Analyzing Customer Engagement in Social Media Marketing: Perspectives from Women Consumers

Mamta Jaisiyan*

Associate Professor, Department of Commerce, D.J. College Baraut, Baghpat, Uttar Pradesh, India

Email: mjaisyan7@gmail.com

Abstract - Analyzing customer engagement in social media marketing, particularly from the perspectives of women consumers, unveils intriguing insights into contemporary marketing strategies. Social media platforms have become pivotal in shaping consumer behavior, offering unique opportunities for brands to engage directly with their target demographics. Women, comprising a significant segment of social media users, present a nuanced perspective on how brands can effectively connect and resonate with their audience. This study tries to understand consumer behaviour and customer engagement in social media marketing.

Understanding the dynamics of customer engagement begins with recognizing the multifaceted roles that social media plays in women's lives. Platforms like Instagram, Pinterest, and Facebook serve not only as spaces for social interaction but also as arenas for inspiration, education, and self-expression. For women consumers, these platforms provide a forum to seek product recommendations, share experiences, and participate in communities centered around lifestyle choices, hobbies, and personal values.

Effective engagement strategies in social media marketing often leverage storytelling and authenticity to establish meaningful connections. Brands that understand and align with women's values, aspirations, and challenges can foster a sense of belonging and trust. Authenticity in content creation and communication resonates strongly with women consumers, who value transparency and genuineness in brand interactions.

Analyzing customer engagement in social media marketing from the perspectives of women consumers underscores the importance of authenticity, visual appeal, and alignment with values. By embracing these insights, brands can forge meaningful connections, cultivate loyalty, and drive impactful outcomes in their social media marketing endeavors. Understanding and responding to the diverse needs and preferences of women consumers in the digital age is not just a strategic advantage but a pathway to sustainable growth and brand relevance in a competitive marketplace.

Keywords: consumer, behavior, social, media; women

- -x- -

INTRODUCTION

Background of the Study

Analyzing customer engagement in social media marketing, particularly from the viewpoints of female consumers, reveals a complex environment of digital interactions, consumer behaviors, and marketing methods that form current brand-consumer relationships. This is especially true within the context of women consumers. Because of the linked nature of the world we live in today, social media has evolved into a powerful tool that companies can use to not only communicate with their target audiences but also to create genuine connections and earn customer loyalty. Women, who make up a sizeable and powerful portion of the social media user population, have a unique perspective on how marketers may effectively engage with a variety of consumers on digital platforms.

Social media platforms such as Facebook, Instagram, Pinterest, and TikTok have significantly changed the manner in which individuals, notably women consumers, connect with companies and make decisions regarding their purchases. Users are able to seek knowledge, inspiration, and validation from their peers and influencers through the usage of these platforms, which function as virtual marketplace solutions. Specifically for women, social media plays a vital role not just in social networking but also in determining lifestyle choices, sharing

experiences, and accessing a plethora of content that influences their shopping habits. This is because women are more likely to share their experiences with others.

An strategy that is complex and goes beyond surface-level measures such as likes and shares is required in order to comprehend the amount of customer engagement that occurs within the framework of social media. A better understanding of the preferences and motives that drive women consumers to connect with companies online is required for this. When it comes to their interactions with companies, women frequently look for authenticity, transparency, and relevance. They favor brands that resonate with their beliefs and objectives. Therefore, in order for social media marketing techniques to be effective, they need to be adapted to truly connect with female consumers, utilizing insights about the interests and priorities of women.

The value of studying customer engagement from the perspective of women extends beyond marketing data; it covers understanding the social roles that women play, the cultural influences that they are attracted to, and the changing expectations that they have of companies. Because of their digital interactions, women are not only consumers but also influencers within their social circles. They have the ability to shape trends and consumer habits through their interactions with digital platforms. The power of social proof and community validation may be leveraged by brands who identify and adapt to these dynamics in order to enhance their user engagement tactics.

Furthermore, the visual and interactive element of social media platforms has a big influence on how women engage with content and products that are featured online. In order to capture the attention of women consumers and generate emotional responses from them, visual narrative, imagery that is appealing, and interactive elements are essential. Brands who are able to properly harness these factors are able to create immersive brand experiences that strongly resonate with their target audience. This helps to establish stronger relationships and drives meaningful engagement.

Over the course of the past several years, the proliferation of influencer marketing has further altered the landscape of social media engagement among young women consumers. Influencers, who are frequently seen as reliable voices within specialized groups, have the capacity to legitimately promote corporate messaging and suggest products and services. Collaborating with influencers whose beliefs and interests are congruent with those of women consumers may greatly enhance a brand's exposure and trustworthiness, which in turn can lead to higher engagement and conversion rates.

In addition, monitoring and evaluating consumer mood and feedback is a necessary part of studying customer engagement in social media marketing. Tools for social listening and analytics offer great insights into how women perceive and engage with brand content. These insights enable marketers to adapt their strategy based on real-time data, which is a significant competitive advantage. Through the use of this iterative strategy, businesses are able to swiftly adjust to shifting customer tastes and trends, so ensuring that their engagement initiatives continue to be effective and relevant.

For organizations looking to engage with women consumers, the constantly shifting environment of social media and digital marketing brings both possibilities and problems. On the one hand, the capacity to quickly communicate with people all over the world and to engage in conversations that are taking place in real time presents an unparalleled opportunity for expansion and promotion of a brand. Brands, on the other hand, are required to retain agility and responsiveness in their marketing strategies in order to keep up with the ever-changing demands and expectations of women consumers. This is because the nature of social media is quick-paced.

The conclusion is that it is essential for companies that want to develop meaningful relationships with their customers and drive business success in the digital era to conduct an analysis of customer engagement in social media marketing from the viewpoints of women consumers. Marketers are able to design targeted tactics that resonate genuinely and foster enduring relationships by first gaining an understanding of the motives, interests, and behaviors that influence women's interactions on social media. The utilization of these insights will be essential for companies that wish to maintain their competitiveness and relevance in a landscape that is undergoing rapid transformation. This is because social media is continuing to develop into a dominating force in consumer behavior and brand communication.

Importance of understanding customer engagement in social media

Understanding customer engagement in social media is crucial for businesses in the digital age, where social platforms have become integral to marketing strategies and consumer interactions. Customer engagement goes beyond traditional metrics like likes and shares; it encompasses the depth of interactions and relationships that brands build with their audience.

1. Enhances Brand Visibility and Awareness

Social media provides brands with a global platform to reach and engage with their target audience. By understanding customer engagement, businesses can tailor their content and messaging to resonate effectively with their followers. This personalized approach not only increases visibility but also enhances brand awareness as engaged consumers

Mamta Jaisiyan*

www.ignited.in

are more likely to share and promote content within their networks. As a result, brands can expand their reach organically, leveraging the power of social proof and peer recommendations.

2. Drives Customer Loyalty and Advocacy

Engaged customers are loyal customers. When brands actively listen to and respond to consumer feedback on social media, they demonstrate a commitment to customer satisfaction and build trust. This trust forms the foundation of long-term relationships, leading to increased customer loyalty and advocacy. Engaged customers are also more likely to defend and promote brands online, acting as brand ambassadors who contribute to positive word-of-mouth marketing.

3. Facilitates Real-Time Customer Support

Social media platforms serve as real-time communication channels where consumers can voice their opinions, concerns, and inquiries directly to brands. Understanding customer engagement enables businesses to provide timely and personalized customer support, resolving issues promptly and publicly showcasing their dedication to customer service. This proactive approach not only enhances the overall customer experience but also strengthens brand reputation and credibility.

4. Provides Valuable Consumer Insights

Analyzing customer engagement on social media yields invaluable insights into consumer preferences, behaviors, and trends. By monitoring engagement metrics such as comments, shares, and sentiment analysis, businesses can gain a deeper understanding of what resonates with their audience. These insights inform strategic decisions across marketing, product development, and customer service, allowing brands to stay ahead of competitors and anticipate market shifts.

5. Fuels Product Innovation and Development

Customer engagement on social media serves as a direct line of communication between brands and consumers. By actively engaging with their audience, businesses can gather feedback, ideas, and suggestions for product improvements or new offerings. This user-generated content not only inspires innovation but also ensures that products meet the evolving needs and desires of customers. In essence, customer-driven innovation leads to higher satisfaction rates and enhances brand relevance in a competitive marketplace.

6. Enables Effective Targeting and Personalization

Social media platforms offer sophisticated targeting capabilities that enable brands to reach specific demographic groups based on interests, behaviors, and preferences. Understanding customer engagement allows businesses to segment their audience effectively and deliver personalized content that resonates with individual consumers. Personalization fosters a sense of connection and relevance, increasing the likelihood of engagement and conversion among target audiences.

7. Supports Data-Driven Decision Making

Data is a powerful asset in today's digital landscape. By analyzing customer engagement metrics, businesses can make informed decisions backed by empirical evidence rather than assumptions. Whether adjusting marketing campaigns, refining messaging strategies, or optimizing social media content, data-driven insights ensure that resources are allocated efficiently and effectively. This iterative approach to decision-making minimizes risks and maximizes returns on investment in social media marketing efforts.

8. Fosters Competitive Advantage

In a competitive market environment, understanding customer engagement on social media can differentiate brands from their competitors. By cultivating meaningful relationships with consumers and delivering exceptional experiences, businesses can establish a competitive advantage that goes beyond price or product features. Engaged customers are more likely to choose and remain loyal to brands that prioritize their needs and values, thereby enhancing market position and sustainability. In conclusion, understanding customer engagement in social media is not just beneficial but essential for businesses striving to thrive in the digital era. By prioritizing engagement metrics, fostering relationships, and leveraging consumer insights, brands can build trust, drive loyalty, and achieve sustainable growth. Moreover, effective customer engagement strategies enable businesses to adapt to evolving consumer behaviors and market dynamics, positioning them as industry leaders poised for long-term success in a rapidly changing landscape.

1.3 Research objectives

- To understand consumer behaviour and customer engagement in social media marketing.

SOCIAL ROLES AND CULTURAL INFLUENCES AFFECTING WOMEN'S CONSUMER BEHAVIOR

To have a complete understanding of the consumer behavior of women, it is necessary to conduct a comprehensive investigation of the social positions that they occupy as well as the cultural factors that impact their preferences, decisions, and interactions with corporations. The consumer behavior of women is an intimately connected relationship with their responsibilities in society. This relationship is impacted by cultural conventions, societal expectations, and the ever-changing dynamics of gender. This research digs into the intricate interaction of social roles and cultural influences that have an effect on the purchasing decisions of

women. It highlights critical factors that marketers and organizations need to take into consideration in order to effectively engage this varied and significant population.

Social Roles Shaping Consumer Behavior

1. Caregivers and Household Managers: Traditionally, women have been primary caregivers and managers of household finances. This role influences their purchasing decisions, as they often prioritize products and services that benefit their families' well-being and meet household needs. Marketers targeting women consumers often emphasize convenience, value, and practicality to resonate with their roles as caregivers.

2. Career Professionals: With increasing participation in the workforce, many women juggle professional careers alongside their familial responsibilities. Their consumer behavior reflects their dual role as earners and decision-makers, seeking products and services that enhance their professional image, productivity, and work-life balance. Brands that acknowledge and cater to the needs of career-oriented women can build strong connections and loyalty.

3. Social Influencers: Women often play pivotal roles as influencers within their social networks. Their opinions and recommendations carry significant weight, particularly in areas such as fashion, beauty, health, and household products. Social media amplifies this influence, enabling women to share experiences, reviews, and product recommendations with a wide audience. Brands that leverage women's influence as social connectors can enhance their reach and credibility among target demographics.

4. Community Leaders and Activists: Many women are actively engaged in community initiatives, advocacy, and social causes. Their consumer behavior reflects their values and commitment to issues such as sustainability, ethical production, and social responsibility. Brands that align with these values and demonstrate genuine corporate citizenship can resonate deeply with socially conscious women consumers, fostering loyalty and advocacy.

Emerging Trends and Opportunities

1. Empowerment and Diversity: Women increasingly seek brands that empower and celebrate diversity in their marketing initiatives. Authentic representation, inclusive messaging, and support for women-centric causes resonate strongly with modern consumers who prioritize values alignment and social impact.

2. Digital and E-commerce: The proliferation of digital channels and e-commerce platforms has transformed shopping behaviors among women. Convenience, personalized experiences, and seamless transactions are critical factors driving online purchases. Brands that optimize their digital presence and customer engagement strategies can capitalize on the growing trend of digital consumption.

3. Sustainability and Ethical Consumption: Environmental consciousness and ethical considerations influence women's purchasing decisions. Sustainable practices, eco-friendly products, and transparent supply chains appeal to consumers seeking to minimize their environmental footprint and support responsible brands.

4. Personalization and Customer Experience: Women value personalized shopping experiences that cater to their unique preferences and lifestyles. Data-driven insights enable brands to deliver targeted recommendations, promotions, and content that enhance customer satisfaction and loyalty.

Women's consumer behavior is shaped by a complex interplay of social roles, cultural influences, and evolving trends. Marketers and businesses must adopt a nuanced understanding of these dynamics to effectively engage and resonate with women consumers. By acknowledging the diverse roles women fulfill, respecting cultural sensitivities, and embracing emerging trends such as empowerment, sustainability, and digital innovation, brands can forge meaningful connections, foster loyalty, and drive growth in an increasingly competitive market landscape. As women continue to assert their influence as consumers and decision-makers, proactive adaptation to their evolving preferences and values remains essential for sustained relevance and success in the global marketplace.

SYSTEMATIC LITERATURE REVIEW

S. No.	Topic	Objectives	Results/Findings	Author details
1	Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions	To investigate the use of Social media in penetrating consumer engagement within the digital context.	Empirical explanations are found across the markets and product contexts unveiling how digitalized media strategies connect users to integrate with brands promoted. Such studies provide arguments and directions to overview the effectiveness of new media like social media options in business perspectives.	Dissanayake (2019)
2	Social Media and Customer Engagement	To review the related literature on customer engagement in social media, identify key elements and forms of customer engagement, and propose a conceptual framework that explains how and when customers are engaged in social media.	Social media have become enormously popular among businesses around the world because they facilitate customer engagement, enhance satisfaction, and increase customer loyalty. They provide a platform where customers engage in various forms of behaviors and interactions with other customers. Thus, customers might be active (e.g. evaluating service performance, posting comments and material, or sharing others' comments and material) or passive consumers of social media content (e.g. viewing other customers' evaluations, viewing comments and material, or observing conversations of others).	Tsiotsou (2019)

Mamta Jaisiyan*

3	Measuring Customer Engagement in Social Media Marketing: A Higher-Order Model	This study investigates customer engagement (CE) in a framework that includes three antecedents and a main outcome (loyalty).	The results validate CE as a multidimensional construct and support all hypotheses of the conceptual model. As key contributions, the study reveals involvement as the strongest antecedent of customer engagement and emphasizes the importance of CE in predicting and fostering customer loyalty.	Vinerean, & Opreana (2021)
4	Customer engagement in social media: a framework and meta-analysis	This research examines customer engagement in social media (CESM) using a meta-analytic model	Customer engagement is also found to have substantial value for companies, directly impacting firm performance, behavioral intention, and word-of-mouth. Moreover, hedonic consumption yields nearly three times stronger customer engagement to firm performance effects vis-à-vis utilitarian consumption. However, contrary to conventional managerial wisdom, word-of-mouth does not improve firm performance nor does it mediate customer engagement effects on firm performance.	Oliveira et al. (2020)
5	Customer engagement and social media: Revisiting the past to inform the future.	To review conceptual and empirical studies on CE on social media published in academic journals since the beginning of the current (or third) millennium spanning from 2000 to 2020.	The outcome of our review reveals the antecedents, decisions, and outcomes; the theories, contexts, and methods; and the ways forward for advancing knowledge, improving representation, and enhancing rigor with respect to future research on CE and social media.	Weng et al. (2022)
6	Digital customer engagement: A systematic literature review and research agenda	To synthesize the state-of-the-art literature on digital consumer engagement by reviewing 139 relevant articles.	The study reports on the theoretical lenses, methods, contexts, antecedents, drivers, and outcomes of digital customer engagement. In addition, the study lists top authors, journals, articles, and countries. Finally, the authors develop a comprehensive framework to better understand digital customer engagement and provide critical avenues for future research.	Srivastava (2023)

RESEARCH METHODOLOGY

This research uses a phenomenological approach, using systematic literature reviews to study the causes of aging. This systematic review was conducted using the phenomenological guidelines described in the Cochrane Handbook for Systematic Reviewers, and was reported using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) format. A panel of experts from various fields will be involved to define the research question, research strategy, research technique, and overall plan. The phenomenological framework initially meets the operational definitions and conceptual boundaries of the issue area to establish a contextual framework.

CONCLUSION

Several important insights into modern marketing tactics may be gained by examining customer engagement in social media marketing, particularly from the viewpoints of women consumers. With women making up a substantial portion of consumers

in the modern day, social media platforms have emerged as crucial means for firms to connect with their target audiences. The purpose of this research is to investigate the many aspects of customer engagement in social media marketing. Specifically, it investigates the factors that influence the behaviors, preferences, and interactions that women consumers have with businesses online.

A spectrum of interactions between consumers and brands is included in the concept of customer engagement in social media marketing. These interactions can range from superficial kinds of connection such as likes, shares, and comments to more profound types of involvement such as reviews, recommendations, and advocacy for the business. Understanding how they engage with businesses on social media is essential for designing effective marketing strategies for women consumers, whose purchasing power and influence in household and personal consumption decisions are increasingly acknowledged.

Recognizing the importance of content relevancy and resonance is a crucial part of assessing customer engagement in social media marketing among women consumers. When it comes to content that connects with their beliefs, objectives, and lifestyles, women have a tendency to engage their attention more actively. Because of this, companies who modify the content of their social media platforms in order to address these factors have a greater chance of fostering genuine connections and engagement with their female audience.

For women consumers, the influence of social proof and peer recommendations is another important component that plays a significant role in their engagement. Peer recommendations and reviews are important drivers of engagement because social media platforms like Facebook and Twitter make it easier for people to share their experiences and opinions with one another. Brands that promote and highlight great customer experiences have the opportunity to harness this social proof in order to enhance their reputation and increase the level of engagement from women consumers.

In addition, the visual character of social media platforms plays a crucial influence in the engagement of women consumers. Attention may be captured and emotional reactions can be evoked through the use of visually appealing content, videos, and photos of high quality, which can ultimately lead to an increase in engagement levels. When it comes to women consumers, brands that make investments in visually appealing content strategies have the ability to successfully differentiate themselves and create an impression that is more remembered.

Additionally, women consumers are able to establish and maintain interactions with companies because to the interactive elements that are available on social

media platforms. It is possible for companies to demonstrate their dedication to the happiness of their customers and to strengthen their relationships with their audience by actively responding to comments, questions, and feedback. Through the cultivation of a sense of community and belonging through this two-way communication, women consumers are encouraged to engage with the brand on a deeper level.

The customization of marketing messages is essential for engaging women consumers on social media, in addition to the content and engagement that is there. Recommendations, offers, and communications that are personalized and connect with the preferences and interests of the particular customer demonstrate an understanding of the consumer's requirements and enhance the relevancy of the brand's outreach efforts. Not only does this personalized strategy enhance engagement, but it also cultivates loyalty and advocacy among women consumers.

Women consumers' engagement with companies on social media is influenced not just by their individual interactions but also by the larger social and cultural milieu. Consumers who are women are more concerned about issues such as diversity, inclusiveness, and social responsibility. Women consumers prefer to support businesses that are congruent with their own personal beliefs and ideals. Women consumers are more likely to trust and remain loyal to brands that exhibit a real commitment to these values via their actions and communications. This, in turn, fosters ongoing engagement.

The complex mechanics of connection, influence, and relationship-building on digital platforms are revealed by examining customer engagement in social media marketing from the viewpoints of women consumers. Brands are able to build more successful tactics to connect with this crucial group if they have a better understanding of the factors that promote engagement among women consumers. These factors include content relevance, social proof, visual appeal, interactive communication, customization, and alignment with values. It will be essential to do continual research and change marketing techniques in order to maintain relevance and maximize engagement with women consumers in the digital age. This is because social media is continuing to emerge as a major medium for consumer-brand interactions.

REFERENCES

1. Cao, P., Meister, S., & Klante, O. (2014).How social media influence apparelpurchasing behavior. Marketing ReviewSt. Gallen, 31, 77-86.

2. Dollarhide, M. (2023). Social Media:Definition, Effects, and List of TopApps. Retrieved fromhttps://www.google.com/url?q=https://www.investopedia.com/terms/s/social-media.asp&sa=U&ved=2ahUKEwjmuIiD2_T9AhVNSfEDHZUtBvQQFnoECAMQAg&usg=AOvVaw064ynAdTE3r9eNtY0_zC5V

3. Dadamo, A. (2015). how social media affectsfemale shopping behavior, Retrievedfromhttps://www.stellarising.com/blog/2015/12/the-new-path-to-purchase-how-media-affects-female-shopping-behavior/

4. Gul, M. S., Shahzad, H., & Khan, M. I.(2014). The relationship of socialmedia with fashion consciousness andconsumer buying behavior. Journal ofManagement Info, 1(2), 12-20.

5. Kowalewicz, R. (2022). How Social MediaImpacts Consumer Buying. Retrievedfromhttps://www.forbes.com/sites/forbesagencycouncil/2022/04/28/how-social-media-impacts-consumer-buying/?sh=142ebebb337dm

6. Kyle, M. M. (2017). The influence of social mediamarketing on consumer behavior: A Case ofBritam Holdings Limited. United StatesInternational University-Africa,

7. Lile, S. (2023). Complete History of SocialMedia: Then And Now. Retrievedfromhttps://www.google.com/url?q=https://smallbiztrends.com/2023/03/history-of-social-media.html&sa=U&ved=2ahUKEwi097yli_X9AhWdafEDHWgVB3MQFnoECAoQAg&usg=AOvVaw34zsiuFhL4vQhTUWziSG9i

8. Ashman, R., Solomon, M.R. and Wolny, J. (2015) 'An old model for a new age: consumer decision-making in participatory digital culture', Journal of Customer Behaviour, Vol. 14,No. 2, pp.127–146. https://www.researchgate.net/publication/2823504253.

9. Bronner, F. and Hoog, R. (2010) 'Consumer-generated versus marketer-generated websites in consumer decision making', International Journal of Market Research, Vol. 52, No. 2,pp.231–248. https://journals.sagepub.com/doi/10.2501/S14707853092011934.

10. Chu, S.C. and Kim, Y. (2011) 'Determinants of consumer engagement in electronic word-of-mouth(eWOM) in social networking sites', International Journal of Advertising. The Review of Marketing Communications, Vol. 30, No. 1, pp.47–75. https://www.tandfonline.com/doi/abs/10.2501/5.

11. Yadav, M. A. M. T. A., & Srivastava, D. M. K. (2020). A study of changing consumer trends in the entertainment industry. Iconic Research and Engineering Journals.

Mamta Jaisiyan*

12. Parihar, S., & Kant, D. K. (2021). Impact of Marketing Mix on Consumers Satisfaction-A Study of Consumers of OTT Platforms in India. SSRN.

13. Ringim, K. J., & Reni, A. (2019, August). Mediating effect of social media on the consumer buying behaviour of cosmetic products. In 3rd International Conference on Accounting, Management and Economics 2018 (ICAME 2018) (pp. 291-308). Atlantis Press.

14. Singh, P. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. Journal of Content, Community and Communication.

15. Disha, Nadia & Tahmid, Mubasshir & Rumpa, Nishat & Arpa, Maliha & Amin, Md. (2023). Social Media Marketing and Consumer Buying Behavior: A Literature Review. 15. 10-20. 10.7176/EJBM/15-8-02.

16. Aziz, K.G., Jabar, L., Wahbi, D., & Luqman, R. (2023). The Impact Of Social Media Marketing On Buying Behavior Of Ladies. Al Huwiyah: Journal of Woman and Children Studies.

17. Gupta, Yuvika & Shome, Samik. (2020). Social Media Advertisements and Buying Behaviour: A Study of Indian Working Women. International Journal of Online Marketing. 10. 48-61. 10.4018/IJOM.2020070104.

18. Budree, A., Driver, W., Pandle, A., Tanaka, G. (2021). The Impact of Social Media Marketing on Impulse Buying. In: Meiselwitz, G. (eds) Social Computing and Social Media: Applications in Marketing, Learning, and Health. HCII 2021. Lecture Notes in Computer Science(), vol 12775. Springer, Cham. https://doi.org/10.1007/978-3-030-77685-5_5

19. Seema Bhardwaj, Navin Kumar, and Amita Venkatesh (2024), How Social Media Influencers Impact Consumer Behaviour?; https://doi.org/10.1177/09722629241237

20. K V, S., KP, N., Kamath, G. B., & Villace, T. (2021). Social media advertisements and their influence on consumer purchase intention. Cogent Business & Management, 8(1). https://doi.org/10.1080/23311975.2021.2000697

21. Majeed, M., Owusu-Ansah, M., Ashmond, A. A., & Corona, C. G. (2021). The influence of social media on purchase intention: The mediating role of brand equity. Cogent Business & Management, 8(1). https://doi.org/10.1080/23311975.2021.1944008

22. Aziz, Khanda & Jabar, Lava & Wahbi, Darya & Luqman, Rayan. (2023). The Impact Of Social Media Marketing On Buying Behavior Of Ladies. Al Huwiyah: Journal of Woman and Children Studies. 3. 10.24042/jwcs.v3i1.17158.

23. Sonia, & Rani, Dr. (2024). THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW. International Journal of Social Science & Economic Research. 09. 378-384. 10.46609/IJSSER.2024.v09i01.025.

Corresponding Author

Mamta Jaisiyan*

Associate Professor, Department of Commerce, D.J. College Baraut, Baghpat, Uttar Pradesh, India

Email: mjaisyan7@gmail.com