



"The Impact of Social Media Marketing on Consumer Behavior: A Comparative Analysis of Platforms."

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Abstract: This study compares various webpages and additionally looks at how the internet is used for publicity and how it affects customer behaviour. Online based networking webpages have grown in fame into an effective means for marketers to interact with customers and shape their decisions as we live in a more digitally connected world. This research seeks to determine the various effects of marketing methods on consumer behaviour on several online based networking webpages, which involves Famous networking webpages, through a comparative examination of these online communities. Through an analysis of customer involvement, brand perception, purchase intent, and other pertinent criteria, with the help of this information we find ways to use social networking webpages to influence consumer behaviour.

INTRODUCTION

Online based networking webpages has completely transformed our way to communicate, share, and acquire details in current online era. The increase of famous with SM webpages users to get involved and reach out to one another across national and international borders. The ability to instantly communicate ideas, experiences, and content has completely changed social dynamics due to this previously unthinkable degree of interconnectivity. Moreover, online based webpages has transformed into an effective tool for commercial promotion, exceeding its original use for personal networking. Because of its exceptional reach and efficacy in capturing the attention of target audiences, promotion for online based webpages has become an very important part of contemporary techniques for marketing. SMM, in comparison to traditional types of advertising, enables companies to create meaningful and direct interactions with customers, developing real connects and brand loyalty. Companies can effectively express their brand message and values to a differed audience base by using interactive campaigns, targeted advertising, and captivating content.

Moreover, SM webpages offer businesses featuring an extensive array of data for better understand the behaviour, interests, and trends of their customers. this priceless information, Companies may more

effectively focus on their marketing efforts To win over their intended audience, increasing campaign performance and producing measurable outcomes. Furthermore, SM's real-time nature enables companies to quickly adjust and react to customer input, guaranteeing a flexible and dynamic marketing strategy.

SMM is relatively inexpensive compared to traditional advertising methods, making it available to companies of all kinds. Businesses may effectively allocate resources and make the most of their marketing budget by being able to target particular demographics with precision and track the results of campaigns in real time. Smaller enterprises will compete on an even playing field thanks to the democratisation of marketing to face off with global business powers.

SM has fundamentally evolved the marketing scene by enabling companies to communicate with customers. In an increasingly digital environment, businesses may boost their brand visibility, encourage engagement, and ultimately accomplish their marketing goals by utilising SM webpages.

This study's goal is to discover how SMM affects consumer behaviour, comparing different webpages. This study attempts to investigate the unique attributes, capabilities, and user profiles of well-known SM sites in order to get knowledge on how these sites influence consumer behaviour and purchase choices.

This research focus on to know various qualities of several webpages, impact user engagement, brand involvement, and ultimately, consumer decision-making processes. Determining how various groups react to SMM methods will also require an understanding of the age distribution of users on these webpages. The study aims to offer important insights into the efficacy of SMM initiatives on various webpages through this comparative analysis. Through the process of determining which webpages generate the greatest levels of engagement, conversion rates, and brand loyalty, companies can more effectively target audiences with their marketing campaigns on those webpages.

Additionally, the study intends to investigate how different SMM strategies, like influencer marketing, sponsored content, interactive campaigns and content created by users function on many SM networks. Businesses may improve the efficacy and return on investment (ROI) of their SMM initiatives by assessing how these techniques affect consumer behaviour KPIs like brand awareness, purchase intent, and customer happiness.

All things considered, this comparative study of SM webpages will advance knowledge of how SMM affects customer behaviour and purchase choices. The outcomes of this study will offer beneficial advice for companies seeking to better their SMM tactics and harness the potential of various channels to establish more efficient connections with their intended demographics.

This research is important from an example and practical standpoint. It adds connection between consumer behaviour and marketing of SM.

The study seeks to improve our knowledge of SMM and customer behaviour from a theoretical standpoint. The project aims to find new insights and theoretical frameworks that can improve the body of knowledge in the field by exploring the mechanisms that support consumer interaction, brand perception, and purchase intentions in the digital realm. These elements effect the behaviour of consumers in the SM webpages, this could entail investigating ideas like social influence, user-generated content, virality, and online.

Research Through Innovation

LITERATURE REVIEW

1. SM's effects on consumer behaviour Author- Duangruthai Voramontri and Leslie Klieb:

Studies on how SM changes customer behaviour highlight how important it is in determining the patterns of contemporary purchasing. Research indicates that SM webpages have a positive influence on consumer involvement, influence buyer decisions, and raise product awareness. It is well understood that user-generated content, reviews, and influencer marketing have the capacity to build trust and shape brand perceptions. SM also makes it easier for customers and brands to communicate in real time, which influences customer satisfaction levels and brand loyalty. Researchers studying SM's complex influence on consumer behaviour continue to focus on the webpages's changing landscape.

2. Brake D.K. (2009). The SM bible, tactics, tools & strategies for business success. John Wiley & Sons:

SM introduced, in fact, completely changed the way the world functions by enabling individuals to share knowledge, experiences, and viewpoints and by bringing people closer together. According to Brake D.K. (2009), SM refers to a collection of web-based tools that facilitate content in many formats, such as text, images, audio recordings, and videos. Fashion firms now rely heavily on these conversational or colloquial media webpages in order to interact with their viewers and present their products in visually appealing ways.

3. Ioanas, E. &. (2014). SM and Its Impact on Consumers' Behavior. International Journal of Economic Practices and Theories, 295-303.

According to Ioanas (2014), the introduction of the online and virtual SM has radically changed how consumers make purchases by enabling global connections and information sharing through enhanced social networking and communication capabilities.

recent research has repeatedly shown that SM webpages, personal trust, online communication, and attitudes towards internet searching all consumer behaviour and purchasing decisions. In particular, SM sites have a big influence on customer behaviour since they let users connect and communicate with one other and express their thoughts about experiences and goods (Ioanas, 2014).

4. Johnson, W. (2014). What's the Biggest Influencer in Consumer Purchase Decisions:

It's critical for marketers to know how different people use the world wide web to be gather information in order to craft messages that appeal to their target market. Johnson (2014) highlights the significance of customising marketing messages to correspond with the inclinations and actions of internet users, including variables like SM utilisation, communication patterns, and confidence levels.

5. Effect of SMM on the Consumer Buying Behavior Author- Iqrar Hussain, Sabir, Madiha Mahfooz, Muhammad Zeeshan Yaqub(Year-2023):

Analysis shows that digital advertising has a big impact on what people decide to buy. It is essential for raising brand awareness, enhancing brand perception, and forming brand image. SM webpages are for interacting with customers through interactive marketing, promotions, and material that is specifically tailored to them. Furthermore, a number of research findings emphasise how SM shapes consumers' decision-making processes of trust, credibility, and general perception. In the current digital world, marketing techniques and consumer behaviour are always in dynamic nature of SM webpages.

6. Alba & Hutchinson, J.W. (1987). Dimensions of consumer expertise. Journal of Consumer Research,, 411-454. Azeen Ghorayshi. (2012). Quick Reads: "Overdressed" by Elizabeth Cline.

Alba and Hutchinson (1987) defined familiarity as the quantity of experiences a consumer has with a product or service. They claim that familiarity consumer behaviour. These experiences include word-of-mouth connections, trial and consumption, as well as indirect experiences like being exposed to commercials and interacting with salespeople. Essentially, familiarity shapes customers' knowledge and comprehension of a specific good or service, which in turn affects their views and preferences.

7. Geisler, W. S. & Cormack, L. K., (2011). Models of overt attention. In: S. P. Liversedge, I. D. Gilchrist and S. Everling,. In The Oxford handbook of eye movements. Oxford University Press.

Visual searching is a widespread activity in real-life contexts, where People frequently search for particular things or collections of items. According to Geisler and Cormack (2011), there are many research done on visual searching, locating a target object among distracting objects. This visual search process is essential to consumer behaviour because it helps people find and assess products by navigating through stimuli.

8. Newberry, C. (2019, 05 02). Influencer Marketing in 2019: How to Work With SM Influencers.

Additionally, past research has shown the profound effects of categorization and stereotyping on large populations. Advertisements that feature specific genders or demographics can reinforce stereotypes and shape public opinion. Acknowledging the potency of persuasive marketing, companies presently utilise celebrities or individuals possessing substantial SM followings, commonly known as "SM influencers," to promote their merchandise (Newberry, 2019). Customers find these influencers particularly compelling since they are relatable and have aspirational attributes.

9. Nawaz Ahmad,Atif Salman,Rubab Ashiq. (2015). The Effect of SM on Fashion Industry: Empirical. ISSN 2422-8397 An International Peer-reviewed Journal.

With notable advancements, SM had a tremendous impact on the fashion business. SM webpages have evolved into essential advertising tools for companies, especially in the quickly changing and dynamic fashion sector. Nawaz Ahmad, Atif Salman, and Rubab Ashiq (2015) draw attention to this trend by stressing how SM is an affordable and practical communication tool for fashion brands.

10. Mandan, M. H. (2013). Investigating the impact of advertising on customer's behavioural intentions. Business and Economic Research.

It's been known for a while that entertainment is a crucial factor in the creation of commercials since it attracts the viewers and increases their attention span. Customers are more likely to remember and interact with advertising that are engaging and fascinating than ones that are boring or ordinary, according to studies like Mandan's (2013). Because of this, companies making funny or engaging ads in the hopes of connecting with their target market and making a lasting impression.

RESEARCH METHODOLOGY

3.1 OBJECTIVES OF THE STUDY

1. To perform a comparative analysis of SM webpages.
2. To know the impact of SM webpages on different groups of famous companies.
3. To find out the suitable webpages to perform SMM.
4. To look at the relationship, among a selected group, between gender preferences and the use of SM webpages.

3.2 Research design:

A questionnaire was developed online in google forms to collect data from different peoples. It is group of questions related to know the SM webpages usage and their preferences. There are total 10 question in the survey according to our research.

3.3 Data collection:

- Primary data through my questionnaire.
- Secondary data through with the help of website name similar web.

3.4 Sample size:

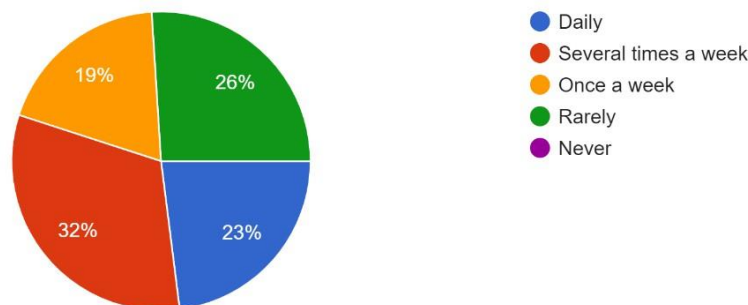
The sample size is around 100

3.5 Sample collection:

The sample collection includes the consumers, internet site user, teenagers and employess.

DATA INTREPRETATIONS

1. How often do you engage with brands or products advertised on social media platforms?
100 responses

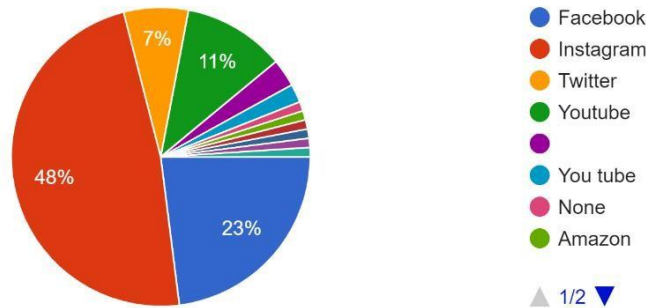


The majority of respondents (32%), followed by those who do so daily (23%), interact with businesses or items advertised on SM sites, as in the chart supplied. A considerable percentage (19%) participate once a week, but a noteworthy minority (26%), rarely engage. Surprisingly, not a single respondent said they never interact with promoted products or brands on SM. This research indicates that a significant proportion of users routinely interact with promoted content on SM, SM advertising is a ubiquitous and powerful factor in

consumer behaviour. The high frequency of engagement—especially multiple times a week or every day—underlines what a big deal it is that brands fund purposeful and focused SM advertising efforts in order to effectively connect and interact with consumers their intended viewership. Furthermore, remaining responders who never use SM webpages emphasises how commonplace they are in modern society to promote their brands and interacting with customers.

2. Which social media platform do you find most influential in shaping your purchasing decisions?

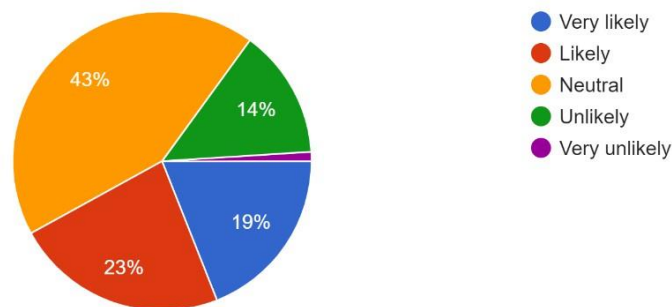
100 responses



Pie chart tells that, Instagram stands out as the SM webpages that has the greatest influence on respondents' decisions to buy, as indicated by 48% of respondents. Facebook came in second with 23%, followed by YouTube and Other webpages with 11% apiece. With 7%, Twitter trailed behind. The earlier study highlights the significant impact of visually-focused webpages such as Instagram on customer decision-making. This effect is probably attributed to their focus on user-generated content, influencer marketing, and visually appealing product presentations. Facebook is still very much in the picture, but it seems to have less of an impact than Instagram. The rise in fame of YouTube and other webpages as major channels is evidence of how SM is adapting and how it influences how people behave. According to this information, companies looking for ways to influence customers' purchases should prioritise their presence and marketing tactics on Instagram, but don't forget about newer webpages like YouTube and modify your strategy to fit each one's distinct requirements.

3. How likely are you to make a purchase after seeing an advertisement on social media?

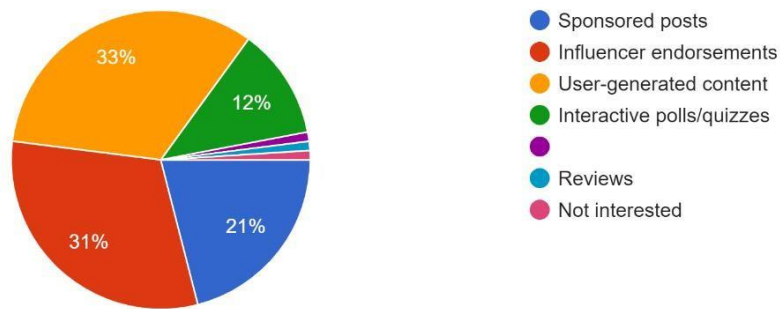
100 responses



The poll data indicates that 42% of participants indicate a degree of likelihood of making a purchase following the viewing of an advertisement on SM, with 19% indicating their actions "Very likely" and 23% suggesting their actions "Likely." Regarding their tendency to make a purchase, a sizable majority (43%) are undecided or inconsistent, suggesting some degree of delay or fluctuation in reaction to SM marketing. In contrast, a lower proportion of respondents (15%) show their actions scared to make a purchase, with 14% saying their actions "Unlikely" and just 1% saying their actions "Very unlikely." According to this statistics, a sizeable majority of users still exhibit a propensity to make a purchase and are positively influenced by SM marketing doubtful or unable to act after viewing such advertisements. Furthermore, remaining "Very unlikely" to make a purchase emphasises the potential influence that engaging and targeted SM advertising campaigns may have on consumer behaviour.

4. Which type of social media marketing content do you find most engaging?

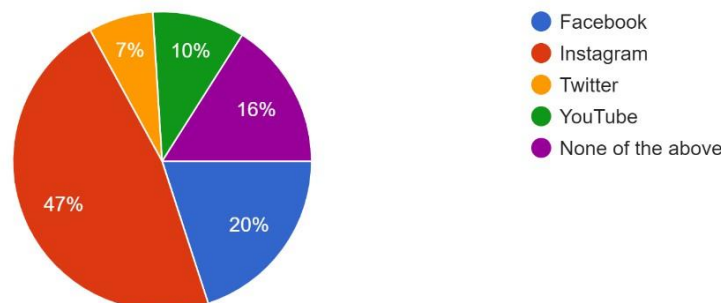
100 responses



The results of the poll show that user-generated content is the most engaging kind of SM marketing content among respondents, with 33% citing its efficacy. This indicates that user-generated material is quite famous and resonates with SM audiences because it is relatable and authentic. At 31%, influencer endorsements come in second, demonstrating the significant effect influencers have over the attitudes and actions of their followers. Sponsored postings are also important; 21 percent of users find them interesting, demonstrating the value of specifically targeted advertising, interactive polls and quizzes nevertheless garner 12% of involvement, demonstrating the fame of participatory and interactive content formats. The remaining 3% of respondents who chose "Other" probably choose for specialised or niche content kinds that appeal to them with particular audience segments. In order to maximise engagement and efficacy, our findings emphasise the significance of diversifying SM marketing campaigns to include a variety of user-generated content, influencer partnerships, sponsored posts, and interactive aspects.

5. In your opinion, which social media platform is most effective in conveying brand authenticity?

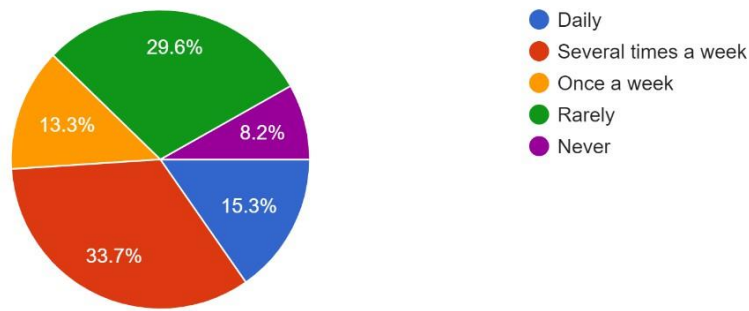
100 responses



Pie chart tells, 47% of participants chose Instagram as the SM channel which most effectively communicates brand authenticity. This implies that Instagram's perceived legitimacy in promoting companies is a result of its visual-centric style and concentration on user-generated content. Facebook comes in second with 20%, showing that it is less successful than Instagram in communicating brand authenticity. Ten percent of respondents chose YouTube, suggesting that that more individuals are becoming towards aware of its potential in this area. This is probably because to its extremely interesting and inventive content style. Twitter trails with 7%, indicating that, in comparison to more visually-focused networks like Instagram and YouTube, its format might be less effective at communicating brand authenticity. Moreover, 16% of participants chose "None of the above," implying that other webpages possibly are more effective in this area or that SM webpages do not naturally communicate brand authenticity. Choose the right SM webpages depending on its fundamental characteristics and target audience's demographics in order to successfully communicate brand authenticity.

6. How often do you share or interact with brand content on social media platforms?

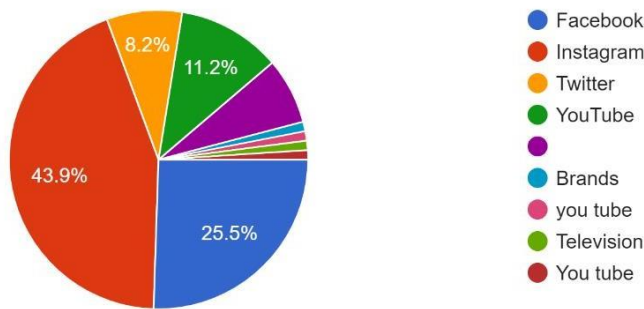
98 responses



Respondents engage with brand material on SM sites at different frequencies, data they have provided. 49% of them, interact with brand content either regularly (15.3%) or frequently (33.7%). these implies that within these user group, their is consistent engagement with brand material. Furthermore, 13.3% of participants interact with brand content once a week, indicating an ongoing but irregular level of engagement. Still, a sizable percentage of participants—37.8% in all—engage with brand content less frequently. This comprises 8.2% of those that don't ever communicate with brand content and 29.6% of those who take action so seldom. It seems to indicate although a sizeable percentage of people interact with brand material on SM sites in an active manner, noteworthy subset that demonstrates less interaction or interest in such content. Taking everything into account, these outcome show businesses may utilise SM webpages to effectively interact with a sizeable section of their audience, but they also must be conscious of how to reach and appeal to individuals who interact with brand material less regularly or not at all. To effectively reach these consumers, this may entail adjusting content strategy, focusing on particular audience segments, or investigating different media.

7. Which social media platform do you trust the most for product recommendations?

98 responses



According to the results, Instagram stands out as the SM webpages that audience are most likely to trust for product suggestions, as indicated by the 43.9% of those surveyed who stated they trusted it. This suggests that customers perceive Instagram as a trustworthy resource for product suggestions, probably because of its emphasis on visual content and the widespread use of influencer marketing. Facebook comes in second with 25.5%, suggesting that people on this site have a high degree of trust in product recommendations.

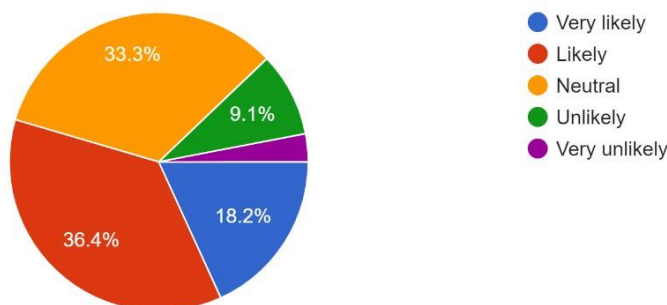
Facebook's wider user base and established history make it seem more reliable than Instagram, even while it might not be as graphically focused as the latter. YouTube and "Other" webpages received 11.2% each, suggesting that respondents have a similar degree of faith in the products recommended on these webpages. Growing acclaim for YouTube, especially among younger audiences, probably plays a part in its thought to be effective in this particular situation. The choice of "Other" webpages raises the possibility that there are specialised or niche webpages that aren't included in the list but are equally crucial for product recommendations among particular user demographics.

Twitter comes in last with 8.2%, suggesting that respondents have less faith in this webpages than in the others when it comes to product suggestions. This might be clarified by the way the site is structured, which gives short textual material precedence over interactive or visual elements that are generally linked to product suggestions.

In general, these findings indicate that, because trust levels range throughout webpages, It is essential to take into account the features of the webpages and the demographics of the audience when attempting to use SM for suggestions for products.

8. How likely are you to engage with a brand's social media post if it includes a promotional discount or offer?

99 responses

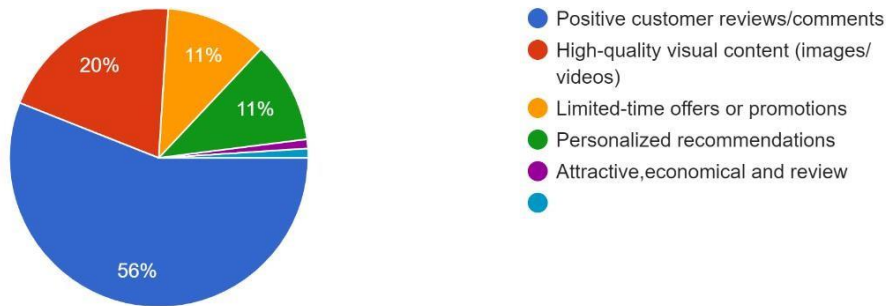


to the poll results, a sizable percentage of participants (54.6%) indicate that they would be somewhat likely to interact with a SM post from a brand if it included a promotional discount or offer. With regard to engagement, 18.2% of respondents say they are "Very likely," while 36.4% say they are "Likely" to do so. This implies that special deals or discounts are useful inducements to encourage brand content interaction on SM networks. Furthermore, a sizeable percentage of participants (33.3%) express no opinion

regarding their likelihood to interact with these kinds of posts, suggesting their actions not always certain how they will react to promotional material. Nonetheless, a lesser proportion of participants (12.1%) convey their hesitancy to interact with a brand's a post with an special discount or offer 9.1% of respondents say they are "Unlikely" to interact, while 3% say they are "Very unlikely." to interact, while 3% say they are "Very unlikely." The results mentioned above highlight the significance of integrating promotional discounts or offers into brand content on SM webpages in order to improve audience engagement and promote conversations. To optimise The outcome of promotional content, marketers must, however, maintain equilibrium and ensure that it addresses the tastes and expectations of their target market.

9. Which factor influences your purchase intent the most on social media?

100 responses



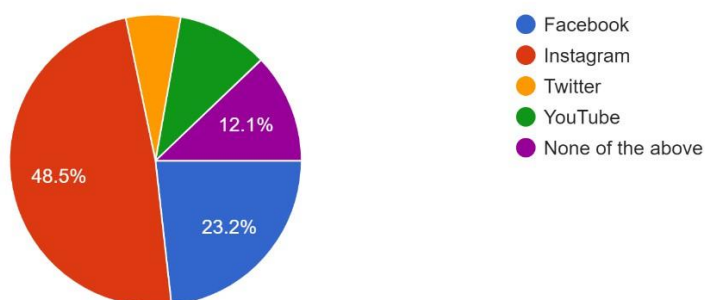
Positive customer reviews and comments are the aspect that most influences respondents' purchase intent on SM, with 56% of them recognising its significance, according to the poll data. This implies that sociological evidence as well as peer recommendations are crucial elements that affect what people decide to buy on SM webpages.

The next best thing that influences 20% of respondents' purchase intent are high-quality visual content (pictures/videos). This emphasises how crucial eye-catching material is for drawing viewers in and generating interest in goods and services. For 11% of respondents, personalised recommendations and time-limited offers or promotions had an impact on their intention to make a purchase. This suggests that discounts that are time-sensitive and tailored recommendations have a role in encouraging customers to make purchases on SM. Lastly, 2% of respondents chose "Other," indicating that there might be more variables not

included in the choices that on SM also affect their intention to buy. These could consist of items such as product originality, brand ideals, and social responsibility efforts. Overall, these results highlight the importance of several elements, such as social proof, high-quality visual content, promotional offers, and tailored suggestions, in influencing consumers' desire to buy on SM. By utilising these insights, brands can more effectively customise their SM marketing tactics and increase target audience engagement and conversions.

10. Which social media platform do you believe has the most impact on your overall purchase behavior?

99 responses



According to the poll results, Instagram is chosen by 48.5% of respondents as the SM webpages that has the most influence on respondents' overall purchasing behaviour. This shows that influencer marketing and visually stimulating material on Instagram have a big impact on what people decide to buy. Facebook comes in second with 23.2%, showing a noticeable but lesser degree of influence than Instagram. Though not as much as Instagram, Facebook's wider user base and longer history of use may have an impact on consumer's purchasing decisions. 10.1% of respondents chose YouTube, demonstrating an awareness of its increasing influence on consumer behaviour, especially in younger age groups. YouTube's influence is probably a outcome of its viral trends and captivating content format that, compared to sites like Instagram and YouTube, which are more visually focused, its format might be less effective at influencing consumers' general purchasing decisions. Furthermore, 12.1% of participants chose "None of the above," implying that certain people could not find SM webpages to have a substantial influence on their overall purchasing behaviour or may believe that other webpages not included in the options have a greater influence in this area. Taking everything into account, these outcomes demonstrate how crucial Instagram is as a medium for shaping customer buying habits, with Facebook, YouTube, and Twitter following in order of significance. Businesses can utilise this data to better focus their SMM efforts and engage their intended audience order to influence consumer behaviour.

4.1 Comparative Analysis of SM Webpages

The various user demographics, engagement preferences, advertising possibilities, content formats, and brand interactions that distinguish Facebook, Instagram, and Twitter can be seen through a comparative examination of these webpages. Companies looking to use SMM can increase from being aware of these differences and adjusting their approaches to meet the distinct qualities and possible behavioural effects of each webpages.

ON THE BASIS OF DEMOGRAPHICS:

Facebook has a broad demographic base that includes people of various ages and backgrounds. Because of the extensive reach of its user base, it's a flexible webpages for companies looking to reach a large audience. Instagram, on the other hand, draws a younger audience that is heavily weighted towards millennials and Gen Z and places a lot of attention on visual content and branding that is focused on lifestyle. Conversely, Twitter caters to a little older audience and emphasises instantaneous news, updates, and discussions.

Because of its large user base, Facebook is a desirable webpages for companies trying to reach a variety of demographics. Businesses can take use of Facebook's broad reach to establish connections with potential clients from many demographics, as the SM webpages boasts a user base that spans age groups, interests, and geographic areas. Businesses looking to maximise their reach and engagement will find the webpages even more appealing due to its flexible targeting choices and advertising alternatives.

On the other hand, Instagram's appeal stems from its younger population and visual-focused approach. Instagram gives brands the chance to interact with a highly engaged and visually-oriented audience because its user base is primarily made up of millennials and Gen Z. Instagram's focus on visual content presents brands with an opportunity to highlight items, provide aspirational lifestyle content, and increase brand recognition among younger consumers.

In contrast, Twitter has a slightly older audience and is well-known for its real-time news updates and discussions. Twitter provides businesses with unique chances to engage with a highly active and powerful audience, participate in conversations, and share timely updates, The webpages is ideal for marketers who want to stay up to date on famous subjects and engage with users instantly because of its fast-paced atmosphere and emphasis on succinct, text-based communication.

ON THE BASIS OF ENGAGEMENT METRICS:

As every SM site offers a different opportunity for contact and engagement, engagement numbers do differ amongst them. Likes, comments, shares, and reactions are just a few of the many interaction opportunities that Facebook offers due to its versatility and diversified user base. By enabling users to voice their ideas, opinions, and responses to content given by businesses, these engagement options give businesses plenty of opportunities to develop deep connections with their audience.

Because of its emphasis on visuals, Instagram places a strong emphasis on engagement metrics on posts in addition to engagement via services like Stories and IGTV. Shares help postings reach a wider audience by enabling users, whilst likes and comments show how much readers appreciate and interact with the content. While IGTV provides longer-form video content that can further improve audience engagement and interaction, Instagram Stories allows businesses to create ephemeral content that encourages quick connection and engagement from consumers.

Retweets, replies, and likes are among the engagement metrics that Twitter prioritises. Twitter is recognised for its fast-paced and conversational nature. Retweets give users the opportunity to distribute tweets to their own followers, increasing the original content's exposure and reach. Responding to concerns or feedback in a timely manner helps organisations engage in real-time conversations with their audience and facilitates conversations and exchanges between people. Likes contribute to the webpages's overall engagement metrics by acting as a straightforward indicator of user appreciation or agreement with a tweet.

In general, engagement metrics are useful measures of audience engagement and interaction with material that businesses share on SM, they all differ throughout webpages. Businesses may successfully interact with their audience and drive meaningful interactions that support their overall marketing objectives by tailoring their SM marketing tactics to each webpages's distinct engagement possibilities and preferences.

ON THE BASIS OF ADVERTISING OPTIONS:

Every SM network provides unique advertising choices that are adapted to meet varying corporate goals and financial constraints. Facebook's advertising webpages is particularly strong and feature-rich, offering a wide range of targeting choices, ad types, and campaign objectives to meet marketing objectives. Businesses may accurately reach their chosen audience segments with the help of powerful targeting tools based on user demographics, interests, behaviours, and even particular interactions with the webpages. Facebook also provides a range of ad formats, including lead generation, video, and carousel advertisements, that let companies present their goods and services in interesting ways. Additionally, the webpages lets businesses match their advertising efforts to their unique marketing goals by providing a variety of campaign objectives, such as website traffic, lead generation, brand awareness, and conversions.

Instagram's advertising choices combine easily with Facebook's advertising network, making use of the webpages's visual appeal to increase engagement and conversions. Instagram's targeting choices, ad formats, and campaign objectives are comparable to those of Facebook's advertising ecosystem, which enables companies to reach a wider audience and interact with Instagram's visually-focused demographic. Instagram's emphasis on visuals makes it a great webpages for promoting goods, lifestyle content, and brand narratives through eye-catching sponsored posts and advertisements. Businesses also have more chances to interact with the viewer via immersive, transient content thanks to Instagram's Stories and IGTV formats.

Twitter's advertising alternatives are centred around boosting accounts, trends, and tweets in order to increase exposure and interaction within the ever-changing ecosystem of the network. With Twitter Ads, businesses can use promoted trends to reach a wider audience, promoted accounts to gain more followers, and promoted tweets to push their content to a specific audience. Twitter is a great venue for businesses to participate in discussions, events, and hot issues related to their sector or specialty, as it emphasises real-time involvement and communication. Through targeting options based on demographics, interests, and keywords, businesses can customise their Twitter Ads to target particular audience segments and encourage valuable interactions on the network.

The SM webpages provides distinct advertising choices that accommodate various business goals and consumer inclinations. With its extensive advertising webpages, Facebook offers a wide range of ad styles and sophisticated targeting possibilities to meet different business objectives. Instagram's visual appeal is leveraged to promote engagement and conversions by integrating seamlessly with Facebook's webpages. With an emphasis on real-time engagement and conversation, Twitter's advertising solutions promote trends, tweets, and accounts to increase exposure and engagement inside the webpages's dynamic ecology. Companies may carefully use these advertising choices to establish a connection with their intended audience, increase interaction, and accomplish their marketing goals on various SM channels.

CONTENT FORMATES:

On SM webpages, content formats do in fact have a substantial influence on how customers interact with businesses and how they perceive them. Every webpage has a range of content formats available, and in order to effectively interact with their audience and meet their marketing goals, businesses need to understand the distinctive qualities of each format.

Facebook offers businesses flexibility in their content development endeavours by supporting an extensive array of content formats, such as text, photos, videos, and live broadcasts. Businesses can communicate updates, announcements, and tales to their audience in a clear and educational way by using text-based posts. Contrarily, businesses may visually present their goods, services, and brand personality through images and videos, which draws viewers in and encourages interaction. Furthermore, Facebook Live broadcasts give companies the chance to interact with their audience in real time, promoting genuine conversations and creating a feeling of community around their brand.

Instagram emphasises image and video content as the main content types because of its focus on visual storytelling. With the use of the webpage's many capabilities, like Stories, Reels, and IGTV, businesses can artistically present their goods and brand identity. Businesses can use Instagram Stories to share fleeting information, such as behind-the-scenes photos, product announcements, and interactive surveys, since the content vanishes after 24 hours. With the help of famous music and trends, businesses may produce short-form video material for reels that attract viewers in a fresh and enjoyable way. Businesses can upload longer-form video content on IGTV, which gives them a webpage to engage viewers and tell more in-depth stories through lessons, interviews, and product demonstrations.

Twitter prioritises text-based material that is augmented by photographs, videos, and links. It is renowned for its succinct and instantaneous updates. Due to the 280 character constraint on tweets, businesses are encouraged to communicate their message succinctly and creatively. Tweets can have photos and videos attached to them to visually appeal to users and draw their attention when they go through their timeline. Businesses can also exchange connections to other people's material, such as blog entries, articles, and landing pages, to give users useful information and increase website traffic.

ON THE BASIS OF BRAND INTERACTION:

It is true that brand interactions differ throughout SM webpages; these differences are impacted by things like webpage culture, user expectations, and brand legitimacy. Every webpage provides different chances for businesses to interact with their target market in ways that fit the user base and webpage characteristics.

Facebook encourages marketers to use community building projects, attentive customer service, and interesting content to create deep connections with their audience. Facebook brands frequently use text-based updates, photos, videos, and live streams in combination to share content that connects with their audience. show their dedication to client pleasure, brands also place a high priority on responsive customer service, answering questions, comments, and complaints from customers right away. Through community building activities like group formation and event hosting, brands may develop a feeling of community and audience on the webpages.

Instagram places a strong emphasis on visual appeal, genuineness, and partnerships with influencers to produce compelling brand experiences for its audience. Instagram users are drawn to visually appealing material, and brands use Stories, videos, and high-quality photographs to present their goods, services, and brand identity in an eye-catching way. On Instagram, authenticity is crucial because users appreciate real, accessible content that captures the essence of the brand. Because influencers provide real suggestions and endorsements to their followers, working together with influencers and content creators increases brand visibility and credibility on the webpages.

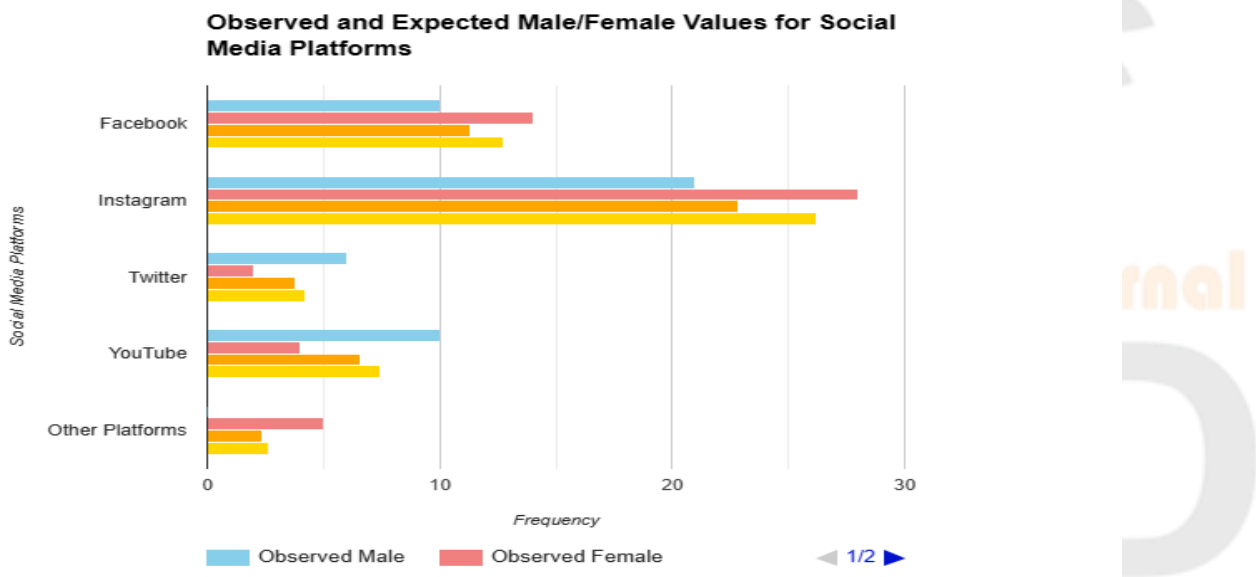
Because Twitter is conversational and real-time, firms can participate in hot topics, have direct interactions with consumers, and quickly respond to customer inquiries. Twitter allows brands to respond to customer comments, share real-time information, and participate in industry- or niche-specific conversations in a fast-paced environment. On Twitter, hashtags are important because they let marketers participate in relevant conversations, reach a wider audience, and join trending subjects.

The comparative analysis of SM webpages yielded several key findings regarding their influence on consumer behavior and implications for marketers. Across webpages, Facebook emerged as a versatile webpages with a diverse user base, offering extensive engagement options and advertising opportunities. Instagram, on the other hand, appealed to a younger demographic with its visually-driven content and emphasis on lifestyle branding. Twitter stood out for its real-time nature and conversational dynamics, attracting users seeking news updates and engaging discussions.

Consumer behaviour on each webpages is largely determined by key aspects such as content formats, brand interactions, advertising possibilities, engagement metrics, and demographics. Comprehending these variables is vital for marketers to proficiently customise their approaches. Brands looking to connect with younger audiences would prioritise Instagram's visual storytelling and influencer partnerships, while companies wanting a wider audience might benefit from Facebook's comprehensive targeting choices and engagement capabilities. Similar to this, Twitter offers advertisers the chance to join in hot debates and timely interactions by emphasising real-time updates and direct conversations.

Given these results, it is advised that marketers tailor their SM marketing strategies to the unique characteristics and dynamics of each webpages. To do this, in-depth audience research must be comprehend the demographics. Content must be created in a way that respects the forms and aesthetics unique to each webpages, and users must be actively engaged through timely and genuine interactions. Through customisation of tactics to suit the distinct features of every webpages and acceptance of the dynamic SM marketing environment, marketers can efficiently utilise these channels to stimulate interaction, establish brand loyalty, and impact consumer actions in a world that is become increasingly reliant on digital media.

4.2 CHI-SQUARE



WEBPAGES	CHISQUARE SCORE
FACE BOOK	0.378
INSTA GRAM	0.328
TWIT TER	2.193
YOU TUBE	3.652
OTHER WEBPAGES	8.203

We can draw the following findings from the gender preferences and SM webpages usage chi-square test results:

Important Association: The chi-square test revealed a significant connection between SM webpages usage and gender preferences. This suggests that within the sample population, gender affects the choice of social media sites.

Webpages-certain Differences: More investigation into certain webpages revealed differing degrees of relationship between gender and usage: The chi-square results for Face book and Insta gram were comparatively low, indicating that male and female preferences on these sites different from the predicted distribution.

Moderate connections were found between Twit ter and You Tube, suggesting a degree of gender-specific preferences.

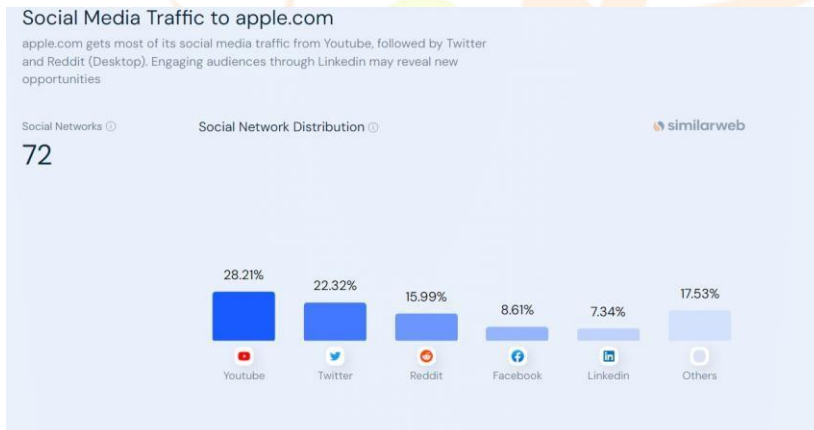
The chi-square statistic for the other sites was greatest, suggesting a substantial gender preference for these webpages.

Goal Accomplished: The goal of examining the relationship between gender preferences and SM webpages usage has been accomplished. The chi-square test revealed a substantial relationship, which offers important information about how gender affects platform choices.

4.3 WEB TRAFFIC ACROSS DIFFERENT FAMOUS COMPANIES:

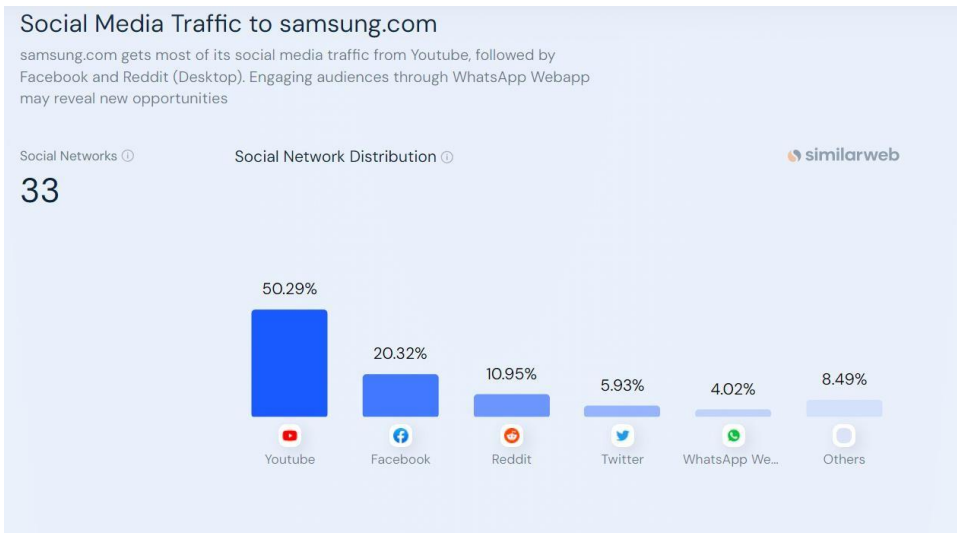
Similar web website shows the overall SM traffic of all companies from their SM to their official websites. So, for this we collected a total of SM traffic data of various famous companies to understand the effect of SMM.

1. APPLE:



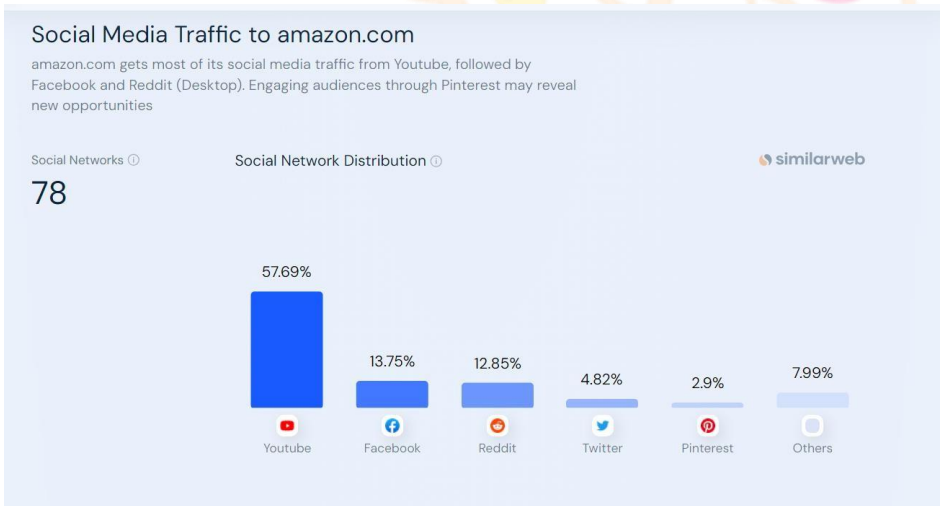
As we can see that the overall SM traffic from famous SM webpages to official apple website is given, So according to given data we can see that the major audience or 28.21% of people are from YouTube, 22.32% of people from twitter, 15.99% of people form reddit, 8.61% of people from Facebook, 7.34% of people from LinkedIn and 17.53% of people from other sites.

2. SAMSUNG:



As we can see that the overall SM traffic from famous SM webpages to official Samsung website is given, So according to given data we can see that the major audience or 50.29% of people are from YouTube, 20.32% of people from Facebook, 10.95% of people form reddit, 5.93% of people from Twitter, 4.02% of people from WhatsApp and 8.49% of people from other sites.

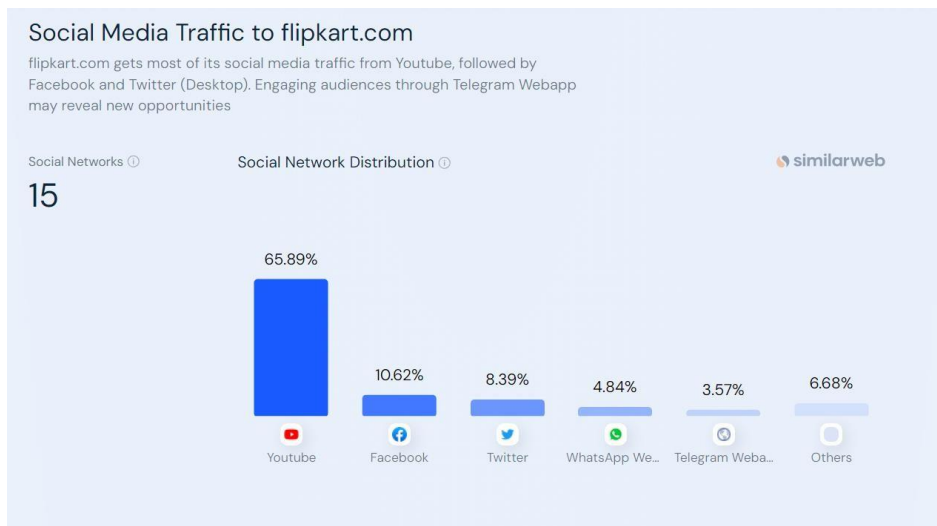
3. AMAZON:



As we can see that the overall SM traffic from famous SM webpages to official Amazon website is given, So according to given data we can see that the major audience or 57.69% of people are from YouTube, 13.75% of people from Facebook, 12.85% of people form reddit, 4.82% of people from Twitter, 2.9% of people from Pinterest and 7.99% of people from other sites.

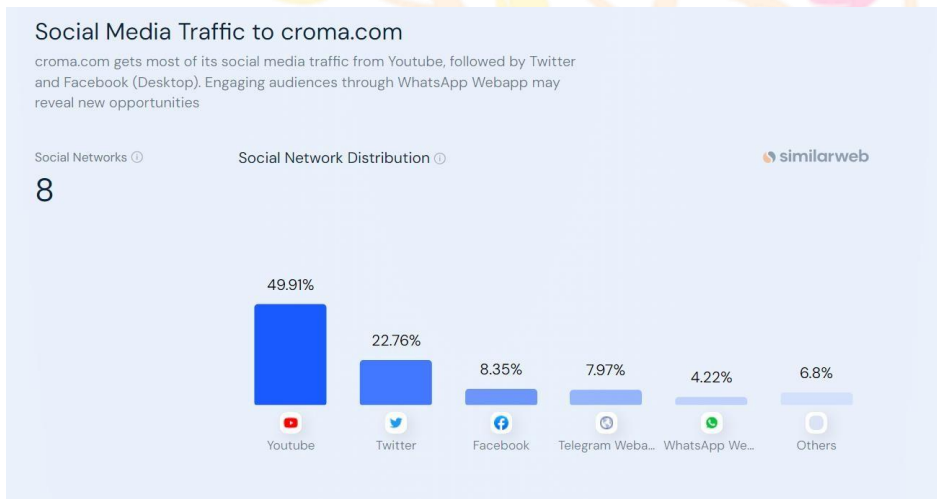
4. Flipkart:

Research Through Innovation



As we can see that the overall SM traffic from famous SM webpages to official Flipkart website is given, So according to given data we can see that the major audience or 65.89% of people are from YouTube, 10.62% of people from Facebook, 8.39% of people form Twitter, 4.84% of people from WhatsApp, 3.57% of people from Telegram and 6.68% of people from other sites.

5. Croma:



As we can see that the overall SM traffic from famous SM webpages to official Croma website is given, So according to given data we can see that the major audience or 49.91% of people are from YouTube, 22.76% of people from Twitter, 8.35% of people form Facebook, 7.97% of people from Telegram, 4.22% of people from WhatsApp and 6.8% of people from other sites.

In conclusion, YouTube's ability to increase traffic: A unique trend emerges from this examination of SM traffic to the websites of well-known businesses: YouTube is the main source of traffic for every business under investigation. Below is a summary of the main conclusions:

YouTube Takes Leads: Regarding SM traffic to the official websites of all five firms (Apple, Samsung, Amazon, Flipkart, and Croma), YouTube regularly receives the largest share of traffic. This varies from a low of 28.21% for Apple to a startling 49.91% for Croma. **The SM Is Important:** Even though YouTube is the leader, There are still additional pertinent webpages. For instance, Facebook is more relevant for Samsung and Amazon, whereas Twitter is important for Apple and Croma. Businesses catering to a younger audience may experience an increase in traffic from websites like Reddit.

FINDINGS

5.1 Using YouTube and Instagram to Their Full Potentiality for SMM

Our research shows an interesting scenario: secondary data emphasises YouTube's dominance, while primary data indicates Instagram performs well for our target population. This presents to execute a multi-webpages SM a marketing tactics that optimises engagement and reach other than a contradiction.

5.2 Making the Most of Instagram's Advantages Visually Appealing Content: Short-form videos and eye-catching images are what Instagram is all about. Use eye-catching images to highlight your products, services, and brand personality.

Targeted Reach: Make sure the right people see your material by using pertinent hashtags. Your brand message and reach can be further amplified by collaborating with relevant influencers.

Interactive Features: Encourage audience involvement and create a vibrant brand community by utilising Instagram Stories, polls, and live video possibilities.

5.3 Unlocking the potential of YouTube:

In-Depth Narration: Create interesting and educational videos to inform prospective clients about What's in store for you. This can contain industry-related educational videos, product demos, tutorials, and behind-the-scenes looks.

Developing Your Brand Authority: YouTube lets you post longer-form material, which helps you become recognised as an influential figure in your field.

Enhanced Interaction: Promote audience participation in your videos by including comments, queries, and calls to action.

5.4 An integrated method:

Content Consistency: To keep your audience interested, stick to a regular posting schedule across both channels.

Cross-promotion: Drive traffic between the webpages by promoting your Instagram account on YouTube and vice versa.

Data-Driven Optimisation: Monitor and assess each webpages's performance indicators. By You may have a better understanding of your audience by using this data finds most engaging and adjust your content strategy for each channel.

5.5 Taking Care of Possible Obstacles:

Resource Allocation: It takes careful resource allocation to provide high-quality content for two webpages. To plan and schedule the creation of content for both YouTube and Instagram, think about making a content calendar.

Material Differentiation: Make sure your material plays to the unique advantages of each webpages while still adhering to a unified brand voice. YouTube videos can go into greater detail on a certain topic, but Instagram material is often shorter and more visual.

Measurement and Tracking: Keep tabs on important metrics across the two webpages by employing SM analytics tools. This information will direct your content strategy and guarantee that you are tailoring your tactics to each channel.

5.6 With the help of the multi-webpages approach, we can:

Reach a Larger Audience: Draw in prospective clients who prefer various SM networks and content formats.
Provide a Fuller Brand Experience: Utilise each webpages's distinct narrative skills to present a more complete image of your brand.

Boost Website Traffic: Make thoughtful calls to action in your content to direct viewers from Instagram and YouTube to your website.

Increase Engagement and Brand Awareness: Develop a devoted fan base and a powerful online presence on the two most famous SM networks.



CONCLUSION

Finally, with a focus on webpages-specific tactics, This study provides valuable insights into the effects of SMM on customer behaviour. Various SM webpages, were compared, and the results showed unique nuances and dynamics that affect customer interaction, brand perception, and buy intent.

All things considered, the results highlight how important it is for SM marketers to use webpages-specific tactics. Every webpages presents distinct advantages and difficulties for companies looking to interact with the intended audience and create lasting relationships. A key factor in optimising the success of SMM initiatives is the application of webpages-specific strategies, which involve everything from creating customised content and encouraging genuine brand connections to comprehending the demographics and engagement metrics.

Significantly, This study highlights how important it is to keep up with how SM webpages and consumer behaviour are changing. In order to be relevant and effective in interacting with customers on SM, marketers need to constantly adjust their strategy as technology develops and user tastes change. In a competitive digital marketplace, businesses may boost their brand recognition, cultivate consumer loyalty, and sway purchasing decisions by utilising webpages-specific analytics and creative techniques.

Future studies around behaviour of consumer and SM marketing may look into different directions. This entails delving more into how emerging technologies like AI, virtual reality (VR), and augmented reality (AR). Furthermore, examining how social and cultural elements affect customer behaviour across various geographic locations can yield insightful cross-cultural analysis for international marketing plans. Additionally, long-term research projects that track modifications in consumer behaviour over time can provide insightful information on how SM marketing is changing to shifting consumer preferences and technology improvements.

this study emphasises the importance of webpages-specific approaches in SMM and points forth directions for further investigation to deepen our knowledge of the complex bond that occurs between SM webpages and modern consumer behaviour. In an increasingly connected world, marketers can successfully use SM to promote consumer engagement, establish brand equity, and achieve commercial success by iteratively improving our techniques and keeping up with evolving trends.



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