

Assignment 3 – Literature Review

Social media marketing has become an important tool used by companies to promote products and communicate with customers. Platforms such as Instagram, Twitter and TikTok allow businesses to reach a large audience and interact directly with consumers.

Previous research shows that social media marketing significantly influences consumer behavior. Companies use advertisements, influencer marketing and promotional campaigns to attract potential customers and increase brand awareness.

Customer engagement on social media also affects purchase intention. When customers interact with brand content they develop stronger trust and positive attitudes toward the brand.

Influencers also play an important role in shaping consumer perceptions. Their recommendations can increase credibility and motivate customers to purchase products.

Overall, social media marketing can positively influence customer purchase intention through engagement, trust and brand awareness.

References

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