



## **IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR**

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**Abstract** - Platforms such as Facebook, Instagram, and YouTube allow companies to reach a large number of consumers quickly and effectively. This study focuses on the impact of social media marketing on consumer buying behaviour. Social media advertisements, influencer promotions, product reviews, and online interactions play a major role in influencing the purchasing decisions of consumers. Many consumers rely on social media platforms to gather information about products, compare brands, and read customer reviews before making a purchase. The study also highlights how social media creates awareness, builds brand loyalty, and increases customer engagement. Overall, social media marketing has a significant influence on consumer behaviour and helps businesses improve their marketing strategies and sales performance.

**KEYWORDS:** Social Media Marketing, Consumer Buying Behaviour, Digital Marketing, Online Advertising, Brand Awareness

### **INTRODUCTION**

In recent years, social media has become an important part of people's daily lives. Platforms such as Facebook, Instagram, Twitter, and YouTube are widely used by individuals to communicate, share information, and explore new products and services. Due to the increasing number of social media users, businesses have started using social media platforms as an effective marketing tool to promote their products and reach a larger audience. Social media marketing allows companies to interact directly with consumers, understand their preferences, and influence their purchasing decisions. Through advertisements, influencer promotions, product reviews, and customer feedback, social media plays a significant role in shaping consumer buying behaviour. Many consumers depend on social media to gather product information, compare brands, and read reviews before making a purchase decision. This study focuses on understanding how social media marketing affects consumer buying behaviour. It also highlights the importance

of social media in creating brand awareness, building customer relationships, and influencing the purchasing decisions of consumers in the modern digital era.

### **STATEMENT OF THE PROBLEM**

In the modern digital era, social media has become one of the most powerful platforms for marketing and communication. Businesses increasingly use social media platforms such as Facebook, Instagram, and YouTube to promote their products and services.

However, the increasing use of social media marketing has created changes in consumer buying behaviour. Consumers are now influenced by online advertisements, influencer promotions, product reviews, and recommendations shared on social media platforms. Many consumers rely on social media information before making purchasing decisions. Despite the growing importance of social media marketing, it is important to understand how strongly it influences consumer buying behaviour. Therefore, this study aims to examine the impact of social media marketing on consumers and identify how social media affects their purchasing decisions, brand preferences, and overall buying behaviour.

### **OBJECTIVES OF THE STUDY**

The objectives of the study refer to the specific aims or goals that the researcher intends to achieve through the research work. They provide a clear direction and purpose for the study and help the researcher focus on the important aspects of the research topic. Objectives guide the entire research process by identifying what information needs to be collected, analyzed, and interpreted. They also objectives play a vital role because they determine the framework of the study and help in organizing the research in a systematic manner. Well-defined objectives make it easier for the researcher to gather relevant data, examine the relationships between different factors, and draw meaningful conclusions. They also help readers understand the purpose and significance of the research.

## SCOPE OF THE STUDY

The scope of the study focuses on understanding the influence of social media marketing on consumer buying behaviour. Social media platforms such as Facebook, Instagram, YouTube, and Twitter have become popular tools for businesses to promote their products and services. This study mainly examines how these platforms affect consumer awareness, attitudes, and purchasing decisions.

The study also explores how social media advertisements, influencer promotions, product reviews, and online interactions impact the preferences and choices of consumers. It helps in identifying the factors that motivate consumers to purchase products after seeing promotions or recommendations on social media.

Furthermore, the study focuses on analyzing the role of social media in creating brand awareness and building strong relationships between businesses and consumers. The scope of this study is limited to understanding the behavioural changes of consumers due to social media marketing and how businesses can use these platforms effectively to influence buying decisions and improve their marketing strategies.

## RESEARCH METHODOLOGY

### Research Design

Research design refers to the overall plan or structure used to conduct the research study. It helps the researcher to collect, measure, and analyze data in a systematic way. In this study, a descriptive research design is used to understand how social media marketing influences consumer buying behaviour.

### Nature of the Study

The nature of the study is descriptive in nature. The study focuses on describing behaviour. It aims to understand consumer opinions, attitudes, and purchasing decisions influenced by social media platforms.

### Sources of Data

- I. **Primary Data:** It helps to understand the opinions and behaviour of consumers regarding social media marketing.
- II. **Secondary Data:** Secondary data is collected from books, journals, magazines, websites, and previous research studies related to social media marketing and consumer behaviour.

### Sampling Design

In this research, convenience sampling is used. Respondents who actively use social media platforms are selected for collecting the data.

### Data Collection Method

The data for the study is collected using a structured questionnaire. The questionnaire contains several questions related to social media usage, advertisements, product reviews, and purchasing behaviour of consumers.

### Tools for Data Analysis

The collected data is analyzed using simple statistical tools such as percentage analysis, tables, and charts. These tools help to present the data clearly and understand the influence of social media marketing on consumer buying behaviour.

### Period of the Study

The period of the study refers to the time taken to complete the research work. The study was conducted for a period of three months, during which the data was collected, analyzed, and interpreted.

## REVIEW OF LITERATURE

Review of literature refers to the study and analysis of previous research works, articles, books, and journals related to the research topic. It helps the researcher to understand the existing knowledge about the topic and identify the research gap.

Many researchers have studied the influence of social media marketing on consumer buying behaviour. According to various studies, social media

platforms have become an important source of information for consumers. These platforms help consumers to learn about new products, compare brands, and read reviews before making a purchase decision.

Several studies highlight that social media advertisements, influencer

promotions, and online reviews play a significant role in influencing consumer attitudes and purchasing behaviour. Consumers often trust the opinions and recommendations shared by other users on social media platforms, which affects their buying decisions.

Research also shows that social media marketing helps businesses to build brand awareness, improve customer engagement, and create strong relationships with consumers. Through interactive communication and promotional

activities, companies can attract more customers and influence their purchasing decisions.

Therefore, the review of literature indicates that social media marketing has a strong impact on consumer buying behaviour and has become an essential part of modern marketing strategies.

**DATA ANALYSIS AND INTERPRETATION**

Data analysis and interpretation is the process of examining the collected data and explaining its meaning in order to understand the impact of social media marketing on consumer buying behaviour. The data collected from respondents through questionnaires is analyzed using percentage analysis.

**1. Social Media Usage of Respondents**

social media platform	number of respondents	percentage
Instagram	20	40%
Facebook	15	30%
YouTube	10	20%
Others	5	10%
Total	50	100%

**Interpretation:**

The table shows that most of the respondents (40%) use Instagram frequently, followed by Facebook (30%), YouTube (20%), and other platforms (10%). This indicates that Instagram is the most commonly used social media platform among the respondents

**2. Influence of Social Media Advertisements on Buying Decisions**

Opinion	Number of Respondents	Percentage
Yes	32	64%
No	10	20%
Sometimes	8	16%
Total	50	100%

**Interpretation:**

The table shows that 64% of respondents are influenced by social media advertisements while making purchasing decisions. 20% of respondents are not influenced, and 16% say they are sometimes influenced. This indicates that

social media advertisements have a significant impact on consumer buying behaviour.

**3. Important of Product Reviews on Social Media**

Response	Number of Respondents	Percentage
Very Important	25	50%
Important	15	30%
Neutral	7	14%
Not Important	3	6%
Total	50	100%

**Interpretation:**

The table shows that 50% of respondents consider product reviews on social media as very important before purchasing a product. This indicates that consumers rely on reviews and feedback shared on social media platforms.

**4. Purchase After Seeing Social Media Promotion**

Response	Number of Respondents	Percentage
Yes	28	56%
No	12	24%
Sometimes	10	20%
Total	50	100%

**Interpretation:**

The table indicates that 56% of respondents have purchased a product after seeing promotions on social media. This shows that social media marketing plays an important role in influencing consumer buying decisions.

**FINDINGS**

Most of the respondents are active users of social media platforms.

Instagram and Facebook are the most commonly used social media platforms among respondents.

Social media advertisements create awareness about new products and services.



Many consumers depend on social media to get information about products before purchasing.

Product reviews and ratings on social media influence consumer buying decisions.

Influencer marketing plays an important role in attracting consumers.

Consumers often compare different brands on social media before making a purchase.

Social media promotions and discounts encourage consumers to buy products.

Attractive advertisements on social media increase consumer interest in products.

Many consumers have purchased products after seeing advertisements on social media.

Social media helps businesses to communicate directly with customers.

Social media marketing helps in increasing brand awareness among consumers.

Online feedback and comments influence the perception of consumers about a brand.

Social media platforms help consumers to share their experiences with products and services.

Overall, social media marketing has a significant impact on consumer buying behaviour and purchasing decisions.

## **SUGGESTIONS**

Businesses should actively use social media platforms to promote their products and services.

Companies should create attractive and creative advertisements to attract consumer attention.

Businesses should provide clear and detailed product information on social media platforms.

Companies should encourage customers to share their reviews and feedback online.

Businesses should respond quickly to customer queries and comments on social media.

Marketers should collaborate with influencers to increase brand awareness.

Companies should provide special offers and discounts through social media promotions.

Businesses should regularly update their social media pages with new content and product information.

Marketers should analyze consumer preferences and trends on social media platforms.

Companies should focus on building trust and maintaining good relationships with customers.

Businesses should ensure that advertisements on social media are honest and reliable.

Companies should use different social media platforms to reach a wider audience.

Businesses should improve customer engagement through interactive content and campaigns.

Marketers should use customer feedback to improve their products and services.

Effective social media marketing strategies should be developed to influence consumer buying behaviour and increase sales.

## **CONCLUSION**

In the modern digital era, social media has become an important platform for communication, information sharing, and marketing. Businesses use YouTube, and Twitter to promote their products and services and to reach a larger number of consumers. Social media marketing allows companies to interact directly with customers and understand their needs and preferences.

The study reveals that social media marketing has a significant influence on consumer buying behaviour. Many consumers depend on social media platforms to gather information about products, compare different brands, read product reviews, and view advertisements before making a purchase decision. Influencer promotions, online advertisements, and customer feedback also play an important role in influencing the purchasing decisions of consumers. Social media marketing not only helps businesses to create brand awareness but also helps in building strong relationships with customers. Through effective marketing strategies, businesses can attract more customers and improve their sales performance.

## **LIMITATIONS OF THE STUDY**

### **Sample Size Limitation**

The study is not fully represent the opinions of the entire population.

### **Geographical Limitation**

The research is limited to a specific area, and therefore the findings may not be applicable to consumers in other regions.



### **Time Limitation**

The study is conducted within a limited time period, which restricts detailed data collection and analysis.

### **Response Bias**

The data collected depends on the honesty and accuracy of the respondents, which may sometimes lead to biased responses.

### **Limited Social Media Platforms**

The study mainly focuses on a few social media platforms and does not include all available platforms.

### **Limited Scope of Study**

The research mainly concentrates on social media marketing and does not consider all other factors that influence consumer buying behaviour.

### **Availability of Data**

Some required information and data may not be easily available for the study.

### **Changing Consumer Behaviour**

Consumer preferences and behaviour may change over time, which can affect the long-term accuracy of the study.

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