

# Assessing the Role of Social Media Marketing on Consumer Behavior

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## Abstract

**This paper investigates the relationship among various demographic and behavioral characteristics of consumers in relationship with social media marketing and how these relationships impact the overall consumer behavior of Social Media users. A structured questionnaire was employed for data collection from the respondents of various demographic and behavioral characteristics of consumers. Correlation analyses of different variables reveal weak positive correlations between age, gender, monthly income, and time spent on social media with average spending on social media purchases. There is also a notable observation of a moderate positive correlation between following brands and interacting with their content. It can also be seen that consumer satisfaction strongly correlates with comfort in social media purchases. Regression analysis identifies brand loyalty and the quality of social media advertisements among other variables has a substantial impact in the new product/service consideration. These findings highlight the importance of engagement and advertisement quality in social media marketing strategies.**

## Keywords

**Social Media, Marketing, Consumer Behavior.**

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## INTRODUCTION

Social Media Marketing has significantly risen in importance over the last decade or so, with boldly announcing its impact on the whole world on a large scale. As the number of social media users have grown exponentially, with projections of more growth in the future, in Bangladesh and worldwide, social media has become a very attractive medium of reaching a wide audience to spread a message. The combination of social media, smartphone, electronic word of mouth has made revolutionary changes in communication both in and outside of business. (Al-Marroof & Al-Emran, 2018). Furthermore, the rise of social media has led to a shift in consumer behavior, with individuals increasingly relying on online reviews and recommendations from peers (Liu et al., 2018). This has empowered consumers to make more informed purchasing decisions and has heightened the importance of building

a strong online reputation. Additionally, social media platforms have created new opportunities for businesses to engage with customers through personalized content and interactive experiences, fostering a sense of community and loyalty (Kaplan & Haenlein, 2010). Because of this trend, it is imperative for businesses worldwide to focus on the impact of social media marketing in consumer behavior, especially how people interact in social media with businesses, how they affect businesses, how decisions and presence of businesses in social media affects consumer behavior etc. Considering these elements in marketing will undoubtedly make marketers more aware of the market and make them understand the dos and don'ts of how to operate, leverage and take hold of the market. Businesses should take into account the segmentation of consumers such as demographics, including age, gender, religion, area, race etc. to better understand the behavior of different types of consumers and how they relate to social media marketing. This is important because this information can easily tell if the social media marketing campaign of a particular business is effective to (I) communicate with a large number of audience and (II) ensure effective communication to build brand loyalty and customer retention (Smith, 2019). This understanding will help marketers understand their market more and let them know what the consumers want exactly.

There has been an abundance of research done on Social Media and Consumer Behavior such as how social media shapes consumer behavior (Zhang, 2021), how consumer loyalty can be influenced by social media (Xu, 2018) etc. but there has been a substantial gap in finding the relationship between specific variables such as time spent on social media, average purchase made on social media, brand loyalty and how all these variables relate to consumer behavior. This paper is an attempt to answer specific questions and fill the gap in research of how specific variables relate to one another relating to social media and consumer behavior.

## LITERATURE REVIEW

Using social media to create brand loyalty is the most effective method in recent years. If a brand is able to highlights content that the audience wants and make the content engaging with the right audience, they can create a strong brand loyalty (Erdogmus & Cicek, 2012) (Cabales, Carungay, Legaspi, Bacatan, & Bacatan, 2023). (Chen, 2020)

Consumer behavior is greatly affected by social media marketing, not just for one brand or business, but overall industry (AKAR & TOPC, U, 2011) (Godey, et al.) (ALI, SHABBIR, RAUF, & HUSSAIN, 2016). (Kim, 2023) (Lee, 2022)

Social media marketing also heavily impacts the psychology of consumers through digital marketing efforts. For that, businesses must use consumer focused, ethical, and strategic methods to social media marketing in order to successfully reach target market. (Djaked & Raza, 2023) (MK, SaurabhSrivastava, ManoharGaikwad, Singh, & S, 2020) (Wang, 2019)

One of the main components of modern marketing strategies are social media marketing to change consumer perception and impact consumer behavior (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013) (Prasath & Yoganathen).

Businesses also need to focus on digital media including social media as it directly impacts consumer behavior (Alghizzawi, 2019).

## METHODOLOGY

**Research Design:** We used non-experimental quantitative analysis for the research. We have conducted a survey which was distributed through Google Forms and used the data collected from the survey to conduct the quantitative analysis that was used in the research.

**Research Instrument:** A structured questionnaire was prepared and collected the submissions through Google Forms. The questionnaire was adapted from Cabales et. all (2023). The questionnaire was distributed among people of various demographics and got 247 responses, which is comparable to the number of respondents of the published paper titled "*An Examination of the Factors Influencing*

Consumers' Attitudes Toward Social Media Marketing". (AKAR & TOPCU, 2011)" Then we have exported the data to SPSS and conducted the quantitative analysis. The questionnaire is given in the Appendix section.

**Statistical Treatment:** We have conducted Pearson Correlation Coefficient analysis and Linear Regression Model analysis among various variables to analyze the data (Erdogmus & Cicek, 2012).

## DATA ANALYSIS AND RESULTS

### Correlation Analysis 1

		Age Range	How much do you spend on average on purchases made through social media?
Age Range	Pearson Correlation	1	.180**
	Sig. (2-tailed)		.004
	N	247	247
How much do you spend on average on purchases made through social media?	Pearson Correlation	.180**	1
	Sig. (2-tailed)	.004	
	N	247	247

**Table 1:** Correlation Analysis-1

Variables: (i) Age and (ii) Average money spent on social media per month

\*\*Correlation is significant at the 0.01 level (2-tailed).

Here, the Pearson correlation coefficient is 0.18, which implies that there is a weak positive correlation between age and the average amount spent monthly on social media purchase. This means that it can be expected that as people get older, they are slightly more likely to spend a bit more money on social media. This could be caused by the tendency of older people to not go out much and forego traditional retail shopping, or older people having financial stability among other things.

### Correlation Analysis 2

		Gender	How much do you spend on average on purchases made through social media?
Gender	Pearson Correlation	1	.133*
	Sig. (2-tailed)		.037
	N	247	247
How much do you spend on average on purchases made through social media?	Pearson Correlation	.133*	1
	Sig. (2-tailed)	.037	
	N	247	247

**Table 2:** Correlation Analysis-2

Variables: (i) Gender and (ii) Average money spent on social media per month

\*Correlation is significant at the 0.05 level (2-tailed).

In this analysis, the Pearson correlation coefficient is 0.133, which suggests a weak positive correlation between gender and the average amount spent monthly on social media purchases. This means that, on average, women tend to spend slightly more money on social media platforms compared to men. Although this number is not that significant, but this gives marketers important information about which specific group will be more profitable to market towards.

### Correlation Analysis 3

In this analysis, the Pearson correlation coefficient is 0.276, indicating a weak positive correlation between monthly income and the average amount spent monthly on social media purchases. This coefficient suggests that as individuals' income levels increase, there is a tendency for them to spend more money on social media platforms. This is mostly because of the reason that people with disposable income can afford to spend more on luxury goods, as well as spending a large amount on necessary items.

		Monthly income in taka	How much do you spend on average on purchases made through social media?
Monthly income in taka	Pearson Correlation	1	.276**
	Sig. (2-tailed)		.000
	N	247	247
How much do you spend on average on purchases made through social media?	Pearson Correlation	.276**	1
	Sig. (2-tailed)	.000	
	N	247	247

**Table 3:** Correlation Analysis-3

Variables: (i) Monthly income and (ii) Average money spent on social media per month

\*Correlation is significant at the 0.01 level (2-tailed).

### Correlation Analysis 4

		How much time do you typically spend on social media?	How often do you see advertisements on social media platforms?
How much time do you typically spend on social media?	Pearson Correlation	1	.038
	Sig. (2-tailed)		.554
	N	247	247
How often do you see advertisements on social media platforms?	Pearson Correlation	.038	1
	Sig. (2-tailed)	.554	
	N	247	247

**Table 4:** Correlation Analysis-4

Variables: (i) Average time spent on social media and (ii) Frequency of seeing social media ads

In this analysis, the Pearson correlation coefficient is 0.247, which indicates a weak positive correlation between the average time spent on social media and the frequency of encountering social media advertisements. This coefficient suggests that as individuals spend more time on social media platforms, they tend to see a higher number of advertisements. This could be because of as people spend more on social media purchases, social media platforms can gather more information and this can change their algorithm to receive more targeted advertisements.

### Correlation Analysis 5

		Do you follow any brands or companies on social media?	How often do you interact with brand content on social media (liking, commenting, sharing)
Do you follow any brands or companies on social media?	Pearson Correlation	1	.447**
	Sig. (2-tailed)		.000
	N	247	247
How often do you interact with brand content on social media (liking, commenting, sharing)	Pearson Correlation	.447**	1
	Sig. (2-tailed)	.000	
	N	247	247

**Table 5:** Correlation Analysis-5

Variables: (i) Following brands on social media and (ii) Frequency of interacting with brand content

\*Correlation is significant at the 0.01 level (2-tailed).

In this analysis, the Pearson correlation coefficient is 0.447, indicating a moderate positive correlation between following brands on social media and interacting with brand content. This coefficient suggests that individuals who follow brands on social media platforms are generally more likely to engage with the content posted by those brands. This could be because of as people who follow more brands, they already have an attachment to the brands in question and see their content more often.

### Correlation Analysis 6

		How is your average consumer satisfaction from social media purchases	How comfortable are you making purchases directly from social media platforms?
Do you follow any brands or companies on social media?	Pearson Correlation	1	.629**
	Sig. (2-tailed)		.000
	N	247	247
How often do you interact with brand content on social media (liking, commenting, sharing)	Pearson Correlation	.629**	1
	Sig. (2-tailed)	.000	
	N	247	247

**Table 6:** Correlation Analysis-6

Variables: (i) Average consumer satisfaction from social media purchases and (ii) Comfort with social media purchases  
 \*\*Correlation is significant at the 0.01 level (2-tailed).

In this analysis, the Pearson correlation coefficient is 0.629, indicating a strong positive correlation between average consumer satisfaction with social media purchases and comfort with making these purchases. This suggests that individuals who are more satisfied with their social media shopping experiences are also more likely to feel comfortable and confident when making purchases on these platforms. This is because satisfaction related to previous shopping experiences make consumers more comfortable and confident to purchase more in the future.

### Correlation Analysis 7

		Facebook	Instagram	TikTok	X	Other	How often do you see advertisements on social media platforms?
Facebook	Pearson Correlation	1	.05	.097	.079	.173**	.188**
	Sig. (2-tailed)		.942	.130	.217	.007	.003
	N	247	247	247	247	247	247
Instagram	Pearson Correlation	.05	1	.373**	.097	.174**	.211**
	Sig. (2-tailed)	.942		.000	.128	.006	.001
	N	247	247	247	247	247	247
TikTok	Pearson Correlation	.097	.373**	1	.292**	.179**	.175**
	Sig. (2-tailed)	.130	.000		.000	.000	.006
	N	247	247	247	247	247	247
X	Pearson Correlation	.079	.097	.292**	1	.176**	.027
	Sig. (2-tailed)	.217	.128	.000		.006	.671
	N	247	247	247	247	247	247
Other	Pearson Correlation	.173**	.174**	.179**	.176**	1	.068
	Sig. (2-tailed)	.007	.006	.000	.006		.291
	N	247	247	247	247	247	247
How often do you see advertisements on social media platforms?	Pearson Correlation	.188**	.211**	.175**	.027	.068	1
	Sig. (2-tailed)	.003	.001	.006	.671	.291	
	N	247	247	247	247	247	247

**Table 7:** Correlation Analysis-7

Variables: (i) Social media platform and (ii) Frequency of seeing social media ads  
 \*\*Correlation is significant at the 0.01 level (2-tailed).

In this analysis, the strongest correlation between a social media platform and the frequency of watching ads is observed with Instagram, which has a Pearson correlation coefficient of 0.211. This indicates a moderate positive relationship, suggesting that users who engage with Instagram are somewhat more likely to view advertisements on this platform compared to others.

In contrast, the weakest correlation is found with X, which has a Pearson correlation coefficient of 0.027. This very low correlation indicates a negligible relationship between using X and the frequency of seeing ads, suggesting that users on this platform are far less likely to encounter advertisements compared to those on Instagram.

These findings highlight the varying effectiveness and reach of advertisements across different social media platforms, providing valuable insights for marketers looking to optimize their advertising strategies based on platform-specific engagement patterns.

### Correlation Analysis 8

		How much do you spend on average on purchases made through social media?	How is your average customer service experience from social media purchases?
How much do you spend on average on purchases made through social media?	Pearson Correlation	1	.102
	Sig. (2-tailed)		.110
	N	247	247
How is your average customer service experience from social media purchases?	Pearson Correlation	.102	1
	Sig. (2-tailed)	.110	
	N	247	247

**Table 8:** Correlation Analysis-8

Variables: (i) Average customer service experience from social media purchases and (ii) Average spending on social media purchases.

In this analysis, the Pearson correlation coefficient is 0.102, indicating a weak positive correlation between the average customer service experience from social media purchases and the average spending on social media purchases. This correlation suggests that there is a slight tendency for individuals who report a more positive customer service experience with their social media purchases to spend more on these platforms. While this number is not significant, there still exist a correlation between these two as satisfied consumers may feel more inclined to spend more on social media as their confidence and comfort will increase.

### Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1	(Constant)	.164	.169		.978	.329
	Age Range	.013	.041	.017	.317	.752
	How much time do you spend on social media per day?	.069	.051	.070	1.354	.177
	How often do you see advertisements on social media platforms?	.139	.072	.122	1.945	.053
	Do you follow any brands or companies on social media?	.468	.101	.282	4.621	.000
	How would you rate the advertisements that you see on social media?	.231	.042	.334	5.553	.000

**Table 9:** Regression Analysis

**Dependent Variable:** Influence of social media marketing on brand/product consideration

(For instance- How much does social media marketing influence your decision to consider a brand or product?)

**Independent Variable:** (i) Age, (ii) Frequency of seeing social media ads, (iii) Following brands on social media, (iv) Rating of social media advertisements



In this analysis, the most significant factor influencing a consumer's decision to consider a brand or product on social media is whether the individual follows any brands on these platforms, with a beta coefficient of 0.468. This strong coefficient indicates that individuals who follow brands on social media are considerably more likely to consider those brands or products in their purchasing decisions.

The second most influential factor is the rating people give to the advertisements they encounter, with a beta coefficient of 0.231. This coefficient suggests that the higher the ratings individuals assign to the ads they see, the more likely they are to consider the associated brands or products. While this influence is somewhat less pronounced than the effect of following brands, it still plays a significant role in shaping consumer consideration.

## DISCUSSIONS

From the correlation and regression part of our analysis, some findings have been uncovered such as:

- i) Many factors such as age, gender, advertisement and income affect how much a person spends on social media purchasing.
- ii) Following brands on social media makes people more influenced by brands to consider new products or services
- iii) Consumer satisfaction leads to comfort while making purchase and increases purchase amount in social media
- iv) Advertisement watched varies among platforms with Instagram users watching the most ads and X users watching the fewest ads
- v) Many factors such as age, time spent on social media, frequency of seeing social media ads, following brands on social media and rating of social media advertisements influence the brand/product consideration of consumers. Following a brand is the most impactful and age is the least impactful

## CONCLUSION

The paper analyzed the various demographic and behavioral factors to identify the impact of social media on consumer behavior. The correlation analyses revealed weak positive correlations between age, gender, monthly income, and time spent on social media with average spending on social media purchases. The regression analysis identified that following brands on social media and the quality of social media advertisements are the most significant factors influencing brand consideration. These findings underscore the importance of brand engagement and high-quality advertisements in driving consumer behavior on social media platforms. Overall, this paper can help businesses and marketers to understand consumers better and effectively target them.

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