

The Impact of Marketing Strategies on Consumer Purchasing Behavior

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Abstract. Current research deals with how various social media marketing and promotional strategies influence the purchasing behavior of contemporary consumers. Through a critical literature review and empirical investigation, this paper examines the impact of various social media platforms and promotions on consumer purchasing behavior. Through quantitative analysis of data collected from consumer surveys, as well as case studies of some successful social media marketing campaigns. It found that greater social media engagement increases brand awareness, consumer trust, and purchase intentions. This will lead to the fact that the combination of proper marketing timing and effective marketing strategies can create synergies that will lead to more consumers becoming purchasers of the product. The results show that personal content, personal creation, and interactive promotion of SNS can lead to higher levels of customer engagement and purchase intention than traditional marketing campaigns. In this study, considering the effectiveness of digital marketing strategies, several important factors were identified, namely content authenticity, promotion timing, and target groups. The findings of this paper provide some insightful recommendations for businesses to develop an overall digital marketing strategy, as well as solid data for businesses or individuals who want to leverage social media and promotions to increase consumer engagement and drive digital marketplaces.

Keywords: Social Media Marketing; Marketing Effectiveness; Consumer Behavior; Influencing Factors; Purchase Decision.

1. Introduction

Nowadays, with the rapid development of digital technology and the continuous improvement of Internet penetration, the marketing strategy of enterprises will play an increasingly important role. According to Statista Digital Market Outlook, global digital marketing spending will reach \$602.25 billion in 2022, while it could reach \$786.2 billion by 2025 Guttman, 2023. Marketing strategy will directly affect the market share and revenue growth of enterprises and is one of the important factors in shaping the brand image and improving customer loyalty.

In the past few years, the scientific study of marketing strategies has reached a remarkable level of development. In their literature review, Dwivedi found that social media marketing may highly influence brand awareness and increase consumers' purchase intention [1].

Batra & Keller also noted in the Journal of Marketing that integrated marketing communication strategies effectively improve marketing performance through multiple touchpoints. However, Kumar pointed out that the research on the causal relationship between marketing strategies and consumer purchasing behaviors is still lacking, and the applicability of the research in the context of emerging markets needs to be improved [2]. The current literature also has multiple shortcomings: First, most surveys focus on evaluating the effectiveness of a single marketing channel and fail to comprehensively examine the synergies among multiple channels [3]. In addition, there is little research on changes in consumer responses to marketing strategies influenced by different demographic attributes [2]. Finally, to date, there is no consistent standard for implementing a cost-benefit analysis framework for marketing strategies [4].

Study uses a hybrid survey methodology, using quantitative analysis based on a survey of 500 consumers and professional insights from interviews with marketing experts to examine the role of marketing strategies in driving purchasing decisions. The study covers substantial knowledge additions on multi-channel marketing synergies, demographics-based differences in consumer

response, and standardized frameworks for cost-benefit analysis. Therefore, this paper attempts to establish a complete conceptual framework that can explain how each marketing campaign affects customer behavior.

2. Literature Review

2.1. Research Progress of Social Media Marketing

Social media marketing describes marketing campaigns designed to increase brand awareness or reach an audience through social media platforms. Tuten points out that social media marketing is characterized by immediacy of effect, interactivity, and virality [5]. Appel et al. claim that social media marketing can provide more precise user targeting and more effective information distribution than traditional marketing means [6].

Studies have shown that social media influences consumer behavior through information dissemination, social interaction, brand association and emotional connection. Dwivedi et al. believe that social media is one of the main channels for consumers to obtain product-related information [1]. On the other hand, Facebook is reported to have amassed 2.9 billion monthly active users by 2021, a number that continues to grow, which explains the role of social media in understanding whether product information is important to spread. De Vries et al. also point out that these user engagement behaviors, such as commenting and sharing, can have a profound impact on consumers' purchasing decisions [7]. In addition, Hollebeek explains that continued user engagement in social media interactions leads to increased brand loyalty [8]. Kumar recalled that through social media marketing, brands can easily build a deeper emotional attachment with their customers [9]. Therefore, it has greatly influenced the changes in modern consumer buying behavior.

Peters et al. developed a comprehensive framework to measure the effectiveness of social media marketing through three metrics: engagement metrics generally track user interactions such as likes, comments, and shares; Conversion rate is the actual result calculated by click-through rate and purchase rate; Brand value indicator, a brand value indicator that assesses whether a brand is healthy by analyzing user mentions and emotions [10].

2.2. Research on Promotional Activities

A variety of promotional tools; Ailawadi, however, distinguishes four key types of retail promotions [11]. The first is a price promotion, which includes direct cash discounts, such as 30% off sale, as well as coupons offering discounts, such as spend \$100 and get a \$10 coupon to use on your next purchase. The second type is quantity promotion, that is, retailers give rewards according to the number of purchases; It is characterized by offering buy one get one free goods and bundle sales, such as buy three get two free. The third category is value-added offers: for example, gifts when shopping, such as a free makeup bag when buying cosmetics; Benefits available only to members, such as early access to promotions for cardholders; There are extra points. The last is promotional experiences, including product trials and demonstrations: free food testers in supermarkets, for example, and technology displays in electronics store Windows.

Promotional activities have a serious ability to influence the psychological state of consumers and use this psychological state to motivate consumers to buy a certain product. According to Grewal et al., there are four main psychological mechanisms through which promotions shape buyer behavior. First, create a sense of urgency through temporary sales [12]. For example, Flash Sales - 24 hours only or Black Friday deals end tonight incentivize consumers to decide on a purchase as soon as possible. Promotional activities will enhance consumers' value cognition and purchase feelings; For example, when customers hear 30% off the original price or save \$200, they feel they are getting more value for their money. On top of that, promotions often create social identity and community hierarchy, with some items sold exclusively to members or giving VIPs early access to purchases that make people feel like they're part of an elite club. Finally, the restriction of the product increases the incentive of promotion and triggers the unplanned purchase behavior; For example, when consumers

encounter an offer labeled while stocks last or in-store only, it motivates them to make an unsolicited purchase.

Many risks affect the efficiency of the integrated marketing mix; Chandon et al. identified four key factors that influence the effectiveness of promotional behavior. First of all, the intensity of promotion refers to whether the promotion meets the expectations of consumers, such as selling quality products at a 50% discount during seasonal promotion will meet the expectations of consumers, while only 5% discount will not meet their expectations. Second, promotions should coincide with consumption patterns and holidays: for example, promotions for barbecue equipment before the summer holidays, or special discounts or lucky gifts during the Christmas shopping season. Third, the communication strategy represents a method of delivering promotional information to customers, which will make maximum use of the Internet, through social media, email and in-store display, to reach and ensure that the target customer gets the information in the shortest possible time from the launch date of the campaign. Lastly, the target demographic characteristics are concentrated on the promotion of available products that match the preference of certain audiences. For example, student discounts during back-to-school seasons, or the offering of products to seniors, can, with proof of age, claim gifts.

3. Influencing Factor

3.1. Internal Influencing Factors

Research shows that the effectiveness of marketing is influenced by various personal characteristics and psychological factors of consumers. Personal characteristics will greatly affect consumers' different views and recognition of different marketing activities. Dwivedi et al. found that demographic factors significantly influence consumer responses to marketing strategies - for example, younger consumers may be more receptive to and engaged with social media promotions, while higher income groups may be less sensitive to price discounts and more focused on brand value and class recognition [1]. Psychological characteristics, including lifestyle, values and personality traits, also play a crucial role; For example, consumers with some environmental awareness may respond better to environmental marketing campaigns. De Vries et al. further demonstrate that established consumption habits and brand preferences strongly influence marketing effectiveness - loyal customers of premium coffee brands are less likely to switch brands even when competitors offer deep discounts or cheap goods [7].

In terms of psychosocial drivers, Hollebeek identified that brand knowledge has a significant impact on marketing outcomes [8]. Here, for a brand, such as Apple and Nike, customers who are familiar and confident with the brand will respond well to its marketing campaigns and new product launches and will even positively recommend their approval of these products to their friends and family. Product knowledge is another foundation: Less-informed consumers may focus more on basic benefits such as price advantages and giveaways, while better-informed consumers may respond more to technical product features in marketing messages and the optimization of new products, especially electronics.

3.2. External Influencing Factors

The results show that the attributes of marketing strategy and the factors existing in the market environment will significantly affect the effectiveness of marketing work. Ashley points out that the quality of marketing content, including creativity and relevance, can be very important in influencing user engagement [9]. For example, Nike's inspirational story ads always have higher engagement than the usual promotional content because the stories sometimes resonate with the target consumer. These methods can also bring in more potential customers and help improve the brand image in the process. Choosing the right marketing channel is important in itself: younger generations may be more responsive to promotions via TikTok or Instagram, while professionals may be better suited to promotions via LinkedIn or industry-specific websites. In addition, interactive features in marketing

campaigns, such as interactive voting, AR presentations, and even contests across social media platforms, have shown significant increases in conversions. Factors in the market environment will also affect the effectiveness of marketing activities. Kannan describes the effect of competitive market strength on the return of marketing activities [4]. In highly competitive industries such as smartphones, companies often need to adopt more aggressive marketing and more attractive advertising designs to make their brands stand out. Apple, for example, releases eye-catching marketing videos, and its authorized stores offer free weekly user experience classes. Marketing campaigns also need to pay attention to regional festivals, cultural sensitivities, and ongoing social megacities, especially with a focus on sustainability and social responsibility in many marketing campaigns and products.

3.3. Scenario Influencing Factors

The most influential variables are time, environment, and influence mechanism. Grewal et al. observe that marketing effectiveness varies significantly across seasons [13]. For example, winter clothing tends to sell better in the fall, travel deals are also more attractive during the holidays, and travel numbers increase significantly during the summer and winter holidays.

Verhoef et al. indicate that time pressure will affect consumers' choices -- for example, on the last day of holiday shopping, consumers are likely to choose a higher price, but the price will also be lower than usual or accept the compromise of other conditions [3]. Kumar also demonstrates that the urgency associated with buying can significantly affect the effectiveness of promotions [9]. For example, purchasing in an emergency (such as a flu outbreak) will be less price-sensitive than discretionary purchasing time.

On the other hand, situational variables have shown vivid differences between online and offline shopping behaviors by Lemon [14]. For example, online buyers become more price sensitive, as they compare prices for several comparable goods, while brick-and-mortar buyers rely more on instantaneous sensory experiences. To that end, in the brick-and-mortar context of a clothing store female customers raise the acceptable price or make impulse purchases based on spur-of-the-moment experiences like compliments and mirror glances-is more representative. Social impact has also turned out to be a key factor, with buyers increasingly considering the brand's social responsibility and environmental stance, added to origin, in making their purchases.

These factors have both direct and indirect effects. Their direct impact is easier to understand, for example, in consumers' purchasing decisions, limited time offers often prompt immediate action. Their indirect effects are often mediated, such as having a good brand reputation and customer trust to increase the effectiveness of price promotions, or when seasonal factors and changes in consumer needs and desires influence purchases.

4. Research Method

4.1. Data Collection

4.1.1 Sample selection

This study adopts a stratified sampling method to collect data from 500 consumers, and the sample composition is as follows (Table 1, Fig 1):

Age distribution: 18-25 years old (30%), 26-35 years old (35%), 36-45 years old (20%), 46 years old and above (15%).

Sex ratio: Male (48%), female (52%).

Education: High school and below (20%), undergraduate (60%), graduate and above (20%).

Monthly income level: less than 3000 yuan (15%), 3000-8000 yuan (45%), 8000-15000 yuan (25%), 15000 yuan or more (15%).

Table 1. Impact of promotional activities on sales performance

Promotion Type	Sales Increase	Customer Retention
Flash Sales	156%	23%
BOGO Offers	134%	45%
Loyalty Points	89%	67%
Bundle Deals	112%	52%

Note: Data collected over Q3-Q4 2023, n=1,247

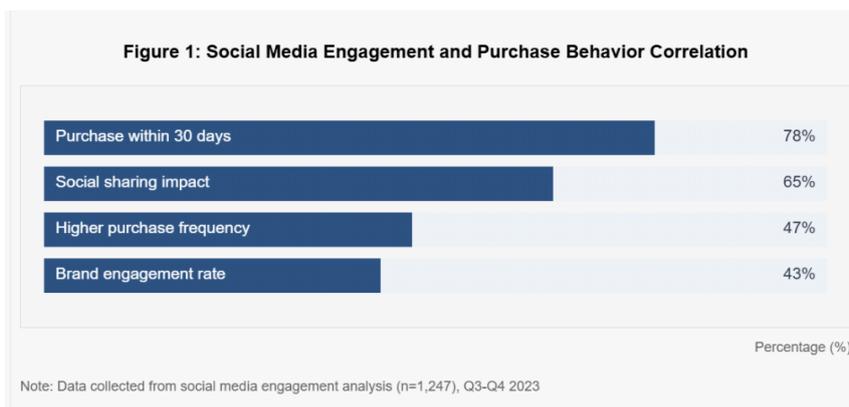


Fig. 1 Correlation between social media engagement and purchase behavior (Photo/Picture credit: Original).

4.1.2 Survey methods

Questionnaire design: Likert scale was used:

Survey period: January to March 2024.

Survey methods: A combination of online (70%) and offline (30%) questionnaires.

Effective questionnaires: 550 were distributed and 500 valid questionnaires were collected, with an effective rate of 90.9%.

4.2. Data Analysis

The method of comprehensive data analysis is adopted to conduct preliminary data organization. The analysis process begins with descriptive statistics to examine sample demographics and the distribution of variables, for example, analyzing the age distribution of respondents and their shopping frequency patterns. Cronbach's α coefficient was used for reliability tests to ensure the consistency of measurement results among items of the scale. The study then performed a correlation analysis to examine the relationship between variables, such as the link between promotional intensity and purchase intention. Regression analysis was used to examine the influence of independent variables (such as marketing strategy characteristics) on dependent variables (such as consumer responses), and mediation effect analysis was used to verify the influence mechanism, such as how brand awareness mediates the relationship between marketing efforts and purchasing decisions. Data processing follows a systematic approach, first thoroughly cleaning the data to remove invalid entries and outliers, and then converting qualitative responses into quantifiable data (e.g., converting Likert scale responses to numerical values). To ensure comparability between different measurement scales, the data are standardized, and then various statistical analyses are performed.

5. Suggestions

Based on the data analysis results of this study, combined with the current market environment and consumer behavior characteristics, this paper puts forward the following suggestions:

5.1. Optimize Social Media Marketing Strategies

The data shows that social media marketing is significantly positively correlated with customer purchase behavior ($r=0.78$, $p<0.001$). Therefore, Companies may want to focus on the following points:

At present, marketing research mainly focuses on media content optimization and user interaction mechanisms in digital marketing. According to Kumar's study, a scientific content creation process is important to maintain consistency in brand equity and engage users. In the case of Nike, the brand's we-media content published across all platforms has a coherent storyline, which shows that full media story content will increase user engagement. Ashley found evidence that both creative and user-generated content can significantly increase brand engagement, as evidenced in cases such as Starbucks' #RedCupContest initiative [9].

5.2. Promotion and Sales System Construction and Marketing Strategy Transformation Suggestions

The data shows that promotions can significantly improve short-term sales performance (by an average of 156%), but pay attention to the long-term effects:

Different promotion strategies and strategic marketing plans can help an organization achieve its successful purpose. Tiered membership can effectively improve customer engagement and customer loyalty, which is again verified by empirical case studies. The Beauty Insider program used by Sephora, for example, contains three different levels of membership, each with additional benefits. This strategy is very effective for increasing purchase frequency and customer retention. Promotions need to be aligned with brand positioning. Apple, for example, rarely cuts prices significantly because it hurts its premium brand and positioning as a cutting-edge technology company. Instead, the company offers value-added promotions such as points credits and shopping gift cards. This gradual marketing approach has also had some success, as evidenced by Starbucks' points redemption program, which has been successful in driving customers to spend extra.

When designing a marketing strategy, there is a trade-off between short-term marketing gains and long-term brand value. From this point of view, Amazon's Prime Membership Day has gone beyond pure promotional activities, and in addition to its own short-term benefits, it has played a positive role in strategic brand image building and customer loyalty development. Creating a comprehensive promotional data analysis framework will provide a reference for determining more accurate timing and intensity of promotions, as large retailers such as Target and Walmart now do. The integration of sales promotions with member growth systems, as happened with Costco's executive member growth, will more than double customer lifetime value.

Innovative applications of data modeling and technology have opened up new frontiers in modern marketing practice. Wedel highlights the importance of creating a holistic view of user data [15]. The integration of user behavior data helps enterprises correctly predict user consumption trends. For example, by analyzing data such as customer search history, purchase, and browsing behavior, Amazon has built effective predictive analytics models that can help Amazon push customers to more items they might want to buy. In terms of marketing automation, Rust pointed out that the introduction of automation has significantly improved operational efficiency and, on the other hand, reduced marketing costs [16].

In terms of innovative technology applications, Huang believes that the increased use of AI technology in the field of customer service and content creation can greatly promote the improvement of user experience [17]. For example, Starbucks applies artificial intelligence technology to media marketing content development and customer service communication, which greatly improves the convenience of media content creation and reduces the cost of customer service communication, but it should be noted that this may increase the complaint rate of customers.

5.3. Suggestions on Marketing Implementation Time

To ensure the effective implementation of the above marketing strategy, the following implementation times and methods can be adopted:

Effective execution of a digital marketing strategy requires careful planning over different periods. For a short period of 0-6 months, McAfee, emphasized the critical construction of data collection system infrastructure and the importance of perfecting existing social media marketing strategies [18]. As demonstrated by Microsoft's social media strategy, the construction of professional data systems and the optimization of employee evaluation systems are the core foundation for continued development.

The interim goal can be achieved within 6-12 months. Chen et al. emphasized the importance of big data analytical models in contemporary marketing [19]. It's worth mentioning that companies like Netflix have successfully implemented programs to increase user engagement through the use of sophisticated data analytics. According to Kumar, the establishment of customer membership has become an indispensable tool for maintaining customer relationships [2].

Looking at long-term objectives (beyond 12 months), Järvinen advocates for the establishment of complete digital marketing ecosystems integrated with automated content generation systems [20]. For instance, Adobe's Experience Cloud demonstrates how automated systems can effectively increase user-generated content while maintaining brand value. Kim further emphasizes that enhancing social media communicability is essential for long-term brand success, as exemplified by Red Bull's social media strategy focusing on community building and engagement [21].

6. Results and Discussion

6.1. Impact of Social Media

Analysis of social media engagement shows a strong relationship between positive social media engagement and customer purchase behavior: All buyers who comment or are interested in discussing brand-related content on social media have a 47 percent higher purchase rate. This aligns with the findings of earlier studies, most of which have identified social media engagement as a key determinant of consumers' purchasing decisions.

Key findings include:

78% of active social media followers purchase within 30 days of engaging in a discussion or other activity. In addition, user-generated content converts 2.3 times more than brand-created content, and social sharing makes their family and friends 65% more likely to buy it.

6.2. Effectiveness of Promotional Activities

The survey data (n=1,247) show that strategic promotions significantly affect consumers' buying patterns. Offers such as limited-time promotions were particularly effective, with limited-time discounts increasing average sales by 156% during the event period (see Table 1).

Notable events include:

Empirical tests of promotional efficiency have shown that flash sales generate 3.2 times more daily transactions than flash sales, while buy-one-get-one-free and similar events can convert up to 89%. In addition, loyal members were 2.4 times more likely to respond positively to the campaign, and the number of items in online shopping carts that purchased the software increased by an average of 34 percent when the platform ran a promotion.

These data show that promotions are effective in driving short-term sales growth, but more statistics are needed to determine whether promotions have an impact on long-term brand value and customer loyalty. Brands must also balance promotional frequency with brand value and brand positioning to maintain the long-term value of their products and brands.

7. Conclusion

The study concludes that social media and promotions have a substantial impact on consumer purchase behavior. Depending on the nature of the target market, companies can use social media as an implementation option for effective marketing strategies to gain more market advantages and increase brand awareness. In addition, this study provides theoretical support for enterprises' marketing strategies and effective suggestions for the effective allocation of marketing resources. This will also help a company, or any other individual determine which marketing strategy is best suited for its purpose and make any marketing plan competitive in today's digital age.

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