ABSTRACT

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behavior among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer

The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can’t under estimate the growing importance of social Networking sites with reference to consumer behavior and how its effecting to consumer behavior.

The Social Media have changed the power structure at the place of the where good sold and purchased online. It describe their attitude and possible role playing as part of company marketing planning and identifies different way of managing them as marketing tools and technique. A passive focus is on the social media how its changing the mind of the consumer behavior where as the active focus is using the social media marketing as direct marketing and as tools of personalizing goods. In the modern era the using of Social websites using by all consumers has mostly increased and usages of Social Networking Websites has extensively effect on the these consumers in various ways. To understand this we can see that how internet has made amazing contribution to the changing life style on account of its abundance and diversity of information. Internet and Electronic Marketing adoption and showing that electronic marketing adoption or rejection is based on rational consumer behavior. Internet penetration in almost
whole of the world is increasing. It is more widespread on account of easy payment options, reduced hardware prices, cost effective internet communication and reliable technology.

Social Media has changed the organizations do business with the help of computers online over past few years, and as result social media marketing has created its own name in the business world. There are many online networking sites are there which affect consumer behavior. Like Google+, LinkedIn, YouTube etc. Now a days Social Media is using by almost all the ages of consumers may college students, working class and even old age people too. Millions of emerging young adults use Social web sites. Social websites like Orkut, facebook, My Space is having many features which affect and attract many number of people. In today the life Social Media become a very strong useful tool using by the consumer in buying decisions. Technology has changed the life of all consumers.

Today we are living in 21st century, it is very difficult for the consumers to spend time on purchasing the product because of busy schedule. Now a days users are acquiring followers and subscribers giving information by social media how to purchase the goods online without wasting time to go personally. Through Social Networking Sites consumers can get information not only about companies but also for the companies too. Even social media is helping consumers to buy product through engagement that means consumers and various stakeholders like company, consumers, society, businessman are participants rather than viewers. So Consumers can change their mind before purchasing any product through online.

There are various Social Media Marketing tools are available for the consumers some of them are:

1. Social Media Monitoring.
2. Social Media.
5. Social Analytics and Reporting.
6. Social Aggregation.
With the fickle popularity of various Social Media Marketing like Google+,
Facebook, MySpace. Etc. which is affecting consumer behavior.