

Impact of Social Media Marketing on Buying Behaviour of Consumer

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Citation: Chawla, R. (2026). Impact of Social Media Marketing on Buying Behaviour of Consumer. International Journal of Global Research Innovations & Technology, 04(03), 29–34.

ABSTRACT

Social media marketing has emerged as one of the most influential drivers of consumer buying behaviour in the digital age. Platforms such as Facebook, Instagram, YouTube, WhatsApp, Twitter, Telegram etc enable businesses to engage consumers through targeted advertisements, influencer endorsements, customer reviews, and interactive content, thereby significantly influencing purchasing decisions. This study examines the impact of social media marketing on consumer awareness, trust, preferences, purchase intentions, and brand loyalty. It also explores the role of electronic word-of-mouth (e-WOM) and online consumer engagement in shaping purchase decisions. The study is expected to demonstrate that effective social media marketing positively influences consumer buying behaviour by enhancing brand awareness, building consumer trust, and strengthening purchase intentions and brand loyalty. The findings will provide valuable insights for marketers and businesses in developing effective digital marketing strategies to improve customer engagement and achieve sustainable business growth.

Keywords: Social Media Marketing, Consumer Buying Behaviour, Digital Marketing, Purchase Intention, Brand Awareness, Brand Loyalty, Influencer Marketing, Electronic Word-of-Mouth (e-WOM), Consumer Engagement.

Introduction

Social media marketing is a combination of three words- social + media +marketing. before understanding the meaning of social media marketing, we have to understand the meaning of social, media and marketing individually. **social** means connected with society and the way it is organized. the term **Media**, which is the plural of Medium, refers to the television, radio,newspapers, any digital platform etc used as a means of communication and**marketing** means the activity of showing and advertising a company's products in the best possible way. In this way **social media marketing** means allowing consumers to directly buy goods or services from a seller by using social media sites like Facebook, WhatsApp,Instagram, Twitter, LinkedIn etc.

Businesses across industries are investing heavily in digital marketing strategies to remain competitive in the digital era. Personalized advertisements, targeted promotions, live product demonstrations, influencer marketing, and interactive campaigns enable organizations to reach potential customers more effectively than traditional media. The availability of analytics tools also allows marketers to measure campaign performance and understand consumer preferences, thereby improving marketing effectiveness.

Reasons for which Consumer Opt Social Media Marketing

In today's digital age, social media has become a powerful platform that provides access to a wide range of products, services, and information. Whether it relates to essential needs, luxury goods, or personal desires, social media influences what people discover, consider, and purchase. Through targeted advertisements, influencer marketing, and personalized content, it has significantly shaped consumer behaviour and lifestyle choices, making it an integral part of modern society.

- With the wider audience, social media platforms like Instagram, Facebook, LinkedIn, Twitter, Pinterest etc provide affordable advertising options.
- In a short period, social media marketing has the power to make your contents go viral and help you reach a target audience.
- This type of marketing increases conversion of customer engagement and enhances customer overall experience.
- Companies can position themselves as industry leaders, through actively engaging within customers providing timely responses and staying up to date on the latest fashion trends.
- Geographical barriers can be breakdown by the social media to rich a global audience.

Social Media Marketing Strategy

We will include social media goals in our social media strategy such as we will sale more and more of our products by bringing our product on a digital marketing platform and giving information about it to more and more people. the strategy can be as: -

First of all, we will set our goals, after that we will find out our target audience, after that we will also find out how much competition there is, now we will create our social media profile and bring new discounts and offers in the profile every day so that the target audience remains the focus and we are successful in selling our product as much as possible.

Review of Literature

- Mangold and Faulds (2009) argued that social media has become a significant component of the promotional mix. Their study highlighted that consumers increasingly trust online discussions, reviews, and recommendations over traditional advertisements, making social media an effective marketing communication tool.
- Cheung and Thadani (2012) examined the impact of electronic word-of-mouth (e-WOM) on consumer purchasing decisions. Their findings revealed that online reviews and consumer recommendations significantly influence purchase intentions and consumer trust.
- Schiffman and Wisenblit (2019) explained that consumer buying behaviour is affected by psychological, personal, social, and cultural factors. They noted that social media has become an important external influence by providing product information and facilitating comparisons among brands.
- Kotler and Keller (2022) emphasized that digital marketing strategies have transformed customer engagement. They observed that personalized advertisements, customer interactions, and social media campaigns positively influence brand awareness, customer satisfaction, and purchasing decisions.

Objectives of the Study

- To know the impact of social media marketing on promotion of social commerce.
- To know the growth of social commerce with social media marketing.
- To find the reasons for the selection and rejection of online shopping by the internet users.
- To find variables that help in social media marketing decision making.

Hypothesis

Ho: uses of social media marketing are independent of gender and income.

H1: uses of social media marketing are dependent of gender and income.

Research methodology

- **Research Problem**
 - what are the variables online customers considering the most during the making of online purchase decisions.
 - what are the reasons for accepting and rejection of online shopping by internet users.
- **Data collection method**

Data Collection is of Two Types

Primary Data

Primary data are the original data collected by researcher himself/ herself as per the requirement of the research.

In this paper -

- Primary data are collected through survey method.
- closed ended questions are used for survey.

Secondary Data

Secondary data are data derived from already collected data and researcher can use that data according to the need. For this paper secondary data are collected through-

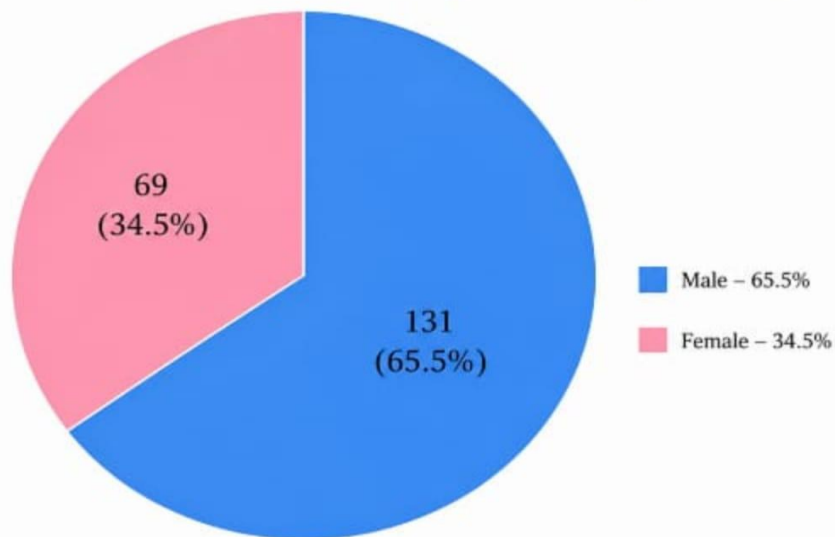
- Published Research paper.
- Newspaper and journals.
- Books and magazines etc.

Sampling Information

- Our target audience is people using the internet.
- Sample are selected by using non probability method.
- sample size is 200.
- chi square test is used.

Analysis and Finding

Gender Distribution of Respondents (n = 200)



Gender	Frequency	Percentage
Male	131	65.5%
Female	69	34.5%
Total	200	100%

Out of 200 respondents, 65.5% were male and 34.5% were female.

Observed Value

	Income						
Gender	>10	10-29	20-29	30-39	40-49	< 50	Total
Male	18	21	34	22	23	13	131
Female	5	7	21	25	6	5	69
Total	23	28	55	47	29	18	200

Expected Value

	Income						
Gender	> 10	10-29	20-29	30-39	40-49	< 50	Total
Male	15	18	36	31	19	12	131
Female	8	10	19	16	10	6	69
Total	23	28	55	47	29	18	200

Calculation of Chi Square Value

Income	Gender	Observed value(O)	Expected value(E)	$(O-E)^2/E$
> 10	M	18	15	0.6
>10	F	5	8	1.125
10-19	M	21	18	0.5
10-19	F	7	10	0.9
20-29	M	34	36	0.111
20-29	F	21	19	0.211
30-39	M	22	31	2.61
30-39	F	25	16	5.06
40-49	M	23	19	0.84
40-49	F	6	10	1.6
< 50	M	13	12	0.083
< 50	F	5	6	0.167

From the above table:

There are 6 income categories.

There are 2 gender categories.

So, the degrees of freedom are:

$$df = (6 - 1) \times (2 - 1) = 5$$

At the 5% level of significance, the critical χ^2 value for $df = 5$ is 11.07.

Since:

$$\text{Calculated } \chi^2 = 13.867 > \text{Critical } \chi^2 = 11.07$$

Decision: Reject the null hypothesis (H_0).

Finding

The calculated Chi-square value ($\chi^2 = 13.867$) is greater than the table value ($\chi^2 = 11.07$) at 5 degrees of freedom and a 5% level of significance. Therefore, the null hypothesis is rejected. This indicates that the use of social media marketing is not independent of gender and income. Hence, there is a statistically significant association between consumers' gender, income, and their use of social media marketing.

Suggestions

The following suggestions are recommended:

- Government agencies, social media platforms, and e-commerce companies should jointly organize awareness programmes to educate consumers about safe online shopping, cyber security, and methods to prevent digital fraud.
- An efficient, transparent, and user-friendly grievance redressal system should be established to ensure the timely resolution of payment disputes, refund requests, and other transaction-related issues for both buyers and sellers.
- Social media platforms should strengthen their verification process for business accounts and regularly monitor online activities to identify and remove fake profiles and fraudulent sellers.
- Both buyers and sellers should protect their personal and financial information by never sharing confidential details, such as passwords, OTPs, PINs, or bank account information, through social media or unverified communication channels.
- Businesses should promote secure digital payment methods and encourage consumers to use trusted payment gateways to reduce the risk of online financial fraud.

- Strict monitoring and regulatory measures should be implemented to identify and remove misleading advertisements, false promotional content, and deceptive marketing practices, thereby creating a safer and more trustworthy online marketplace.

Limitations

- The study is based on a sample of 200 respondents; therefore, the findings may not be representative of the entire consumer population.
- The study is limited to the analysis of the Gender and Income factor only.
- The research relies on primary data collected through a structured questionnaire. Consequently, the accuracy of the findings depends on the honesty and understanding of the respondents.
- The study focuses exclusively on the impact of social media marketing on consumer buying behaviour and does not consider other factors such as traditional advertising, product quality, pricing strategies, or economic conditions that may also influence purchasing decisions.
- The geographical scope of the study is limited, which may restrict the generalizability of the findings to other regions or populations.
- Consumer preferences and social media trends are continuously evolving; therefore, the findings reflect respondents' perceptions during the period of data collection and may change over time.
- The study primarily employs descriptive statistics and the Chi-square test for data analysis. The use of advanced statistical techniques may provide more comprehensive insights into consumer buying behaviour.
- Time and resource constraints limited the scope of data collection and analysis, which may have influenced the breadth of the study.

Conclusion

Social media marketing refers to the use of social networking platforms to promote products, services, and brands through engaging content, paid advertisements, influencer collaborations, customer interactions, and electronic word-of-mouth (e-WOM). Unlike traditional marketing, social media marketing provides businesses with an opportunity to establish two-way communication with consumers, receive immediate feedback, and develop long-term relationships. This interactive nature has significantly changed the consumer decision-making process.

This study highlights the use of online shopping undeniably has increased over the year not only in India. It is seen that traditional customer is now converting at a fast rate to online customers.

81% responded from the target audience using their smartphone or mobile device to make purchases. Responded said they use internet - based apps or websites for online shopping most often to purchase Apparel and accessories 71%, consumer electronics 53% and makeup and fragrance 44%.

India's e-commerce sector is expected to reach an annual growth rate of 11.45% the future of e-commerce in India is promising with projection indicating annual growth rate of 18% through 2025 by 2030 India's participated to emerge as the third largest consumer market globally.

Scope for Future Research

- The present study is based on a sample of 200 respondents future research maybe conducted with a large sample size to improve the reliability and generalizability of the findings.
- Future research may also explore issues related to consumer privacy, cybersecurity, digital payment security, and ethical practices in social media marketing to support the development of a secure and sustainable digital marketplace.
- The current study considered only gender and income as demographic variables future research may include additional variable such as age education occupation medical status and place of residence to gain a more comprehensive understanding of consumer buying behaviour.
- The study employed the Chi square test to examine the relationship between the selected variable future study may use advance statistical techniques such as regression analysis factor analysis or structural equation modelling (SEM), to obtain deeper significance into the impact of social media marketing on consumer buying behaviour.

- Future researcher may compare consumer buying behaviour across different geographical reasons industries or social media platform to provide border and more comprehensive finding.
- Artificial intelligence based tool such as chatbots and virtual assistants, should be integrated into social media platform to provide instant customer support improve service quality and enhance the overall shopping experience.

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