Understanding Consumer Behavior through Social Media Marketing

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ABSTRACT
Throughout history, communication methods have evolved significantly, shaping the way people interact in daily life. In the 21st century, social media has emerged as a dominant form of communication, allowing individuals to express their beliefs, ideas, and opinions in entirely new ways. This transformation has also had a profound impact on businesses, which now recognize that a well-planned social media strategy is essential for standing out in the rapidly evolving digital landscape.

To establish a strong presence on social media, companies must incorporate various marketing theories and innovative consumer engagement strategies to enhance their brand visibility. The rapid growth of social networking platforms such as Twitter, Facebook, and LinkedIn has ushered in a new era of digital marketing. The global influence of these platforms is immense—if Facebook were a country, it would be the third-largest in the world, following China and India. Some even consider social media to be the most significant shift since the Industrial Revolution, as it has fundamentally changed the way businesses and consumers interact.

At its core, social media fosters participation, transparency, conversations, connections, and a sense of community. It has revolutionized market research by enabling brands to engage with consumers more effectively and build stronger relationships. Advertising strategies have also evolved, with companies now placing greater emphasis on anticipating consumer responses and mitigating potential risks of negative viral feedback.

Social media plays a hybrid role in the marketing mix, allowing companies to communicate directly with customers while also enabling consumers to share their experiences with one another. Businesses are increasingly providing networking platforms and engaging with customers through blogs and other social media tools to shape brand-related discussions. Marketers view social media as a powerful tool for increasing market share, promoting products, building brand equity, and strengthening customer loyalty.

However, social media marketing is a two-way communication channel that requires careful management. Dissatisfied customers can voice their concerns publicly, potentially harming a brand's reputation. To mitigate risks, companies must align their social media marketing efforts with their overall business strategy. This involves targeting the right audience and crafting messages that resonate with their interests and expectations.

This article reviews recent research on social media consumers, focusing on five key areas: digital consumer culture, responses to digital advertising, the impact of social media on consumer behavior, mobile environments, and online word-of-mouth (WOM). It explores how consumers engage with and are influenced by the digital landscape in their daily lives. While significant progress has been made in understanding consumer interactions online, much remains to be explored. Existing research has disproportionately emphasized WOM, overlooking other crucial aspects of the digital consumer experience. To address this gap, the article proposes several directions for future research, encouraging scholars to investigate a broader range of digital consumer behaviors.

I. INTRODUCTION
Social media marketing (SMM) is the use of social media platforms to promote products, services, or brands. It involves creating and sharing content, engaging with audiences, running paid advertisements, and analyzing results to improve marketing strategies.

Key Components of Social Media Marketing:
1. Content Creation: Posting text, images, videos, and other content to engage and inform followers.
2. Engagement & Interaction: Responding to comments, messages, and mentions to build relationships with the audience.

3. Paid Advertising: Running ads on platforms like Facebook, Instagram, LinkedIn, and Twitter to reach a larger audience.

4. Analytics & Performance Tracking: Measuring engagement, reach, conversions, and other key metrics to optimize strategies.

a) Benefits of Social Media Marketing:

- Increases Brand Awareness: Helps businesses reach a wider audience.
- Boosts Website Traffic & Sales: Drives potential customers to business websites or online stores.
- Enhances Customer Engagement: Provides direct communication with customers.
- Cost-Effective Marketing: Compared to traditional advertising, social media marketing is often more affordable.

b) Main Types of Social Media Platforms:

1. Social Networking Platforms – These platforms enable users to connect, communicate, and share content. Popular examples include Facebook, Instagram, and Snapchat for general audiences, LinkedIn for professional networking, and Twitter (X) for both business and personal interactions.

- Facebook:
Best for: Brand awareness, community building, and paid advertising.
Key features: Business pages, Facebook Ads, groups, live videos, and marketplace.

- Instagram:
Best for: Visual storytelling, influencer marketing, and engagement.
Key features: Posts, Stories, Reels, IGTV, Shopping, and Instagram Ads.

- Twitter :
Best for: Real-time updates, customer service, and trending topics.
Key features: Tweets, hashtags, threads, Twitter Ads, and Spaces (live audio).

- LinkedIn:
Best for: B2B marketing, professional networking, and thought leadership.
Key features: Company pages, LinkedIn Articles, job postings, and LinkedIn Ads.

- YouTube
Best for: Video marketing, tutorials, and brand storytelling.

Key features: Long-form videos, Shorts, live streaming, and YouTube Ads.

- TikTok
Best for: Short-form video content, viral marketing, and younger audiences.
Key features: Short videos, live streaming, challenges, and TikTok Ads.

- Pinterest
Best for: Visual discovery, DIY content, and e-commerce marketing.
Key features: Pins, boards, Shopping Pins, and Pinterest Ads.

- Snapchat
Best for: Short-lived content, interactive filters, and Gen Z engagement.
Key features: Snaps, Stories, Spotlight, and Snapchat Ads.

2. Social Publishing & News Platforms – Many newspapers, magazines, and media outlets now have a digital presence, allowing users to engage through article comments, discussions, and community interactions.

3. Blogging & Social Commenting Platforms – A company blog can serve as the foundation of a social media strategy. Brands can also engage with audiences by commenting on other blogs or collaborating with influential bloggers.

4. Niche Social Communities & Forums – These are independent online communities focused on specific interests or industries. While mainstream social networks offer subgroups, brands can also create dedicated forums to build their own engaged communities.

5. Social Customer Support Platforms – Websites such as GetSatisfaction and dedicated customer support forums are increasingly used by businesses to address customer inquiries and resolve issues efficiently.

6. Social Knowledge-Sharing Platforms – Platforms like Quora, Yahoo Answers, and Wikipedia allow businesses to engage audiences by providing solutions, sharing expertise, and subtly demonstrating product value.

7. Social Bookmarking Sites – Platforms such as Delicious (though less relevant today) were once used for saving and sharing online resources. While their significance has declined, bookmarking still plays a role in content curation.

8. Social Streaming & Media Sharing Platforms – These platforms focus on live streaming, video, and multimedia content. Examples include YouTube,

TikTok, Twitch, and podcasting platforms that allow brands to engage audiences through visual and audio content.

c)   The Importance of Social Media Marketing (SMM):

Social media marketing is crucial in today's digital world because it helps businesses connect with their audience, build brand awareness, and drive sales. Here's why it's so important:

1. Increases Brand Awareness

Billions of people use social media daily, making it an effective platform to reach a wide audience.

Engaging content helps brands stay visible and top-of-mind.

2. Boosts Engagement & Customer Relationships

Social media allows direct interaction with customers through comments, messages, and live chats.

Engaging with followers builds trust and loyalty.

3. Drives Website Traffic & Conversions

Businesses can use social media to direct potential customers to their websites, increasing traffic and potential sales.

Features like Instagram Shopping, Facebook Marketplace, and TikTok Shop allow users to buy products directly.

4. Cost-Effective Marketing

Compared to traditional advertising (TV, print, radio), social media marketing is more affordable.

Even small businesses can run targeted ad campaigns on a budget.

5. Provides Valuable Customer Insights

Analytics tools on platforms like Facebook, Instagram, and LinkedIn provide insights into customer behavior and preferences.

Businesses can optimize their strategies based on real-time data.

6. Enhances SEO & Online Presence

Active social media presence contributes to search engine rankings.

Sharing content increases brand credibility and authority.

7. Competitive Advantage

Businesses that effectively use social media stay ahead of competitors who rely solely on traditional marketing.

Companies can monitor competitors' strategies and adapt accordingly.

8. Supports Viral & Influencer Marketing

Content can quickly go viral, reaching millions without extra cost.

Collaborating with influencers boosts credibility and extends reach.

d)   What is a Social Media Strategy?

A social media strategy is a detailed plan outlining how a business or individual will use social media to achieve specific marketing goals. It includes content planning, audience engagement, platform selection, and performance measurement to ensure effective online presence and brand growth.

Key Components of a Social Media Strategy

1. Define Goals & Objectives

Set clear goals like brand awareness, lead generation, customer engagement, or sales.

Use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound).

2. Understand Target Audience

Identify your ideal audience based on demographics, interests, and behavior.

Use analytics tools to gather data about customer preferences.

3. Choose the Right Platforms

Select platforms based on your audience and business goals.

Example: LinkedIn for B2B, Instagram & TikTok for younger audiences, Facebook for broad reach.

4. Create & Optimize Content

Develop a content calendar with planned posts, videos, stories, and ads.

Ensure consistency in branding, tone, and messaging.

5. Engage with Your Audience

Respond to comments, messages, and mentions to build relationships.

Use interactive content like polls, live videos, and Q&A sessions.

6. Use Paid Advertising

Run targeted ads on platforms like Facebook, Instagram, and LinkedIn.

Optimize ads based on analytics and performance data.

7. Monitor & Analyze Performance

Track engagement, reach, clicks, and conversions using analytics tools.

Adjust the strategy based on data-driven insights.

8. Stay Updated & Adapt

Keep up with social media trends and algorithm changes.

Experiment with new formats (e.g., Reels, Stories, AI-generated content).

The widespread adoption of the Internet, social media, mobile applications, and other digital communication technologies has become an integral part of daily life for billions of people worldwide. For instance, internet usage among adults currently stands at approximately 87%, with near-universal adoption among higher-educated and higher-income demographics. Younger generations, the future mass consumers, exhibit similarly high levels of digital engagement. Additionally, the time people spend online continues to grow. In the UK, for example, the average number of hours adults spend online has more than doubled over the past decade, reaching 20.5 hours per week. Social media plays a significant role in this increase, with over 2 billion users globally and platforms like Facebook alone attracting around 1 billion daily active users.

Businesses have increasingly leveraged social media as a strategic tool to achieve marketing objectives, particularly in areas such as customer engagement, relationship management, and communication. Social media enables two-way interaction between companies and consumers, strengthening brand-consumer connections. Moreover, it provides a versatile platform for sharing content in various formats—text, images, videos, or a combination—enhancing the effectiveness of marketing campaigns. Across different industries, businesses are integrating social media into their customer interactions to facilitate information retrieval, improve interactivity, drive promotions, and influence purchasing behavior.

Consumers are also actively shaping their identities on social media, using these platforms not only for personal expression but also for product research, purchasing decisions, and sharing their experiences. In response, marketers have significantly increased their investment in digital channels. By 2017, digital advertising accounted for nearly a third of global ad spending, highlighting the shift toward digital-first marketing strategies. Moving forward, consumer marketing will continue to focus on digital platforms, particularly social media and mobile technologies.

As digital environments evolve, so does consumer behavior. Over the past decade, research on digital consumer behavior has expanded, yet gaps remain, particularly in understanding the ever-changing social media and mobile landscapes. This article aims to review the latest developments in consumer behavior and psychology within digital spaces, providing insights into current trends while encouraging further research on these dynamic topics.

II. LITERATURE REVIEW

Social media marketing involves attracting attention to a brand through various social media platforms. It focuses on generating content that engages users and motivates them to share it within their networks. Social media platforms provide individuals with shared interests a virtual space for exchanging and discussing ideas. As noted by Raacke and Bonds-Raacke, social networks enable users to build communities through continuous interaction. The long-term sharing of information fosters strong social connections and loyalty among users [1].

According to K. Burton, there is a positive relationship between the volume of information a user shares on social media and the number of followers they attract. It is also observed that, in the digital space, individuals enjoy expressing themselves, sharing thoughts, contributing to discussions, creating content, and joining online communities to fulfill their need for belonging, maintain social connections, or simply engage with like-minded individuals. D. Falls describes social media marketing as a form of internet marketing that utilizes various social platforms to support branding and marketing communication objectives [3]. This type of marketing primarily focuses on content creation and distribution to meet promotional goals. Additionally, social media platforms facilitate interaction among consumers, making them an effective digital tool for exchanging information.

Social networks represent a key category within social media, serving as communication and engagement platforms that help build trust within communities. Y. Akrimi defines social networks as any online platform or website that enables users to express opinions, share content, and encourage interaction and community development [4]. Popular social networking platforms include Facebook, VKontakte, Instagram, YouTube, Twitter, and Odnoklassniki, as well as messaging apps like WhatsApp and Telegram. Social networks have revolutionized the dissemination of information, making content sharing a seamless process. Furthermore, the distinctive features and vast reach of social media have significantly influenced marketing and advertising strategies.

As W.G. Mangold highlights, social media also impact consumer behavior, influencing how individuals consume information and their post-

purchase actions, such as writing reviews or expressing satisfaction or dissatisfaction with a product or service [5]. A.M. Kaplan defines social media as "a group of internet applications built upon the ideological and technological foundations of the Web 2.0 platform, allowing the creation and exchange of user-generated content." Kaplan and Heinlein further emphasize that social media offer various advantages, such as strengthening connections between businesses and consumers, enhancing customer relationships in real time, and often at minimal cost [6].

M. Laroche underscores the role of social media in shaping consumer perceptions, attitudes, and purchasing behaviors. It is also noted that people in online spaces actively express themselves, share opinions, contribute content, and engage with digital communities to satisfy their social and belonging needs or simply to enjoy interactions with like-minded individuals [7].

According to S. Ziyadin, social networks function as information-sharing channels, allowing individuals to communicate their experiences through text, images, and videos [8]. Similarly, D. Mersey points out that social media enable businesses to engage with both potential and existing customers, fostering a sense of closeness and strengthening relationships with consumers [9]. This aspect is particularly crucial in today's competitive business landscape, where consumer trust can be easily lost due to minor errors, leading to widespread negative reviews about a product, service, brand, or company. As a result, businesses increasingly recognize the power and influence of social media.

- Evolution of Social Media Marketing

Over the past few years, social media platforms and networking sites have experienced a significant surge in popularity on a global scale. For instance, Facebook, which was launched in 2004, had already surpassed a billion active users by 2012 (www.facebook.com). Social networking sites are generally defined as online platforms that connect individuals for social or professional interactions (Trusov, Bucklin, & Pauwels, 2009). These digital networks have fundamentally transformed how information is shared, making the dissemination and consumption of content more seamless than ever before (Akrimi & Khemakhem, 2012).

The distinct characteristics and widespread adoption of social media have revolutionized marketing strategies, particularly in areas such as advertising and promotion (Hanna,

Rohm, & Crittenden, 2011). Additionally, social media has altered consumer behavior, influencing the way people seek information, as well as their post-purchase activities, such as expressing dissatisfaction or leaving reviews (Mangold & Faulds, 2009). It has also impacted internet usage patterns (Ross et al., 2009; Laroche et al., 2012).

Kaplan and Haenlein (2010) define social media as "a collection of internet-based applications that are built upon the ideological and technological principles of Web 2.0, enabling the creation and exchange of user-generated content" (p. 61). These platforms offer various benefits, including connecting businesses with consumers, nurturing relationships, and maintaining customer engagement in a cost-effective and timely manner.

Beyond communication, social media plays a crucial role in shaping perceptions, attitudes, and consumer behaviors (Williams & Cothrell, 2000). It also fosters connections among individuals with shared interests (Hagel & Armstrong, 1997). In an online setting, Laroche (2012) observed that users are drawn to contributing, creating, and joining virtual communities to fulfill their need for belonging, social interaction, recognition, or simply to engage with like-minded people.

The effectiveness of social media as a communication tool surpasses that of traditional media channels, prompting industry experts to emphasize the necessity of business participation on platforms such as Facebook, Twitter, and MySpace to succeed in the digital marketplace (Kaplan & Haenlein, 2010; Laroche et al., 2012). Consequently, more businesses are leveraging social media not only to develop their marketing strategies but also to manage and adapt their approaches based on trends and consumer engagement (Williams & Williams, 2008).

Social media platforms enable businesses to connect with both prospective and existing customers, fostering deeper relationships and increasing customer loyalty (Mersey, Malthouse, & Calder, 2010). In today's competitive market, even minor errors can lead to a loss of consumer trust, which can be further amplified through online discussions about negative experiences with a product, service, brand, or company.

Recognizing the growing influence of social media, some organizations are now utilizing corporate social networking sites, where consumers can not only exchange information about products and services but also co-create value through online

engagement that extends into real-world experiences.

- Classification of Social Media Users

Segmentation plays a crucial role in understanding consumer behavior, allowing businesses to tailor their marketing strategies more effectively. Several studies have sought to classify online users based on their digital engagement and shopping behaviors.

Vellido et al. (1999) examined consumer perceptions of online purchasing and e-commerce vendors, identifying key factors such as "control and convenience," "trust and security," "affordability," "ease of use," and "effort/responsiveness." Based on these dimensions, seven distinct consumer segments were identified: "skeptics," "security-conscious," "undecided," "confident shoppers," "complexity avoiders," "cost-sensitive consumers," and "customer service-focused individuals."

McDonald (1996) categorized internet users based on their motivations for online activity, segmenting them into four groups: "enthusiastic explorers," "information seekers," "entertainment-driven users," and "social shoppers."

Similarly, Brengman et al. (2005) conducted a cluster analysis considering seven factors, including "internet convenience," "self-perceived inefficacy," "logistics of online shopping," "distrust in online platforms," "product variety available online," and "browsing behavior in e-commerce settings

L. Spiller describes social media marketing as the use of technology, digital channels, and networking software to create, exchange, and deliver offerings that hold value for an organization's stakeholders [10].

The concept of "consumer" is closely related to "consumer behavior." F. Kotler defines consumer behavior as "the actions of an individual end-user purchasing goods and services for personal use. Collectively, these consumers form the broader consumer market" [11].

III. METHODOLOGIES

The analysis of social network usage was conducted using statistical methods. Secondary information was gathered from expert analyses, research publications, and publicly available sources.

The study focuses on five key research areas in consumer behavior on social media: digital culture, advertising, the digital environment, mobile usage, and online word-of-mouth (WOM).

Among these, online WOM was the most studied, accounting for nearly half of the research, while advertising was the second most popular topic, making up just over a quarter of the articles.

- Consumer digital culture

The study of consumer digital culture provides an in-depth analysis of the digital environment in which consumers interact. A central focus of this research is understanding how consumer identities and the concept of self are shaped within digital spaces.

Belk expanded his earlier work on the "extended self" to include the digital world, emphasizing how consumers can adopt multiple identities online. This extension of the theory is significant, as it explores how individuals navigate various digital personas. Additionally, Belk highlights several areas for future research.

Other studies have explored more specific aspects of consumer digital culture. McQuarrie, for instance, examined fashion blogs as a means of illustrating the "megaphone effect"—the ability of ordinary consumers to reach large audiences through social media. This phenomenon is particularly relevant in understanding how bloggers attract followers and accumulate social or cultural capital by showcasing refined taste. While this applies to certain contexts, it is also crucial to examine consumer behavior in content creation on social media more broadly. The tendency to portray a positive self-image likely serves as a key motivation for sharing content on platforms like Facebook.

- Advertising in Social Media

Social media marketing is one of the most cost-effective ways to advertise a product. Most social platforms allow businesses to create profiles and engage with users for free. As companies interact with a broad audience, brand awareness naturally increases. To begin, businesses need to establish their presence on social media and start engaging with potential customers. Simply communicating with users helps boost brand recognition and build a positive business reputation. Every shared message reaches new groups of people, potentially turning them into customers. The more people become aware of a business, the better its market reach.

Social media advertising is particularly effective for reaching a vast audience due to the "word-of-mouth" effect. Having a social media

page alone enhances brand visibility, and consistent engagement helps grow an audience. Additionally, social media advertising allows businesses to target their audience with precision, offering significant control over marketing efforts.

- **Digital Advertising and Consumer Behavior**

Digital advertising is a significant focus in marketing research, particularly regarding consumer behavior and reactions to online ads. J.H. Schumann explored how to minimize negative responses to personalized advertising by using normative reciprocity appeals rather than utility-based appeals. Similarly, Lambrecht examined ad retargeting, which involves displaying personalized recommendations based on previous browsing history. While consumers sometimes react negatively to retargeting, this response is reduced when the ads align more closely with their preferences. Consumers tend to respond more positively to personalized ads when they feel they have control over their personal data, a concept supported by psychological research.

X. Luo investigated factors influencing the success of group shopping advertisements (such as "daily deals") and found that social influence plays a key role in their popularity. He also analyzed consumer responses to search engine advertising, noting that less common search keywords require more effort to find.

Puccinelli studied how emotions in media content (such as TV shows) interact with advertising. He found that when consumers experience emotions like sadness, they are less receptive to high-energy advertisements. Additionally, research suggests that digital ads are more effective than traditional offline advertisements in influencing online consumer behavior and driving sales for retailers.

- **Impact of Digital Environments**

In recent years, research on how social networking environments influence consumer behavior has gained significant attention. It is fascinating to explore how various aspects of the digital social environment—such as the influence of other consumers' opinions, bidding behavior in online auctions, or even observing friends' lives through social media—can shape subsequent decisions.

For instance, Lamberton studied how individuals learn from others in digital environments and how these observations impact their decision-making and perceptions of others.

Additionally, researchers have examined the relationship between Facebook usage and self-control. They found that interacting with close friends on Facebook led to lower self-control in decision-making, such as choosing unhealthy snacks over healthier alternatives. However, this effect was observed only among users who had personal connections with their closest Facebook friends.

The increasing use of mobile devices has also made consumer behavior in mobile settings an essential area of study, particularly in retail contexts. In physical stores, researchers have analyzed how mobile promotions, such as digital coupons, influence shopping behavior. In online shopping, studies have focused on how mobile device interactions—such as touching products on a touchscreen rather than clicking—can enhance a sense of ownership and attachment to products. This research is particularly valuable as there is limited work on how physical interaction with mobile devices affects purchasing decisions.

Another area of interest is mobile advertising, particularly its impact on consumer attitudes and purchase intentions. Research has shown that, for many product categories, mobile ads have little to no effect. However, for utilitarian products with high consumer involvement, mobile advertisements can significantly influence brand perception and purchase intent.

- **Online Word-of-Mouth (WOM)**

Consumers increasingly rely on information from social sources when making purchasing decisions, leading to extensive research on various aspects of online word-of-mouth (WOM). Recent studies have explored how imagery and descriptive language in online reviews can positively influence consumer attitudes and the preference for hedonic products. S. Moore examined how explanatory language in online reviews shapes consumer perceptions of a product's usefulness.

Additionally, research on negative WOM has shown that using softer, more diplomatic language when expressing criticism enhances the credibility and likability of the reviewer. T. Tang analyzed different types of neutral language in reviews, distinguishing between mixed (both positive and negative) and indifferent reviews. He found that neutral WOM can amplify the influence of both positive and negative reviews on purchasing decisions, particularly when it presents a balanced perspective.

A key discussion in recent studies is the distinction between online and offline WOM. Online WOM tends to be shaped by the social and functional attributes of a brand, while offline WOM is more influenced by emotional factors. Large-scale data analysis has revealed differences in how consumers share information across different channels. Specifically, consumers are less likely to share WOM on social media platforms like Facebook due to the perceived social risks associated with public online discussions, whereas personal, face-to-face interactions remain a more common avenue for WOM communication.

IV.   DISCUSSION AND RESULTS

The number of social media users continues to rise steadily. Over the past five years, the global internet user base has grown by more than 1.9 billion, reflecting a 75% increase compared to 2019. (fig.1.)
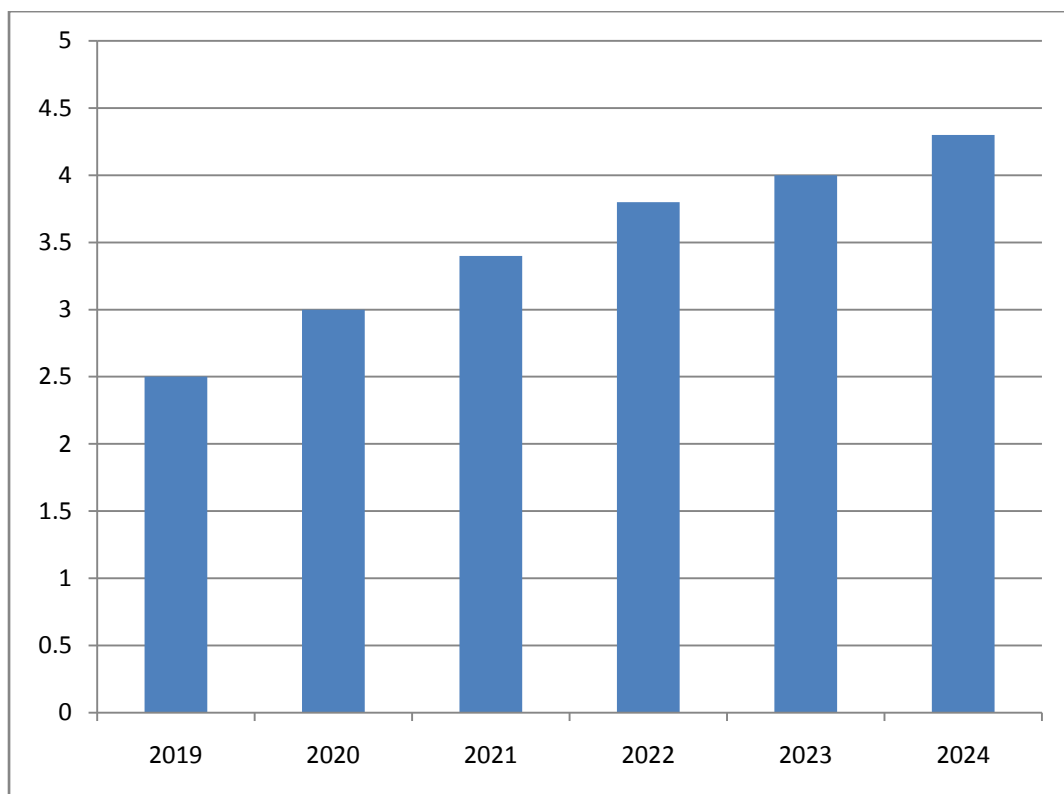

Fig. 1. Internet audience growth dynamics from 2019 to 2024 (billion people).

According to the International Telecommunication Union, it took 16 years to reach the first billion internet users. In contrast, the second billion users joined within just 6 years. Currently, the internet is expanding at an even faster pace, with 1 billion new users added approximately every 2.7 years.

The growth of social media users in the past five years has been even more remarkable compared to overall internet usage. Since 2019, the number of social media users worldwide has nearly doubled. As of this year, the global social media user base has reached 3.49 billion, representing an increase of 2 billion users since January 2019 (Figure 2).

Figure 2. Growth Dynamics of Social Network Users from 2019 to 2024 (in billions).
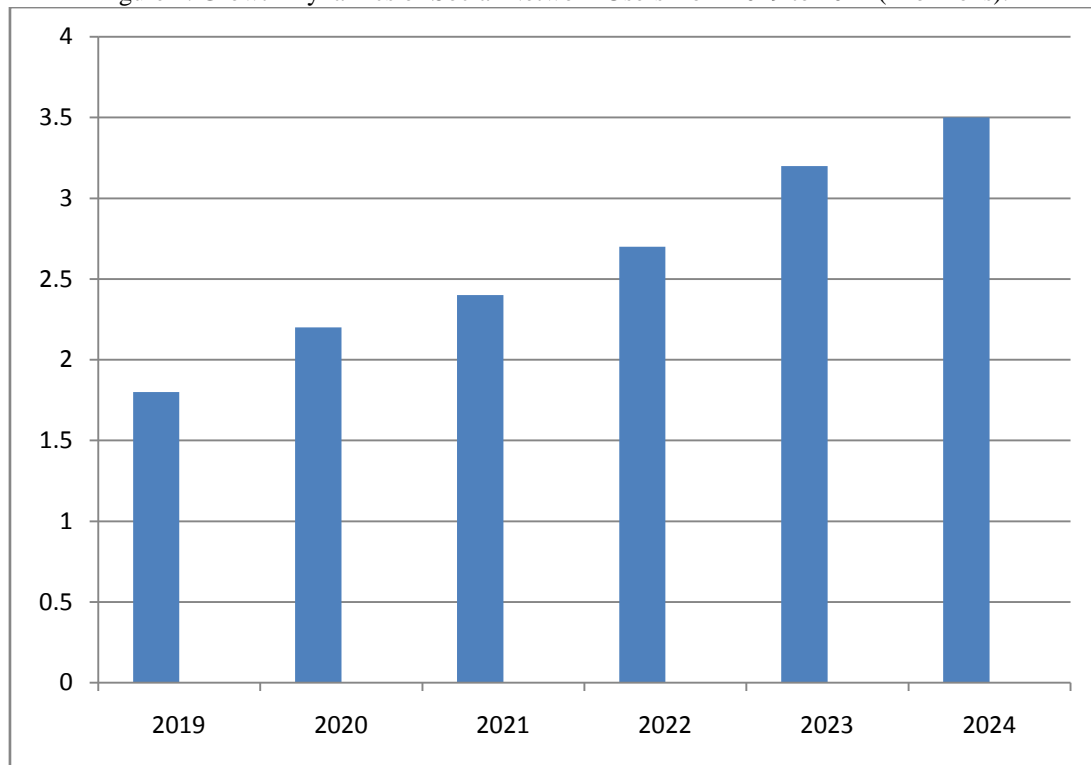
Social media user behavior trends in 2024

According to recent research, the time people spend on social media continues to rise, although the increase has been marginal. GlobalWebIndex reports that the average user worldwide now spends approximately 2 hours and 16 minutes daily on social platforms, compared to 2 hours and 15 minutes in 2018. This accounts for around one-third of total internet usage time and one-seventh of the average waking hours.

It is important to note that social media usage varies significantly across different cultures. For instance, internet users in Japan spend only 36 minutes per day on social networks. On the other hand, Filipinos remain the most active social media users, with an average daily usage of 4 hours and 12 minutes — a 6% (15-minute) increase compared to the previous year.

Rising Popularity of Instagram

A search for "social media" on any internet search engine typically highlights platforms such as Facebook, Twitter, Instagram, YouTube, and Vkontakte. Recent research indicates that marketers around the world consider Instagram to be the most effective platform for brands in 2019. Despite facing management challenges in 2018, Instagram achieved remarkable growth over the past year. By June, the platform announced it had surpassed 1 billion active accounts. While this figure includes non-unique accounts, it remains impressive.

Current data on Instagram's advertising audience further supports its continued growth in 2019. Over the last three months, Instagram's active users increased by more than 4%, reaching a total of 895 million worldwide. Notably, Instagram gained 38 million new users in the fourth quarter of 2018, more than double the 18 million new users acquired by Facebook during the same period.

Instagram's appeal to marketers is attributed not only to its expanding user base but also to its balanced demographic distribution. Globally, the gender split is approximately 50:50, and the platform remains particularly popular among users aged 18 to 34. While Facebook still has a larger overall number of users in this age group, Instagram is more prevalent within this demographic.

Throughout 2018, Instagram experienced significant growth globally, and it now holds a dominant position in many markets. In fact, Instagram's advertising audience has surpassed that of Facebook in 20 countries, with expectations of further expansion in 2019.

Growth in Social Media Advertising Revenue

Recent data highlights the steady growth of global social media advertising revenues from 2015 to 2018. In 2018, social media advertising revenue reached approximately $41.6 billion, a substantial increase from $17.89 billion in 2015. In 2017, Facebook and YouTube collectively accounted for nearly three-quarters of the social media advertising market.

Furthermore, a recent study by the Internet Advertising Bureau (IAB) revealed that social media ad spending grew by 53% in the first half of 2018, contributing a total of $242.5 million to the digital advertising sector.

Age	The whole auditory	Women total	The percentage of women	Men total	The percentage of men
13-17	57000000	30000000	3%	27000000	35
18-24	280400000	130300000	15%	150200000	17%
25-34	290400000	142200000	16%	150200000	17%
35-44	142200000	76100000	9%	66100000	7%
45-54	73100000	41100000	5%	32000000	4%
56-64	32000000	19000000	2%	13000000	1%
65+	19800000	11000000	1%	8800000	1%

Table 1. Potential advertising coverage in Instagram, by age group and gender.

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V. CONCLUSION

In conclusion, while social media advertising has its drawbacks, it remains an effective tool for enhancing brand loyalty. In the digital economy, it provides companies with the opportunity to engage directly and consistently with potential customers. The growing influence of social media has significantly expanded the information landscape for individuals and businesses, reducing the costs of searching, exchanging, and storing information. Furthermore, it strengthens the role of information as a vital resource in economic management. By leveraging social media marketing, companies can reach a larger audience, boost revenue, and enhance their competitive edge. The implementation of modern marketing technologies enables businesses to efficiently promote and sell their products and services while selecting the most effective promotional strategies for each offering. Ultimately, the use of social media in marketing fosters brand loyalty and ensures consistent interaction with customers, making it a crucial and valuable component of a company's marketing strategy.

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