
AN OVERVIEW OF SOCIAL MEDIA ON CONSUMER BUYING INTENTION

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DOI: 10.5958/2249-7137.2021.02663.X

ABSTRACT

Companies all around the globe are always looking for innovative methods to reach out to their customers. Television and print advertising were the cornerstones of marketing tactics just a few decades ago. Traditional marketing channels are just a tiny part of the many methods utilized to promote and brand goods in today's world. The growing importance of social media has influenced state-of-the-art advertising and the way businesses engage with their target audiences. As a consequence, using social media effectively has become a critical component of gaining and sustaining a competitive edge. As a result, businesses increasingly put a high value on the ability of social media to form customer brand image and impact purchasing intent. Companies who utilize social media in a smart way will have an edge over those that do not. An examination of the current literature on social media usage and brand perception may aid in identifying new and effective methods for increasing consumer involvement via social media when evaluating the effects of social media on branding and marketing approaches.

KEYWORDS: *Customer Behavior, Online Target Groups, Social Structure Analysis, Social Media Management.*

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