



# A Study On Impact Of Social Media On Consumer Behaviour

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**Abstract - The rapid growth of social media has significantly transformed consumer behavior in the digital age. This study examines how platforms such as Instagram, Facebook, and TikTok influence consumer decision-making, brand perception, and purchasing patterns. Using secondary data and existing research findings, the paper identifies key factors such as peer influence, online reviews, influencer marketing, and targeted advertising. The study concludes that social media plays a crucial role in shaping consumer preferences, increasing brand engagement, and driving purchase decisions.**

**Keywords: Social Media, Consumer Behaviour, Digital Marketing, Online Reviews, Influencer Marketing.**

## I. INTRODUCTION

In recent years, social media has become an integral part of everyday life. It is no longer just a communication tool but a powerful marketing platform influencing consumer behavior. Businesses use social media to interact with customers, promote products, and build brand loyalty.

Consumer behavior refers to the study of how individuals make decisions to purchase goods and services. Social media platforms have transformed traditional buying processes by providing easy access to information, peer reviews, and recommendations.

Studies indicate that over 80% of users engage with social media daily, making it a critical factor in consumer decision-making.

## II. OBJECTIVES OF THE STUDY

To understand the impact of social media on consumer buying behavior  
To identify factors influencing purchase decisions through social media  
To analyze the role of influencers and online reviews  
To examine how social media affects brand loyalty

## III. RESEARCH METHODOLOGY

This study is based on secondary data analysis collected from:

**Research papers**  
Journals

Online databases

A qualitative and descriptive approach is used to analyze consumer behavior trends.

## IV. LITERATURE REVIEW

Previous studies highlight the growing influence of social media on consumers:

Social media significantly affects information search and evaluation stages of purchasing decisions.

Platforms enable consumers to interact and share opinions, influencing others' buying decisions.

Influencer marketing and peer recommendations strongly impact purchase intentions.

Digital marketing via social media is more effective than traditional marketing methods.

## V. CONCEPTUAL FRAMEWORK

Social Media Factors → Consumer Behaviour Outcomes

Online Reviews → Trust

Influencers → Purchase Intention

Advertisements → Brand Awareness

Peer Recommendations → Decision Making

## VI. IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

### Information Search

Consumers rely heavily on social media for product information, reviews, and comparisons.

Easy access to product details

Real-time feedback from users



Visual content increases engagement

#### **Influence of Online Reviews**

Online reviews play a crucial role in shaping consumer opinions.

Positive reviews increase trust

Negative reviews discourage purchases

User-generated content is considered more reliable

#### **Role of Influencer Marketing**

Influencers significantly impact consumer behavior.

Followers trust influencer recommendations

Creates brand awareness

Encourages impulse buying

#### **Peer Influence and Social Proof**

Consumers are influenced by peers through likes, comments, and shares.

Social validation leads to higher purchase intention

FOMO (Fear of Missing Out) drives buying behavior

#### **Targeted Advertising**

Social media uses algorithms to show personalized ads.

Increases relevance of products

Enhances conversion rates

Improves customer experience

#### **Brand Engagement and Loyalty**

Social media helps brands connect directly with consumers.

Builds long-term relationships

Encourages repeat purchases

Improves customer satisfaction

### **VII. DATA ANALYSIS AND FINDINGS**

Based on existing studies:

#### **80%+ users access social media daily**

Majority of consumers rely on social media for product research

Influencer recommendations significantly increase purchase intention

Social media affects all stages of the buying process

#### **Key Findings**

Social media is a major factor in consumer decision-making

Online reviews are more trusted than advertisements

Influencer marketing is highly effective among youth

Personalized ads increase purchase likelihood

### **VIII. ADVANTAGES OF SOCIAL MEDIA FOR CONSUMERS**

Easy access to information

Better product comparison

Convenience in shopping

Real-time interaction

### **IX. CHALLENGES AND LIMITATIONS**

Fake reviews and misleading information

Privacy concerns

Overexposure to advertisements

Data security issues

### **X. CONCLUSION**

Social media has revolutionized consumer behavior by influencing how individuals search, evaluate, and purchase products. It provides businesses with powerful tools to engage customers and build brand loyalty. However, challenges such as misinformation and privacy concerns must be addressed.

Overall, social media is a dominant force shaping modern consumer behavior, making it essential for businesses to adopt effective digital marketing strategies.

### **XI. SUGGESTIONS**

Companies should focus on authentic content

Improve transparency in advertising

Encourage genuine customer reviews

Use ethical marketing practices

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