

# **Influence of Social Media Marketing on Consumer Buying Behaviour**

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## **ABSTRACT**

In today's digital age, social media has turned into a crucial aspect of daily living. Individuals utilize social media platforms not just for communication and leisure, but also to collect information on products and services. Companies have acknowledged the power of social media and are utilizing it as a marketing instrument to advertise their products and shape consumer behavior.

The primary goal of this research is to examine the impact of social media marketing on consumer purchasing behaviour. The research examines how social media sites like Instagram, Facebook, and YouTube influence consumer choices. It also analyzes how advertisements, influencer promotions, and online feedback influence consumer choices.

The study relies on a combination of primary and secondary data. Primary data is gathered using a structured questionnaire completed by 88 participants, whereas secondary data is sourced from journals, books, and online materials. The study's results indicate that social media marketing greatly influences consumer purchasing behaviour. Social media ads, influencer endorsements, and online reviews shape consumer purchase decisions.

The research finds that social media marketing is an effective means for businesses to generate awareness, foster trust, and shape consumer choices. Businesses need to concentrate on efficient social media tactics to draw in and keep customers.

**Keywords:** Digital Marketing, Consumer Purchase Behavior, Social Media Promotions, Influencer Partnerships, Internet Advertising, Electronic Word of Mouth (e-WOM), Intent to Purchase, Customer Interaction, Brand Recognition, Online Feedback.

## **INTRODUCTION**

In recent years, the expansion of digital technology has greatly transformed how companies function and interact with customers. Social media has turned into a crucial platform for

marketing efforts. Consumers frequently utilize platforms like Instagram, Facebook, YouTube, and Twitter for communication, entertainment, and access to information.

Social media marketing involves utilizing social media platforms to advertise products and services. Companies utilize these platforms to distribute content, engage with customers, and build brand recognition. Social media advertising enables businesses to connect with a vast audience and sway consumer behavior.

Consumer buying behavior pertains to the method by which individuals choose, buy, and utilize products to meet their needs. In the digital era, buyers depend significantly on social media for insights prior to making buying choices. They look for product information, read feedback, and view videos prior to purchasing an item.

A key benefit of social media marketing is that it enables direct communication between companies and customers. Businesses can interact with clients, address their inquiries, and gather responses. This engagement fosters trust and impacts consumer choices.

A key component of social media marketing is influencer marketing. Influencers advertise products via their content, influencing the purchasing choices of their audience. Consumers frequently rely on influencers due to their perceived relatability and authenticity.

Social media marketing enables companies to focus on particular consumer groups. Businesses can create ads tailored to consumer preferences, age, and actions. This focused method enhances the efficiency of marketing tactics.

The rising adoption of smartphones and online services has additionally fueled the expansion of social media marketing. Consumers have the ability to use social media platforms at any time and from any location, increasing their exposure to digital ads

Therefore, it is important to study how social media marketing influences consumer buying behaviour. This study aims to analyze the impact of social media marketing on consumer decisions and identify the factors that influence consumer behaviour.

## **OBJECTIVES OF THE STUDY**

1. Know the concept of social media marketing.

2. To analyze the influence of social media marketing on consumer buying behaviour.
3. To identify the most influential social media platforms.
4. To examine the role of influencer marketing.
5. To study the impact of online reviews on consumer decisions.

## **RESEARCH METHODOLOGY**

The research methodology adopted in this study is primarily descriptive in nature, focusing on analyzing the influence of social media marketing on consumer buying behaviour. Descriptive research is used in this study to clearly understand and explain how various social media platforms and marketing activities affect consumer decisions. This approach helps in systematically examining consumer responses and drawing meaningful conclusions based on collected data.

The study uses both primary and secondary sources of data to ensure a comprehensive understanding of the research topic. Primary data has been collected through a structured questionnaire filled by 88 respondents, which provides first-hand information regarding consumer behaviour. Secondary data has been gathered from reliable sources such as journals, books, and websites, which helps in supporting and strengthening the findings of the study.

For data collection, a convenience sampling method has been used to select respondents based on their easy availability and willingness to participate. The collected data has been analyzed using the percentage analysis method, which helps in presenting the responses in a simple and clear manner for better interpretation and understanding of the results.

## **LITERATURE REVIEW**

Several researchers have studied the influence of social media marketing on consumer behaviour.

According to Kotler and Keller, digital marketing allows businesses to directly interact with consumers and influence their buying decisions. Social media provides opportunities for companies to create personalized marketing strategies.

Kaplan and Haenlein explained that social media platforms allow users to create and share content, which influences other consumers. Businesses use social media to build relationships with customers.

Mangold and Faulds stated that social media is a powerful communication tool that combines advertising with consumer interaction. This interaction influences consumer perceptions and purchase decisions.

Kim and Ko found that social media marketing positively affects brand loyalty and purchase intentions. Consumers are more likely to trust brands that actively engage on social media.

Hennig-Thurau highlighted the importance of online reviews in influencing consumer behaviour. Consumers rely on reviews to evaluate products.

In addition to the previous studies, several researchers have examined the role of social media marketing in influencing consumer buying behaviour in different contexts.

According to Kannan and Li (2017), digital marketing integrates technology and consumer behaviour, enabling businesses to interact with consumers in real time. They emphasized that social media platforms provide businesses with valuable data about consumer preferences, which helps in designing effective marketing strategies.

Lemon and Verhoef (2016) highlighted the importance of customer experience in digital marketing. They stated that social media platforms play a crucial role in shaping consumer experiences by providing easy access to information and interaction with brands. A positive experience increases the likelihood of purchase.

Hajli (2015) explained that social media interactions and online communities increase consumer trust. Consumers are more likely to purchase products when they receive positive feedback from other users. This highlights the importance of social proof in influencing consumer behaviour.

According to Freberg et al. (2011), influencers play a significant role in digital marketing. Influencers act as opinion leaders and influence consumer perceptions through their content. Consumers trust influencers because they consider them relatable and authentic.

Another study by Cheung and Thadani (2012) emphasized the role of electronic word-of-mouth (e-WOM) in consumer decision-making. Online reviews and recommendations significantly influence consumer purchase intentions.

Overall, the literature suggests that social media marketing influences consumer buying behaviour through various factors such as engagement, trust, personalization, and social interaction.

**Table: Summary of Responses (Sample Size = 88)**

Q.No	Question (Short)	Yes (%)	No (%)	Key Insight
Q1	Use Social Media	88.2%	14.8%	Most respondents are active users
Q2	Influenced by Social Media	52.3% (Highest)	—	Social media is top platform
Q3	Ads Influence	78.4%	21.6%	Ads affect buying decisions
Q4	Read Reviews	79.5%	20.5%	Reviews are important
Q5	Bought via Social Media	84.1%	15.9%	Social media drives purchases
Q6	Offers Attract	69.3%	30.7%	Discounts influence behaviour
Q7	Influencer Impact	70.5%	29.5%	Moderate influencer effect
Q8	Compare Products	80.7%	19.3%	Consumers compare online
Q9	Trust Ads	73.9%	26.1%	Trust exists but not full
Q10	Overall Influence	83%	17%	Strong overall impact

**Interpretation :**

The above table presents a summarized view of responses collected from 88 respondents. It clearly shows that social media marketing has a significant influence on consumer buying behaviour. A majority of respondents actively use social media and are influenced by advertisements, online reviews, and promotional offers. Social media platforms play a major role in shaping consumer decisions, especially during the information search and evaluation stages. Overall, the data indicates that social media marketing is an effective tool for influencing consumer purchase behaviour.

## **DISCUSSION**

The findings of the study clearly indicate that social media marketing plays a significant role in influencing consumer buying behaviour. The results obtained from the data analysis are consistent with the findings of previous research studies, which highlight the growing importance of digital platforms in modern marketing.

One of the most important observations of this study is that a majority of consumers actively use social media platforms. This shows that social media has become an integral part of daily life and provides a strong platform for businesses to reach consumers. Since consumers spend a significant amount of time on social media, they are more exposed to advertisements and promotional content.

The study also shows that social media advertisements have a strong influence on consumer decisions. Advertisements create awareness about products and encourage consumers to explore them further. However, the effectiveness of advertisements depends on their content and presentation. Attractive and informative advertisements are more likely to influence consumers.

Another important finding is the role of online reviews. Consumers rely on reviews to evaluate products and reduce the risk associated with purchasing. Positive reviews increase consumer confidence, while negative reviews may discourage them. This highlights the importance of electronic word-of-mouth in digital marketing.

Influencer marketing is another factor that influences consumer behaviour. The study shows that a significant number of consumers are influenced by influencers. Influencers are perceived as trustworthy and relatable, which increases their impact on consumer decisions.

The study also highlights the importance of offers and discounts. Promotional strategies such as discounts and special offers attract consumers and encourage them to make purchase decisions. This shows that price-related factors still play an important role in consumer behaviour.

However, the study also indicates that not all consumers fully trust social media advertisements. Some consumers are cautious and prefer to verify information through

multiple sources. This suggests that businesses need to focus on building trust and maintaining transparency.

Overall, the discussion shows that social media marketing influences different stages of the consumer decision-making process, including awareness, information search, evaluation, and purchase decision.

## **FINDINGS OF THE STUDY**

Based on the analysis of data, the following findings have been identified:

1. A majority of respondents use social media regularly.
2. Social media is the most influential platform for consumer decisions.
3. Social media advertisements significantly influence buying behaviour.
4. Online reviews play an important role in decision-making.
5. Consumers often purchase products after seeing them on social media.
6. Discounts and offers attract consumers.
7. Influencer marketing has a moderate impact on buying decisions.
8. Consumers prefer to compare products online before purchasing.
9. Trust in social media advertisements is present but not complete.
10. Social media marketing has an overall strong influence on consumer buying behaviour.

## **CONCLUSION**

In the modern digital era, social media marketing has emerged as a powerful tool for influencing consumer buying behaviour. The study highlights that social media platforms play a crucial role in shaping consumer decisions by providing information, creating awareness, and building trust.

The findings of the study indicate that consumers rely heavily on social media for product-related information. Advertisements, online reviews, and influencer promotions are some of the key factors that influence consumer decisions. Social media marketing not only helps businesses attract customers but also allows them to interact directly with consumers.

The study also shows that consumers prefer to compare products and read reviews before making a purchase. This indicates that consumers are more informed and cautious in their decision-making process.

However, the study also highlights certain challenges, such as lack of complete trust in advertisements and the presence of misleading information. Businesses need to focus on maintaining transparency and providing accurate information to build consumer trust.

Overall, the study concludes that social media marketing has a significant influence on consumer buying behaviour and is an essential part of modern marketing strategies.

## **SUGGESTIONS**

Based on the findings of the study, the following suggestions are recommended:

1. Businesses should focus on creating engaging and informative social media content.
2. Companies should collaborate with trustworthy influencers to promote their products.
3. Customer reviews should be encouraged to build trust among consumers.
4. Businesses should ensure transparency in advertisements.
5. Personalized marketing strategies should be used to target specific consumers.
6. Companies should avoid excessive advertising to prevent irritation among consumers.
7. Businesses should focus on improving customer engagement through social media.

**“Thus, it can be concluded that social media marketing plays a significant role in influencing consumer buying behaviour and has become an essential component of modern marketing strategies.”**

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