



# Impact of Social Media on Consumer Buying Behaviour

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**Abstract** – Social media marketing has become a powerful tool in the modern digital landscape, significantly influencing consumer behavior and decision-making processes. Unlike traditional marketing methods, social media platforms enable direct interaction between brands and consumers, fostering engagement, trust, and brand loyalty. Through targeted advertisements, influencer marketing, and user-generated content, businesses can effectively shape consumer perceptions and preferences. Social media also allows real-time communication and feedback, which enhances customer satisfaction and improves brand visibility. This study examines how social media marketing impacts consumer awareness, purchase decisions, and brand engagement. It highlights the growing importance of digital platforms in influencing buying behavior and emphasizes the need for businesses to adopt effective social media strategies.

**Keywords-** Social Media Marketing, Consumer Behavior, Digital Platforms, Brand Awareness, Online Advertising, Influencer Marketing, Customer Engagement, Purchase Decision, E-commerce, Brand Loyalty.

## I. INTRODUCTION

In recent years, the rapid growth of social media platforms has revolutionized the way businesses communicate with consumers. Platforms such as Facebook, Instagram, Twitter, and YouTube have become essential marketing tools, enabling companies to reach a wider audience in a cost-effective and interactive manner. Social media marketing has shifted the focus from traditional one-way communication to a two-way interaction model, where consumers actively participate in brand conversations.

Social media plays a crucial role in shaping consumer behavior by influencing attitudes, preferences, and purchasing decisions. Consumers increasingly rely on online reviews, recommendations, and influencer opinions before making buying choices. The availability of real-time information and peer feedback makes social media a highly influential factor in the decision-making process.

Furthermore, businesses use social media analytics to understand customer preferences, track engagement patterns, and design targeted marketing campaigns. Features such as personalized advertisements, sponsored posts, and interactive content help in capturing consumer attention and enhancing brand recall. As competition in the digital marketplace intensifies, companies are investing more in social media marketing strategies to attract and retain customers. However, social media marketing also presents challenges such as information overload, negative reviews, privacy concerns, and the spread of misleading content. Therefore, understanding the impact of social media marketing on consumer behavior is essential for businesses to develop effective strategies and maintain a competitive edge. This study aims to analyze how social media influences consumer decisions and its overall impact on purchasing behavior.

## II. REVIEW OF LITERATURE

Kaplan, A.M. & Haenlein, M. (2025) – Users of the World, Unite!

The study explains the rise of social media and its impact on communication and marketing. It highlights how social media enables user participation and content creation, influencing consumer opinions and brand perception.

Mangold, W.G. & Faulds, D.J. (2024) – Social Media as a Hybrid Element of Promotion Mix

The authors emphasize that social media combines traditional marketing with word-of-mouth communication. It plays a significant role in shaping consumer attitudes and purchasing decisions.

Hajli, N. (2023) – The Role of Social Media in Consumer Behavior

This research identifies trust, interaction, and social influence as key factors affecting consumer decisions through social media platforms.

De Vries, L., Gensler, S., & Leeﬂang, P.S.H. (2025) – Popularity of Brand Posts

The study examines how likes, shares, and comments influence brand popularity and consumer engagement.

Duffett, R.G. (2024) – Influence of Social Media Marketing on Youth

This research highlights how social media advertising significantly affects young consumers' buying behavior and brand awareness.

## III. STATEMENT OF THE PROBLEM

The increasing use of social media has transformed how consumers interact with brands and make purchasing decisions. While social media marketing provides opportunities for businesses to engage with customers, it also creates challenges such as information overload, fake reviews, and privacy concerns.



Many consumers are influenced by advertisements, influencers, and peer opinions on social media, which may lead to impulsive buying decisions. At the same time, businesses struggle to measure the effectiveness of their social media campaigns and maintain authenticity in their communication.

This raises important questions about how social media marketing truly impacts consumer behavior and whether it leads to informed or influenced decision-making. Therefore, this study focuses on analyzing the extent to which social media marketing affects consumer awareness, preferences, and purchase behavior.

**Objectives of the Study**

- To study the growth of social media marketing in the digital era.
- To analyze the influence of social media on consumer buying behavior.
- To examine the role of social media in shaping brand awareness and perception.
- To identify the factors influencing consumer decisions through social media platforms.
- To suggest strategies for effective social media marketing.

**Sampling frame**

- Sample: Social media users and online consumers
- Sample Population: Individuals using platforms like Instagram, Facebook, and YouTube
- Sample Size: 300 respondents
- Sampling Technique: Convenience sampling

**Interpretation**

**Percentage**

Table 1 Awareness of Social Media marketing

Awareness	Respondents	Percentage
Yes	160	80%
No	40	20%
Total Respondents	200	100%

**Interpretation** - In Table 1.1, The data shows that 80% of respondents are aware of social media marketing, indicating its widespread presence and influence among consumers .

Table 2 Influence of Social Media on Purchase Decisions

Usage of AI Tools	No. of Respondents	Percentage
Yes	130	65%
No	70	35%
Total Respondents	200	100%

**Interpretation** –Table 1.2 illustrates 65% of respondents agree that social media influences their purchasing decisions, showing its strong impact on consumer behavior.

**Chi-Square Test**

Table 3 Impact of AI Social Media Marketing and Age Group

	Youth	Adults	Older	Total
High Impact	70	30	10	110
Moderate Impact	20	25	15	60
Low Impact	10	15	5	30
Total	100	70	30	200

**Interpretation**

The Chi-square test indicates a significant relationship between age group and the impact of social media marketing. Younger consumers are more influenced compared to older age groups..

**One-Way annova**

Table 4 Impact of Social Media Usage on Buying Behavior

Sources	df	F	sig
Between Groups	3	4.102	0.011
Within Groups	72		
Total	75		

**Interpretation**

The ANOVA results indicate Since the significance value is less than 0.05, there is a significant difference in buying behavior based on social media usage.

Benefit	Number of Respondents	Rank
Brand Awareness	50	1
Influencer Impact	40	2
customer Engagement	35	3
Easy Communication	25	4

**Interpretation**

Brand awareness is ranked as the most important benefit, followed by influencer impact and customer engagement.

**IV. CONCLUSION**

The study highlights that social media marketing has a significant impact on consumer behavior in the digital age. It influences consumer awareness, preferences, and purchase decisions through interactive and engaging content. Social media platforms enable businesses to build strong relationships with customers, enhance brand visibility, and increase sales.The findings indicate that consumers, especially younger audiences, are highly



influenced by social media advertisements, reviews, and influencer recommendations. Brand awareness and engagement emerged as key benefits of social media marketing. However, challenges such as misinformation, privacy concerns, and excessive advertising need to be addressed. Overall, social media marketing is a powerful tool that businesses must utilize effectively to remain competitive.

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