

# **IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER PURCHASE INTENTION**

**SHARAN KUMAR Y**

*BBA Final Year Jeppiaar University*

**Ms VANDHANA M**

*Assistant Professor, School of Arts Humanities and Management, Jeppiaar University*

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**Abstract** - The rapid growth of social media platforms has transformed the way businesses communicate with customers and influence purchasing behavior. This study examines the impact of social media marketing on customer purchase intention, focusing on key factors such as content quality, interactivity, credibility, and electronic word-of-mouth. Using a quantitative research approach, data were collected from social media users through a structured questionnaire and analyzed using statistical techniques. The findings reveal that social media marketing has a significant and positive effect on customer purchase intention, with engaging and informative content playing a crucial role in shaping consumer attitudes.

Additionally, trust and peer recommendations on social media platforms were found to strongly influence customers' decision-making processes. The study highlights the importance for marketers to develop effective social media strategies that emphasize authenticity, engagement, and value creation. The results contribute to existing literature by providing empirical evidence on the role of social media marketing in influencing consumer purchase intention .

**KEYWORDS:** Social Media Marketing, Customer Purchase Intention, Consumer Behavior, Electronic Word-of-Mouth (eWOM), Digital Marketing, Brand Engagement, Online Trust.

## **INTRODUCTION**

The widespread adoption of social media has significantly transformed the marketing landscape, reshaping how businesses interact with consumers and promote their products and services. Platforms such as Facebook, Instagram, X (formerly Twitter), and YouTube have evolved beyond communication tools into powerful marketing channels that influence consumer perceptions, preferences, and purchase decisions. As consumers increasingly rely on social media for product information, reviews, and

recommendations, understanding its impact on customer purchase intention has become a critical area of research.

Social media marketing enables firms to engage customers through interactive content, personalized communication, and real-time feedback, creating stronger brand-consumer relationships compared to traditional marketing approaches. Features such as likes, shares, comments, and user-generated content allow consumers to actively participate in brand conversations, thereby shaping brand image and trust. Moreover, electronic word-of-mouth (eWOM) on social media plays a vital role in influencing consumer attitudes, as individuals often perceive peer opinions as more credible than firm-generated advertising.

Customer purchase intention, defined as the likelihood of a consumer buying a particular product or service, is a key predictor of actual buying behavior. Prior studies suggest that factors such as content quality, informativeness, entertainment value, credibility, and perceived usefulness of social media marketing messages significantly affect purchase intention. However, the effectiveness of social media marketing varies across platforms, industries, and consumer demographics, indicating the need for further empirical investigation.

Despite the growing body of literature on digital marketing, limited research has comprehensively examined the specific mechanisms through which social media marketing influences customer purchase intention, particularly in emerging markets. This study aims to address this gap by analyzing the impact of social media marketing on customer purchase intention and identifying the key dimensions that drive consumer decision-making. The findings of this study are expected to provide valuable insights for marketers and policymakers in designing effective social media strategies that enhance customer engagement and drive purchase behavior.

## **STATEMENT OF THE PROBLEM**

The rapid expansion of social media platforms has compelled organizations to invest heavily in social media marketing as a key component of their promotional strategies. While businesses widely assume that social media marketing positively influences customer purchase intention, the actual effectiveness of these marketing efforts remains uncertain due to variations in content quality, platform characteristics, consumer trust, and engagement levels. Many organizations struggle to identify which aspects of social media marketing genuinely drive consumers toward purchasing decisions and which merely increase online visibility without translating into sales.

Although previous studies have explored the relationship between social media marketing and consumer behavior, the findings are often fragmented and context-specific, with limited consensus on the most influential factors affecting purchase intention. Moreover, there is a lack of empirical evidence examining how elements such as interactivity, electronic word-of-mouth, credibility, and brand engagement collectively influence customer purchase intention, particularly in emerging markets where social media usage patterns differ significantly from developed economies.

As a result, marketers face challenges in designing effective social media strategies that yield measurable outcomes in terms of customer purchase intention. This research seeks to address this problem by systematically examining the impact of social media marketing on customer purchase intention and identifying the key dimensions that significantly influence consumers' buying decisions. By doing so, the study aims to bridge the gap between theoretical understanding and practical application in social media marketing.

### OBJECTIVES OF THE STUDY

The primary objective of this study is to examine the impact of social media marketing on customer purchase intention. Specifically, the study aims to analyze how various dimensions of social media marketing, such as content quality, interactivity, credibility, entertainment value, and electronic word-of-mouth, influence consumers' purchase decisions. It also seeks to assess the role of customer engagement and trust developed through social media platforms in shaping purchase intention. By identifying the key factors that significantly affect customer purchase intention, the study intends to provide valuable insights for marketers to design effective social media marketing strategies that enhance consumer engagement and drive purchasing behavior.

### SCOPE OF THE STUDY

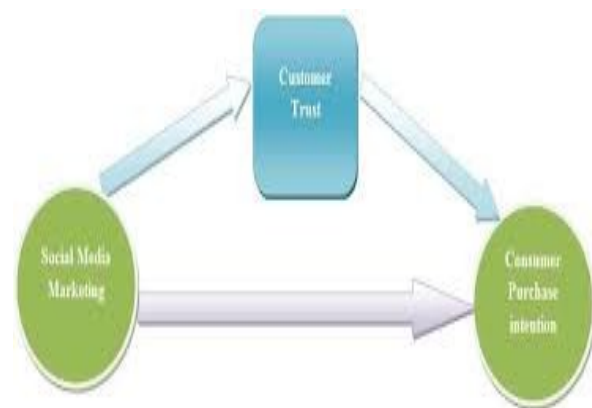
The scope of this study is limited to examining the impact of social media marketing on customer purchase intention, with a focus on selected social media

platforms such as Facebook, Instagram, and YouTube. The study concentrates on specific dimensions of social media marketing, including content quality, interactivity, credibility, entertainment value, electronic word-of-mouth, and customer engagement. It considers the perceptions and responses of active social media users who are exposed to brand-related marketing content. The research is confined to understanding purchase intention rather than actual purchasing behavior and is conducted within a defined geographical and time frame. Therefore, the findings of the study are applicable to similar consumer groups and market conditions but may not be generalized beyond the selected sample, platforms, or context.

### RESEARCH METHODOLOGY

This study adopts a **quantitative research approach** to examine the impact of social media marketing on customer purchase intention. A descriptive research design was employed to understand consumers' perceptions and responses toward social media marketing activities. The quantitative approach was considered appropriate as it allows for objective measurement and statistical analysis of relationships between variables.

### RESEARCH DESIGN



The study follows a **survey-based research design**, focusing on identifying the relationship between various dimensions of social media marketing and customer purchase intention.

### SAMPLE POPULATION AND SAMPLING TECHNIQUE

The target population of the study comprises **active social media users** who are exposed to brand-related marketing content on platforms such as Facebook, Instagram, and YouTube. A **purposive sampling technique** was used to select respondents who regularly engage with social media

marketing content. A total of **300 respondents** were included in the study to ensure adequate representation.

### DATA COLLECTION METHOD

Primary data were collected using a **structured questionnaire** designed based on previous literature. The questionnaire consisted of two sections: demographic details of respondents and statements measuring social media marketing dimensions (content quality, interactivity, credibility, electronic word-of-mouth, and customer engagement) and customer purchase intention. Responses were measured using a **five-point Likert scale** ranging from “Strongly Disagree” to “Strongly Agree.” The survey was administered online to ensure wider reach and convenience.

### TOOLS FOR DATA ANALYSIS

The collected data were coded and analyzed using **Statistical Package for Social Sciences (SPSS)** software. The following statistical techniques were applied:

1. Descriptive statistics to summarize demographic profiles
2. Reliability analysis to test the consistency of the measurement scale
3. Correlation analysis to examine relationships among variables

### ETHICAL CONSIDERATIONS

Participation in the survey was voluntary, and respondents were assured of confidentiality and anonymity.

### REVIEW OF LITERATURE

The emergence of social media has significantly altered the dynamics of marketing by enabling interactive communication between firms and consumers. Social media marketing provides organizations with opportunities to engage customers, build brand awareness, and influence consumer behavior through platforms that support content sharing and peer interaction. Several studies have highlighted that social media marketing plays a vital role in shaping consumers’ attitudes and purchase intentions by offering timely information, entertainment, and social interaction.

Previous research indicates that **content quality** is one of the most influential factors affecting customer purchase intention. High-quality, informative, and entertaining content enhances consumer engagement and positively influences brand perception, leading to increased purchase intention. Studies

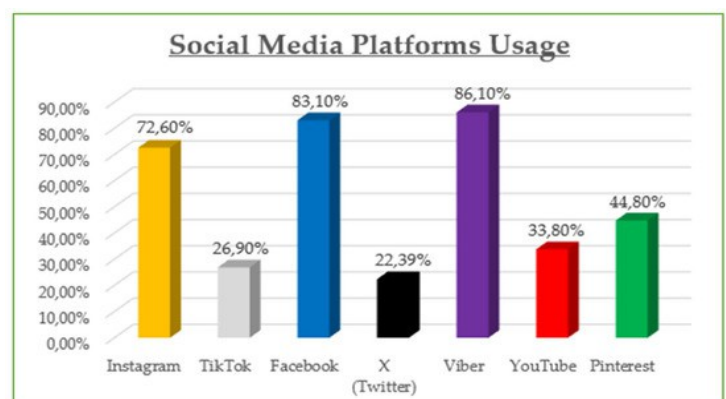
have also emphasized the importance of **interactivity**, suggesting that two-way communication between brands and consumers strengthens relationships and improves consumers’ willingness to purchase.

The role of **credibility and trust** in social media marketing has been widely discussed in existing literature. Consumers are more likely to trust brands that provide transparent and authentic information on social media platforms. Credible brand communication increases perceived reliability and reduces purchase-related risk, thereby positively influencing purchase intention. In addition, **electronic word-of-mouth (eWOM)** has emerged as a powerful determinant of consumer decision-making. Reviews, comments, and recommendations shared by other users are often considered more trustworthy than traditional advertising, significantly impacting purchase intention.

Customer engagement on social media platforms has also been identified as a critical driver of purchase intention. Engaged consumers are more likely to develop emotional connections with brands, which enhances brand loyalty and purchasing behavior. Several empirical studies have found a strong positive relationship between social media engagement indicators—such as likes, shares, and comments—and customer purchase intention.

Although existing studies confirm the positive influence of social media marketing on customer purchase intention, the results vary across industries, platforms, and demographic groups. Moreover, limited research has examined the combined effect of multiple social media marketing dimensions on purchase intention, particularly in emerging markets. This highlights a research gap that necessitates further empirical investigation to better understand how social media marketing strategies influence customer purchase intention in different contexts.

### DATA ANALYSIS AND INTERPRETATION



The data collected from the respondents were systematically analyzed using the Statistical Package for Social Sciences (SPSS) to examine the impact of social media marketing on customer purchase intention. The analysis began with descriptive statistics to summarize the demographic characteristics of the respondents and to understand their general perception of social media marketing activities. Measures such as mean and standard deviation were used to assess respondents' agreement levels with various dimensions of social media marketing, including content quality, interactivity, credibility, electronic word-of-mouth, and customer engagement.

Reliability analysis was conducted using Cronbach's alpha to test the internal consistency of the measurement scales. The results indicated that all constructs exhibited acceptable reliability values, confirming that the questionnaire items were consistent and suitable for further analysis. Correlation analysis was then employed to examine the relationship between social media marketing dimensions and customer purchase intention. The findings revealed a significant positive relationship between social media marketing factors and purchase intention, indicating that higher engagement and favorable perceptions of social media content are associated with stronger buying intentions.

To assess the impact of social media marketing variables on customer purchase intention, multiple regression analysis was performed. The results demonstrated that content quality, credibility, electronic word-of-mouth, and customer engagement significantly influence customer purchase intention, while interactivity showed a moderate effect. Among these variables, electronic word-of-mouth and content quality emerged as the strongest predictors of purchase intention. These findings suggest that consumers are more likely to develop purchase intentions when they perceive social media marketing content as trustworthy, informative, and influenced by peer recommendations.

Overall, the data analysis confirms that social media marketing plays a crucial role in shaping customer purchase intention. The results highlight the importance for marketers to focus on creating credible, engaging, and value-driven content to effectively influence consumers' purchasing decisions.

## FINDINGS

- Social media marketing has a **significant positive impact** on customer purchase intention.
- Customers frequently rely on social media platforms for **product information and purchase decisions**.
- **Content quality** is one of the most influential factors affecting customer purchase intention.
- **Electronic word-of-mouth (eWOM)** has a strong impact on customers' buying intentions, highlighting the importance of peer reviews and recommendations.
- **Credibility of social media content** significantly enhances customer trust and purchase intention.
- **Customer engagement** (likes, comments, shares, and interactions) positively influences purchase intention.
- **Interactivity** shows a moderate but positive effect on customer purchase intention.
- Reliability analysis confirms that all measurement scales used in the study are **internally consistent and dependable**.
- Correlation analysis indicates a **positive relationship** between all social media marketing dimensions and customer purchase intention.
- Regression analysis identifies **eWOM and content quality** as the strongest predictors of customer purchase intention.

## SUGGESTIONS

- Businesses should focus on creating **high-quality, informative, and engaging content** to attract and retain customer interest.
- Marketers should actively encourage **positive electronic word-of-mouth (eWOM)** by motivating customers to share reviews, ratings, and testimonials.
- Companies should ensure **credibility and transparency** in social media communications to build customer trust.
- Brands should increase **customer engagement** through interactive posts, polls, live sessions, and timely responses to comments and queries.
- Social media strategies should be **platform-specific**, as customer behavior and engagement differ across platforms like Instagram, Facebook, and YouTube.
- Influencer marketing should be used carefully by collaborating with **authentic and trustworthy influencers** who align with brand values.
- Organizations should regularly **monitor and analyze customer feedback** on social media to improve products and marketing strategies.
- Marketers should maintain **consistency in posting and messaging** to strengthen brand recall and customer loyalty.
- Companies should invest in **data analytics tools** to track customer engagement and measure the effectiveness of social media campaigns.
- Businesses should provide **personalized content and offers** to enhance customer experience and increase purchase intention.

## CONCLUSION

The study concludes that social media marketing plays a vital role in influencing customer purchase intention in the contemporary digital marketplace. The findings demonstrate that key dimensions of social media marketing—such as content quality, credibility, electronic word-of-mouth, and customer engagement—have a significant positive impact on consumers' buying intentions. Among these factors, electronic word-of-mouth and content quality emerged as the most influential determinants, highlighting the importance of trustworthy information and peer recommendations in shaping consumer decisions.

The results further indicate that effective social media marketing strategies can strengthen brand–consumer relationships, enhance trust, and positively shape consumer perceptions. While interactivity showed a moderate influence, its role remains important in sustaining customer engagement and long-term brand loyalty. Overall, the study emphasizes that businesses must adopt well-planned, customer-centric social media marketing strategies to effectively influence purchase intention and gain competitive advantage. The insights derived from this research contribute to the existing literature and provide practical implications for marketers seeking to optimize their social media marketing efforts.

## LIMITATIONS OF THE STUDY

- The study is limited to **customer purchase intention** and does not examine actual purchasing behavior.
- The research is based on data collected from a **specific sample size**, which may limit the generalizability of the findings.
- The study focuses only on selected **social media platforms**, and results may differ across other platforms.
- Responses are based on **self-reported data**, which may be influenced by personal bias or social desirability.
- The study considers a **limited number of social media marketing dimensions**, and other factors may also influence purchase intention.
- The research is conducted within a **specific geographical area**, which may restrict the applicability of the results to other regions.
- The study uses a **cross-sectional research design**, capturing consumer perceptions at a single point in time rather than over a longer period.
- The study does not differentiate between **types of products or industries**, which may influence customer purchase intention differently.
- The impact of **demographic variables** such as age, income, and education level is not examined in detail.

- Rapid changes in **social media algorithms and trends** may affect the relevance of the findings over time.

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