

Conceptual Paper: Social Media Marketing, Customer Behaviour, and Its Impact on Customer Health

Harshankumar Rameshbhai Mali

Student: SY B.Com, SEM-V

Shri. V. R. Patel College of Commerce, Nagalpur, Mehsana, Gujarat

E: MAIL- harshanmali1510@gmail.com

Mobile No. – 8160805113

Dr.Alpa Pragnesh Jani

Assistant Professor

Department of English

Shri V R Patel College of Commerce, Mehsana

E-mail: alpajani1820@gmail.com

Mobile No.- 9624635323



Abstract:

Social Media Marketing (SMM) has become a very powerful tool in today's digital world. With the fast growth of the internet and smartphones, platforms like Instagram, Facebook, YouTube, TikTok, and Snapchat have become a part of our everyday life. Companies use these platforms to promote their products in creative and interactive ways. Unlike traditional advertisements, social media allows two-way communication where people can like, comment, share, and even directly message brands. Influencers and user-generated content make advertisements feel more real and relatable, especially for young people.

This study shows that SMM strongly affects consumer behaviour. It helps people discover new brands easily and influences their buying decisions through reviews, ratings, and influencer recommendations. Social media algorithms show personalized advertisements based on user interests, which makes marketing more effective. Even small businesses can reach a global audience at a lower cost because of social media. The study also explains that SMM has some negative effects. Constant exposure to perfect body images, luxury lifestyles, and promotional content can affect teenagers' mental health. Many young people compare themselves with influencers, which can reduce self-confidence and increase stress, anxiety, and fear of missing out. Too much screen time can also disturb sleep, reduce physical activity, and affect academic performance.

Therefore, while SMM supports business growth and digital development, it is important to use it responsibly. Proper awareness, ethical marketing, media literacy education, and balanced use of social media can help decrease its adverse effects on mental and physical health.

1. Introduction:

Internet and smart phone use have revolutionized how people communicate, shop, and access information. Social media has become a way of life for many people, particularly for youths. According to global studies, adolescents and young adults spend several hours each day on social networking sites. Businesses have recognized this shift, and products and services can be promoted through social media, which can increase sales of goods as well services.

Use of social media for creating information or sharing information with the help of social networks to achieve marketing goals. Contrasting traditional advertising approaches, SMM is interactive, personalized, and repeatedly casual. Consumers can like, comment, share, and even create content with various brands. Those Influencers, who have large and loyal followings, play a major role in shaping opinions and purchase decisions.

Although SMM has enhanced consumer-business communication, worries about its wider social and health implications have surfaced. Self-esteem, mental health, and physical

habits may be impacted by constant exposure to carefully chosen photos, beauty standards, opulent lives, and forceful advertisements. Adolescents are especially vulnerable since their emotional and psychological development is still ongoing. With an emphasis on consumer behaviour and health outcomes, in this study, the pros and cons of social media marketing are discussed.

Social media platforms for instance Facebook, Instagram, TikTok, YouTube, Snapchat, and many more have become primary channels for marketing and brand–customer interaction. Social media marketing uses content, influencers, user-generated content (UGC), targeted ads, and community engagement to influence customer attitudes and behavior. These channels produce fast, measurable effects on awareness, consideration, and purchase intent, and they shape norms and lifestyles that extend beyond the transactional realm.

However, SMM's persuasive power also interacts with individual psychology and social dynamics in ways that may affect health. Advertising of energy-dense, nutrient-poor foods, promotion of appearance-focused products through highly curated influencer content, and the constant availability of tailored content have been implicated in changes in consumption patterns, body dissatisfaction, disordered eating, sleep problems, and broader mental-health outcomes. This paper performs a secondary-data synthesis of scholarly reviews, empirical studies, and policy reports to examine how SMM influences consumer behaviour and how those changes can impact customer health.

2. Research Objectives

- To understand the features and concept of Social Media Marketing.
- To know how Social Media Marketing impacts consumers' mental and physical health.

3. Research Methodology

This paper main based on secondary data. Data has been collected from research journals, reports by international organizations, books, government publications, and credible online sources. The paper follows a descriptive and analytical approach suitable from the student's point of view. The focus is on synthesizing existing literature and presenting findings in simple and clear language.

4. Concept of Social Media Marketing

Social Media Marketing (SMM) is to the utilisation of social networking proposals and digital

Applications to advertise products, services and brands. Popular platforms used for SMM include Facebook, Instagram, YouTube, Snapchat, LinkedIn, and X (formerly Twitter) (Kaplan & Haenlein, 2010). SMM allows companies to communicate directly with customers and build

strong online relationships. One of its main features is interactivity, where consumers can like, comment, share, and directly message brands, creating two-way communication (Tuten & Solomon, 2020). Another important feature is personalization, as social media algorithms analyze user interests and behavior to show tailored advertisements and content (Dwivedi et al., 2021).

Influencer marketing is also a key element of SMM, where brands partner up with social media personalities to market products to their social media followers. In addition, user-generated content allows customers to share reviews, photos, and personal experiences, which increases trust and authenticity. Real-time communication further strengthens engagement, as businesses can respond instantly to customer feedback and queries.

When compared to traditional advertising techniques like print advertising or watching TV, SMM is more cost-effective and allows businesses to expand their audience into the international arena in a timely manner (Felix, Rauschnabel, & Hinsch, 2017). However, research also suggests that the constant exposure to advertisements and idealized lifestyles on social media may create psychological pressure, unhealthy consumption habits, and increased screen time among users, especially adolescents (WHO, 2024; Keles, McCrae, & Grealish, 2020).

5. Consumer Behaviour and Impact of Social Media Marketing

Social Media Marketing (SMM) has a strong influence on how consumers think, feel, and make buying decisions. Many research studies show that social media platforms not only promote products but also shape customer attitudes and preferences (Kaplan & Haenlein, 2010; Dwivedi et al., 2021). Below are the major impacts explained in detail:

5.1 Brand Awareness and Discovery

Social media marketing plays an important role in increasing brand awareness. When companies post advertisements, collaborate with influencers, or create viral content, millions of users get exposed to their products within a short time. Platforms like Instagram, YouTube, and Facebook use algorithms that study users' search history, likes, and online behavior to suggest similar products and brands (Tuten & Solomon, 2020). This makes product discovery faster and easier compared to traditional advertising. According to Felix, Rauschnabel, and Hinsch (2017), social media helps brands reach global audiences at a lower cost, increasing visibility and recognition. As a result, even small businesses can become popular through creative digital marketing strategies.

5.2 Consumer Engagement and Interaction

One of the biggest advantages of SMM is two-way communication. Unlike the traditional media that communicate in one direction, social media lets consumers provide comment, share posts, participate in polls, and send direct messages to brands. This interaction creates a personal connection between customers and companies (Mangold & Faulds, 2009). When consumers feel heard and valued, they develop loyalty toward the brand. Research shows that emotional engagement through likes, comments, and storytelling increases customer satisfaction and strengthens purchase intention (Hollebeek et al., 2014). Therefore, active engagement helps brands build long-term relationships with customers.

5.3 Influence on Purchase Decisions

Social media strongly affects buying decisions. Many consumers read reviews, check ratings, and watch influencer recommendations before purchasing a product. Studies show that influencer marketing significantly impacts consumer trust and buying behavior because followers see influencers as relatable and trustworthy (Freberg et al., 2011). Additionally, features like limited-time offers, flash sales, and targeted advertisements create urgency and fear of missing out (FOMO), which can lead to impulsive buying (Djafarova & Rushworth, 2017). As a result, social media does not just inform customers but also directly shapes their final purchase decisions.

5.4 Social Proof and Peer Influence

Social proof is another powerful factor in social media marketing. When consumers see many likes, shares, comments, and positive reviews, they believe the product is popular and reliable. This psychological effect encourages people to follow the choices of others (Cialdini, 2009). Peer influence also plays a strong role, especially among teenagers and young adults. If friends or online communities promote a product, individuals may feel social pressure to buy it to fit in. According to research, visible metrics such as follower count and engagement levels increase trust and credibility (De Veirman, Cauberghe, & Hudders, 2017).

Overall, social media marketing greatly influences consumer awareness, engagement, and purchasing behaviour by using technology, emotional connection, and social influence strategies.

6. Pathways from Social Media Marketing to Health Outcomes

Social Media Marketing (SMM) does not only influence buying behaviour, but it also affects the mental and physical health of students. There are many research studies that have demonstrated that an excessive amount of social media content can be harmful to one's mental

and physical health, particularly for adolescents (Keles, McCrae, & Grealish, 2020; WHO, 2024).

6.1 Mental Health Impacts

6.1.1 Body Image and Self-Esteem

Many social media marketing campaigns promote ideal and unrealistic body standards. Influencers and brands often post edited and filtered images that show “perfect” bodies and lifestyles. When students continuously see such images, they may start comparing themselves with others. This comparison can lead to body dissatisfaction, low self-esteem, anxiety, and even depression, especially among adolescents (Fardouly & Vartanian, 2016). Research shows that teenagers are more sensitive to appearance-related content, which negatively affects their confidence and mental well-being (Perloff, 2014).

6.1.2 Stress and Anxiety

Social media platforms constantly send notifications about likes, comments, and new content. This creates pressure to stay active and updated all the time. Many students feel stress because they compare their lives with those of others and experience fear of missing out. Studies suggest that fear of missing out is strongly linked with higher anxiety and lower life satisfaction (Przybylski et al., 2013). In addition, promotional content that encourages frequent shopping and expensive lifestyles may create financial pressure and stress among young consumers.

6.1.3 Addiction and Attention Problems

Social media platforms have algorithms to keep their users engaged with the content for a long time. Endless scrolling, targeted advertisements, and personalized content increase screen time. Excessive use can lead to social media addiction, poor concentration, and reduced academic performance among students (Andreassen, 2015). Excessive use of digital devices might reduce attention span and impair learning capacity, according to research (Keles et al., 2020).

6.2 Health Impact-Physical

6.2.1 Disturbance in Sleep

Many students use social media late at night because of intriguing posts and ads. Blue light from screens affects melatonin, the hormone that controls sleep. This disturbance of sleep patterns can give rise to insomnia (Levenson et al. 2016). Lack of sleeping has a negative impact on immunity, emotions, well-being, even performance.

6.2.2 Poor Consumption Practices

Fast food, fizzy drinks, and processed snacks are frequently promoted through social media marketing. Hazardous food choices are commonplace when students are exposed to such adverts on a regular basis (WHO, 2024). Influencers may also promote products without explaining health risks, which can encourage overconsumption or harmful behavior.

6.2.3 Sedentary Lifestyle

Excessive screen time reduces time spent on physical activities like sports and exercise. Sitting for long hours increases the risk of obesity and other health problems such as back pain and poor posture (Tremblay et al., 2011).

7. Recommendations

1. The Department of education need to introduce compulsory media literacy education at the school level.
2. Laws, rules, and regulations of social media marketing need to be taken care.
3. Educate students about mental health and physical health, and responsible social media use.
4. Designing of health-friendly features for social media.
5. Promote collaboration between marketers and public health agencies.
6. Schools and colleges do balance online and offline activities so the new generation becomes technically sound and physically strong.

Conclusion

In conclusion, Social Media Marketing (SMM) is one of the most effective tools in the arsenal of marketers.

today's digital age. The internet and smart phones are growing at a quick rate, and platforms such as Facebook are increasingly appearing in the art industry. Instagram, Facebook, YouTube, TikTok and Snapchat are now a part of our daily lives routine. These apps are used by most young people for many hours. Businesses have understood this change and now use social media to promote their products in creative and interactive ways. Unlike traditional advertisements on TV or newspapers, social media allows people to like, comment, share, and even directly message brands. Influencers and normal users who share their experiences make marketing feel more real and relatable, especially for teenagers.

From this study, we can clearly see that SMM strongly affects consumer behaviour. It helps people learn about new brands quickly and easily. Reviews, likes, shares, and influencer recommendations play a big role in deciding what to buy. Social media algorithms show advertisements based on our interests and search history, which makes marketing more targeted

and effective. Even small businesses can become popular and reach international customers at a low cost. In this way, social media marketing has completely changed the modern business world.

However, the impact of SMM is not always positive. Constant exposure to perfect body images, luxury lifestyles, and attractive advertisements can create pressure, especially among teenagers. Many young people start comparing themselves with influencers, which can lower self-confidence and increase stress, anxiety, and sadness. Fear of missing out (FOMO) also creates mental pressure to stay active online all the time.

Spending too much time on social media can also disturb sleep, reduce physical activity, and encourage unhealthy eating habits. It may also affect students' concentration and academic performance. Therefore, while SMM supports business growth, it can also harm mental and physical health if not used wisely.

In the end, balance is the key. Students should learn to use social media responsibly, think critically about online content, and maintain a healthy balance between online and offline life.

Overall, while social media marketing supports business growth, it can also create serious mental and physical health challenges for students if not used in a balanced way.

References

- Andreassen, C. S. (2015). Online social network addiction.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). International Journal of Advertising.
- Djafarova, E., & Rushworth, C. (2017). Computers in Human Behavior.
- Dwivedi, Y. K., et al. (2021). Journal of Business Research.
- Fardouly, J., & Vartanian, L. R. (2016). Body image and social media.
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Journal of the Academy of Marketing Science.
- Hollebeek, L. D., et al. (2014). Journal of Interactive Marketing.
- Kaplan, A. M., & Haenlein, M. (2010). Business Horizons.
- Keles, B., McCrae, N., & Grealish, A. (2020). International Journal of Adolescence and Youth.
- Keles, B., McCrae, N., & Grealish, A. (2020). Social media and adolescent mental health.
- Levenson, J. C., et al. (2016). Sleep and social media use.

- Mangold, W. G., & Faulds, D. J. (2009). Business Horizons.
- Tuten, T. L., & Solomon, M. R. (2020). Social Media Marke
- uten, T. L., & Solomon, M. R. (2020). Social Media Marketing.
- WHO (2024). Adolescent digital behavior report.
- WHO (2024). Digital health and adolescents report.

