

# Impact Of Social Media On Consumer Buying Behavior In The Offline Mode

\*Farhina Yunus, Asif Akhtar

Frank and Debbie Islam Management Complex, Faculty of Management Studies & Research,  
Aligarh Muslim University, Aligarh, UP, India.

\*Corresponding Author

Received: Feb 6, 2025; Revised: Apr 11; Accepted: Apr 14; Published (unedited first): Apr 17, 2025

**COPYRIGHT:** Yunus and Akhtar. It is an open-access article published under the Creative Commons Attribution License (CC BY) terms. It permits anyone to copy, distribute, transmit, and adapt the work, provided the original work and source are appropriately cited.

**CITATION:** Yunus F, Akhtar A, 2025. Impact Of Social Media On Consumer Buying Behavior In The Offline Mode. *Management and Economics Research Journal*, 11(2): 9900110. <https://doi.org/10.18639/MERJ.2025.9900110>

## ABSTRACT

The paper discusses how social media, including Instagram, Facebook, and TikTok, play a key role in forming consumers' attitudes towards offline shopping and their purchasing behavior in physical stores. Influencer endorsements, user-generated content, and targeted ads have become social media marketing strategies that brands have been using to raise visibility and get more foot traffic to their brick-and-mortar locations. The study explores the psychological triggers that lead consumers to engage with social media (FOMO, social proof, online reviews) to act on time-sensitive offers and visit physical stores. Social commerce and AR technologies are also highlighted as a transformative trend that improves the consumer's in-store shopping experience and facilitates virtual preview and integrated buying options. Beyond enhancing online engagement, these innovations help close the digital and offline purchase gap by leading consumers to make purchases in offline channels. The paper concludes that effective social media marketing and innovative technologies are important for offline retailers to survive in the changing retail landscape. For retailers, the integration of AR and social commerce enables future trends that create custom, interactive experiences that drive both online and offline sales.

**KEYWORDS:** Social Media Marketing, Offline Shopping, Influencer Marketing, Augmented Reality, Consumer Behavior, Social Commerce.

**ABBREVIATIONS:** FOMO: Fear of Missing Out; AR: Augmented Reality; O2O: Online-to-Offline; AIDA: Attention, Interest, Desire, and Action; SMM: Social Media Marketing; UGC: User-Generated Content.

## 1. INTRODUCTION

Over the years, consumers have been most affected by the social media platforms that exist today. Companies such as Facebook, Instagram, Twitter, and TikTok now have billions of consumers attaching themselves to the way consumers shop. The Statista survey in 2023 found that there are more than 4.89 billion social media users worldwide. According to the statistics, 89 billion individuals are using social media globally, meaning 60% of the global population. That is why social media has become a strong instrument in the promotion of products and services for companies that target consumer decisions. Although the new digital age is changing the way we shop online, the way consumers shop offline is still relevant. Nielsen has suggested that, as of 2022, the overwhelming majority of consumers shop in physical stores, and that is why it is crucial to establish the impact of social networks on people's offline purchases [1].

Offline consumer behavior or buying process that occurs in the physical store environment is still important for several reasons. Firstly, customers would wish to have first-hand contact with products by examining and testing the products physically before buying such products as clothing materials, electronic products, and home appliances. Furthermore, they appreciate the idea of shopping, which is more personal compared to ordering something online. Based on this, it is possible to examine how interactions with products and other people online, with the use of the aforementioned forums, influence the consumer's offline actions. The subject matter of this systematic review is to discover the complex association between social media and offline consumer behavior that can benefit marketing and retailing professionals and businesses.

### 1.1. RESEARCH GAP AND RATIONALE OF THE STUDY

1. **Limited Research on Offline Impact:** While the influence of social media on online shopping is well-documented, there is a gap in understanding its effect on offline shopping behaviors.
2. **Emerging O2O Dynamics:** Existing studies often overlook the O2O process, where consumers gather product information online but complete purchases in physical stores.

3. **Influencer and Social Media Impact on Physical Stores:** Despite evidence that social media interactions, such as influencer endorsements, can drive in-store traffic, this influence remains underexplored in offline consumer behavior research.
4. **Omnichannel Marketing Potential:** For marketers, understanding this relationship can help synchronize online and offline strategies, enhancing customer satisfaction and loyalty through a seamless omnichannel experience.
5. **Consumer Preference for In-Store Shopping:** Even as online shopping rises, a significant share of consumers still prefers in-store shopping for immediacy and sensory experience, highlighting the need to study how social media can bridge this preference to benefit physical retail.

## 1.2. RESEARCH QUESTIONS

1. How does user-generated content (e.g., likes, shares, comments) on social media influence consumers' perceptions of products and drive their offline purchasing decisions?
2. In what ways do influencer recommendations on social media increase foot traffic to physical retail stores?
3. How do online consumer reviews and recommendations affect offline purchase decisions in physical stores?
4. What strategies do businesses use in social media promotions to encourage in-store visits, such as using online coupons redeemable in physical stores?

## 1.3. OBJECTIVES

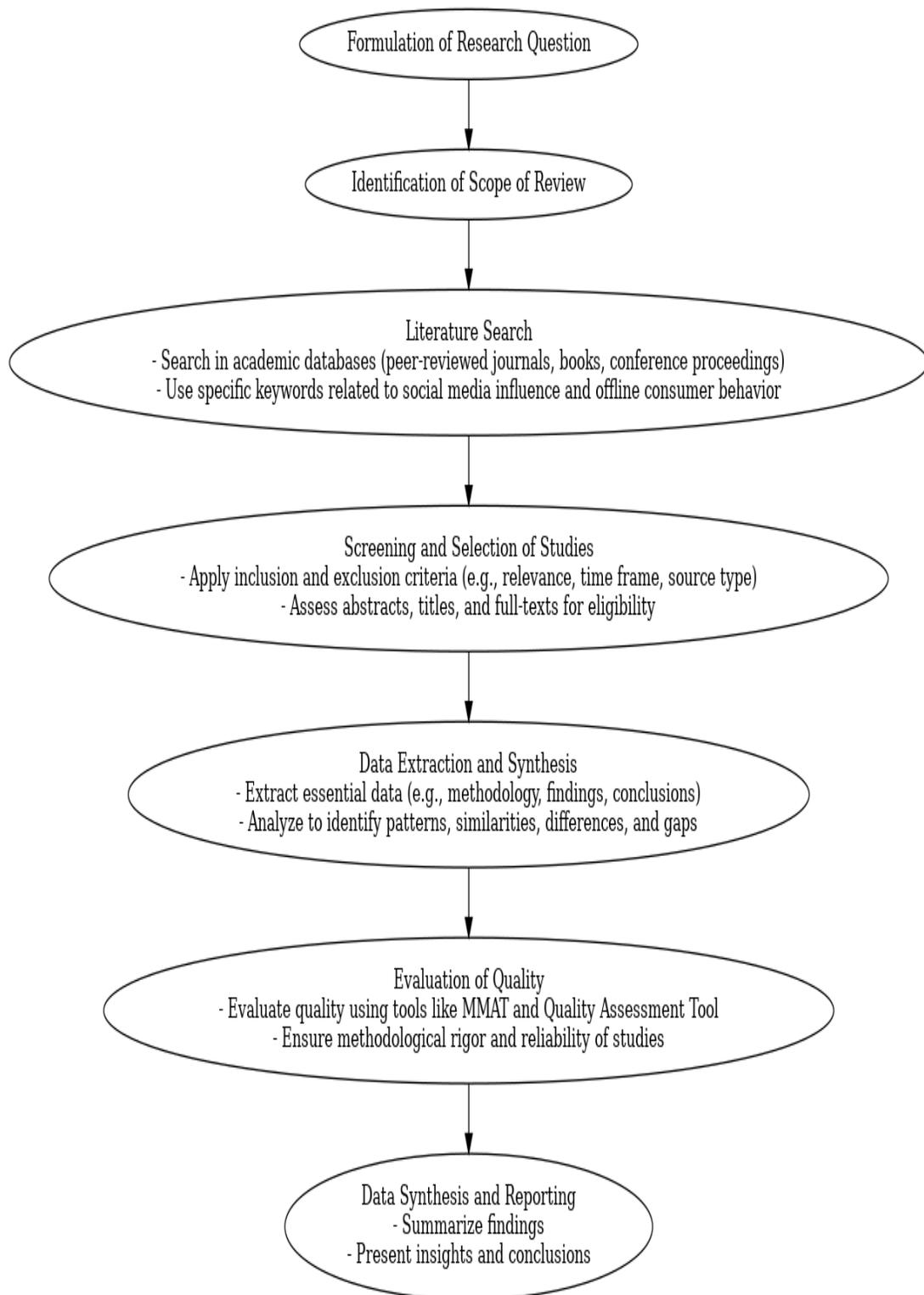
1. To analyze how observational learning (likes, shares, comments) shapes consumer perceptions and influences offline purchases.
2. To investigate the role of influencer endorsements on social media in increasing physical store traffic.
3. To examine the effects of online reviews and recommendations on offline consumer behavior.
4. To assess business strategies in social media that incentivize in-store shopping, aiming to bridge online engagement with offline retail action.

## 2. RESEARCH METHODOLOGY

### 2.1. SYSTEMATIC REVIEW PROCESS

**Table 1:** Overview of Academic Databases Utilized for Research on Social Media Impact on Consumer Behavior.

Database	Description	Focus	Purpose
<b>Google Scholar</b>	An open-access academic aggregator that searches for a wide range of scholarly publications, including articles, conferences, theses, and books.	Broad scholarly publications	To obtain an initial set of articles and papers for the study
<b>Scopus</b>	One of the largest abstract and citation indices covering peer-reviewed literature in social sciences, business, and consumer behavior.	Abstracts and citations of peer-reviewed literature	To search for qualitative evidence of social media effects
<b>PubMed</b>	Primarily related to health sciences but also includes social science studies on human behavior.	Health sciences and human behavior	To find papers on consumer psychology and behavior influenced by digital interactions
<b>Web of Science</b>	A multidisciplinary citation index covering arts & humanities, social sciences, and science & technology, including peer-reviewed journals, conference proceedings, and book chapters.	Multidisciplinary scholarly publications	To find important and relevant articles on marketing, consumers, and retail trends
<b>EBSCOhost</b>	An academic database providing access to Business Source Complete and Communication & Mass Media Complete, available through the University library.	Marketing, digital communication, and consumer behavior	To search for studies focused on marketing, digital communication, and offline media consumer behavior



The study was carried out in the following manner: beginning from a literature search considering inclusion and exclusion criteria, studies were selected, data were synthesized, and analyzed.

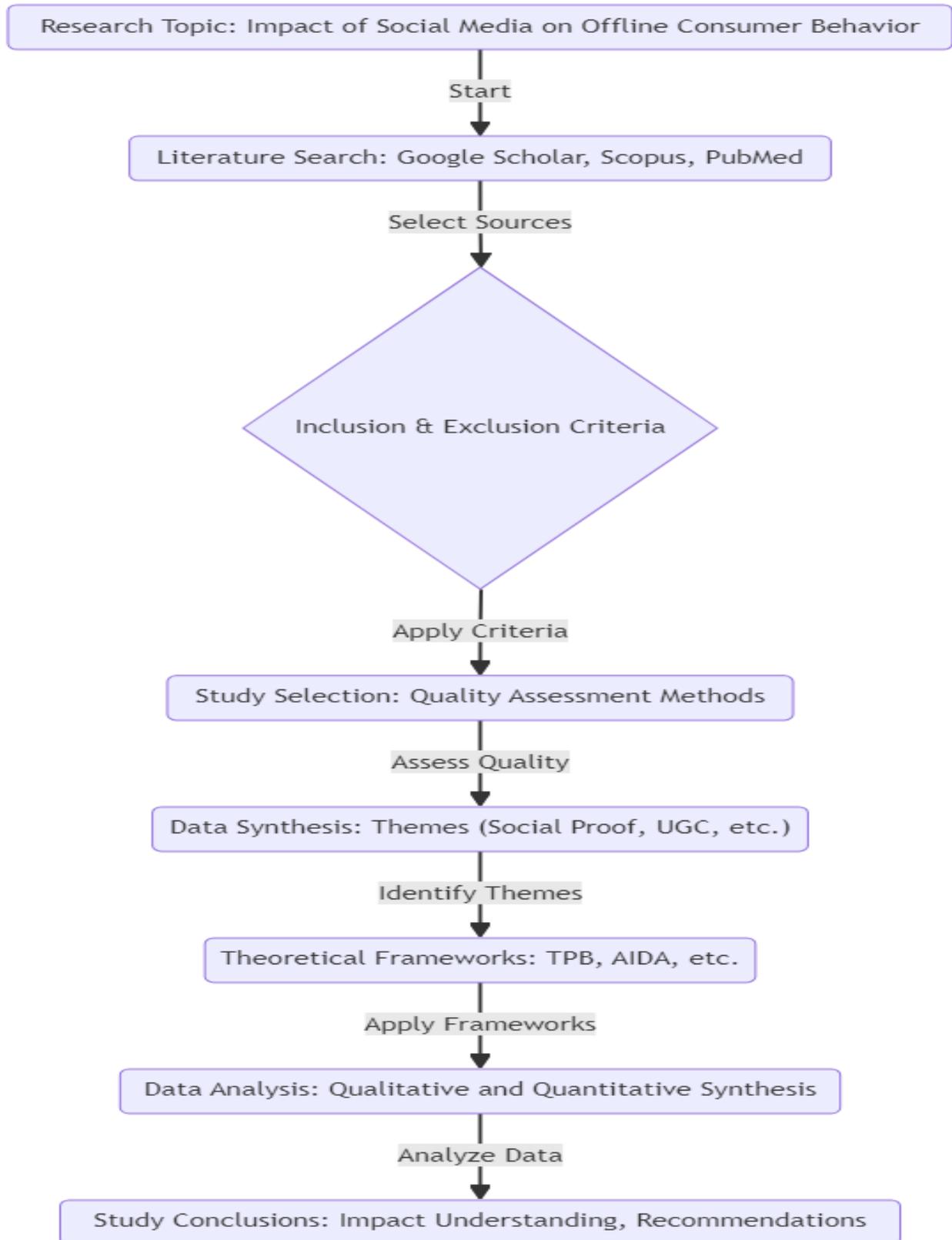


Figure 1: Study Design.

**Table 2:** Data Collection and Selection Process.

Description	Details	Count
<b>Initial Articles Retrieved</b>	Articles retrieved from databases: Google Scholar, Scopus, PubMed, Web of Science, EBSCOhost	3,500
<b>Duplicate Articles Removed</b>	Duplicate entries were removed after combining search results from different databases	1,200
<b>Articles Screened by Title/Abstract</b>	Articles were screened for relevance based on title and abstract	2,300
<b>Excluded After Title/Abstract Screening</b>	Articles excluded for irrelevance (not related to social media or offline consumer behavior)	1,300
<b>Full-Text Articles Assessed</b>	Articles selected for full-text review based on inclusion/exclusion criteria	1,000
<b>Excluded After Full-Text Review</b>	Articles excluded due to insufficient data, non-peer-reviewed sources, or lack of offline focus	300
<b>Final Articles Included in Review</b>	Total number of articles included in the systematic review	700

**Table 3:** Data Sources Breakdown.

Database	Articles Retrieved	Relevant Articles After Screening
<b>Google Scholar</b>	1,000	200
<b>Scopus</b>	800	180
<b>PubMed</b>	600	120
<b>Web of Science</b>	700	150
<b>EBSCOhost</b>	400	50

These databases were selected because they contain comprehensive indexing of peer-reviewed research in marketing, the social sciences, and consumer behavior, which meant that the literature review included an extensive variety of viewpoints.

## 2.2. EVALUATION OF STUDY QUALITY

- **Relevance:** To synthesize the research, each study was then categorized according to the extent to which it was related to the formulated research question. The priority was given to the works that investigated directly the connection between social media and buying behavior offline.
- **Methodological Rigor:** The issues of the choice of research methods were also discussed concerning the selected studies. Preferential treatment was accorded to research that included a well-articulated methodology with appreciable data accumulation and analytical tools. This included ascertaining whether the studies in question applied quantitative, qualitative, or mixed-method research design.
- **Sample Size and Generalizability:** Higher importance was given to the studies having greater sample size and scope, and the ones that provided findings in more diverse demographic and geographical areas. This made it possible to generalize the results of the research across the various markets and the consumer segments as well.

- **Transparency and Reproducibility:** Those empirical papers that provided a clear outline of the research process and enough procedural information for replication were regarded as high-quality. This involved the following by the researcher: clarity on issues such as methods of data collection, selection of participants, and procedures used in data analysis.
- **Bias and Conflicts of Interest:** Another aspect that has been reviewed for bias was the sources of funding for the studies, as well as the authors' affiliations. Lower risk of bias studies were used to elevate the reliability of the review results.

**Table 4:** Inclusion and Exclusion Criteria for Analyzing Social Media Influence on Consumer Behavior.

Criteria	Inclusion	Exclusion
<b>Source Type</b>	Scholarly and professional peer-reviewed articles, conference papers, and books	General articles, opinion pieces, and blogs not meeting academic standards
<b>Time Frame</b>	Research conducted from 2010 to 2023	Research conducted before 2010
<b>Focus</b>	Impact of social media influence on consumers' offline behavior	Studies focusing solely on Internet consumer behavior without consideration of offline cues
<b>Geographical and Sectoral Scope</b>	Studies from various areas and sectors for a diversified approach	Studies from sectors unrelated to consumer buying decisions (e.g., healthcare, academic)
<b>Data Type</b>	Primary and secondary research articles with qualitative and quantitative data indicators on consumer behavior	Articles without primary empirical data or that are purely theoretical
<b>Language</b>	Studies available in English	Studies not available in English

### 2.3. DATA SYNTHESIS

After the quality assessment of studies, the data were identified and then combined according to the objective of this systematic review. Prasad [2] here involved having to find out trends, patterns, and findings from different studies. This study categorized the themes, grouping studies such as social proof, influencer marketing, and online reviews affecting offline purchases. This systematic review was conducted with a strict methodological approach to ensure that the conclusions drawn are accurate and offer a clear picture of how social media affects offline consumer behavior. Thus, the present study, holding a clear and defined review procedure, seeks to present possible recommendations for researchers, marketers, and businesses alike.

### 3. LITERATURE REVIEW: THEORETICAL BACKGROUND

In examining the effect of social media on offline consumer buying behavior, knowledge from several theories in consumer behavior and psychology becomes handy. All these theories about the impact of social communication, promotional communication, and psychological stimuli can be seen to justify the consumer's path toward deciding to buy a particular product offline. In this section, some of the important theories that need to be covered concerning the transition from online behavior to offline behavior, hence the title Online to Offline (O2O) effect, are briefly described as follows:

#### 3.1. THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior, developed by Ajzen [3], is widely used in understanding consumer behavior, especially in decision-making. It proposes that three primary components guide consumer actions:

1. **Attitudes towards the Behavior:** This refers to the consumer's positive or negative evaluation of performing a particular behavior, like making a purchase. In social media contexts, online reviews, likes, and endorsements can shape these attitudes, making consumers more inclined to buy products they see positively represented.

2. **Subjective Norms:** These are the perceived social pressures to perform or avoid a behavior. On social media, influencers, friends, and peer reviews serve as significant sources of subjective norms, subtly pressuring consumers toward certain products.
3. **Perceived Behavioral Control:** This relates to consumers' perceptions of their ability to perform the behavior. Social media makes purchasing seem more accessible by providing detailed information, product availability, and consumer reviews, which reduce perceived barriers to offline purchases.

### 3.2. AIDA MODEL (ATTENTION, INTEREST, DESIRE, ACTION)

The AIDA model is a very well-known and old marketing model that aims to describe a consumer's journey toward purchasing a product. It stands for Attention, Interest, Desire, and Action, and it is highly applicable to understanding the impact of SMM on offline buying behavior. The AIDA model assists marketers in grasping how social media campaigns direct consumers through a psychological process that ends with the actual purchase offline. In a study done by Kotler and Keller [4], it was established that commercials placed on social media platforms successfully guide consumers through the mentioned stages and would usually end up in both online and physical behaviors. This model further illustrates the effectiveness of online marketing content in preparing consumers for offline purchasing using creating desire and leaving the consumers eager to be motivated [5].

### 3.3. SOCIAL LEARNING THEORY

*Social Learning Theory* explains that Bandura [6] believes that people learn through observation and emulation of other people's behaviors that are followed by desirable consequences. This theory is highly applicable in the setting of social media since consumers are constantly engaged and influenced by influencers, friends, and other celebrities.

*Observation and Imitation:* In social media, consumers analyze the behavior of people whom they cherish or individuals they wish to imitate. The influencers are therefore relevant here as they help depict products and experiences that the followers can emulate. The more a consumer gets exposed to positive reinforcement (for instance, likes, comments, or sharing), the more they are likely to do the same in their physical world by shopping for the product [7].

*Vicarious Reinforcement:* When social media users see that influencers or like-minded people reap some gains from a particular good, they feel the feeling of vicarious reinforcement. This positive observation makes them tend to purchase the product offline with the belief that they will also be beneficiaries of the same [8].

In the research study conducted by Berger and Heath [9], the authors state that people interact in a manner that is acceptable to those belonging to that particular group to improve their social image. Perhaps, such social learning is made possible by social media, whereby attitudes seen in the online platform lead to purchasing behaviors in the offline environment.

A relatively recent concept receiving focus in the marketing literature is that of O2O impact. O2O stands for online-to-offline, where consumers are subjected to online content and interaction and online marketing and choose to make the purchase offline in a physical store. As noted by Luenendonk [10], social media has a high impact on generating awareness and creating interest; however, the consumers' belief in shopping for physical items online is still weak because of the haptic experience of offline shopping. According to Yao *et al.* [11], using social media, there is a 20-30% boost in physical store traffic. Going by actual figures, this shows that social media engagement affects clients' physical behavior.

## 4. IMPACT OF SOCIAL MEDIA ON BRAND AWARENESS AND OFFLINE CONSUMER BEHAVIOR

### 4.1. SOCIAL MEDIA'S ROLE IN BOOSTING BRAND AWARENESS AND RECOGNITION

Facebook, Instagram, and Twitter are platforms that help a brand get wider visibility and reach millions of potential consumers. SMM strategies like paid ads, organic posts, and influencer collaborations are the pillars behind how brands can spread their reach and have meaningful interactions with consumers. As per Statista [12], the global spending on social media ads is now over \$230 billion, playing a big role in business strategies. As such, Kaplan and Haenlein [13] showed how these platforms facilitate direct interactions between brands and consumers to create customized communication. Metrics like likes, shares, and comments build familiarity with the brand, in turn, building a network of visibility or recognition with your network. In addition, retargeted ads that situate the user based on activities are also major SMM efforts which them In addition, retargeted ads that situate the user based on activities are also integral SMM efforts put in place to make the brand more noticeable [14].

Many popular brands like Nike and Zara use these platforms to publish beautiful content that makes a lot of sense to their target audience and brings them a unique niche. Such strategies are effective in aiding brand recall, as well as for socially connected demographics; it is more effective with younger demographics [15].

#### 4.2. FROM ONLINE EXPOSURE TO OFFLINE PURCHASES

Social media has brought about the O2O phenomenon, which has a big impact on consumers' offline purchasing decisions. According to Powers *et al.* [16], social media interaction encourages customers to move from browsing online to making purchases in physical stores, especially when in-store support or product verification is required. The availability of reviews and testimonials on places such as YouTube and Instagram helps to boost demand for offline shopping [17]. Geo-targeted advertising is an important part of SMM in driving O2O purchases. Businesses can offer personalized, location-based promotions on platforms like Facebook and Instagram to make sure that their campaigns reach the users who are most likely to visit their physical stores [18]. Moreover, Zhu and Zhang [19] even emphasize that social media with engaging and credible content helps to increase brand visibility and drive traffic to the store. The use of localized schemes like promotions, time offers, etc., serves as a Geo-targeting strategy that helps attract potential customers to brick-and-mortar stores.

#### 4.3. CONSUMER REVIEWS, INFLUENCER MARKETING, AND USER-GENERATED CONTENT

Among all of them, consumer reviews, influencer marketing, and UGC are the most profound social media factors that shape offline consumer behavior through developing trust and reliability towards the brand.

- **Consumer Reviews:** Companies like Yelp and Google Reviews give us firsthand consumer opinions that affect offline purchase decisions. According to Cheung and Thadani [20], these reviews take the form of electronic word of mouth (eWOM), which substantially influences consumer trust and decision-making. This effect is amplified when customers who are satisfied with the services are encouraged to leave a review, amplified in a positive feedback loop that creates more engagement online as well as offline [21].
- **Influencer Marketing:** Influencers are credible intermediaries that influence both online and offline consumer behavior. According to Jin and Phua [22], influencer endorsements are usually more believable and relatable than traditional ads for products or travel. Within SMM, micro-influencers are used to promote localized promotions to help brands connect with niche audiences and drive foot traffic to specific stores [23]. Stories shared by influencers and product placements in their accounts trigger their followers to visit a store and buy something similar [24].
- **User-Generated Content:** Social proof is created by UGC, such as posts and reviews on Instagram or TikTok, and inspires offline purchases. Strategies of SMM, which include UGC campaigns, such as branded hashtags and contests, can motivate users to share their experiences and, at the same time, increase organic reach and attract customers to the stores [25]. According to Shen *et al.* [25], user-generated content is more persuasive than corporate advertisements.

#### 4.4. IMPACT OF FREQUENT SOCIAL MEDIA EXPOSURE ON CONSUMER BEHAVIOR IN PHYSICAL STORES

Studies show that high brand familiarity on social media significantly influences consumer behavior in physical supermarkets. Voorveld *et al.* [26] found that frequent exposure to a brand's identity on social media enhances trust and reliability, encouraging consumers to visit stores and make purchases. Similarly, Kim and Ko [27] highlight that active, positive social media engagement fosters social connections with viewers, leading to brand identification. Consumers familiar with interacting with a brand on platforms like Instagram are more inclined to seek out its products in physical markets. Additionally, Grewal *et al.* [28] reveal that social media can enhance the in-store experience. Many retailers incentivize customers to share products or post about the store on social media, often offering discounts or promotions, thus integrating online and offline shopping experiences.

#### 5. SOCIAL MEDIA'S INFLUENCE ON CONSUMER DECISION-MAKING IN OFFLINE ENVIRONMENTS

Social media plays a crucial role in changing consumer behavior in terms of collecting information and making a purchase decision, irrespective of offline purchases. Social media platforms are essential in the current world and thus act as information sources during the consumer decision-making process. From the online reviews to the recommendations by various influencers and the advertisements one comes across on all the social shopping platforms, are some of the key players that impact consumer preference, general attitude, and finally the actual purchase decision made by the consumer and done at the physical store. In this section, we will learn more about the significance of social media on the information search stage, the effect of FOMO towards in-store buying, the effect of social media campaigns and advertisements towards actually getting traffic inside stores, and how social media is creating social proof that makes people buy 'physically' [29].

### **5.1. INFORMATION SEARCH STAGE: FROM ONLINE TO OFFLINE**

The consumer decision-making process is the information search stage, where information about products or services is searched. Consumers used to depend on family or friends, or going to physical stores. Nevertheless, social media platforms that include YouTube, Facebook, and Instagram allow consumers to depend on reviews and reviews of opinion leaders or their peers [30] as noted by Kim and Park [31], at this stage, social media turns out to be a primary information source, but rather in the form of recommendations and comparisons. Social media gives you detailed information about product characteristics, user experiences, and reviews from other users of the product. For instance, companies like YouTube allow influencers to share their firsthand experiences, and that helps consumers make their own decisions. Exposure to these different perspectives provides more reliable information than traditional advertising and has a large impact on offline consumption. It also reduces the uncertainty involved in the purchase decision. Users on these platforms are trusted and believe in word-of-mouth marketing, which is more authentic than official advertisements because consumers believe that what other users say is a true form of advertisement [32,33]. This perceived authenticity builds trust and influences offline buying behaviors as consumers rely on these real experiences to make their purchase decisions.

### **5.2. FOMO AND IN-STORE DECISIONS**

FOMO describes the anxiety consumers feel when they feel they are missing something on the trend horizon, or when it comes to experiences or opportunities. This has to do with the fact that we're constantly exposed to what other people are doing, buying, or experiencing on social media. Instagram and TikTok are platforms that thrive on making you feel like you need to act quickly and as if you're missing out (FOMO). Explaining the reasons behind increased risk, Hodkinson [34] proposes that FOMO exhibits its visage by displaying an opportunity as rare or fleeting. This is what brands take advantage of by using tactics like time-limited promotions, one-day sales, or exclusive offers backed by influential people. For instance, a brand may drop a limited-edition shoe sold in-store for a very short time, triggering FOMO to resonate with consumers who quickly try to buy before everything is gone [35,36]. FOMO is further magnified by social media influencers who are constantly posting about their purchases or things they're doing right now on social media. That's why their posts inspire others to visit the same stores or buy similar products so as not to be left behind. Perhaps this is most clear in fashion and beauty, where product launches and in-store drops are good examples of how to create effective demand for their exclusive product.

### **5.3. EFFECTS OF SOCIAL MEDIA CAMPAIGNS AND ADS ON STORE VISITS**

The study finds that social media advertisement has a significant effect on consumer intention to visit physical stores. Companies try popular social sites like Facebook and Instagram to place ads that prompt people with calls to action, such as visiting a nearby store or taking advantage of in-store promotions. Such ads often rely on sophisticated strategies of reaching customers by segmenting them; thus, the most likely to visit a physical store are exposed to these promotions. Jansen *et al.* [37] argue that social media advertising plays an effective role in persuading the consumer's offline behavior. For instance, a local boutique may pay to have its ads appear when users scroll through their Instagram feed if the firm wants to announce a new product or an event that is due to happen inside the store. These campaigns incorporate a very defined CTA (come to our store for an offer), and the CTA creates an offline/online connection. Besides paid advertising, most companies leverage organic social media posts to make customers flock to stores physically. It is possible to post regarding promotions, events, or product launches in stores, which will create traffic from consumers towards the physical stores. Kumar *et al.* [38] established that being an active follower of a brand on social media can lead to a customer's response to the particular promotions when the customer is sensitively related to the online persona of the brand. These campaigns may lead to massive traffic of people visiting stores, especially if a company supplements these campaigns with individual offers or unique store incentives.

### **5.4. SOCIAL PROOF AND PSYCHOLOGICAL TRIGGERS FOR OFFLINE PURCHASES**

That is why the major strength of social media is social proof – a phenomenon by which the actions of other people influence the actions of others. This is especially practiced in social media platforms ranging from Instagram, Facebook, and even Twitter, where user-generated content like reviews, likes, shares, and comments promote the product as a popular one and of good quality. Word of mouth often has a way of swaying the consumer and the following behavior, especially when it comes to the offline purchasing behavior of the consumer. When a certain product gets many positive comments on a social platform, it generates social proof that makes other users feel comfortable making the same purchase as others. Cialdini [39] opines that information that implies a purchase is safe or beneficial based on the experience of others is a strong incentive for consumers since such a feeling lowers the risk that is inherent with the purchase. To be more precise, user-generated content is a very important element that contributes to the reinforcement of social proof. This is because when on social media, consumers make posts of what they bought at the physical stores or express their happy moments with a certain product, this puts in the

mind of the consumers a psychological feature that influences them to visit the physical stores and purchase the products. In a study, consumers considered products with higher SMM exposure as more desirable, which influenced their in-store visits [40].

## **6. ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER ATTITUDES TOWARDS OFFLINE SHOPPING**

### **6.1. FOMO AS A PSYCHOLOGICAL DRIVER**

Social media platforms amplify FOMO as it is one of the most psychological phenomena that influences consumers' decisions to purchase something presented as rare or fleeting. The BPA model shows how FOMO makes consumers buy items they would not have otherwise, even in physical stores. According to Hodkinson [34], the exclusivity and urgency features driven by platforms such as Instagram and TikTok are responsible for driving FOMO. This is where SMM comes in, taking advantage of this by running time-limited promotions, flash sales, and exclusive influencer collaborations that force immediate action [41]. TikTok and Instagram are platforms that live on FOMO-driven campaigns. An influencer with a big following, for example, can kick off a frenzy in the physical store, promoted by a limited-edition sneaker. Such a marketing strategy is incredibly effective in sectors like fashion and beauty, where launching a new product in a physical store is locked, creating demand and traffic inside. Influencers are key in real-time posting updates, showing purchases, and driving followers to visit stores and replicate the experience.

### **6.2. FUTURE TRENDS AND IMPLICATIONS FOR OFFLINE RETAILERS**

Social commerce and AR are two emerging trends that are combining social media with physical shopping to create opportunities for offline retailers to improve the customer experience and sell more. AR in particular adds to the shopping trip by enabling customers to experience products virtually before making a purchase. For instance, IKEA's AR app allows users to see how furniture will look in their home, while Sephora lets you try on makeup virtually. According to McLean and Wilson [42,43], these tools greatly boost consumer confidence by giving them accurate previews of products, which in turn encourages in-store purchases. Also on the rise is social commerce, where online shoppers seamlessly access shopping functionalities within social media like, for example, Instagram and TikTok. These platforms are able for consumers to discover and explore products and also to purchase without changing from online browsing to offline shopping [44]. According to Yadav and Rahman [45], this method encourages brand loyalty and increases in-store visits since customers frequently depend on social media interactions to make offline shopping decisions. Omnichannel strategies that combine online and offline shopping can offer offline retailers the tools needed to survive in an ever-evolving market [46,47]. With AR tools and social commerce platforms, brands can offer consumers personalized experiences that lead them to physical stores. For example, offering guests something unique in-store or running social media time-specific campaigns encourages immediate action. AR features can also improve in-store engagement by enabling customers to see products or experiences before making a purchase. Retailers can also use influencer partnerships and user-generated content to drive offline traffic. Brands can make consumer share their in-store experience on their social media positively to encourage others to visit physical stores [39]. Take, for example, how customer post about their purchase or their satisfaction with a product builds credibility and encourages others to seek out the same [48]. Consumer attitudes towards offline shopping have been redefined by social media by creating urgency, using FOMO, and integrating emerging technologies such as AR and social commerce. Instagram and TikTok are rather powerful tools for brands to connect with consumers through these platforms and bring engagement with the brand online closer to offline action. Through the use of innovative strategies like exclusive promotions, AR-driven experiences, and smooth social commerce, retailers can improve customer satisfaction, drive in-store visits, and boost revenue. To stay relevant in an ever-changing retail landscape, offline retailers must respond to this by focusing on strategies that combine the convenience of online shopping with the tactile experience of physical stores [49]. Effective use of SMM will help retailers be successful in growing stronger consumer relationships and is vital to surviving in an ever-more competitive retail market.

## **7. CONCLUSION**

Social media has emerged as a major driver of consumer opinion regarding offline shopping and is establishing new routes for retailers to affect purchasing decisions both online and in brick-and-mortar stores. From social commerce to influencer marketing, platforms like Instagram and TikTok, and strategies like influencer marketing, we've experienced the way brands have had to change the way they interact with consumers, from turning online to offline seamlessly. FOMO and exclusive promotions are two social media campaign strategies that push consumer out of their comfort zone by encouraging them to visit a physical store now, often leading to impulse purchases that wouldn't arise without the specific social media campaign. It's also looking at emerging trends such as AR and social commerce, which should drive the integration between online and offline shopping even closer. AR tools allow customers to preview products virtually, increasing customers' confidence in their decisions to purchase and driving foot traffic to stores. Social commerce makes shopping easier by allowing consumers to buy

within social platforms, instead of having to leave the social platform to shop. SMM psychological mechanisms, such as social proof and FOMO, influence consumer behavior heavily. Social media positive interactions, reviews, and recommendations are great endorsements that propel others to visit stores and buy. Influencer partnerships and user-generated content amplify this organic word-of-mouth effect, which in turn creates a very strong sense of credibility and trust in brands, which then encourages more consumers to engage offline. Since social media is here to stay, offline retailers must understand how to take advantage of these opportunities and offer their business within this multichannel context. Social media marketing, AR, and personalized, engaging experiences online and in-store are just some of the ways that retailers can boost in-store visits and also build lasting customer loyalty in an increasingly digital world.

#### AUTHOR CONTRIBUTIONS

Both authors contributed equally to this study.

#### CONFLICT OF INTEREST

None.

#### ORCID

FY (Research Scholar) – <https://orcid.org...>

AA (Assistant Professor) –

#### REFERENCES

- Chen CC, *et al.*, 2019. Understanding usage transfer behavior of two-way O2O services. *Computers in Human Behavior*; 100, 184-191.
- Prasad RT, 2021. *Accenture: An Automation Maturity Journey*. Software Engineering Institute, Carnegie Mellon University.
- Ajzen I, 1991. The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*; 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Kotler P, Keller K, 2016. *Marketing Management 3rd edn PDF eBook*. Pearson Higher Ed.
- Wu *et al.*, 2015. Empirical research of consumer adoption behavior on catering transformation to mobile O2O. *Journal of Interdisciplinary Mathematics*; 18(6), 769-788.
- Bandura A, 1977. *Social Learning Theory*. Englewood Cliffs.
- Hwang S, Kim S, 2018. Does mIM experience affect satisfaction with and loyalty toward O2O services? *Computers in Human Behavior*; 82, 70-80.
- Dwivedi YK, *et al.*, 2021. Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*; 59, 102168.
- Berger J, Heath C, 2007. Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*; 34(2), 121-134.
- Luenendonk M, 2019. Theory of planned behavior: definition, explained, examples. <https://cleverism.com/theory-of-planned-behavior/>
- Yao P, *et al.*, 2022. Consumer behavior in online-to-offline (O2O) commerce: a thematic review. *Sustainability*; 14(13), 7842.
- Statista, 2023. Number of social media users worldwide 2023. Retrieved from <https://www.statista.com/statistics/>
- Kaplan AM, Hanlein M, 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*; 53(1), 59-68.
- Aldarraj, *et al.*, 2021. *Consumer Behavior*. G Schiffman, J Wisenblit, 11th Edition Pearson 2014, Chapter 14: questions and answers.
- Godey B, *et al.*, 2016. Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*; 69(12), 5833-5841.
- Powers T, *et al.*, 2012. Digital and social media in the purchase decision process: A special report from the Advertising Research Foundation. *Journal of Advertising Research*; 52(4), 479-489.
- Moon Y, Armstrong DJ, 2020. Service quality factors affecting customer attitudes in online-to-offline commerce. *Information Systems and e-Business Management*; 18(1), 1-34.
- Leeflang PS, *et al.*, 2014. Challenges and solutions for marketing in a digital era. *European Management Journal*; 32(1), 1-12.
- Zhu F, Zhang X, 2010. Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*; 74(2), 133-148.
- Cheung CMK, Thadani DR, 2012. The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*; 54(1), 461-470.
- BrightLocal, 2020. Local consumer review survey. <https://www.brightlocal.com/research/local-consumer-review-survey/>
- Jin SAA, Phua J, 2014. Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*; 43(2), 181-195.
- Schouten AP, *et al.*, 2021. Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. Book chapter in: "Leveraged Marketing Communications" (pp. 208-231). Routledge.

24. Ryu MH, 2022. How offline retailers adopt O2O: Neighboring star shops and their proximity effect. *Telecommunications Policy*; 46(3), 102278.
25. Shen CW, *et al.*, 2019. Analyzing the trend of O2O commerce by bilingual text mining on social media. *Computers in Human Behavior*; 101, 474-483.
26. Voorveld HA, *et al.*, 2018. Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*; 47(1), 38-54.
27. Kim AJ, *et al.*, 2012. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*; 65(10), 1480-1486.
28. Grewal D, *et al.*, 2017. The future of retailing. *Journal of Retailing*; 93(1), 1-6.
29. Deloitte, 2021. The future of physical stores in a digital world. Deloitte Insights. Retrieved from <https://www2.deloitte.com/>
30. Wang C, *et al.*, 2021. Factors influencing consumers' purchase decision-making in O2O business model: Evidence from consumers' overall evaluation. *Journal of Retailing and Consumer Services*; 61, 102565.
31. Kim S, Park H, 2013. Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*; 33(2), 318-332.
32. Flanagin AJ, *et al.*, 2014. Perceptions of social media information credibility. *Journal of Computer-Mediated Communication*; 19(4), 358-374. <https://doi.org/10.1111/jcc4.12045>
33. Taub M, *et al.*, 2014. Can the use of cognitive and metacognitive self-regulated learning strategies be predicted by learners' levels of prior knowledge in hypermedia-learning environments? *Computers in Human Behavior*; 39, 356-367.
34. Hodkinson C, 2019. 'Fear of Missing Out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*; 25(1), 65-88.
35. Cheong F, Law R, 2022. Will Macau's restaurants survive or thrive after entering the O2O food delivery platform during the COVID-19 pandemic? *International Journal of Environmental Research and Public Health*; 19(9), 5100.
36. Xie J, *et al.*, 2022. A digital smart product service system and a case study of the mining industry: MSPSS. *Advanced Engineering Informatics*; 53, 101694.
37. Jansen BJ, *et al.*, 2009. Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*; 60(11), 2169-2188.
38. Kumar J, *et al.*, 2024. Connecting BOP consumers and retailers: What drives small-time retailing through social media? *Journal of Retailing and Consumer Services*; 77, 103679.
39. Cialdini RB, 2009. *Influence: Science and Practice* (Vol. 4, pp. 51-96). Boston: Pearson Education.
40. Zhu F, Chen L, 2015. Social media and offline purchase: How social media information drives offline sales. *Management Science*; 61(8), 2102-2120. <https://doi.org/10.1287/mnsc.2014.2101>
41. Toti JF, *et al.*, 2021. Ethical sensitivity in consumers' decision-making: The mediating and moderating role of internal locus of control. *Journal of Business Research*; 131, 168-182.
42. McLean G, 2019. Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*; 101, 210-224.
43. Nielsen, 2022. Global consumer insights report. Retrieved from <https://nielseniq.com/global/en/insights/analysis/2022/the-2022-state-of-consumers/>
44. Xiao L, *et al.*, 2019. Exploring the moderators and causal process of trust transfer in online-to-offline commerce. *Journal of Business Research*; 98, 214-226.
45. Yadav M, Rehman Z, 2021. The influence of social media marketing on consumer brand loyalty. *Journal of Retailing and Consumer Services*; 58, 102287.
46. Brubakken NH, 2024. The Dynamics of Retail Co-Location: Exploring Vinmonopolet's Influence on Meny Stores (Master's Thesis, Norwegian School of Economics).
47. Plazibat I, Marunica S, 2023. Social Media Retail. *Economic and Social Development: Book of Proceedings*; 271-284.
48. Hanks L, *et al.*, 2024. Saving local restaurants: The impact of altruism, self-enhancement, and affiliation on restaurant customers' EWOM behavior. *Journal of Hospitality & Tourism Research*; 48(2), 301-326.
49. Liu MT, *et al.*, 2017. Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*; 81, 192-202.