





A Study on Impact of Social Media Marketing on Consumer Buying Behaviour

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This study explores the impact of social media marketing on consumer buying behaviour, examining how various platforms influence purchasing decisions. Social media has become a critical tool for businesses to engage with consumers, providing a space for direct interaction, targeted advertisements, and user-generated content. The research highlights the role of factors such as brand awareness, social influence, customer engagement, and trust in shaping consumer behaviour. It analyses both positive and negative effects, including the potential for impulsive buying, the importance of peer recommendations, and the influence of online reviews. Through a combination of quantitative and qualitative methods, the study seeks to understand how social media marketing strategies influence consumer perceptions, preferences, and purchasing intentions, offering insights into the evolving landscape of digital marketing. It examines the effectiveness of Social Media Retargeting ads on Consumer Purchases. Primary data was collected through questionnaire from 25 respondents collected from consumers. As observed from the studies, it makes clear that age, gender, education qualification and occupation did not statistically associate with the buying behaviour on social media marketing. Tools used for the study are frequency analysis, percentage analysis, and rank analysis.

Keywords: *Social Media Marketing, Consumer Behaviour, Purchasing Decisions, Brand Awareness.*



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1. INTRODUCTION

In recent years, social media has evolved from a communication platform into a powerful

marketing tool, reshaping the landscape of consumer behaviour. With over 4.7 billion social media users worldwide, platforms such as

Facebook, Instagram, Twitter, and LinkedIn have become integral to how individuals discover, research, and engage with brands. The rise of social media marketing (SMM) has drastically altered the way businesses approach advertising and brand-building, providing a unique space for interaction, engagement, and real-time feedback. As a result, consumer buying behaviour has shifted in profound ways, with social media influencing everything from brand awareness to post-purchase decisions.

The traditional model of consumer behaviour, which focused on linear paths from awareness to purchase, has been replaced by a more complex and multifaceted journey, heavily influenced by online interactions and digital touchpoints. Social media plays a critical role in this transformation, as it fosters engagement, builds trust, and generates peer influence, all of which contribute to shaping consumer decisions. Social media marketing strategies, ranging from influencer collaborations to targeted ads and viral campaigns, have become essential tools for businesses seeking to attract and retain customers in an increasingly competitive marketplace. Consumers are no longer solely influenced by direct advertising; instead, they turn to social media for authentic reviews, product recommendations, and to interact with brands on a personal level. This shift has created an environment where consumer decisions are heavily swayed by social proof, peer influence, and the perceived credibility of the content they encounter. Whether it's a friend's recommendation, a celebrity endorsement, or user-generated content, these social media elements significantly impact purchasing behaviour. Moreover, the visual and interactive nature of social media platforms enables businesses to communicate their brand message in more creative and engaging ways, which often resonate more with consumers than traditional forms of advertising. Brands now have the opportunity to engage consumers in real-time, offering personalized experiences that can enhance customer satisfaction and build long-term loyalty.

2. OBJECTIVES OF THE STUDY

- Understand the Impact of social media on the Consumer Decision-Making Process.

- Investigate the Influence of Social Media on Cross-Platform Shopping Behaviour.
- Examine the Effectiveness of Social Media Retargeting ads on Consumer Purchases.
- Analyse the Role of Social Media in Enhancing Consumer Experience and Satisfaction.
- Investigate the Relationship Between Social Media Frequency and Consumer Purchase Frequency.

3. REVIEW OF THE LITREATURE:

Channappa Lamani et.al (2022) Et.al in their study, "A Study on the Impact of Social Media Marketing on Consumer Buying Behaviour" social media have given new opportunities to consumer to attract in a social dealing on internet. Consumers nowadays are depending on social media for information and updates about abundant brands. In recent years Social Media Marketing (SMM) has set off an important aspect for business to outstretch target customers easily, effectual and immediately. In this era of Globalization and to face this cut through competition only traditional practice of marketing is not friendly. Business should adapt social media marketing strategy to sustain in market. The social media have changed the power structure at the place where goods sold and purchased online with marketing tools and techniques.

Dr. Saradha A (2022) et.al in their study, "Social Media and Its Impact on Consumer Buying Behaviour", In the era of digitalization social media plays a prominent role in communicating and collaborating with customers shaping their consumption nature. Social media marketing has become a distinguished performer under the limelight executing its dexterity in enticing the customer mob. Consumers are 71% more likely to make a purchase based on social media referrals (Hub spot). This study tries to explore the factors influencing the buying intentions of consumers via social media. The objective of the research is to examine the impact of social media on consumers buying decisions. Based on Primary data, this study will critically analyse the personal, psychological and social behaviour of consumers in social media on their purchasing decisions. This paper will offer an overview on the usage of social media by the consumers in decision making process. Though social media has its own set of

pitfalls, its boon is manifold. By this, we would interpret the prominent role played by this electronic word of mouth.

Kirti Sharma (2020) "Impact of Social Media Marketing on Consumer Buying Behaviour" Internet based life showcasing has become the most dominant mode for organizations trying to contact their possibilities and clients. The example tallied 220 respondents and from the factual viewpoint, the ends were set up as far as the univariate and bivariate investigation. In like manner, in the wake of doing the complex measurable examination utilizing SPSS and the investigation offered by the online stage the host of poll, it very well may be perceived the amount it is affected and the genuine effect of Social Media Marketing reflected in the Consumer Buying Decision Making process. In this examination the Pearson's Correlation investigation investigates a positive critical direct connection between Social Media Marketing and Consumer Buying Decision Making. The relationship coefficient (r^2) was 30.9% at the 1% level. This suggests Consumer Buying Decision Making can be anticipated with Social Media Marketing. Future investigations can be concocted to distinguish extra variable(s) for clarifying the CBDM. Expand this investigation by considering web-based life content and different respondents too for additional comprehension of focus on client's basic leadership conduct.

Mr. Sony Varghese (2021) "Impact of Social Media on Consumer Buying Behaviour" This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. Here, the complex buying behaviour refers to the infrequent purchases by the consumer with their high involvement that makes a significant brand difference. Social media is becoming a new trend. Over the last decade, the World Wide Web has seen a burgeoning in user generated web technologies like blogs, social networks and social media websites. All in all, that is known as social media and these technologies are the actual reason in the enablement of expansion in the user

generated content, a community that is worldwide. Social media has given rise to the online platforms like Facebook, Instagram, YouTube, Twitter, where people can connect with each other, share thoughts and the content. This revolution of social media has given new way of gaining the information on the products as well as on services.

4. RESEARCH METHODOLOGY

- Data collection: The research is based on primary data. This data was collected through Questionnaire distributed via college students. This survey is used to measure consumer buying behaviour on social media marketing.
- Sample size: Sample is selected on the basis of consumer buying behaviour on social media marketing. A total of 25 respondents at college students for this study. Samples are collected from the consumers in college students. These samples are picked out through convenience sampling method.
- Tool of analysis: Simple percentage analysis using descriptive statistics.

5. DATA ANALYSIS AND INTERPRETATION

The Descriptive analysis and percentage analysis is used to evaluate the association between demographic variables and the buying behaviour of consumers. In this analysis, demographic variables of age, gender, education qualification, occupation status, marital status, family members and income were compared with the factors of buying behaviour (Fully aware, Aware, somewhat aware, not aware). The detailed description of the analysis is shown in the subsequent table

6. PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents include factors such as Gender, Age, Educational Qualifications, and Occupational Status and Marital status. The following Table.1 presents the personal details of the respondents.

Table-1: Personal Details of the Respondent

| Particulars | | Total Users | |
|----------------------------|----------------|-------------------|------------|
| | | No of Respondents | Percentage |
| Gender | Male | 2 | 8 |
| | Female | 23 | 92 |
| | Total | 25 | 100 |
| Age | Below 20 years | 5 | 20 |
| | 20-30 years | 19 | 76 |
| | 30-40 years | 1 | 4 |
| | Total | 25 | 100 |
| Educational Qualifications | School Level | 5 | 20 |
| | Under Graduate | 5 | 20 |
| | Post Graduate | 11 | 44 |
| | Professional | 3 | 12 |
| | Others | 1 | 4 |
| | Total | 25 | 100 |
| Occupational Status | Student | 20 | 80 |
| | Employed | 2 | 8 |
| | Un-Employed | 3 | 12 |
| | Total | 25 | 100 |
| Marital status | Married | 5 | 28 |
| | Unmarried | 20 | 72 |
| | Total | 25 | 100 |

Source: Primary data

Interpretation: From the above table.1 it is clear that out of 25 Respondents,23 respondents (92.0 percentage) are female, 19 (76.0 percentage) respondents come under the middle age group of 20-30 years,11 respondents (44.0 percentage) have PG Qualification,20 respondents (80.0 percentage) are students and Marital status 20 respondents (72.0 percentage) are unmarried.

7. FAMILY DETAILS OF THE RESPONDENTS

Family details of the respondents include the factors such as Family Income, Family Size and No. of Dependents in the family. These are Percentage in Table.2

Table-2: Family Details of the Respondents

| Particulars | | Total Users | |
|-------------------|--------------|-------------------|------------|
| | | No of Respondents | Percentage |
| Family Income (₹) | Below 20000 | 6 | 24 |
| | 20000-30000 | 15 | 60 |
| | 30000-40000 | 4 | 16 |
| | Total | 25 | 100 |
| Family Size | Up to 3 | 7 | 28 |
| | 4-6 | 17 | 68 |
| | Above6 | 1 | 4 |
| | Total | 25 | 100 |
| No. of Dependents | Upton 3 | 19 | 76 |
| | 4-6 | 4 | 16 |
| | Above6 | 2 | 8 |
| | Total | 25 | 100 |

Source: Primary data

Interpretation: It is divulged from the above table.2 that 25 respondents, 15(60 percentage) respondents family income is between 20000-30000, 17(68 percentage) respondents 4-6,

8. SOCIAL MEDIA USAGE

Table-3: Social Media Usage

| Particulars | | Total Users | |
|---|-----------------|-------------------|------------|
| | | No of Respondents | Percentage |
| Which social media platform do you use regularly | Facebook | 1 | 4 |
| | Instagram | 19 | 76 |
| | Telegram | 3 | 12 |
| | others | 2 | 8 |
| | Total | 25 | 100 |
| Are you familiar with social media sites such as WhatsApp, Facebook, Instagram etc. | Fully Aware | 11 | 44 |
| | Aware | 9 | 36 |
| | Somewhat aware | 3 | 12 |
| | Not Aware | 2 | 8 |
| | Total | 25 | 100 |
| Often do you come across advertisement or promotional post on social media | Rarely | 3 | 12 |
| | Sometimes | 16 | 64 |
| | Often | 2 | 8 |
| | Very Frequently | 4 | 16 |
| | Total | 25 | 100 |
| Type of social media | Sponsored ads | 9 | 36 |

| | | | |
|---|--|-----------|------------|
| content that influences your purchasing decision the most | User-generated content (reviews, photos, testimonials) | 12 | 48 |
| | Others | 3 | 12 |
| | Video ads | 1 | 4 |
| | Total | 25 | 100 |
| Customer reviews and ratings to buy a product on social media | Not Important | 2 | 8 |
| | Slightly Important | 6 | 24 |
| | Moderately important | 1 | 4 |
| | Very important | 16 | 64 |
| | Total | 25 | 100 |

Source: Primary data

Interpretation: From the above table.3. It is clear that out of 25 respondents, 19(76.0 per cent) respondents are social media platform (Instagram) ,11(44.0 per cent) respondents are you familiar with social media sites, 16(64.0 percent) respondents are often do you come across advertisement or promotional post on social media ,12(48.0 per cent) respondents Type of social media content that influences your purchasing decision the most,16(64.0 per cent) Customer reviews and ratings to buy a product on social media.

9. FACTOR ANALYSIS

Consumer Buying Behaviour

Table-4: Consumer Buying Behaviour

| KMO and Bartlett's Test | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .430 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 54.270 |
| | Df | 10 |
| | Sig. | .000 |

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.385 | 47.700 | 47.700 | 2.385 | 47.700 | 47.700 |
| 2 | 1.589 | 31.776 | 79.476 | 1.589 | 31.776 | 79.476 |
| 3 | .511 | 10.211 | 89.687 | | | |
| 4 | .416 | 8.323 | 98.009 | | | |
| 5 | .100 | 1.991 | 100.000 | | | |

10. PROBLEMS FACED BY SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR

Table-5: Problems Faced by Social Media Marketing on Consumer Buying Behaviour

| Particulars | | Total Users | |
|---|-----------------------|-------------------|------------|
| | | No of Respondents | Percentage |
| Distraction from buying information. | Strongly Satisfied | 6 | 24 |
| | Satisfied | 9 | 36 |
| | Neutral | 5 | 20 |
| | Dissatisfied | 2 | 8 |
| | Strongly Dissatisfied | 3 | 12 |
| | Total | 25 | 100 |
| Lack of engagement with ads. | Strongly Satisfied | 3 | 12 |
| | Satisfied | 8 | 32 |
| | Neutral | 11 | 44 |
| | Dissatisfied | 1 | 4 |
| | Strongly Dissatisfied | 2 | 8 |
| | Total | 25 | 100 |
| Misleading information in social media. | Strongly Satisfied | 9 | 36 |
| | Satisfied | 7 | 28 |
| | Neutral | 2 | 8 |
| | Dissatisfied | 6 | 24 |
| | Strongly Dissatisfied | 1 | 4 |
| | Total | 25 | 100 |
| Limited reach without paid advertising. | Strongly Satisfied | 1 | 4 |
| | Satisfied | 4 | 16 |
| | Neutral | 9 | 36 |
| | Dissatisfied | 5 | 20 |
| | Strongly Dissatisfied | 6 | 24 |
| | Total | 25 | 100 |
| Credibility and trust issue. | Strongly Satisfied | 5 | 20 |
| | Satisfied | 6 | 24 |
| | Neutral | 7 | 28 |
| | Dissatisfied | 3 | 12 |
| | Strongly Dissatisfied | 4 | 16 |
| | Total | 25 | 100 |

Source: Primary data

Interpretation: From the above Table.5, it is clear that out of 25 respondents, problems faced by consumer buying behaviour on social media marketing, 9(36.0 percent) respondents are agree with the Distraction from buying information, 11(44.0 percent) respondents are agree with the Lack of engagement with ads,9(36.0 per cent) respondents are agree with the Misleading information in social media, 9(36.0 percent) respondents are agree with the Limited reach

without paid advertising, 6(24.0 percent) respondents are agree with the Credibility and trust issue.

11. RANK ANALYSIS

It is observed that analysis of the overall opinion of the respondents regarding problems of using Social Media Marketing, “Difficulties to find that preferred Social Media Marketing is distracting from buying information” has a score

of 9(36%) holds a first rank, the next problem is “Lack of engagement with ads that did not meet expectation” has a score of 9(36%) holds a second rank, the next problem is “Misleading information from social media with a total score of 11(44%) holds a third rank, as far as “Limited reach without paid advertising” has a score of 6(24%) holds a fourth rank, “credibility and trust issue” has a score of 9(36%) holds a fifth rank with total score of respondents.

12. SUGGESTIONS

- Discover new activities like knitting, photography, or gardening. Learning something new will keep your mind engaged.
- Ensure your ads are reaching the right people. Consider using behaviour, interests, or demographic targeting to reach individuals most likely to engage with your brand.
- Share tips and resources on how to identify misleading or fake content, such as fact-checking tools or warning signs of false information.
- Ensure your posts are visually appealing, valuable, and relevant to your audience. High-quality images, videos, or graphics are more likely to get shared.
- Showcase real feedback from satisfied customers. Positive reviews, whether in the form of written testimonials, video reviews, or user-generated content, help build trust.

13. CONCLUSION

It analyses both positive and negative effects, including the potential for impulsive buying, the importance of peer recommendations, and the influence of online reviews. Through a combination of quantitative and qualitative methods, the study seeks to understand how social media marketing strategies influence consumer perceptions, preferences, and purchasing intentions, offering insights into the evolving landscape of digital marketing. Social media plays a critical role in this transformation, as it fosters engagement, builds trust, and generates peer influence, all of which contribute to shaping consumer decisions. Social media marketing strategies, ranging from influencer collaborations to targeted ads and viral campaigns, have become

essential tools for businesses seeking to attract and retain customers in an increasingly competitive marketplace.

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