



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

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**Abstract** - Social media has changed the way companies communicate with customers and promote their products. Businesses now use social networking platforms to share information, advertisements, and promotional campaigns that influence consumer purchasing decisions. This study examines the influence of social media marketing on customer buying intention with special reference to Vaibav Bajaj. The research analyzes how online advertisements, brand communication, customer reviews, and promotional activities on social media affect customer interest and purchasing behavior. Data for the study were collected from customers through questionnaires and supported by information from books, journals, and online resources. The findings reveal that social media marketing plays an important role in building product awareness and motivating customers to consider purchasing products. The study highlights the importance of using effective social media strategies to improve customer engagement and strengthen market performance.

**KEYWORDS:** Social Media Marketing, Consumer Behaviour, Buying Intention, Digital Promotion, Online Advertising, Customer Engagement.

## **INTRODUCTION**

In recent years, social media has become one of the most important communication tools used by businesses around the world. Platforms such as Facebook, Instagram, and YouTube allow companies to interact directly with customers, promote products, and build brand awareness. Unlike traditional marketing methods, social media marketing allows businesses to reach customers instantly and receive feedback quickly. Consumers today often depend on social media platforms to learn about new products, compare different brands, and read customer reviews before making purchasing decisions. This shift in consumer behavior has encouraged companies to invest more in social media marketing strategies.

For automobile dealers and showrooms, social media marketing provides an opportunity to display product features, share promotional offers, and maintain a strong connection with customers. Through consistent online communication and engaging content, companies can influence customer attitudes and increase their interest in purchasing products.

This study focuses on understanding how social media marketing activities influence customer buying intention and how businesses can utilize social media platforms effectively to attract customers and improve sales performance.

## **STATEMENT OF THE PROBLEM**

Social media marketing has become a widely used promotional strategy for many organizations. However, not all companies are able to convert social media engagement into actual customer purchases. Although businesses invest time and resources in social media advertising, the effectiveness of these activities in influencing customer buying intention is not always clearly understood. Therefore, it is important to analyze how social media marketing affects customer perceptions and purchasing decisions. This study attempts to identify the relationship between social media marketing and customer buying intention with reference to Vaibav Bajaj.

## **OBJECTIVES OF THE STUDY**

1. To examine the influence of social media marketing on customer buying intention.
2. To identify the social media platforms most frequently used by customers.
3. To study the effect of social media advertisements on customer purchasing decisions.
4. To understand customer opinions regarding social media marketing activities.

## **SCOPE OF THE STUDY**

The present study focuses on analyzing the role of social media marketing in influencing customer buying intention in the automobile sector. The research is conducted with reference to customers associated with Vaibav Bajaj. The study examines customer responses toward social media advertisements, online promotions, and product information shared through digital platforms. The results of this research may help businesses understand how social media marketing can be used effectively to attract customers and strengthen brand relationships.

## RESEARCH METHODOLOGY



### Research Design:

The study follows a descriptive research design to understand customer opinions and behaviors.

### Sources of Data:

- **Primary Data:** Collected directly from customers through a structured questionnaire.
- **Secondary Data:** Collected from books, academic journals, websites, and previous research studies.

### Sampling Method:

Convenience sampling method was used to collect responses.

### Sample Size:

The study includes responses from 50 customers.

### Tools Used for Analysis:

- Percentage analysis
- Tables and charts for interpretation of results

## REVIEW OF LITERATURE

Previous research studies have highlighted the growing importance of social media marketing in influencing customer behavior.

Several researchers have pointed out that social media platforms allow companies to communicate directly with consumers and create stronger brand relationships. Studies also show that customers often trust online reviews and recommendations shared through social networking sites.

Research findings indicate that social media marketing increases product awareness, improves brand image, and encourages customers to consider purchasing products. Interactive content such as videos, promotional posts, and customer testimonials also plays an important role in attracting customer attention.

Overall, earlier studies confirm that social media marketing has a significant influence on customer perceptions and purchase intentions.

The responses collected from customers were analyzed using percentage analysis.

- Around **68% of respondents** stated that social media advertisements help them learn about new products.
- **72% of respondents** said they check social media before making a purchase decision.
- **64% of customers** believe that online reviews influence their buying decision.
- **58% of respondents** reported that promotional offers on social media increase their interest in purchasing products.

These results indicate that social media marketing plays a meaningful role in shaping customer buying behavior.

## FINDINGS

- ✓ A majority of customers actively use social media platforms.
- ✓ Social media advertisements help customers become aware of products and offers.
- ✓ Online reviews and recommendations influence purchasing decisions.
- ✓ Customers prefer visually attractive and informative social media content.
- ✓ Social media marketing contributes to improving brand recognition.

## SUGGESTIONS

- ✓ Businesses should regularly update their social media pages with relevant and engaging content.
- ✓ Companies should provide quick responses to customer questions and feedback online.
- ✓ Customer testimonials and product demonstrations should be shared to increase trust.
- ✓ Targeted advertisements should be used to reach potential customers effectively.
- ✓ Companies should monitor customer responses and improve marketing strategies accordingly.



## CONCLUSION

Social media marketing has become an essential component of modern business promotion. The study shows that social media platforms have a strong influence on customer awareness, perceptions, and buying intention. Effective social media marketing strategies help businesses communicate with customers, promote products, and create long-term relationships. For companies like Vaibav Bajaj, using social media marketing effectively can improve customer engagement and increase sales opportunities.

## LIMITATIONS OF THE STUDY

- ✓ The study was conducted with a limited number of respondents.
- ✓ The research was restricted to a specific geographic area.
- ✓ Only selected social media platforms were considered in the study.
  
- ✓ Time limitations restricted the scope of data collection.

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