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**THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR
AND BRAND**

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ABSTRACT

Brand is the highly valuable and priceless asset for firms. Social media makes it possible for purchasers and potentialities to carry straightforwardly to your brand representative or about your brand with their companions. However, the obvious query is: who are the overall populations communicating on the online and how drawn in would they say they're in online exercises? This article aims to answer the query based on a study with respect to the online exercises of 100 social media users. by identifying varieties of consumers, a division of these users and a right away model to appear at how changed indications recognized with long range interpersonal conversation locales positively affect the respondents' impact of online promotions. The answer can find how to engage with different types of Audiences with a purpose to maximize the outcomes of the online marketing strategy.

Keywords: social media marketing, online consumer behavior, online segmentation, company brand