a convenient, self-selected sample gathered through an online survey, the study probes dimensions such as consumer awareness, behavioral triggers, and the effectiveness of targeted advertising. Key hypotheses focus on the utility of social media for information acquisition, its potential to nurture brand loyalty through two-way communication, and the weight of "digital word-of-mouth" (reviews, tweets, and blog posts) in shaping brand perception. Preliminary literature suggests that while marketers prioritize "brand engagement," consumer value often stems from trust, interactivity, and community identification. The scope of this research is specifically tailored to the retailing industry—including clothing, electronics, and food and beverage—to provide fresh, consumer-centric insights. The findings aim to assist organizations in optimizing their digital strategies by aligning corporate social media presence with actual consumer expectations and psychological drivers, ultimately impacting long-term organizational sustainability.

Keywords: Consumer Behavior, Social Media Marketing, Brand Loyalty, Digital Word-of-Mouth, Retailing Industry, Marketing Strategy.

I. INTRODUCTION

Sharing news, photos, experiences and opinions on social media and being affected by them represents a quite natural process for a great number of people. Through the years, social media studies and research have increased interest in the web. In fact, the

Internet is studied as a source of data about society and culture.

Social media is characterized by invisible codes which enable a type of ubiquitous connectivity. All one needs is internet connection to interact with others and to share information. The most broadly agreed features of social media may be presented in three parts: i) Public nature (free access to content, e.g. Twitter) and private nature (access restrictions, e.g. Instagram); ii) Communication (for instance, rapid and effective, relational maintenance, enable users to create content – real or fake, and communities according to common interests and so on); iii) information flow (instantaneous and fluid, public or controlled, traceable - through location, connections, profile, tags, retweets, use of @ and so on).

Second and equally important is social media performance - usually measured by number of likes, views or retweets, for instance. Performance might be influenced by a popular user opinion or by a group of people with common interests within a community. Social media such as Facebook, twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low-cost firm of marketing and allows organizations to engage in direct and end -user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact. Brands influence customer choice and these customers influence other customers. These changes of events affect repurchases, which further affect future earning and long-term organization sustainability.

So, after the introduction or emergence of social media, each and every organization started to perform their marketing activities on those social media websites which are frequently used by the people due to the advent of technological advancements and internet.

II. RESEARCH OBJECTIVES

- To study the consumer behavior towards social media marketing.
- To Assess the role of Social Media Marketing as an emerging marketing tool.
- To find the relationship between door-to-door Marketing and consumer perception.
- To analyse the relation between social media marketing and consumer behaviour.

III. LITERATUREREVIEW:

The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intends to study from the perspective of consumers, let alone those in Finland. Oftentimes, consumers feel differently from what marketers think, for instance what “brand engagement” via social media looks like to consumers may not be quite what marketers think (Sniderman, 2012).

Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities (Kuruk and Krishnamurthy, 2007). Therefore, social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, YouTube, Myspace, Facebook are examples of social media that are popular among all level of consumers. (Sin, et al., 2012)

The unique aspects of social media and its immense popularity have revolutionized marketing practices

such as advertising and promotion. Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors about a product or a company. (Elisabeta, ivona,2014)

There are distinctive definitions for web-based social networking however we depend on Kaplan & Haenlein (2010) who express a gathering of web-based application that works with respect to the ideological and mechanical establishments of web2.0 and it permits creation and trade of client produced content. There are a wide range of stages for online networking, for example, person to person communication, content informing, photograph sharing, weblogs and talk discussions and the most mainstream web-based social networking application are Face book, Instagram, Twitter, YouTube and Wikipedia.

Bashar et al. (2012) has done a detailed study to understand the effectiveness of social media as a tool of marketing. An effort has been made to analyze the extent in which social networking sites can help the consumers in making their purchase decision. Results of their study suggested that social media is growing at a very fast speed and has a very bright future in the coming years of marketing. So, it is time for the firms to implement their marketing strategies by making use of social media and create fan pages for their brand so that maximum people can follow their brand

IV. METHODOLOGY

Research design

The study follows a Descriptive Research Design with a Mixed-Methods Approach.

- Descriptive Research: Used to describe consumer behavior, awareness, and perception regarding social media marketing.

- Quantitative Approach:

- Measures consumer behavior using numerical data

Focuses on awareness levels, usage frequency, and engagement

- Qualitative Approach:

- Helps understand consumer opinions and perceptions
- Explains reasons behind consumer attitudes and responses

Hypothesis of the study

1. Hypothesis Set 1

Alternative Hypothesis

H₁: Social media advertising has a significant positive effect on consumers' perception of its usefulness as a source of product and service information.

Null Hypothesis

H₀₁: Social media advertising has no significant effect on consumers' perception of its usefulness as a source of product and service information.

2. Hypothesis Set 2

Alternative Hypothesis

H₂: Social media engagement has a significant positive impact on brand loyalty among consumers.

Null Hypothesis

H₀₂: Social media engagement has no significant impact on brand loyalty among consumers.

3. Hypothesis Set 3

Alternative Hypothesis

H₃: Social media conversations have a significant influence on consumer perception and buying behaviour.

Null Hypothesis

H₀₃: Social media conversations do not have a significant influence on consumer perception and buying behaviour.

V. DATA ANALYSIS AND INTERPRETATION

A total of 70 respondents were collated. The results of the survey were collated and represented in pie and bar charts using the same online platform. Each hypothesis was tested and the findings were as follows: H₁: It is expected that people find social media advertising as a very useful channel in getting information about products and services.

In the survey 71% of the respondents say that they have responded to online advertisements displayed by

organizations or individuals about products and services.

Response	Frequency (Number of Respondents)	Percentage (%)
Yes	50	71.4%
No	20	28.6%
Total	70	100%

11. have you ever responded to an online advertisement
 70 responses

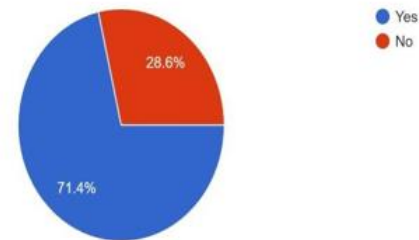


Figure 1: pie chart showing if respondents respond to online advertisement. H₁ – Supported

H₂: It is opined that social media is a veritable tool to nurture brand loyalty.

Table: Consumer Membership in Facebook Brand Fan Pages

Response	Frequency (Number of Respondents)	Percentage (%)
Yes	49	70%
No	21	30%
Total	70	100%

During the survey 70% of the respondents say they are registered fans or followers in support of causes, brands, people or businesses on Facebook.

15. are you a member of a fan page for a brand or product on Facebook
 70 responses

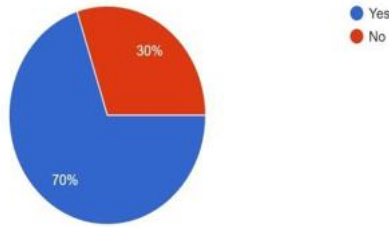


Figure 2: pie chart showing respondents' responses to their membership of brands' social pages.

Table: Motivation for "Liking" Brands on Facebook

Reason for Liking Brands	Frequency (Number of Respondents)	Percentage (%)
To show solidarity	38	54.3%
I don't know	15	21.4%
Discounts / Freebies	11	15.7%
To be updated on latest news	6	8.6%
To open communication lines	0	0%
Total	70	100%

In another question proposed in the survey, 54% of the respondents say they are fans because they want to show solidarity or loyalty to the brands, they 'like'.

16. why do you like brands on Facebook
 70 responses

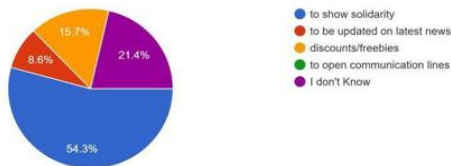


Figure 3: pie chart showing respondents' responses to their motives for enlisting on social media pages.

While 15% of the respondents say they are hoping to get some kind of freebies/discount; another 8% say they follow/like brands to stay up to date with information and news coming directly from the company.

54% of the respondents say they like/follow brands on social media to show solidarity.

H2 – Supported

H3: Conversations going on in social media platforms have a great influence on consumer perception and buying behavior.

Response	Percentage (%)	Count (Number of Respondents)
Yes	81.4%	57
No	18.6%	13
Total	100%	70

81.4% of the respondents say they have posted, commented, and broadcast their experience about a brand social media platform.

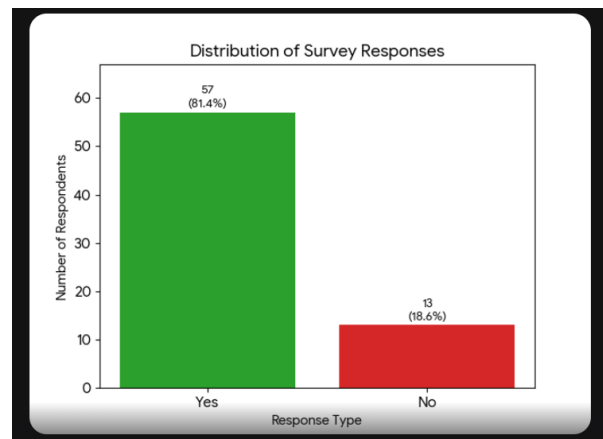


Figure 4: bar chart showing their propensity to share brand experiences.

Data Table: Motivation for Sharing Brand Experiences

Reason for Sharing	Percentage (%)	Count (out of 70)
To commend a good job	58.6%	41
To protect others	20.0%	14
To feel empowered	12.9%	9
Expect the company to react/respond	7.1%	5

To bond with others	1.4%*	1
To punish the company	0.0%	0
Total	100%	70

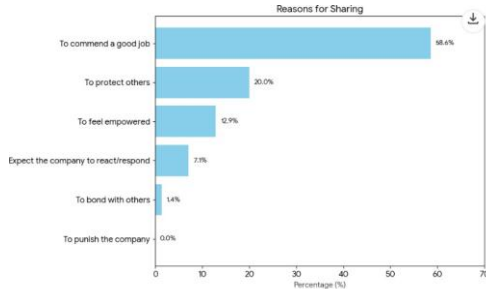


Figure 5: bar chart showing respondents motive for sharing brand experiences.

In another question exploring why respondents share brand experiences on social media, 20% of the respondents say they do that to protect others from having the same experiences. Another 7% hope that the company responds/reacts to their feedback. This experience sharing however has effects on the purchasing behavior of their peers.

Factor	Percentage (%)	Count (out of 70)
Recommendation of others	45.7%	32
They all don't matter	38.6%	27
Company/brand social pages	10.0%	7
Company websites	4.3%*	3
Online adverts	1.4%*	1
Total	100%	70

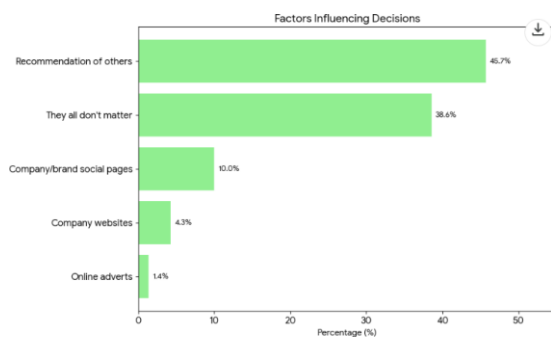


Figure 6: bar chart showing which information platforms influence their buying decision on brands.

This also agrees with the results which established that when researching products, social media users are likely to trust the recommendations of their friends and family most. It also opined that consumer feedback on social media has significant role to play in influencing the perception of brands. While 58% of the respondents say they eagerly commend a good job on social media, 20% also say they write reviews, make public digital complaints so as to protect others from experiencing the same.

H3 – Supported

Other general findings from the research include the following:

A. Gender distribution:

Gender	Frequency (Number of Respondents)	Percentage (%)
Male	43	61.4%
Female	27	38.6%
Total	70	100%

61% of the respondents were male and 38% are female.

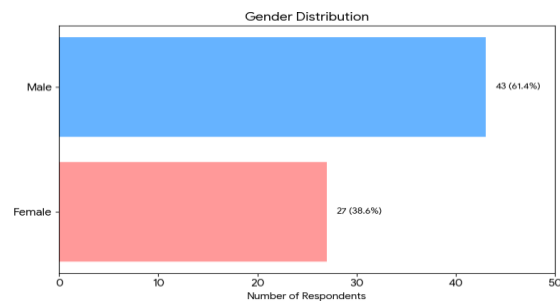


Figure 7: bar chart showing the gender ratio of the respondents

B. Age distribution:

Age Group	Frequency (Number of Respondents)	Percentage (%)
Under 18	15	21.4%
18 – 25	16	22.9%
26 – 29	13	18.6%
30 – 39	23	32.9%
40 – 49	2	2.9%

50 + above	1	1.4%
Total	70	100%

The survey revealed that the 30 – 39 age brackets accounts for about 32% of the respondents. The most active users between the ages 18 – 25 (22%) and under 18 (21%).

2. please specify your age
 70 responses

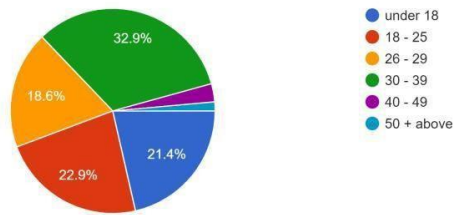


Figure 8: pie chart showing the age range of the respondents.

C. Income distribution:

Income Bracket (Annual)	Frequency (Number of Respondents)	Percentage (%)
N/A	26	37.1%
INR 3,90,400 to INR 9,76,000	12	17.1%
INR 1,95,200 to INR 3,90,400	9	12.9%
Less than INR 48,800	8	11.4%
More than INR 9,76,000	7	10.0%
INR 97,600 to INR 1,95,200	7	10.0%
INR 48,800 to INR 97,600	1	1.4%
Total	70	100%

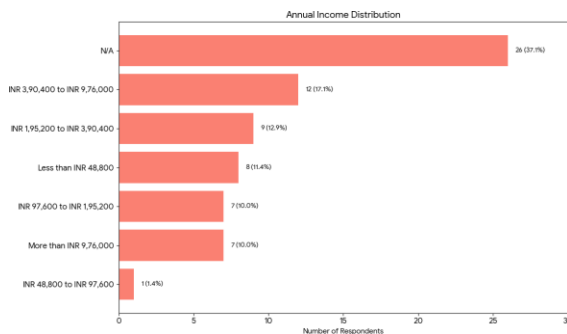


Figure 9: bar chart showing income range of the respondents.

D. Popular social media platforms

Social Network Platform	Frequency (Count)	Percentage of Respondents (%)
Facebook	62	88.6%
Instagram	52	74.3%
LinkedIn	22	31.4%
Twitter	19	27.1%
Any online forum	1	1.4%
Other	1	1.4%

88% of the respondents say they have a profile on Facebook. Another 74% of the respondents have Instagram which were mostly used rather than other platforms.

5. please select all social network for which you have created a personal profile
 70 responses

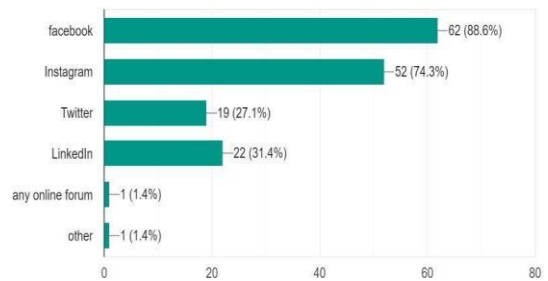


Figure 10: bar chart showing social presence of the respondents

VI. FINDINGS

The study highlights that social media marketing plays a significant role in shaping consumer behavior, with 71.4% of respondents engaging with advertisements, though perceptions are mixed as many find them both useful and somewhat annoying depending on relevance. A majority (70%) follow brand mainly for emotional connection rather than monetary benefits, indicating that authenticity and shared values drive brand loyalty. Peer influence is also strong, with 45.7% trusting recommendations from friends and 81.4% actively sharing their experiences online, showing the impact of digital word of mouth on buying

decisions. Additionally, younger users dominate social media usage, with 90% accessing it via mobile devices, and platforms like Facebook and Instagram being most preferred. Overall, the findings confirm that social media advertising engagement and conversations collectively influence consumer perception, brand loyalty, and purchase behavior, emphasizing the need for relevant content, strong engagement, and active online presence.

VII. CONCLUSION

The primary objective of this study was to examine the impact of social media marketing on consumer perception and behavior. The study focused on understanding how different elements of social media, such as advertising, engagement, and online conversations, influence consumer attitudes toward brands. A descriptive research design with a mixed-methods approach was adopted to achieve the objectives of the study. Primary data was collected from 70 respondents using a structured online questionnaire, while secondary data was gathered from existing literature and research studies. The data was analyzed using descriptive statistical tools such as percentages and frequencies. The findings of the study provide important insights into consumer behavior in the digital environment. Firstly, the study found that social media advertising is effective in attracting consumer attention and providing useful information. Although some consumers perceive advertisements as intrusive, they still consider them valuable when they are relevant and informative.

VIII. RECOMMENDATIONS

Organizations should focus on creating relevant and personalized advertisements that are informative and not repetitive to avoid irritating consumers. They should actively engage with audiences through comments, messages, and interactive content to build trust and long-term loyalty. Encouraging satisfied customers to share reviews and testimonials helps promote positive word-of-mouth, while promptly addressing negative feedback maintains a strong brand image. Building an emotional connection through storytelling and authenticity further strengthens loyalty. Additionally, adopting a mobile-first strategy and using platforms like Facebook and

Instagram effectively can enhance reach and engagement. However, the study is limited by a small sample size, non-probability sampling, reliance on self-reported data, and focus on selected platforms, suggesting that future research should expand sample size, include diverse regions, and explore emerging trends.

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