

IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

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Abstract: The motivation for choosing the subject of this article found its starting point in the desire to highlight the place and role of social media in economic life, which is the most influenced sphere of marketing development for the 21st century, as well as the evolution of internet business, seen as a support for integrated marketing communication, which has an indispensable impact on aspects of consumer behavior. To get an overview of this concept, the article covers the social media particularities for a business, outlined by the main steps that a business must follow to successfully present in the online environment. Thus, the aim was to highlight the importance of communication between the organization and the customer, which becomes essential for long-term success in an organization, a concept that emerged as a response to the challenges that manifested in business as the development and use of internet and digital technologies, economic activity, overcoming geographical and cultural boundaries through the globalization of business, the need to gain a favorable market position, intensifying competition, differentiating the supply of products and services and using the brand for this purpose. The need for an integrated approach continues with the presentation of communication techniques and tools used to replace traditional marketing with digital marketing, given that digital marketing must be implemented in the age of digital technologies has become a prevalent trend in brand communication and PR strategy international and local. In addition to all this, digital marketing campaigns are becoming more predominant in the online space, therefore, they are gaining in importance and efficiency, as the digital platform grows and develops dizzyingly with a tendency to develop consumer education and culture. This makes consumers feel important and valuable, which increases the degree of trust and loyalty to the brand. Therefore, the online environment has brought new meanings to these notions, being now a combination between producer and consumer. In other words, the digital consumer not only uses certain products, but is actively involved in production processes, influencing the development direction of companies and their marketing and communication strategies.

Keywords: social media, consumer behavior, digital marketing, digital consumer, promotion, brand, business environment.