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“A Study on the Impact of Social Media Marketing on Consumer Buying Behaviour”

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ABSTRACT

The purpose of this study is to examine the impact of social media marketing on consumer buying behaviour. With the rapid expansion of digital platforms such as Instagram, Facebook, YouTube, LinkedIn, and X, social media marketing has become one of the most influential promotional tools used by organizations to attract customers, increase brand awareness, and affect purchasing decisions. The study evaluates consumer perceptions regarding social media advertisements, influencer recommendations, online reviews, promotional offers, and brand engagement.

A descriptive research design was adopted for the study. Primary data were collected through a structured questionnaire from social media users, while secondary data were gathered from books, journals, websites, and reports. The findings reveal that social media marketing significantly affects consumer awareness, product interest, buying intentions, and final purchase decisions. The results further indicate that online reviews, influencer suggestions, and promotional campaigns strongly shape consumer trust and buying behaviour.

The study provides useful insights for marketers and organizations seeking to improve digital marketing strategies and demonstrates the growing importance of social media marketing in influencing modern consumer behaviour.

1. INTRODUCTION

The rapid growth of social media has transformed the way businesses communicate with consumers. Traditional marketing methods are increasingly being replaced or supported by digital strategies that provide greater reach, interactivity, and personalization. Among these strategies, social media marketing has emerged as one of the most powerful tools for promoting products and services.

Social media platforms such as Instagram, Facebook, YouTube, LinkedIn, WhatsApp, and X allow businesses to interact directly with consumers, share product information, run advertisements, and build long-term relationships. Unlike traditional forms of advertising, social media marketing enables two-way communication, where customers can respond, review, share, and engage with brands instantly.

Consumer buying behaviour refers to the process through which individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and assess their satisfaction after purchase. In the digital era, social media has become a major factor influencing this process. Consumers often rely on social media for product discovery, reviews, comparisons, influencer recommendations, and brand credibility before making a purchase.

Because of its ability to provide targeted communication, interactive content, and real-time consumer feedback, social media marketing plays a significant role in shaping consumer attitudes and behaviour. Therefore, understanding how social media marketing influences consumer buying behaviour is highly relevant for both academic research and business practice.

2. REVIEW OF LITERATURE

1. Joshi and Agarwal (2022)

The research highlighted the role of brand-consumer interaction on social media. It concluded that stronger engagement improves customer loyalty and encourages repeat purchase behaviour.

2. Jain and Mishra (2023)

This study examined the contribution of social media marketing to brand awareness. It found that increased brand visibility on social media positively impacts consumer buying behaviour.

3. Ritu Sharma (2023)

The research investigated the impact of user-generated content and online reviews. It concluded that customer reviews and ratings strongly influence consumer trust and final purchase decisions.

4. Bansal and Arora (2023)

This study explored social media marketing strategies and customer satisfaction. It showed that quick responses, engaging content, and active communication improve satisfaction and influence buying behaviour.

5. Devendranath (2023)

The study focused specifically on Instagram marketing and found that visual content, reels, and influencer-based promotions positively affect consumer purchasing decisions.

6. Nair and Rao (2024)

This study analyzed the role of social media in online shopping behaviour. It revealed that social media platforms increasingly support direct purchases and strongly affect online consumer choices.

3. RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY:

- To understand the concept and significance of social media marketing.
- To analyze the impact of social media marketing on consumer buying behaviour.
- To identify the most influential social media platforms affecting purchase decisions.
- To evaluate the effect of social media advertisements, online reviews, and influencer recommendations on buying behaviour.
- To study consumer attitudes toward social media promotions and branded content.
- To provide suggestions for improving social media marketing effectiveness.

HYPOTHESIS:

H0: Social media marketing has no significant impact on consumer buying behaviour.

H1: Social media marketing has a significant impact on consumer buying behaviour.

NEED OF THE STUDY

With the increasing use of social media in daily life, consumers now depend heavily on online platforms for information, reviews, recommendations, and purchasing decisions. Organizations invest substantial resources in digital campaigns, making it necessary to understand how social media marketing affects buying behaviour. The study helps marketers design more effective strategies that align with changing consumer expectations in the digital environment.

PURPOSE OF THE STUDY

The purpose of this study is to evaluate how social media marketing affects consumer awareness, interest, trust, and final purchase decisions. The research aims to provide useful insights for businesses, marketers, and researchers regarding the effectiveness of digital promotional strategies.

LIMITATIONS OF THE STUDY

- The study is limited to a small number of respondents.
- The findings depend on the honesty and opinions of respondents.
- The sample may not represent all categories of social media users.
- The study focuses only on selected social media platforms and activities.
- Consumer opinions may change over time due to evolving digital trends.

RESEARCH DESIGN

The study follows a descriptive research design. It helps in understanding consumer perceptions, attitudes, and behavioural responses toward social media marketing activities.

DATA COLLECTION METHOD

Population and Sample

- ☐ **Population:** Social media users exposed to digital marketing activities.
- ☐ **Sample Size:** 100 respondents.

Data Collection Sources

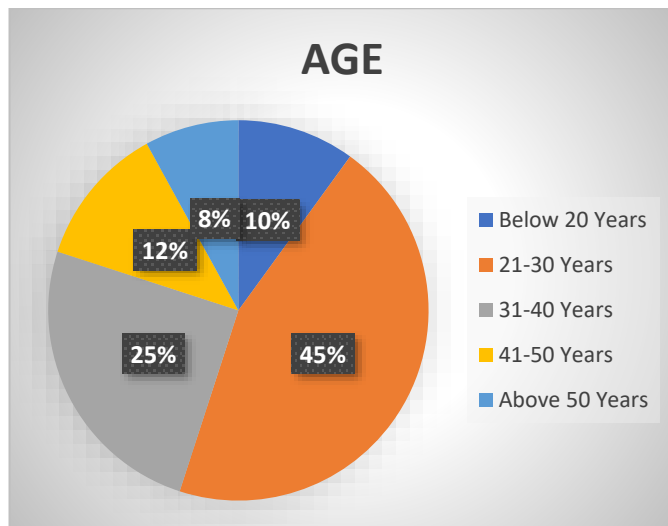
- **Primary Data:** Collected through a structured questionnaire shared with consumers through social media platforms.
- **Secondary Data:** Collected from books, journals, articles, websites, and industry reports.

Data Analysis Techniques: Chi-square test

1. RESULT/FINDINGS

Which age group forms the majority of respondents?

Age Group	Percentage
Below 20 Years	10%
21-30 Years	45%
31-40 Years	25%
41-50 Years	12%
Above 50 Years	8%

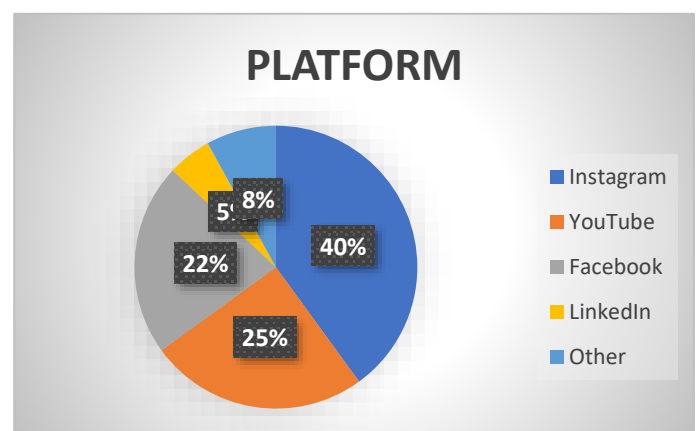


Interpretation

The majority of respondents belong to the 21-30 years age group, accounting for 45% of the sample. This indicates that young adults are the most active users of social media and are more strongly influenced by social media marketing.

Which social media platform influences purchase decisions the most?

Platform	Percentage
Instagram	40%
YouTube	25%
Facebook	22%
LinkedIn	5%
Other	8%

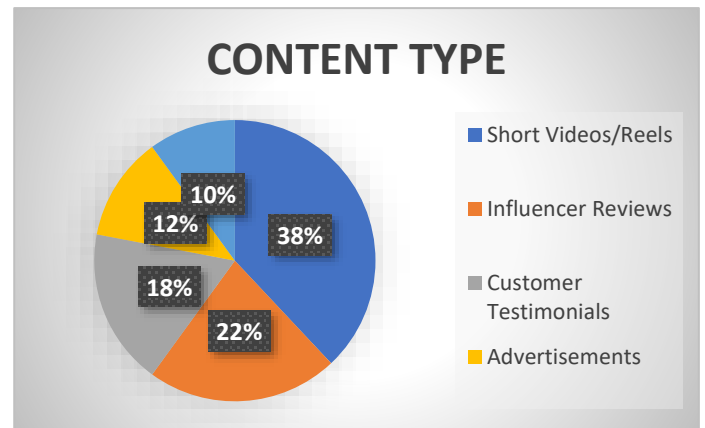


Interpretation

Instagram is the most influential platform, with 40% of respondents reporting that it affects their purchase decisions the most. This suggests that visually engaging platforms have a stronger effect on consumer behaviour.

What type of content attracts consumers most?

Content Type	Percentage
Short Videos/Reels	38%
Influencer Reviews	22%
Customer Testimonials	18%
Advertisements	12%
Brand Posts	10%

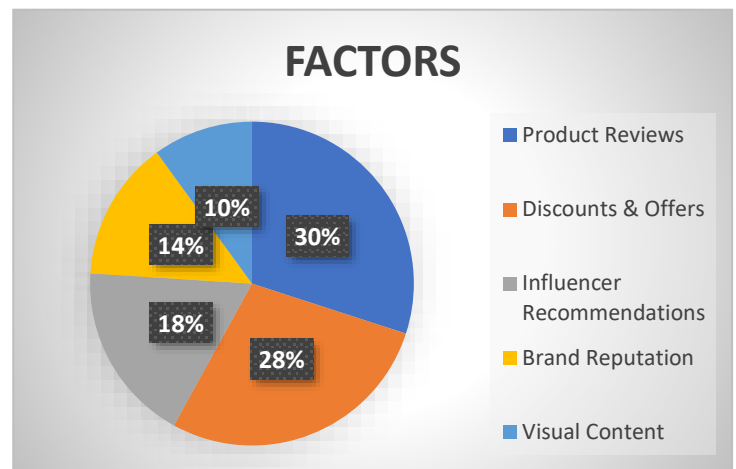


Interpretation

Short videos and reels attract the highest percentage of respondents at 38%. This indicates that short-form visual content is highly effective in influencing consumer interest and purchase behaviour.

What factors influence online buying decisions the most?

Factor	Percentage
Product Reviews	30%
Discounts & Offers	28%
Influencer Recommendations	18%
Brand Reputation	14%
Visual Content	10%

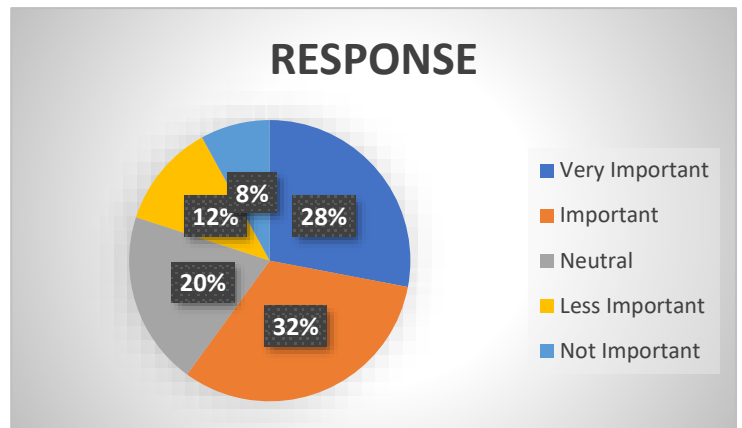


Interpretation

The most influential factors are product reviews (30%) and discounts and offers (28%). This shows that consumers rely heavily on social proof and value-based incentives before making a purchase.

How important are influencer recommendations in purchase decisions?

Response	Percentage
Very Important	28%
Important	32%
Neutral	20%
Less Important	12%
Not Important	8%



Interpretation

A combined 60% of respondents view influencer recommendations as important or very important. This suggests that influencer marketing has become a major driver of consumer decision-making.

HYPOTHESIS TESTING

Hypothesis

Null Hypothesis (H0): Social media marketing has no significant impact on consumer buying behaviour.

Alternative Hypothesis (H1): Social media marketing has a significant impact on consumer buying behaviour.

Hypothesis Testing Table

Response Category	Respondents	Percentage
Strongly Agree	24	24%
Agree	36	36%
Neutral	20	20%
Disagree	12	12%
Strongly Disagree	8	8%
Total	100	100%

Chi-Square Calculation

Response Category	Observed Value (O)	Expected Value (E)	$(O-E)^2 / E$
Strongly Agree	24	20	0.8
Agree	36	20	12.8
Neutral	20	20	0
Disagree	12	20	3.2
Strongly Disagree	8	20	7.2
Total chi-square			24

Chi-Square Result

Chi-Square Table Value	Chi-Square Calculated Value
9.488	24

CONCLUSION

The study concludes that social media marketing has become a highly influential factor in shaping consumer buying behaviour. Consumers increasingly rely on social media platforms to discover products, evaluate alternatives, read reviews, engage with brands, and make final purchase decisions. The findings show that social media advertisements, influencer recommendations, short-form video content, promotional offers, and product reviews all play a major role in influencing purchase intentions.

The study also reveals that platforms such as Instagram and YouTube are particularly effective in attracting consumer attention and encouraging engagement. Trust in online reviews and influencer suggestions further strengthens the role of social media in the buying process. Therefore, businesses that effectively use social media marketing strategies can improve brand awareness, customer engagement, and sales performance.

In conclusion, social media marketing is not only a communication tool but also a strategic driver of consumer behaviour in the digital marketplace. Organizations should continue investing in creative, interactive, and trustworthy social media campaigns to remain competitive and meet evolving consumer expectations.

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