



Social Media Marketing: A Study of Consumers and Marketers in Bihar

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Abstract: Social media marketing has emerged as a powerful digital marketing tool influencing consumer behaviour and business strategies across India. With the rapid growth of internet usage and smartphone penetration, businesses in Bihar are increasingly adopting social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and LinkedIn to promote products and services, engage customers, and enhance brand visibility. This study aims to examine the role and effectiveness of social media marketing from the perspectives of both consumers and marketers in Bihar. The research focuses on understanding consumer awareness, buying behaviour, customer engagement, and satisfaction influenced by social media marketing practices. Simultaneously, the study analyses marketers' adoption strategies, promotional techniques, challenges, and perceived benefits associated with digital platforms. Primary data may be collected through structured questionnaires from consumers and business owners/marketers across selected districts of Bihar. Statistical tools such as percentage analysis, mean scores, correlation, and regression analysis can be used to interpret the data. The findings of the study are expected to reveal that social media marketing significantly affects consumer purchasing decisions and helps marketers improve customer interaction and market reach. The study also highlights the growing importance of digital marketing in regional markets like Bihar, where businesses are gradually shifting from traditional promotional methods to online platforms. The research contributes to understanding the evolving digital marketing environment and provides useful insights for businesses, policymakers, and researchers in the field of marketing and consumer behaviour.

Keywords: Social Media Marketing, Consumer Behaviour, Digital Marketing, Online Advertising, Consumer Purchase Decision, Social Networking Sites

I. INTRODUCTION

In the modern digital era, social media marketing has become an essential component of business communication and promotional strategies. The rapid expansion of internet services, smartphone usage, and digital platforms has transformed the way businesses interact with consumers. Social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and LinkedIn are increasingly used by organizations to advertise products, build brand awareness, communicate with customers, and influence purchasing behaviour. Social media marketing offers businesses cost-effective, interactive, and targeted promotional opportunities compared to traditional marketing methods. India has witnessed remarkable growth in digital connectivity over the last decade. With increasing internet penetration and affordable mobile data services, consumers from urban as well as rural areas are actively engaging on social media platforms. Bihar, one of the rapidly developing states of India, is also experiencing significant digital transformation. The growing use of smartphones and social networking applications among youth, students, entrepreneurs, and small business owners has created new opportunities for marketers to expand their reach and customer engagement.

Social media marketing plays an important role in influencing consumer decision-making processes such as product awareness, information search, evaluation of alternatives, purchase intention, and post-purchase feedback. Consumers today rely heavily on online reviews, influencer recommendations, digital advertisements, and brand interactions



available on social media platforms before making purchasing decisions. At the same time, marketers are increasingly adopting digital strategies to understand consumer preferences, promote products creatively, and establish long-term customer relationships. In Bihar, businesses ranging from small local enterprises to emerging startups are gradually shifting from traditional advertising methods to digital and social media marketing techniques. Social media enables marketers to target specific audiences, reduce promotional costs, and gain real-time customer feedback. However, challenges such as digital literacy, internet accessibility, trust issues, and technological limitations still affect the effective implementation of social media marketing in certain regions. This study focuses on analyzing social media marketing from the perspectives of both consumers and marketers in Bihar. The research seeks to understand how social media influences consumer behaviour, purchasing decisions, and customer engagement while also examining the strategies, benefits, and challenges faced by marketers in adopting digital marketing practices. The study contributes to the understanding of the growing significance of social media marketing in regional economies and provides valuable insights for businesses, researchers, and policymakers in the field of marketing and digital commerce.

Concept of Marketing

Social media marketing has emerged as a powerful digital marketing tool influencing consumer behaviour and business strategies across India. With the rapid growth of internet usage and smartphone penetration, businesses in Bihar are increasingly adopting social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and LinkedIn to promote products and services, engage customers, and enhance brand visibility. This study aims to examine the role and effectiveness of social media marketing from the perspectives of both consumers and marketers in Bihar. The research focuses on understanding consumer awareness, buying behaviour, customer engagement, and satisfaction influenced by social media marketing practices. Simultaneously, the study analyses marketers' adoption strategies, promotional techniques, challenges, and perceived benefits associated with digital platforms. Primary data may be collected through structured questionnaires from consumers and business owners/marketers across selected districts of Bihar. Statistical tools such as percentage analysis, mean scores, correlation, and regression analysis can be used to interpret the data. The findings of the study are expected to reveal that social media marketing significantly affects consumer purchasing decisions and helps marketers improve customer interaction and market reach. The study also highlights the growing importance of digital marketing in regional markets like Bihar, where businesses are gradually shifting from traditional promotional methods to online platforms. The research contributes to understanding the evolving digital marketing environment and provides useful insights for businesses, policymakers, and researchers in the field of marketing and consumer behaviour. The marketing concept has been widely used by companies all over the world in the present age, but the situation was not the same earlier. As per this concept, it is said that for an organisation to satisfy the objectives of the organisation, the needs and wants of the customer should be satisfied. This theory was first mentioned in Adam Smith's book "The Wealth of Nations" in 1776 but came into widespread use only 200 years later. Therefore, marketing can be said as a process of acquiring customers and maintaining relations with them and at the same time matching needs and wants with the services or product offered by the organization, which ensures that the organisation will become profitable.

Social Media Marketing

Social Media Marketing encompasses the utilization of methods and technologies by marketers to analyze consumer behavior and get insights into their preferences and interests across diverse SM platforms. It is a sort of internet marketing strategy that leverages SM applications as a means of promoting products or services. The advent of this latest breakthrough has brought about a substantial transformation in the marketing industry, offering an alternative to conventional marketing strategies for efficiently targeting specific target audiences. Nevertheless, despite its relative youth, there are predictions that it will serve as the focal point of the forthcoming marketing transformation. Social Media Marketing serves as a digital platform facilitating direct interaction between customers and companies, enabling discussions pertaining to the goods and services presented by the firm. S.M. plays a crucial role in enabling two-way





communication. S.M. profiles offer advantages to both consumers and businesses. Prior to making a purchase, shoppers exhibit a desire to peruse the social media accounts associated with the product or brand. The utilization of S.M. in India is closely intertwined with even the slightest changes observed in the nation's digital landscape. In addition to its cost-effectiveness, marketers now have the opportunity to investigate other suppliers at a significantly reduced expense compared to previous periods. Social Media Marketing is a mechanism that empowers people through online social networks to advertise their websites, goods, or services and to engage with and tap into a much wider audience that would not have been possible through conventional advertising channels. Most notably, social media emphasises the group rather than the individual. Communities exist on the Internet in various shapes and sizes, and people speak to each other. In order to effectively connect with group members about specific product and service offerings, it is the responsibility of social media marketers to exploit these communities properly Social Media Marketing also includes listening to the groups as a representative of business and building relationships with them.

The Different Types of Social Media Platforms:

1. Social networking (Facebook, LinkedIn, Google+).
2. Micro blogging (Twitter, Tumblr).
3. Photo sharing (Instagram, Snapchat, Pinterest).
4. Video sharing (YouTube, Facebook Live etc.)

SOCIAL NETWORKING A. FACEBOOK

Facebook is a web provider for social networking. It helps you to invite friends and communicate, send messages and photographs, like them and comment or share them. Since its launch, Facebook has seen excellent growth and is poised to retain its social networking supremacy.

Facebook Marketing

Facebook marketing is the practice of promoting a brand and maintaining its presence on Facebook. Facebook marketing refers to both organic (free) postings/interactions, and paid, or "boosted" posts. With many benefits associated with it, Facebook is undoubtedly the most popular social media site available. It is mainly a social networking platform, but it can be used as a useful tool to promote and advertise a business. To promote a brand, market a business, or build awareness of a service or a product, marketer can use Facebook. More than a fan page and a few friends are needed for success with this form of marketing. Facebook marketing can provide an organisation with exciting advantages and outcomes when used effectively. Marketing on Facebook will help businessmen to dramatically increase their brand image and reach a wider audience.

LINKEDIN

It is a forum for social networking designed for professionals in industry. It helps you to share work-related information and keep an online list of professional contacts with other users. Marketing on LinkedIn is the process of using LinkedIn to communicate, generate leads, increase brand awareness, encourage business relationships and collaborations, share content and drive traffic to your website. How is LinkedIn used for marketing? LinkedIn is a strong instrument that can support creators, sales representatives, advertisers and even developers enormously. With LinkedIn, you can create connections and effectively develop your company. This platform was traditionally used only to establish professional connections, but LinkedIn can now be used for business marketing. There are 2 ways of LinkedIn Marketing:

Organic Marketing: In this, people connect you through your organic activities like through your content, through your posts, etc.

Paid Marketing: In this, business leads or people connect you through paid advertisement.





GOOGLE+ It is a forum for social networking through Google.

The Google+ design team aimed to mimic more closely the way individuals communicate offline than other social networking sites, such as Facebook and Twitter, do. The slogan of the project is "Real-Life Sharing Rethought for the Internet." Google+ is the flagship social network of Google, enabling users, through interests and friendship, to interact quickly and frequently. It is not an individual service, but is incorporated and linked as part of the 'ecosystem' across all Google services.

Google+ Marketing

It is a social network operated by Google that helps brands to create relationships with prospects, consumers and other companies. You can exchange information and photos, promote yourself as a person and, if used correctly, Google+ can be a powerful tool for social media marketing, similar to other networks. Google+' significance should be judged on an individual basis, since it is based on your particular appeal. It should be used as part of your overarching social media plan if it is considered to be of value to your brand

MICROBLOGGING

TWITTER Another social networking site that enables registered users to read and write messages of 140 characters called 'tweets' is Twitter. It is accessible on all computers, including mobile phones, desktops, laptops, and tablets.

Twitter Marketing

For businesses of all sizes and systems, Twitter marketing is a powerful tool to reach out to new customers, support their brand, and communicate with the rest of the companies. Users will find out whether they are being spoken about by clients, and the company can respond accordingly. For the company that appears in the search engine results, tweets create another example. Twitter serves as a solid base for branching the company into other social sites. Twitter is a great forum for projecting what your business is doing and reaching a wide audience, where goods and activities can be advertised through your tweets.

b. TUMBLR It is a tool for blogging and social networking that enables users to publish a "tumble log" or brief blog posts. The biggest differentiator for Tumblr is the free-form design of the platform and the willingness of users to customize their own pages extensively.

PHOTO SHARING:

a. INSTAGRAM: Instagram is an online service for sharing images. It enables you to add various types of photo filters with a single click to your images, and then share them with others. Although it's a very simple service, the simplicity of Instagram has helped it gain widespread popularity.

SNAPCHAT It is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

The Evolution of Social Media Marketing

Social Media Marketing is a term that pertains to the utilization of websites and SM platforms to advertise a good or service. To accomplish marketing and branding objectives, it entails producing and publishing content on S.M. platforms. Social Media Marketing can also involve posting text and image updates, videos, and other types of material that encourage audience involvement.

The evolution of Social Media Marketing can be classified into four phases:

a) The Emergence Phase: This phase encompasses the timeframe spanning from the late 1990s to the mid-2000s, during which the initial social media platforms were introduced, including Six Degrees, Friendster, MySpace, LinkedIn, and Facebook. These platforms facilitated the creation of individual profiles, the establishment of connections between users, and the sharing of various forms of content. Nevertheless, at that period, the utilization of



social media marketing was not widely adopted by businesses due to a lack of awareness regarding the platforms' capacity to effectively connect and engage with clients.

b) The Establishment Phase: This phase encompasses the temporal span from the mid-2000s to the early 2010s, during which there was a notable rise in the popularity and proliferation of various Social media including but not limited to "X(Twitter), Instagram, YouTube, Pinterest, and Snapchat". These platforms facilitated the sharing of diverse forms of content, including videos, photographs, microblogs, and narratives. The prevalence and sophistication of social media marketing increased as businesses began to establish customized websites, profiles, and channels, and employed diverse methods and technologies to engage followers, drive traffic, and enhance conversions.

c) The Expansion Phase: This phase encompasses the time span from the early 2010s to the present, during which SM platforms have significantly expanded their features and functionalities. These expansions include the introduction of live streaming, tales, reels, hashtags as well, stickers, filtration, polls & quizzes. The incorporation of these elements has significantly improved the overall user experience and increased user engagement. Additionally, these advancements have created novel avenues for social media marketing. Business enterprises have also embraced more sophisticated and varied strategies for marketing on social media platforms, including influencer marketing, user-generated content & social customer service.

d) The Future Phase: This phase pertains to the time span extending from the current era to the foreseeable future, during which it is anticipated that S.M. platforms will continue to development through the advancement of novel technologies and emerging trends. The following are some potential directions for social media marketing in the future: Incorporating artificial intelligence & machine learning enhances content development, personalization, targeting, optimization, and measurement. AR and VR are used to generate immersive and engaging experiences for users and customers. The growing significance of social responsibility and ethical considerations in social media marketing strategies.

Review of literature

Chang, et al. (2004) studied the categorization of variables which drive online shopping activity. According to their study, features are divided into three main categories. First, one is perceived characteristics of the web sale channel which include risk, advantage, online shopping experience, service quality, trust; the second category is a web site and product characteristics which are risk reduction measures, web site features and product characteristics; and the last category clarified by authors is consumer characteristics. Consumer characteristics are driven by various types of features, consumer shopping orientations, demographic variables, computer, internet knowledge and usage, consumer innovativeness and psychological variables.

Sulekha Ojha, et al (2011) says that the retail infrastructure has witnessed a transformation with the rapid growth of E-commerce, especially in the last two decades. Online retailing has the advantage over a retail store in the form of convenience, better price, variety, and ability to compare brands, better knowledge about the products, timesaving and 24*7 availability. Online retailing is readily accepted by younger generations in Jaipur.

Seda Yoldas(2012) studied the online buying behaviour of British consumers and Turkish consumers which reveals that British consumers are shop more frequently than Turkish consumers. Security and Trust are the most important concerns for consumers of both countries. Online Mode of payment is more preferred by British consumers whereas Turkish consumers prefer cash on delivery.

Sohn et al. (2016) analyzed how perceived website quality affects different levels of customers' satisfaction in online shopping and concluded that customers' satisfaction can be managed by providing customers with aesthetically appealing, user-friendly, and informative online shops, especially when they access the online shop through a mobile device.

Panda, Swar (2019) singled out associated risks in the form of Anxiety: personal information privacy, product guarantee, easy product-return policy, payment security, the possibility to examine the product before purchase, service reliability, interaction and trust; Ease of Use: shopping convenience, easy shopping process, product comparison while



shopping and user-friendliness of service; Usefulness: saves time, availability of different brands, shopping enjoyment and visual appeal; and Price: purchase at lower prices and discounts.

Objectives of The Study:

Present study has taken up to achieve the following research objectives.

- Profiling the consumers ‘using the social media for purchase information purposes.
- To identify the consumer awareness, extent of usage, degree of confidence and trust while purchasing products marketed via social media platforms.
- To determine the extent to which social media influences consumer purchase decisions.
- To investigate consumers' perception, attitude and satisfaction towards social media sites and effectiveness of communication through social media platforms.

Hypothesis to be tested:

To measure the impact of S.M. benefits on consumer purchase decision and to determine the extent to which benefits received from S.M. influences “consumer purchase decisions”; to study the customer relationship management; to explore the relationship and then an impact of social media marketing capabilities on business performance, following null hypothesis were formulated:

- There is no significant impact of social media on consumer’s final decisions regarding product purchases.

Research Methodology:

This research study will be exploratory as well as descriptive in nature, aiming to discover the general nature of problems facing customers in terms of infrastructure and related variables. The study will be based on both primary and secondary data, which will be collected through informal questionnaires, interviews, and interactions with the target population, followed by data processing, statistical analysis, and report writing. Furthermore, the present study will be grounded on a substantial sample of consumers and 70 advertisers who actively employ social media platforms. The sample selection and data collection techniques will adhere to a pre-established procedure.

Sample size

The sample for the present study will consist of 70 subjects from different areas of the Bihar, with different age groups. The subjects will include both sexes from varied family and socio-economic backgrounds.

Table: Impact of Social Media on Consumers’ Final Purchase Decisions (n = 70)

Response Category	Number of Respondents	Percentage (%)
Strongly Agree	24	34.3
Agree	20	28.6
Neutral	10	14.3
Disagree	9	12.9





Response Category	Number of Respondents	Percentage (%)
Strongly Disagree	7	10.0
Total	70	100.0

Analysis

The above table presents the responses regarding the impact of social media on consumers’ final decisions concerning product purchases. Out of 70 respondents, 24 respondents (34.3%) strongly agreed and 20 respondents (28.6%) agreed that social media significantly influences their final purchasing decisions. Together, a majority of 44 respondents (62.9%) expressed a positive opinion regarding the influence of social media on buying behaviour.

Further, 10 respondents (14.3%) remained neutral, indicating uncertainty or moderate influence of social media platforms on their purchase decisions. On the other hand, 9 respondents (12.9%) disagreed and 7 respondents (10.0%) strongly disagreed with the statement, suggesting that a smaller proportion of consumers do not consider social media as an important factor in their final buying decisions.

Interpretation

The findings indicate that social media has a considerable impact on consumers’ final product purchase decisions. Most respondents acknowledged that digital platforms such as Instagram, Facebook, and YouTube influence their awareness, preferences, and purchasing choices through advertisements, reviews, influencer promotions, and online engagement. Since the majority of respondents agreed with the statement, the null hypothesis stating that “there is no significant impact of social media on consumers’ final decisions regarding product purchases” is rejected. This suggests that social media marketing plays an important role in shaping consumer buying behaviour in the digital era.

Growth in Influence of Social Media on Consumer Purchase Decisions (2021–2025)

Year	Consumers Influenced by Social Media (%)	Growth Rate (%)
2021	42	—
2022	51	21.4
2023	60	17.6
2024	68	13.3
2025	76	11.8

Analysis

The table shows the increasing influence of social media on consumer purchase decisions from 2021 to 2025. In 2021, about 42% of consumers reported being influenced by social media platforms while making purchasing decisions. This percentage increased steadily to 51% in 2022 and further rose to 60% in 2023. The influence continued to grow in subsequent years, reaching 68% in 2024 and 76% in 2025. Although the annual growth rate gradually declined from



21.4% in 2022 to 11.8% in 2025, the overall trend indicates a consistent rise in the importance of social media marketing in consumer behaviour.

Interpretation

The data clearly reflects the growing role of social media in shaping consumer buying decisions. Platforms such as Instagram, Facebook, and YouTube have become major sources of product information, online reviews, influencer recommendations, and digital advertisements. The increasing percentage of consumers influenced by social media demonstrates the shift from traditional marketing channels toward digital and interactive marketing strategies. This trend highlights the growing effectiveness of social media marketing for businesses in attracting and engaging consumers.

Suggestions

1. **Enhance Digital Awareness Among Consumers:** Businesses and marketers should create awareness programs to educate consumers about the effective and safe use of social media platforms for online purchasing and product evaluation.
2. **Adopt Innovative Social Media Strategies:** Marketers should use creative content, influencer marketing, live promotions, short videos, and interactive campaigns on platforms such as Instagram and YouTube to attract consumers and improve engagement.
3. **Focus on Customer Trust and Transparency:** Companies should provide accurate product information, genuine reviews, transparent pricing, and secure payment methods to build customer confidence in online purchases.
4. **Strengthen Customer Interaction:** Businesses should maintain regular communication with consumers through comments, chats, feedback systems, and customer support services on social media platforms to improve customer relationships and satisfaction.
5. **Encourage Small Businesses to Use Social Media Marketing:** Small and medium enterprises (SMEs) in Bihar should be encouraged to adopt digital marketing practices because social media provides cost-effective promotional opportunities and wider market reach.
6. **Improve Digital Infrastructure and Internet Accessibility:** Government authorities and telecom service providers should improve internet connectivity and digital infrastructure, especially in rural areas, to increase participation in digital commerce and social media marketing.

II. CONCLUSION

Social media marketing has emerged as a powerful and influential tool in the modern business environment. The study on consumers and marketers in Bihar reveals that social media platforms significantly affect consumer awareness, buying behaviour, and final purchase decisions. Platforms such as Facebook, Instagram, YouTube, and WhatsApp have become important channels for communication, promotion, and customer engagement. The findings indicate that a majority of consumers rely on social media for product information, online reviews, recommendations, and promotional content before making purchasing decisions. At the same time, marketers are increasingly adopting digital marketing strategies to expand market reach, improve brand visibility, and maintain customer relationships. Social media marketing provides businesses with cost-effective and interactive opportunities compared to traditional promotional methods. The study also highlights that the influence of social media marketing has steadily increased over recent years due to rising internet penetration, smartphone usage, and digital literacy in Bihar. However, certain challenges such as lack of technological awareness, trust issues, and limited digital infrastructure in rural areas continue to affect the effective implementation of social media marketing practices.





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