

IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR

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ABSTRACT

Social media is where the customers look for products, reviews and are influenced for their final purchase decision. This study analyses the impact of social media marketing on consumer behaviour with special reference to, an interior design company based in Chennai. The study analyses the impact of social media engagement, advertising, influencer marketing and online reviews on the purchase decision of the consumer. The data is collected from 100 respondents through a well-structured questionnaire and analysed through percentage analysis. This study finds that there is a positive impact of social media marketing on the consumer. Further, the study finds that influencer marketing, social media engagement and advertising have significant impact on the purchase decision of the consumer. The study concludes that social media marketing is a viable option for.

Keywords: Social Media Marketing, Consumer Behaviour, Influencer Marketing, Online Reviews, Purchase Decision,.

1. INTRODUCTION

Social media has become an important marketing tool that helps businesses connect with customers, promote products and build relationships. Consumers use platforms such as Facebook, Instagram and YouTube to discover products, read reviews and make purchase decisions. Social media influences consumer behaviour by creating awareness, providing product information and encouraging customer engagement. This is especially useful for interior businesses because customers often prefer to view designs, completed projects and product images before purchasing. The present study focuses on, a Chennai-based interior solutions company offering products and services such as wallpapers, blinds, ceilings, flooring, painting and modular interiors. The study examines how social media marketing influences consumer awareness, engagement, trust and purchasing decisions in relation to.

2. Objectives of the Study

1. To study about the impact of social media marketing on consumer buying behaviour.
2. To understand how social media platforms influence consumer behaviour.
3. To identify the factors affecting purchasing decisions through social media.
4. To examine the impact of social media advertisements on consumer preferences.

Need of the Study

1. The rapid rise of social media has fundamentally changed the ways business and customers interact with each other. Customers are now better informed than ever before; hence, the need to understand the impact of digital media on their choices and behaviors.

2. This study is important for several reasons.

3. First, the business needs to meet the changing demands of its customers in the face of social media's rising prominence.

Social media contains a wealth of information that can help the business understand the likes and dislikes of its customers and target its marketing efforts more precisely.

4. Second, social media has become an important tool for marketing and is used by many businesses to reach out to their target customers.

Therefore, it is necessary for the business to grasp the power of social media in order to market its products more efficiently and effectively.

5. Third, customers are increasingly relying on customer reviews and ratings, recommendations, and influencers' opinions when buying a product.

As such, the business must familiarize itself with the way these aspects affect customers' buying behaviors.

6. Fourth, social media facilitates direct engagement with customers.

This means that customers can message or comment on the business's posts and ask questions that the company can respond to. In this way, the business can promote its products and services and gain customer trust and loyalty.

7. Last but not least, the business has the opportunity to enhance its marketing efforts on social media since many people share pictures and videos and post comments about their experiences with the product or service. Moreover, the study is of particular importance to the business because its products are highly visual. The business offers interior design services and solutions and can benefit immensely from showcasing customer reviews and photos of projects completed by the company.

4. Scope of the Study

1. The scope of the research is limited to studying the relationship between social media marketing and consumer behaviour.

2. The research covers the most popular social media platforms such as Facebook, Instagram, YouTube and Twitter. Therefore, the impact of various forms of social media marketing, such as advertisements, influencer marketing, online reviews, recommendations, user-generated content and customer engagement will be analysed.

3. The scope is narrowed to the target audience of consumers who actively use social media and are exposed to digital marketing. Additionally, the study considers the effect of social media marketing on different consumer groups. This is why the research includes such variables as age, gender, education, occupation and monthly income.

4. From the marketing perspective, the study will cover such aspects of social media as customer engagement, social media advertising, influencer marketing and online reviews. In turn, the analysis of consumer behaviour will include purchase intention, purchasing decision, brand awareness, trust and brand perception.

5. The study is particularly applicable to my intended business as the company operates in the interior solutions industry, where visual presentation plays a significant role. The use of social media for marketing purposes allows the company to showcase completed projects, design concepts, product application ideas and customer reviews.

6. At the same time, the scope of the study is limited to social media marketing, which is why other digital marketing activities are beyond its boundaries. Moreover, the current research considers only the target audience, which is actively using social media, but there are many other consumers who are not interested in engaging online.

5. Review of Literature

Gajashree and Anand (2021)

Gajashree and Anand have studied the effect of social media on the consumer purchase decision process considering mobile phone purchases in Chennai city. From the study it can be observed that consumers make use of social media for information search and evaluation purposes prior to purchase. This research is especially significant as it was done in Chennai.

Upadhyay, Paul and Baber (2022)

The research analyzed the link between social media marketing initiatives and customer reaction through brand equity and brand trust. The research emphasized that trust and brand perceptions play an important role in making consumers respond to social media activities.

Shrestha et al. (2023)

This research investigated the impact of social media marketing on customer buying behavior and stressed the significance of social media involvement in making decisions.

Ehsan, Yousaf and Usman (2024)

This research focused on social media marketing practices, product quality perceptions, usability of social media platforms, and social influence. The study established that social media marketing practices can affect purchase intentions through product quality perceptions and platform usability.

6. Research Gap

Past literature has demonstrated the impact of social media marketing on consumer attitudes, engagement, trust and purchase intentions. However, there is a need for exploring these concepts in the industry context. Most past researches have been carried out on sectors such as mobile phones, cosmetic products and general online purchase. Fewer studies have taken into account industries like interior solutions and wall decoration, which are more visually oriented. Also, there is a need for investigating the different aspects of social media marketing as opposed to considering social media as one variable. In this regard, this current research has studied the impact of social media engagement, social media advertisements, influencer marketing and online reviews on consumer purchases. One more gap identified is that of the consumer context in Chennai. While there are studies on the social media behavior of consumers in Chennai, this research study is limited to the context of the , which is an interior solutions company. Thus, there is an attempt to fill the gap between social media marketing and real marketing situations in this research study.

7. Research Design

This research utilizes a descriptive, quantitative, and cross-sectional research design. The primary data will be obtained through the administration of structured questionnaires to 100 respondents who use social media.

7.1 Sample Size and Sampling Technique

The total sample size for this research is 100 respondents. Convenience sampling technique was used in sampling the respondents depending on their availability and willingness to participate in the study.

7.2 Questionnaire and Data Collection

A structured questionnaire based on the research objectives will be utilized. The questionnaire will have a five-point Likert Scale including strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. Primary data will be gathered through the use of the questionnaire, while secondary data will be retrieved from books, journals, articles, and websites.

7.3 Variables of the Study

1. Independent Variables
2. Social Media Engagement
3. Social Media Advertising
4. Influencer Marketing
5. Online Reviews

7.4 Dependent Variable

Purchase Decision / Consumer Buying Behaviour

8. RESULT AND DISCUSSION

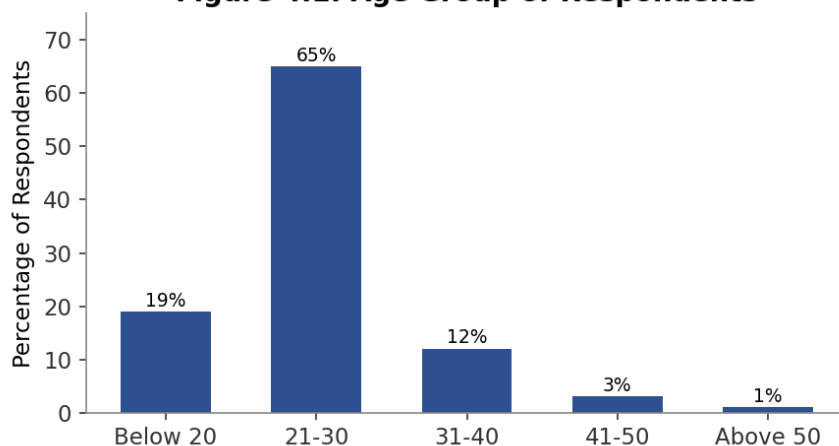
Demographic Profile of Respondents (Percentage Analysis)

Percentage analysis was used to study the demographic composition of the 100 respondents in terms of age group, gender, educational qualification, occupation and monthly income. The results are presented in the following tables.

Table 4.1: Age Group of Respondents

Category	No. of Respondents	Percentage
Below 20	19	19.0%
21–30	65	65.0%
31–40	12	12.0%
41–50	3	3.0%
Above 50	1	1.0%
Total	100	100.0%

Figure 4.1: Age Group of Respondents

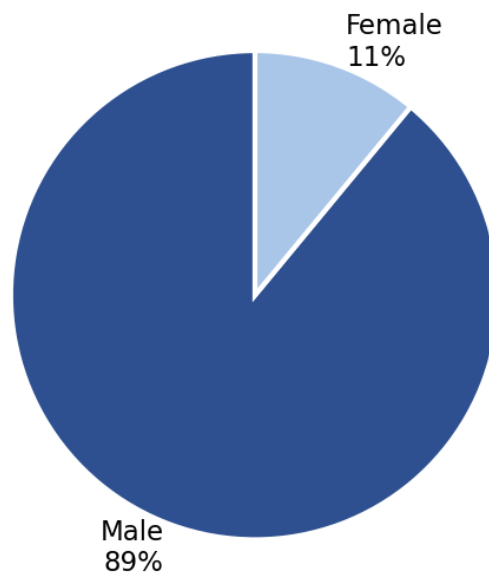


Interpretation:

The table shows that the majority of the respondents, 65 per cent, belong to the 21-30 years age group, followed by 19 per cent below 20 years and 12 per cent in the 31-40 years group. Only a small proportion of respondents (4 per cent) are above 40 years of age. This indicates that the study is largely representative of the views of young, active social media users

.Table 4.2: Gender of Respondents

Category	No. of Respondents	Percentage
Male	89	89.0%
Female	11	11.0%
Total	100	100.0%

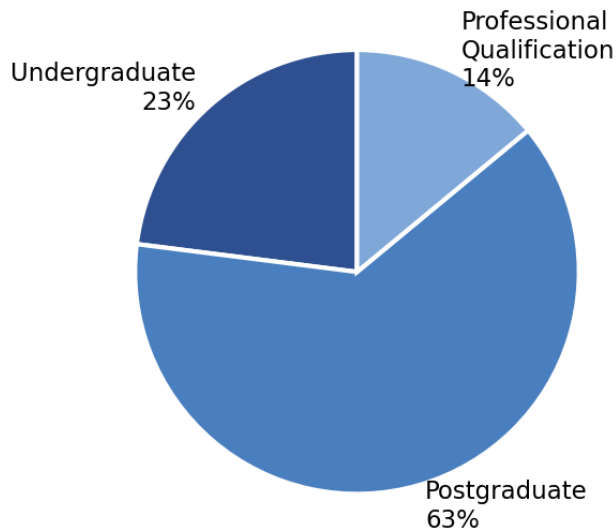
Figure 4.2: Gender of Respondents

Interpretation:

The table shows that a large majority of the respondents, 89 per cent, are male, while only 11 per cent are female. This indicates that the sample is dominated by male respondents

Table 4.3: Educational Qualification of Respondents

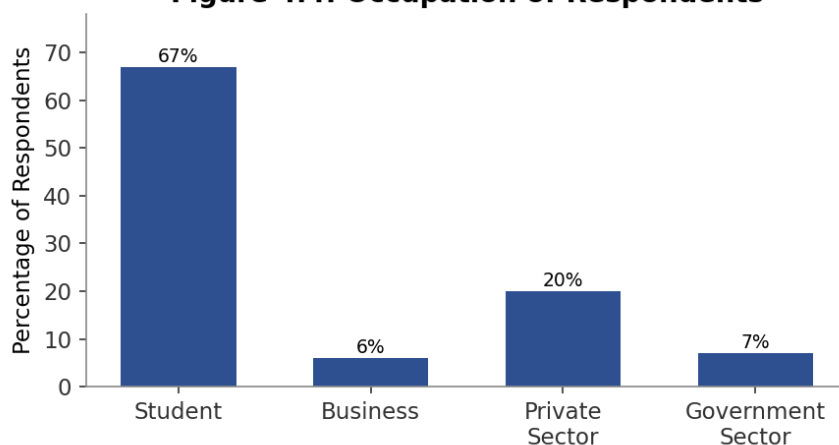
Category	No. of Respondents	Percentage
Undergraduate	23	23.0%
Postgraduate	63	63.0%
Professional qualification	14	14.0%
Total	100	100.0%

Figure 4.3: Educational Qualification of Respondents**Interpretation:**

The table shows that 63 per cent of the respondents are postgraduates, 23 per cent are undergraduates and 14 per cent hold a professional qualification. This indicates that the majority of respondents are fairly well-educated, which supports their ability to understand and respond meaningfully to social media marketing content.

Table 4.4: Occupation of Respondents

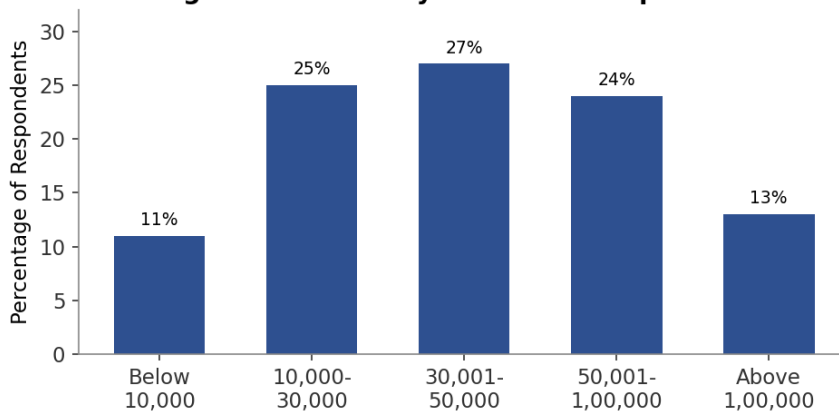
Category	No. of Respondents	Percentage
Student	67	67.0%
Business	6	6.0%
Private sector	20	20.0%
Government sector	7	7.0%
Total	100	100.0%

Figure 4.4: Occupation of Respondents**Interpretation:**

The table shows that 67 per cent of the respondents are students, 20 per cent work in the private sector, 7 per cent in the government sector and 6 per cent are in business. This indicates that students form the dominant occupational group among the respondents.

Table 4.5: Monthly Income of Respondents

Category	No. of Respondents	Percentage
Below 10,000	11	11.0%
10,000 - 30,000	25	25.0%
30,001 - 50,000	27	27.0%
50,001 - 1,00,000	24	24.0%
Above 1,00,000	13	13.0%
Total	100	100.0%

Figure 4.5: Monthly Income of Respondents**Interpretation:**

The table shows that 27 per cent of the respondents have a monthly income between Rs.30,001 and Rs.50,000, followed by 25 per cent between Rs.10,000 and Rs.30,000 and 24 per cent between Rs.50,001 and Rs.1,00,000. Respondents below Rs.10,000 (11 per cent) and above Rs.1,00,000 (13 per cent) form smaller proportions. This shows that the respondents are spread across a fairly wide range of income groups.

9. Findings of the Study

1. 65% of respondents belong to the 21–30 age group, showing that most respondents are young social media users.
2. The respondents were predominantly male (89%), while 11% were female.
3. 63% of respondents are postgraduates, indicating a highly educated sample.
4. 67% of respondents are students, making them the largest occupational group.
5. Social media advertisements easily capture consumer attention, with the highest mean score of 3.67.
6. Personalised and targeted advertisements are considered more relevant by consumers, with a mean score of 3.66.
7. Influencer Marketing has the strongest relationship with Purchase Decision ($r = 0.565$).
8. Social Media Engagement ($r = 0.547$) and Social Media Advertising ($r = 0.505$) also show strong positive relationships with purchase decisions.
9. Online Reviews ($r = 0.248$) have a positive but comparatively weaker relationship with purchase decisions.
10. Overall, the study finds that social media marketing has a positive impact on consumer buying behaviour, particularly through influencer marketing, engagement and advertising.

10. Suggestions

1. Create high-quality visual content: should focus on attractive photographs, before-and-after images, short videos, reels and completed project showcases.
2. Improve customer interaction: Comments, messages and enquiries should be answered promptly to improve customer relationships and satisfaction.
3. Use local influencers: Collaboration with relevant local influencers and interior designers can improve brand visibility and credibility.
4. Encourage customer reviews: Customers should be encouraged to provide ratings, testimonials and reviews after completing projects.
5. Use targeted advertisements: Social media advertising should be customised according to customer interests, demographics and location.
6. Maintain posting consistency: Regular and consistent posting can help the brand remain visible and relevant.
7. Increase audience participation: Polls, Q&A sessions, contests and live sessions can encourage customers to interact with the brand.
8. Improve transparency: Clear pricing information, authentic project photographs and genuine customer experiences can improve trust.
9. Use analytics: Social media analytics should be used to understand audience behaviour, preferences and engagement patterns.

10. The company should maintain active profiles across suitable social media platforms to reach a broader audience.

11. Limitations of the Study

1. Firstly, the study has limited scope due to the fact that the number of respondents is relatively small (100 respondents).
2. Secondly, the study is not generalizable to the whole population because it was used convenience sampling.
3. Thirdly, the study has limited scope because it was conducted only among respondents in one consumer environment. It cannot be generalized to other geographic areas.
4. Fourthly, the study has limited scope because it was conducted in a short time frame. In social media, things are changing rapidly; therefore, it is unclear how relevant the study results will be in future.
5. Fifthly, the study relies on the respondents' answers to the research questions. Therefore, one should be careful about the validity of this study.
6. Sixthly, the study has a limited scope because it focuses on social media only. Although most of the respondents' answers were related to Facebook, Instagram and You Tube, there are many other platforms of social media.
7. Seventhly, the study focuses on social media users only. The study does not consider respondents who prefer conventional forms of marketing communication.
8. Lastly, consumer behaviour is determined by various factors such as income, tastes and preferences, lifestyle, culture, product quality and price among others. Therefore, it is not easy to identify the extent to which social media influences consumer behaviour.

12 Conclusion

The study "Impact of Social Media Marketing on Consumer Behaviour with Special Reference to " was conducted to understand the influence of social media on consumer perceptions, preferences and purchasing decisions.

The study demonstrates that social media has become an integral source of information for consumers and are used to discover products, obtain information, compare alternatives, read reviews and consider recommendations prior to making purchase decisions.

The empirical results show a generally positive attitude towards social media marketing. Social media advertisements were especially successful in capturing respondents' attention while the personalization of advertising and usage of social media also recorded relatively high mean scores. The statistical analysis further provides support for the significance of social media marketing. The correlation analysis displayed positive and significant relationships between purchase decision and social media engagement, social media advertising, influencer marketing and online reviews. Influencer marketing demonstrated the strongest relationship with purchase decision, followed by social media engagement and social media advertising.

The study further demonstrates that social media should not be viewed merely as an advertising medium but that customer interaction, trust, reviews, recommendations and authentic experiences plays an important role in converting consumer interest in purchases.

For , social media is especially valuable as the interior solutions business is highly visual and photographs, project videos, design demonstrations and customer testimonials can communicate the quality and appearance of the company's products more effectively.

Overall, the study concludes that social media marketing has a positive and significant influence on consumer behaviour. can enhance its market position by improving content quality, customer engagement, influencer collaborations, online reviews, targeted advertising and data-driven marketing and the company should continuously adapt its social media strategy to changing consumer expectations and digital trends.

13. References

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