

A Study on the Role of Social Media in Influencing Consumer Buying Behaviour at CDO Impex Pvt Ltd

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ABSTRACT

Social media marketing has emerged as one of the most influential digital marketing tools affecting consumer buying behaviour in the modern business environment. Organizations increasingly use social media platforms such as Instagram, Facebook, WhatsApp, and YouTube to improve customer engagement, create brand awareness, and influence purchasing decisions. The present study aims to analyse the role of social media in influencing consumer buying behaviour with special reference to CDO Impex Pvt Ltd.

The study adopted a descriptive research design. Primary data were collected from 150 respondents through structured questionnaires, while secondary data were gathered from journals, articles, books, and websites related to digital marketing and consumer behaviour. Statistical tools such as percentage analysis, chi-square analysis, and correlation analysis were used for interpretation.

The findings reveal that online advertisements, influencer marketing, customer reviews, and digital communication significantly influence customer purchase intention and brand preference. Instagram and WhatsApp were identified as the most preferred social media platforms among respondents. The study also found a strong positive relationship between social media marketing and consumer buying behaviour.

The study concludes that organizations focusing on effective digital communication and customer engagement strategies can improve customer satisfaction, market performance, and long-term business growth.

Keywords: Social Media Marketing, Consumer Buying Behaviour, Customer Engagement, Digital Marketing, Brand Preference

1. INTRODUCTION

Social media has transformed modern marketing practices and consumer communication systems. In the current digital era, organizations increasingly depend on social media platforms to interact with customers, promote products, and influence purchase decisions. Platforms such as Instagram, Facebook, YouTube, LinkedIn, and WhatsApp have become important business tools that help organizations improve customer engagement and market visibility.

Consumer buying behaviour refers to the process through which consumers identify, evaluate, and purchase products or services. Consumer decisions are influenced by multiple factors such as advertisements, product reviews, customer perception, pricing, online communication, and brand image. Social media plays a significant role in influencing these factors by providing instant information and interactive communication.

Modern consumers rely heavily on online reviews, influencer recommendations, and promotional campaigns before making purchasing decisions. Organizations use digital marketing strategies to improve customer awareness and strengthen

customer loyalty. Social media marketing also enables organizations to maintain continuous communication with customers and improve market competitiveness.

CDO Impex Pvt Ltd actively uses social media marketing strategies to improve customer awareness and strengthen brand preference within the construction and building material sector. The company focuses on digital communication, online promotions, and customer engagement activities to improve customer satisfaction and business performance.

2. NEED FOR THE STUDY

The increasing growth of digital communication and social networking platforms has significantly changed customer buying behaviour. Consumers today prefer online platforms to gather product information, compare brands, and evaluate customer reviews before making purchase decisions.

Organizations face intense competition in maintaining customer attention and brand loyalty through social media platforms. Effective digital marketing strategies have become essential for improving customer engagement, customer satisfaction, and market performance.

The study is important because it helps organizations understand how social media influences customer behaviour and purchasing decisions. The findings will help organizations improve online communication strategies, customer interaction, and digital promotional activities.

The research also helps identify the factors influencing customer preference toward social media marketing practices. This enables organizations to strengthen their digital marketing strategies and improve long-term business growth.

3. OBJECTIVES OF THE STUDY

The major objectives of the study are:

To examine the influence of social media on consumer buying behaviour.

To analyse customer preference toward products promoted through social media platforms.

To study customer perception regarding online advertisements and digital communication.

To identify the factors influencing customer purchase decisions through social media marketing.

To evaluate the relationship between social media marketing and consumer satisfaction.

4. LITERATURE REVIEW

Several researchers have studied the relationship between social media marketing and consumer buying behaviour.

Kotler and Keller (2015) explained that digital marketing and online communication significantly influence customer awareness and brand preference. Organizations using effective digital strategies achieve better customer engagement and customer loyalty.

Bhasin (2016) observed that customer buying behaviour is strongly influenced by online advertisements, brand image, and digital communication. Customers generally prefer organizations with active online interaction and promotional visibility.

Armstrong and Kotler (2017) stated that influencer marketing and online promotional campaigns positively affect customer purchase intention and market performance.

Patil and Deshmukh (2018) highlighted that customer engagement and online promotional activities improve customer satisfaction and consumer preference toward brands.

Sharma and Verma (2019) emphasized that customer reviews, social media advertisements, and online reputation significantly influence consumer buying behaviour and customer trust.

Recent studies in digital marketing indicate that social media platforms have become strategic business tools influencing customer awareness, purchase decisions, and organizational growth. Organizations maintaining effective digital communication strategies achieve better customer satisfaction and stronger market competitiveness.

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopted a descriptive research design to analyse customer perception regarding social media marketing and consumer buying behaviour.

5.2 Sampling Technique

Simple random sampling technique was used for selecting respondents.

5.3 Sample Size

The sample size for the study consists of 150 respondents associated with CDO Impex Pvt Ltd.

5.4 Sources of Data

Primary Data

Primary data were collected using structured questionnaires distributed among respondents.

Secondary Data

Secondary data were collected from journals, websites, books, research articles, and digital marketing reports.

5.5 Tools Used for Analysis

The collected data were analysed using: Percentage Analysis

Chi-Square Analysis Correlation

Analysis Tables and Charts

6. DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of Respondents Gender, Respondents,

Percentage Male, 82, 55%

Female, 58, 39%

Prefer not to say, 10, 6% Interpretation

The analysis indicates that male respondents constitute the majority of the sample population. The findings reveal that social media platforms influence consumer buying behaviour across different gender categories.

Table 2: Age of Respondents

Age Group, Respondents, Percentage 18–25 Years, 52, 35%

26–35 Years, 48, 32%

36–45 Years, 32, 21%

Above 45 Years, 18, 12% Interpretation

The majority of respondents belong to the younger age category, indicating that younger consumers actively use social media platforms and are highly influenced by online promotional activities.

Table 3: Most Used Social Media Platform

Platform, Respondents, Percentage Instagram, 42, 28%

WhatsApp, 32, 21%

YouTube, 30, 20%

Facebook, 24, 16%

LinkedIn, 12, 8%

Other, 10, 7%

Interpretation

Instagram and WhatsApp are the most preferred social media platforms among respondents. The findings indicate that visual communication and promotional content significantly influence customer engagement and buying decisions.

Table 4: Social Media Usage

Usage Frequency, Respondents, Percentage Daily, 72, 48%

Weekly, 40, 27%

Occasionally, 26, 17%

Rarely, 12, 8% Interpretation

The majority of respondents use social media platforms regularly. Frequent social media usage positively influences customer awareness and purchase intention.

Table 5: Purchase Through Social Media

Response, Respondents, Percentage Yes, 96, 64%

No, 54, 36%

Interpretation

Most respondents have purchased products after viewing social media advertisements and online promotional activities. The findings indicate that social media marketing significantly influences customer purchase decisions.

7. CHI-SQUARE ANALYSIS

Hypothesis H0

There is no significant relationship between social media marketing and consumer buying behaviour.

H1

There is a significant relationship between social media marketing and consumer buying behaviour.

Particulars, Value

Chi-Square Value, 34.6 Degree of Freedom, 3 Significance Level, 0.05

Result, Significant **Interpretation**

Since the significance value is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between social media marketing and consumer buying behaviour.

8. CORRELATION ANALYSIS

Variables, Correlation Value

Social Media Marketing C Consumer Buying Behaviour, 0.842 Interpretation

The correlation value indicates a strong positive relationship between social media marketing and consumer buying behaviour. Effective digital communication positively influences customer purchase intention and brand preference.

G. FINDINGS

Social media marketing significantly influences customer purchase decisions.

Instagram and WhatsApp are the most preferred social media platforms among respondents.

Online advertisements and influencer marketing improve customer awareness.

Customer reviews and digital communication influence consumer trust and purchase intention.

Frequent social media usage improves customer engagement and brand preference.

Social media marketing contributes positively to organizational growth and customer satisfaction.

10. SUGGESTIONS

Organizations should strengthen social media marketing strategies.

Companies should improve customer engagement through interactive digital communication.

Influencer marketing and promotional campaigns should be used effectively. Customer feedback and online review systems should be improved.

Organizations should focus on visual content and attractive promotional activities.

Regular digital marketing campaigns should be conducted to improve customer awareness and brand preference.

11. CONCLUSION

The study concludes that social media marketing plays a major role in influencing consumer buying behaviour and customer perception. Online advertisements, customer reviews, digital communication, and influencer marketing significantly affect purchase decisions and customer satisfaction.

Consumers increasingly depend on social media platforms for product information, brand comparison, and online communication before making purchasing decisions.

Organizations maintaining effective social media presence and strong digital communication strategies achieve better customer engagement, improved brand preference, and stronger market performance.

Therefore, organizations should continuously strengthen digital marketing practices and customer interaction strategies to improve long-term business growth and market competitiveness.