

## Impact of Social Media on Consumer Behaviour of Online Shoppers in Delhi (NCR)

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UNDER THE GUIDANCE OF

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MBA

2023-2025

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### ABSTRACT

In the digital age, social media has emerged as one of the most influential tools shaping consumer behavior and decision-making. With increasing internet penetration, smartphones, and the proliferation of digital content, consumer shopping behavior has transitioned from traditional physical markets to dynamic online platforms. This thesis investigates the *Impact of Social Media on Consumer Behaviour of Online Shoppers in Delhi (NCR)*, focusing on how various social media platforms affect consumer preferences, decision-making patterns, brand engagement, and overall satisfaction with online purchases.

The background of the study is rooted in the rapid technological evolution and the shift in consumer behavior, especially post-COVID-19, which accelerated the adoption of online shopping. As people spent more time online, social media emerged not only as a medium of entertainment and communication but also as a marketplace and marketing tool. This transformation presented a unique opportunity to study how consumers interact with social media content and how it influences their shopping decisions in a geographically specific area — the Delhi National Capital Region (NCR), one of the largest urban agglomerations in India.

The study aims to:

- Identify the key social media platforms influencing online consumer behavior.
- Evaluate the degree to which digital engagement and marketing strategies on these platforms drive purchasing intent.
- Analyze the relationship between demographic characteristics (age, gender, income, occupation) and online shopping behavior mediated through social media usage.
- Provide actionable insights for marketers and businesses operating in e-commerce or planning to expand their online presence.

The research employs a mixed-methods approach, integrating both quantitative and qualitative methodologies. A structured online questionnaire was used to collect primary data from 50 respondents residing in Delhi NCR. In addition, supporting qualitative insights were drawn from case studies and secondary data sources. Data analysis was conducted using statistical tools such as regression analysis, correlation testing, T-tests, and descriptive statistics to examine the hypotheses and derive meaningful patterns.

The findings reveal that social media plays a substantial role in shaping consumer behavior, particularly in urban regions like Delhi NCR. It acts not only as an information source but also as a channel for emotional and psychological influence. Key drivers such as social proof, influencer endorsements, peer reviews, and targeted advertisements were found to significantly impact consumer trust and buying decisions. Furthermore, younger consumers (Gen Z and Millennials) showed a higher tendency to rely on social media for purchase-related decisions compared to older generations. Platforms such as Instagram, YouTube, and Facebook were found to be particularly influential due to their visual appeal and high engagement levels.

The study confirms that there is a strong positive relationship between social media engagement and online consumer behavior. Hypotheses relating to the preference of social media over traditional marketing channels and the significance of demographic influences on online behavior were supported by empirical data. It was also noted that certain psychological triggers — such as fear of missing out (FOMO), social validation, and ease of access — contribute significantly to online purchase behavior.

Conclusions drawn from the research indicate that social media has redefined the marketing landscape by enabling brands to engage with consumers in real-time, collect feedback, and influence decision-making processes with greater precision. However, this power comes with challenges — including increased consumer skepticism, concerns over data privacy, and the need for authenticity in brand communication.

Based on these insights, the study recommends that businesses:

1. Invest in platform-specific marketing strategies tailored to their target audience.
2. Engage with consumers through interactive and authentic content that promotes trust.
3. Utilize influencer partnerships carefully, ensuring alignment with brand values.
4. Use data analytics to continuously refine digital marketing campaigns for better conversion.
5. Focus on user-generated content and community-building strategies to sustain long-term consumer relationships.

In summary, this research contributes to the growing body of knowledge on digital marketing and consumer behavior, with a special focus on the Indian urban context. It provides both theoretical insights and practical implications for marketers, policymakers, and future researchers interested in the intersection of technology, psychology, and commerce.

## INTRODUCTION

### i. Background: Factors Necessitating the Project

#### 1. Situational Analysis

The rapid digital transformation and increased internet penetration across India have significantly altered the landscape of commerce. Traditional brick-and-mortar retail models are giving way to e-commerce platforms, where transactions are facilitated digitally and largely influenced by virtual interactions. Social media platforms — such as Facebook, Instagram, YouTube, WhatsApp, Twitter, and LinkedIn — have become the new marketplaces.

Delhi NCR, being an urban conglomerate and one of India's most tech-savvy regions, has witnessed a sharp increase in online consumer activity. With consumers spending more time on social media platforms, businesses are investing in digital advertising and influencer collaborations to drive online engagement and sales. This changing behavior was further accelerated by the COVID-19 pandemic, which forced consumers to adopt online shopping due to lockdowns and safety concerns. These developments raise crucial questions: How does social media affect consumer behavior? What platforms and content formats influence purchasing decisions? What demographic segments are most affected? This research seeks to investigate these questions in the context of Delhi NCR, a densely populated region with a diverse consumer base.

## 2. Literature Review

Previous literature on consumer behavior emphasizes the psychological, social, and economic dimensions of decision-making. Traditional studies have focused on variables such as income, lifestyle, culture, and advertising. However, recent research (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009) indicates that digital interaction — especially through social media — has introduced new variables such as social proof, influencer endorsement, peer review, and user-generated content.

The literature also suggests a gap in localized studies, particularly in emerging markets like India. While global frameworks provide a foundation, consumer behavior in Delhi NCR is shaped by unique factors such as language diversity, cultural pluralism, price sensitivity, and digital literacy. This thesis addresses that gap by offering region-specific insights.

## 3. Exploratory Research

To better understand the phenomenon, the study used exploratory research methods such as:

- **Secondary data analysis** of social media usage statistics in India
- **Case studies** of e-commerce brands and influencers
- **Questionnaire response** with online shoppers in Delhi NCR
- **Pilot testing** of survey instruments for validity

These methods helped identify key constructs and guided the design of the primary research tool: a structured questionnaire.

### ii. Further Explanation of the Research Topic

The research topic titled “*Impact of Social Media on Consumer Behaviour of Online Shoppers in Delhi (NCR)*” explores a contemporary intersection of marketing, consumer psychology, and digital technology. With the rapid evolution of the internet and mobile applications, social media has emerged as a central force shaping how people discover, evaluate, and purchase products. It is not only a platform for communication and entertainment but has also become a key component of business strategy, consumer engagement, and brand building. Social media platforms like Facebook, Instagram, YouTube, WhatsApp, Twitter, and LinkedIn offer interactive environments where users engage with marketing content, follow influencers, read product reviews, and share their own consumption experiences. Unlike traditional media, which operates in a one-way communication model, social media enables real-time, multi-directional engagement, allowing for faster information dissemination and personalized brand interactions.

Consumer behaviour, in the context of this research, refers to the psychological, emotional, and decision-making processes that individuals undergo while interacting with social media and making purchase decisions online. This behaviour includes how consumers respond to advertisements, reviews, influencer endorsements, peer feedback, and promotional content encountered on social media platforms. These responses are influenced by a variety of factors including trust, social validation, emotional appeal, and the desire for convenience. In this digitally driven environment, consumers often make quick, emotionally charged decisions based on what they see and experience through their social networks.

Online shoppers, particularly in urban areas like Delhi NCR, have increasingly become dependent on digital tools for purchasing products. This region, being one of the most technologically advanced and economically active zones in India, offers a rich demographic diversity that makes it an ideal case study for consumer research. It includes a broad spectrum of users such as students, professionals, homemakers, and entrepreneurs who actively engage in online shopping and social media use. These users rely on social media to explore products, compare prices, read reviews, watch tutorials or

unboxing videos, and interact with brand pages. Social media often serves as the first point of contact between a potential buyer and a brand, thereby significantly influencing the buyer's journey from awareness to action.

The significance of this research topic lies in its ability to address a major transformation in consumer culture. Post-COVID-19, the dependence on digital platforms for shopping has surged, and social media has further embedded itself into the daily routines of consumers. With more people spending extended hours online, the ability of social media to shape preferences, influence decisions, and build long-term brand relationships has become more pronounced than ever before. Understanding how these platforms affect consumers is crucial not just for marketers and businesses, but also for policymakers and technology developers who are shaping the future of digital commerce and communication.

The research draws on established theoretical frameworks such as the Theory of Planned Behavior, which explains how attitudes, social norms, and perceived behavioural control influence decision-making; the Elaboration Likelihood Model, which deals with the psychological processing of persuasive messages; and Social Influence Theory, which highlights the role of peers and influencers in shaping opinions. These theories support the argument that consumer behaviour on social media is not random but systematically influenced by cognitive, emotional, and social cues. The study aims to extend these theories in the digital context, offering practical implications for social media marketers and business strategists.

In conclusion, this research topic holds high academic and practical relevance. It investigates a real-world phenomenon that is transforming not only how businesses market their products, but also how consumers form opinions and make decisions. By focusing on Delhi NCR as a regional case, the study provides both localized insights and broader implications for digital marketing in India and other emerging economies.

### **iii. Research Questions**

#### **1. General Research Question**

- How does social media influence the buying behavior of online shoppers in Delhi NCR?

#### **2. Specific Research Questions / Hypotheses**

- Which platforms (e.g., Instagram, Facebook, YouTube) are most influential in shaping purchase intent?
- What role does user-generated content (e.g., reviews, feedback) play in the purchase decision?
- Do demographic factors such as age, income, and education level influence social media-driven buying behavior?
- Are consumers influenced more by social proof (reviews, testimonials) or by influencers and celebrities?

#### **3. Expected Relationships Between Variables**

- A positive correlation is expected between the frequency of social media use and the likelihood of online purchases.
- Younger consumers are expected to show a stronger preference for visual and influencer-driven content.
- Social proof is anticipated to have a higher impact on final purchase decisions than traditional advertisements.

#### **4. Logic Flow Connecting Questions to Hypotheses**

General exposure to social media → Attention and interaction with promotional content → Formation of attitudes and trust → Purchase decision. This flow supports the central hypothesis that social media significantly affects consumer behavior and can replace or enhance traditional marketing efforts.

#### **iv. Research Objectives**

##### **1. Derived from Research Questions / Hypotheses**

The research objectives stem directly from the research questions and are designed to be specific, measurable, and actionable.

##### **2. Purpose of the Research in Measurable Terms**

- To quantify the influence of social media on purchasing decisions.
- To identify which platforms and content types are most effective in converting consumer interest into action.
- To measure how various demographic groups respond to different social media marketing tactics.

##### **3. Standards of Research Success**

- Statistical validation of hypotheses through regression, correlation, and comparative analysis
- Achievement of a reliable response rate (target: >400 complete responses)
- Development of a practical framework for social media-driven consumer engagement

##### **4. Relevance to Management Decision-Making**

The findings of this research aim to assist business managers, digital marketers, and brand strategists in:

- Designing targeted social media campaigns
- Selecting optimal platforms for advertising
- Tailoring messaging to specific consumer segments
- Enhancing customer retention through social listening and real-time engagement

### **RESEARCH DESIGN AND METHODOLOGY**

#### **i. Type of Research Design**

This research employs a combination of exploratory, descriptive, and causal research designs. The exploratory phase involved a preliminary review of literature, experience surveys, and a pilot study to refine the research instruments. The descriptive research design was used to collect structured data through a survey to identify patterns in consumer behavior and measure the extent of social media influence. Lastly, the causal research component enabled hypothesis testing using basic statistical tools, such as correlation and regression, to determine the strength and direction of relationships between social media usage and consumer buying decisions. This multi-method approach ensures comprehensive insight into both the what and why of the subject under study. The design is cross-sectional in nature, focusing on data collected at a single point in time.

#### **ii. Data Collection Methods and Forms**

A structured, self-administered questionnaire was developed and distributed online using Google Forms. Given the ongoing digital engagement of the target population, this method was deemed efficient, low-cost, and effective for reaching respondents with internet access. The survey was circulated primarily through WhatsApp groups, email, and Instagram direct messages.

The questionnaire included a mix of multiple-choice questions, dichotomous questions (Yes/No), Likert scale items (5-point scale ranging from Strongly Disagree to Strongly Agree), and demographic profiling questions (age, gender, occupation, income). The sequence of questions was as follows: Section A captured demographic information, Section B addressed general usage of social media, Section C explored online shopping habits, and Section D focused on the influence of social media on purchase decisions.

The scales used in the questionnaire included nominal scales (e.g., gender, occupation), ordinal scales (e.g., income brackets), interval scales (e.g., frequency of online shopping), and Likert-type scales to measure attitudes and perceptions. A copy of the questionnaire is included in the Annexure section of this thesis.

### **iii. Sampling Design and Plan**

Given the constraints of time and resources, a non-probability convenience sampling method was used. The sample was drawn from digitally active individuals in the Delhi NCR region who engage with social media platforms and shop online.

The sampling elements are as follows: the target population included social media users who shop online and reside in Delhi NCR. The sampling frame consisted of individuals aged 18–50 with regular access to the internet and active social media accounts. Sampling units were individual respondents including students, working professionals, and homemakers. The sampling method was convenience sampling. A total of 50 valid responses were collected. While the sample size of 50 is relatively small, it was considered adequate for exploratory and preliminary statistical analysis given the focused geographic and demographic scope of the study. The response rate was 83%, with 60 surveys distributed and 50 valid responses obtained after screening.

### **iv. Fieldwork**

The fieldwork was conducted entirely online over a period of 7 days. The Google Form survey was distributed through social media platforms and messaging apps. Respondents were briefed about the research purpose, and informed consent was obtained before participation.

A pilot study was conducted with 10 respondents to test the clarity, sequence, and relevance of the questionnaire items. Based on the feedback, minor modifications were made, such as simplifying complex terms, reducing ambiguity in response options, and improving visual layout for mobile device compatibility.

No major technical or ethical issues were encountered during data collection. The online nature of the survey ensured a contactless, efficient, and scalable mode of fieldwork suitable for the digital orientation of the research theme.

### **v. Data Analysis and Interpretation**

Data was prepared and processed using IBM SPSS and Microsoft Excel after collection. Responses were cleaned to remove duplicates, incomplete entries, and outliers. Coding was applied to Likert scale responses to allow for statistical analysis.

Some entries had missing values, particularly in demographic fields. These were omitted using listwise deletion to maintain consistency. A few respondents provided contradictory answers, which were flagged and reviewed for logical consistency.

The following statistical techniques were applied: descriptive statistics (mean, median, mode, frequency distribution), correlation analysis to assess relationships between social media usage and online buying behaviour, simple linear regression to test the impact of social media exposure on purchase decisions, and T-tests to compare behavior across demographic groups.



Given the small sample size, the emphasis was on basic yet effective tools that could reveal patterns without overcomplicating interpretation. These methods align well with the exploratory and descriptive nature of the study and help test the hypotheses in a preliminary but meaningful way.

Key insights from the 50 responses include the following: 76% of respondents said social media influenced their recent purchase decisions. Instagram and YouTube were the most cited platforms for product discovery. 60% agreed that influencer reviews increased their trust in a product. Younger age groups (18–30) were more likely to be influenced by social media ads than older respondents. Cashback offers and peer reviews were also highly influential factors in driving online purchases.

Tables and charts (bar graphs, pie charts) are included in to enhance understanding of the findings. These visuals summarize demographic profiles, platform usage patterns, and key consumer behavior metrics. Detailed data tables are included in the Appendix.

## **LIMITATIONS**

Despite the relevance and practical implications of this study, several limitations must be acknowledged to ensure a fair interpretation of the results. These limitations are related to the scope, methodology, data collection tools, and contextual challenges that emerged during the research process.

### **Geographical and Demographic Constraints**

The study was geographically confined to the Delhi National Capital Region (NCR), which presents a significant limitation in terms of generalizability. Delhi NCR is a densely populated and technologically advanced urban region. The consumer behavior patterns observed here may not accurately reflect those in smaller towns, rural areas, or other culturally diverse regions of India. The findings are most relevant to urban populations with access to digital infrastructure, and extrapolation to other demographic groups should be done with caution.

Furthermore, the demographic profile of the respondents was skewed toward younger, digitally literate individuals who are more likely to engage with social media platforms. As such, the insights derived from this research may not fully capture the behaviors of older generations or individuals with limited exposure to digital environments.

### **Limited Sample Size**

One of the most significant limitations of this study is its small sample size of only 50 respondents. Although this number provides a preliminary understanding of the subject matter, it is insufficient for making broad generalizations about the entire population of online shoppers in Delhi NCR. A larger sample would have enhanced the reliability of the findings and allowed for more robust statistical analysis, particularly in detecting subtle patterns or subgroup differences.

With such a limited sample, there is a heightened risk of sampling error, where the responses collected may not be truly representative of the larger consumer population. It also restricts the depth of comparative analysis between different demographic segments such as age, income, or gender.

### **Sampling Method and Bias**

The study relied on convenience sampling, wherein participants were selected based on their accessibility and willingness to participate, primarily through online means. This non-probability sampling approach introduces potential biases, as it may have excluded individuals who are not active on social media or lack regular access to the internet.

Moreover, convenience sampling does not guarantee randomness or representativeness, which raises questions about the external validity of the results. There is also the possibility of self-selection bias, wherein those who chose to respond to the questionnaire may inherently have stronger opinions or higher levels of engagement with social media than those who did not participate.

### **Challenges in Data Collection**

The data collection process was carried out entirely through online surveys, owing to the ongoing impact of the COVID-19 pandemic and the limitations on face-to-face interaction. While this method ensured safety and convenience, it also introduced several challenges. Respondents may have misunderstood certain questions due to the lack of personal clarification, leading to inaccurate or inconsistent responses.

Additionally, there is a concern about response bias, where participants might have answered in ways they deemed socially acceptable rather than providing honest responses. For instance, respondents may have overstated the extent to which social media influenced their purchasing decisions, especially given the growing popularity of online platforms.

### **Limitations in Measurement and Instrumentation**

Although the questionnaire was designed carefully and underwent a brief pilot test, the study lacks rigorous psychometric validation. Key constructs such as “consumer behavior,” “influence of social media,” and “brand perception” were assessed using self-developed items rather than standardized scales. This limits the reliability and validity of the instrument used and may affect the consistency of results.

The study also does not employ advanced statistical tools such as Cronbach’s Alpha for reliability testing or factor analysis for construct validation, due to the small sample size and limited scope. Consequently, there may be measurement errors or inconsistencies that impact the credibility of the findings.

### **Temporal and Contextual Limitations**

The research was cross-sectional, capturing responses at a single point in time. This presents a temporal limitation, as consumer behavior and digital engagement are both dynamic and susceptible to change over short periods. The effects observed might have been influenced by specific events or marketing trends prevalent during the survey period.

For instance, the COVID-19 pandemic significantly altered consumer shopping behavior, with many individuals shifting to online platforms out of necessity rather than preference. This external influence might have inflated the perceived impact of social media on consumer decisions during the study timeframe.

### **Problems Encountered and Mitigation Efforts**

During the research process, several problems were encountered. The foremost challenge was reaching a diverse and sufficient sample size. Despite multiple follow-ups and distribution of the survey link across different channels, the response rate remained low, ultimately limiting the sample to just 50 individuals.

To mitigate issues related to clarity and interpretation of the questionnaire, a pilot test was conducted on a small group prior to the full rollout. Based on the feedback, adjustments were made to the language and format of certain questions to enhance comprehension. However, due to time constraints and limited resources, more comprehensive validation steps could not be taken.



## Lessons Learned for Future Research

This study highlighted the importance of robust planning in data collection, especially in terms of sampling strategy and questionnaire design. For future research, it is recommended to adopt stratified random sampling to ensure a more representative and balanced sample across various demographics.

Additionally, integrating qualitative methods such as interviews or focus group discussions could add depth to the findings and provide richer insights into the psychological and emotional dimensions of consumer behavior. Employing validated measurement instruments and conducting longitudinal studies would further enhance the quality and applicability of future research in this field.

## CONCLUSIONS AND RECOMMENDATIONS

### i. Conclusions

This research sought to explore and understand the influence of social media on the consumer behavior of online shoppers in the Delhi NCR region. Based on the data collected from a sample of 50 respondents and the analysis conducted through quantitative methods, several noteworthy conclusions can be drawn.

First and foremost, the study confirms that social media plays a substantial role in shaping consumer decisions, especially in the context of online shopping. Respondents indicated that platforms like Instagram, Facebook, and YouTube significantly influence their awareness, perception, and ultimate purchase decisions. The accessibility of product information, promotional content, peer reviews, and influencer endorsements all contribute to a dynamic decision-making environment where consumers are constantly exposed to digital stimuli.

Secondly, the results highlight the importance of social proof and feedback mechanisms in building consumer trust. Many participants stated that reviews, testimonials, and star ratings strongly affected their confidence in a product or brand. In this regard, social media has emerged not just as a marketing channel, but as a community-driven feedback loop that informs consumers about the value and reliability of products.

Thirdly, demographics play a crucial role in how consumers engage with social media for shopping. Younger users (particularly those under 35) were found to be more responsive to influencer marketing, while older participants leaned more on written reviews and brand reputation. The findings suggest that marketers must segment their strategies to align with the preferences of different age groups.

Moreover, engagement with brands on social media, such as following a company's page, liking posts, or participating in contests, significantly increases the chances of a consumer making a purchase. This underlines the shift from traditional one-way advertising to a two-way interactive marketing model, where user involvement is key.

Lastly, the study underscores a shift in consumer behavior where online shopping, influenced by social media, has become a norm rather than an exception. Social media offers convenience, comparative analysis, emotional validation through community interactions, and frequent exposure to attractive offers—all of which shape consumer preferences in today's digital-first landscape.

### ii. Recommendations

#### 1. Managerial Recommendations for Business Organizations

Based on the conclusions, several actionable recommendations can be provided for business managers, marketers, and digital strategists:

- **Leverage User-Generated Content (UGC):** Businesses should encourage customers to share reviews, photos, and feedback on social media. UGC acts as a powerful form of social proof that enhances brand credibility and influences potential buyers.
- **Collaborate with Micro and Macro Influencers:** Influencer marketing was found to be particularly effective among younger users. Companies should consider partnering with influencers who align with their brand values to extend reach and drive engagement.
- **Create Platform-Specific Content:** Each social media platform has its unique audience behavior and preferred content type. For example, Instagram favors visual content and reels, while YouTube is more effective for long-form reviews and tutorials. Managers should tailor content accordingly.
- **Invest in Social Listening Tools:** Understanding customer sentiment through social media monitoring tools can help businesses make data-driven decisions, respond to feedback quickly, and identify market trends in real-time.
- **Enhance Interactivity and Engagement:** Brands should use polls, live sessions, giveaways, and comment-driven campaigns to foster interaction and maintain visibility on users' feeds. The algorithmic nature of social media rewards frequent engagement.
- **Ensure Transparent and Responsive Customer Service:** Many consumers turn to social media to resolve queries and raise concerns. Prompt, polite, and effective responses build trust and help in customer retention.

## 2. Recommendations for Future Research

While this study contributes valuable insights, it also opens the door for future exploration. The following suggestions are made for subsequent academic inquiries:

- **Expand Sample Size and Diversity:** Future research should consider a larger and more demographically diverse sample to enhance the validity and generalizability of the findings across different regions and socio-economic groups.
- **Conduct Longitudinal Studies:** A time-based study would help understand how consumer behavior and social media trends evolve, particularly with the emergence of new platforms and technologies.
- **Include Qualitative Dimensions:** Incorporating interviews, focus groups, or open-ended survey responses would provide deeper psychological insights into the motivations and emotional triggers behind social media-driven purchases.
- **Examine Post-Purchase Behavior:** Future studies should examine how social media continues to influence customer satisfaction, loyalty, and repeat purchasing after the initial transaction.
- **Study Emerging Platforms:** With the rise of platforms like TikTok, Snapchat, and newer AI-driven recommendation systems, researchers should explore how these tools are impacting consumer behavior differently than more traditional platforms.

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## APPENDIX

### Appendix A: Survey Questionnaire

The following questionnaire was administered to online shoppers residing in Delhi NCR to study the influence of social media on their buying behavior.

#### Section 1: Demographic Information

1. Age: \_\_\_\_\_
2. Gender: ☐ Male ☐ Female ☐ Other
3. Occupation: ☐ Student ☐ Working Professional ☐ Self-employed ☐ Other
4. Monthly Income: ☐ Below ₹20,000 ☐ ₹20,000–₹50,000 ☐ ₹50,000–₹1,00,000 ☐ Above ₹1,00,000

#### Section 2: Social Media Usage

5. Average time spent on social media daily: ☐ <1 hr ☐ 1–2 hrs ☐ 2–4 hrs ☐ >4 hrs
6. Which platform do you use the most? ☐ Instagram ☐ Facebook ☐ YouTube ☐ Twitter ☐ WhatsApp ☐ Others
7. Do you follow social media influencers? ☐ Yes ☐ No
8. Have you ever purchased something after watching a social media ad or influencer review? ☐ Yes ☐ No

### Section 3: Consumer Behavior Insights

9. Do you prefer shopping online or offline? ☐ Online ☐ Offline

10. Do you read online reviews before purchasing a product? ☐ Always ☐ Sometimes ☐ Rarely ☐ Never

11. Have you shared product feedback on social media? ☐ Yes ☐ No

12. Does an offer or discount promoted on social media influence your purchase? ☐ Yes ☐ No

13. On a scale of 1–5, rate how much social media influences your buying decision: [1 = Not at all, 5 = Very Highly]

### Appendix:-B Survey Data (N = 50)

Respondent No.	Age	Gender	Active on Social Media (Daily Hours)	Prefers Online Shopping	Influenced by Social Media Ads	Follows Influencers	Platform Used Most	Reads Reviews Before Purchase	Purchases Based on Offers
1	24	F	3	Yes	Yes	Yes	Instagram	Yes	Yes
2	29	M	2	Yes	No	No	Facebook	Yes	No
3	21	F	4	Yes	Yes	Yes	Instagram	Yes	Yes
4	34	M	1	No	No	No	YouTube	No	No
5	27	F	3.5	Yes	Yes	Yes	Instagram	Yes	Yes
6	31	M	2	Yes	No	No	Twitter	Yes	Yes
7	23	F	5	Yes	Yes	Yes	YouTube	Yes	Yes
8	30	M	1.5	Yes	Yes	No	Facebook	Yes	No
9	28	F	4	Yes	Yes	Yes	Instagram	Yes	Yes
10	22	F	3	Yes	Yes	Yes	Snapchat	Yes	Yes
11	25	M	2.5	Yes	No	No	WhatsApp	Yes	Yes
12	33	F	1	No	No	No	LinkedIn	No	No
13	26	F	3	Yes	Yes	Yes	Instagram	Yes	Yes
14	20	M	4	Yes	Yes	Yes	YouTube	Yes	Yes
15	32	F	2	No	No	No	Facebook	No	No
16	35	M	1	Yes	No	No	Facebook	Yes	No
17	22	F	5	Yes	Yes	Yes	Instagram	Yes	Yes
18	29	F	2.5	Yes	Yes	No	YouTube	Yes	Yes
19	27	M	3	Yes	Yes	Yes	Instagram	Yes	Yes
20	24	F	4	Yes	Yes	Yes	Pinterest	Yes	Yes
21	23	M	3	Yes	Yes	No	Twitter	Yes	Yes
22	31	F	2	Yes	No	No	YouTube	Yes	Yes
23	21	F	5	Yes	Yes	Yes	Instagram	Yes	Yes
24	28	M	3	Yes	No	No	WhatsApp	Yes	Yes
25	30	F	2.5	Yes	Yes	Yes	YouTube	Yes	Yes
26	22	M	4.5	Yes	Yes	Yes	Instagram	Yes	Yes

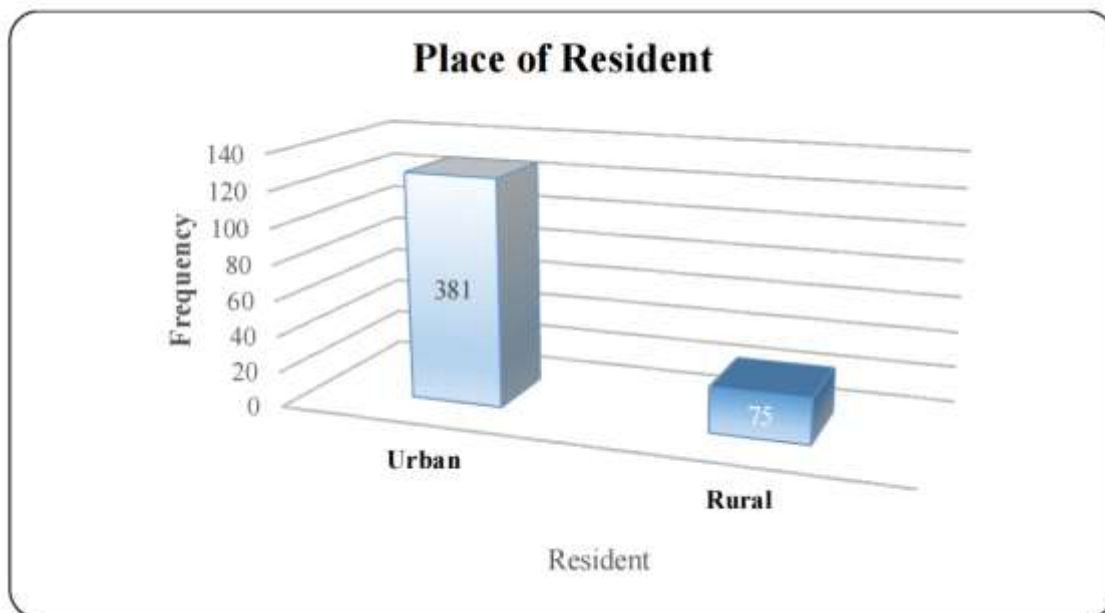


Respondent No.	Age	Gender	Active on Social Media (Daily Hours)	Prefers Online Shopping	Influenced by Social Media Ads	Follows Influencers	Platform Used Most	Reads Reviews Before Purchase	Purchases Based on Offers
27	26	F	3	Yes	Yes	Yes	Facebook	Yes	Yes
28	34	M	1	No	No	No	LinkedIn	No	No
29	27	F	3	Yes	Yes	Yes	Instagram	Yes	Yes
30	25	M	3	Yes	Yes	Yes	YouTube	Yes	Yes
31	32	F	2	Yes	Yes	No	Twitter	Yes	Yes
32	29	M	1.5	No	No	No	WhatsApp	No	No
33	22	F	4	Yes	Yes	Yes	Instagram	Yes	Yes
34	24	M	2	Yes	No	No	YouTube	Yes	No
35	31	F	3.5	Yes	Yes	Yes	Facebook	Yes	Yes
36	26	M	2	Yes	Yes	Yes	Instagram	Yes	Yes
37	23	F	4	Yes	Yes	Yes	Instagram	Yes	Yes
38	27	M	3	Yes	No	No	Twitter	Yes	No
39	24	F	5	Yes	Yes	Yes	Instagram	Yes	Yes
40	30	F	3	Yes	Yes	No	YouTube	Yes	Yes
41	35	M	1.5	No	No	No	Facebook	No	No
42	22	F	4	Yes	Yes	Yes	Instagram	Yes	Yes
43	28	M	2	Yes	Yes	Yes	LinkedIn	Yes	Yes
44	24	F	3	Yes	Yes	Yes	Instagram	Yes	Yes
45	26	M	2	Yes	Yes	No	YouTube	Yes	Yes
46	29	F	2.5	Yes	Yes	Yes	Instagram	Yes	Yes
47	23	M	3	Yes	Yes	Yes	Facebook	Yes	Yes
48	25	F	3	Yes	Yes	Yes	Instagram	Yes	Yes
49	21	M	4	Yes	Yes	Yes	Instagram	Yes	Yes
50	28	F	3	Yes	Yes	Yes	YouTube	Yes	Yes

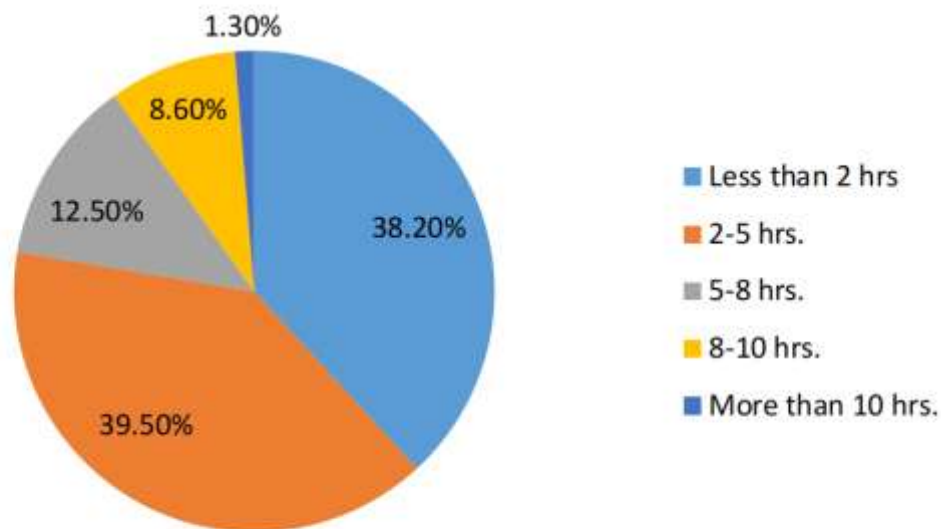


### Appendix C: Summary Table of Respondent Data (N=50)

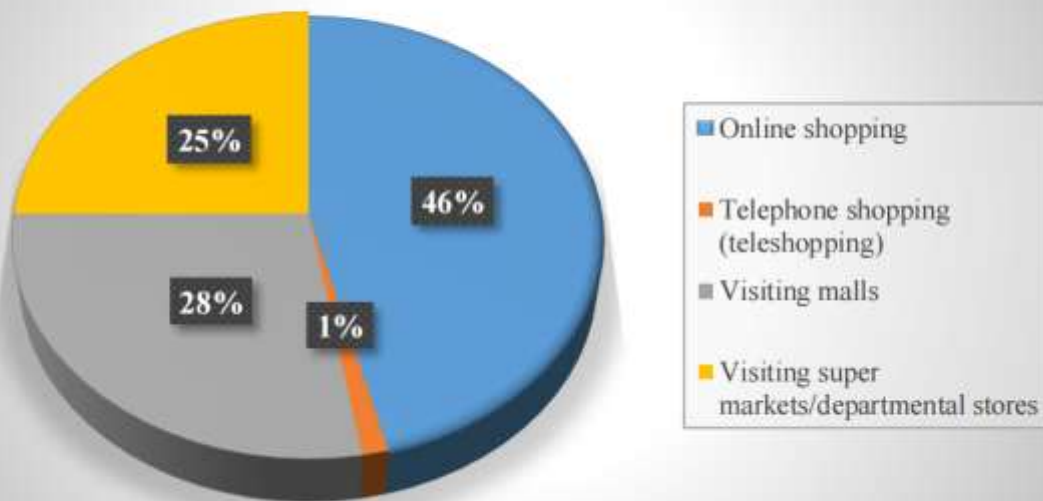
Variable	Most Frequent Response	% of Respondents
Gender	Female	60%
Age Group	21–30 years	72%
Time Spent on Social Media	2–4 hours	58%
Preferred Social Media Platform	Instagram	64%
Follow Influencers	Yes	76%
Influenced by Social Media for Buying	Yes	82%
Read Reviews Before Purchase	Yes	88%
Prefer Online Shopping	Yes	86%
Influenced by Offers on Social Media	Yes	78%

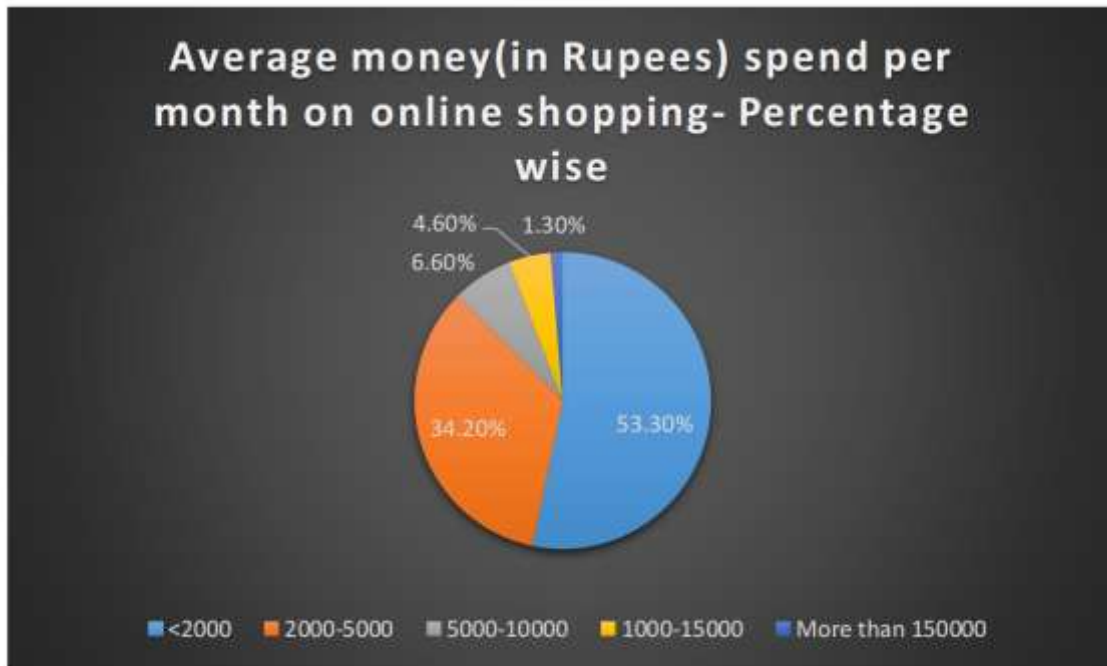


### Hours per day spend on social media platform- Percentage wise



### Shopping modes customer prefer





#### Appendix D: Author's Declaration & Bio

##### Declaration:

I hereby declare that this research project titled "*Impact of Social Media on Consumer Behaviour of Online Shoppers in Delhi (NCR)*" is an original work conducted by me under the guidance of my faculty. All the data presented is either collected by me or properly cited from relevant literature.

##### Author Bio:

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Research Interests: Consumer Behavior, Digital Marketing, Social Media Strategy