

## **Impact of Social Media Marketing on Consumer Buying Decision Making**

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### **Abstract**

People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their “connection” or friends. That information is a helpful source, which may influence consumer’s decision-making. Most of studies showed that people use information on social media contents as the guideline for their future purchase. Also, social media is used as advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers. The social media environment is very easy to apply and to reach the reach customer. These benefits give persons convenience to achieve what they are looking for. People tend to believe in what their friends recommend. Posting information could lead their friends to do the same thing or use their information to make decisions. The samples counted 220 respondents are choose by convenient sampling method and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media marketing reflected in the consumer buying decision making process.

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