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Advertising on social networks

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Today, 100,000 tweets are sent daily on Twitter, 684,478 content is shared on Facebook, 2 million search queries are made on Google, 48 hours of video is uploaded on youtube, 3,600 photos are shared on Instagram, and 571 social networking sites have been created (Jackson, 2015). Social media refers to applications, websites or blogs that allow people around the world to connect, chat, share content, video call, and more over the Internet. Some common and widely used social media platforms include Facebook, Twitter, whatapp, Snapchat, etc. Given the widespread use of social media, smes, shops and individual sellers are increasingly relying on it to achieve their marketing and branding goals. By replacing traditional marketing methods, social media offers businesses new opportunities to engage consumers in social interactions on the Internet. Now, social media like Facebook and Twitter make it easy for consumers to post product reviews and connect with other like-minded people in their communities. As social media permeates our lives as consumers, and as people increasingly seek input from the social media community before making a purchase (DeVackl, 2009), social media tools have become an excellent channel for marketers to reach consumers.

An article by Hanlon et al. (2008) states that social media is important for marketers because it allows them to speak directly to consumers, which in turn allows consumers to engage directly with a company's brand. Many companies, such as Audi and Donuts, use social media very effectively to reach consumers. According to Xie (2015), Audi fans have the highest brand stickiness on Facebook. As well as having a website, businesses need to extend their online presence to social media platforms. Social networking sites like Twitter and Facebook are key to maintaining a competitive edge. Companies without active social media accounts could be missing out on a lot of marketing opportunities. As a result, social media has introduced a new, complex and uncontrollable element into consumer behavior, which poses new challenges for both academics and marketers.

A study by Unn(2020) found that 94% of 18-29 year olds own a smartphone, compared with 46% of over-65s. People aged 18-30 are one of the most coveted groups for companies looking to sell their products. This age group of college students is a particular target market for mobile phone companies. Social media has gained tremendous growth and reputation globally over the past two decades, so much so that many researchers are now interested in understanding these social platforms and their impact on communities. While almost everyone in the community is connected to at least one social media platform, teens are the most avid users of these platforms, even using social networks in class.

Based on this, this paper selected college students as research samples and took the mobile phone market as an example to explore the influence of social media marketing on the purchasing decisions of different groups of socioeconomic status, and then proposed the best SMM strategy for enterprises of different groups of socioeconomic status to increase sales. This study adopted the method of convenient sampling, taking the mobile phone market as an example, and published online questionnaire links through wechat, Facebook, VK, OK and other social media platforms. Finally, the sample data of 104 overseas students were collected, and the correlation analysis and stepwise regression were carried out by SPSS software to verify the theoretical model. The results reveal the direct impact of socioeconomic status and social media marketing on purchasing behavior, and demonstrate the mediating role of brand awareness between socioeconomic status and purchasing behavior. In addition, the moderating effect of social media marketing on the direct and indirect effects of socioeconomic status and purchasing behavior is also explored.

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